MY FREELANCE BUSINESS

Martha's Profile

Hire a A School Lab – Jan 2026, Mbale.

Fourthman Farm

Fresh Harvest Year Round

Martha Kwaga

IKIGAI: (Purpose) – To create lasting, meaningful change by combining education, agriculture, and technology to empower communities.

Passion: Growing food that feeds people, restores the environment, and uplifts communities.

Vocation: Sale of fresh farm produce, value-added products, great after sale services and long terms partnerships.

Profession: Experienced educator passionate about sustainable agriculture, green house and organic farming, and agribusiness management.

Mission : To produce food that is healthy, affordable, fresh and available all year round while empowering communities and preserving the environment.
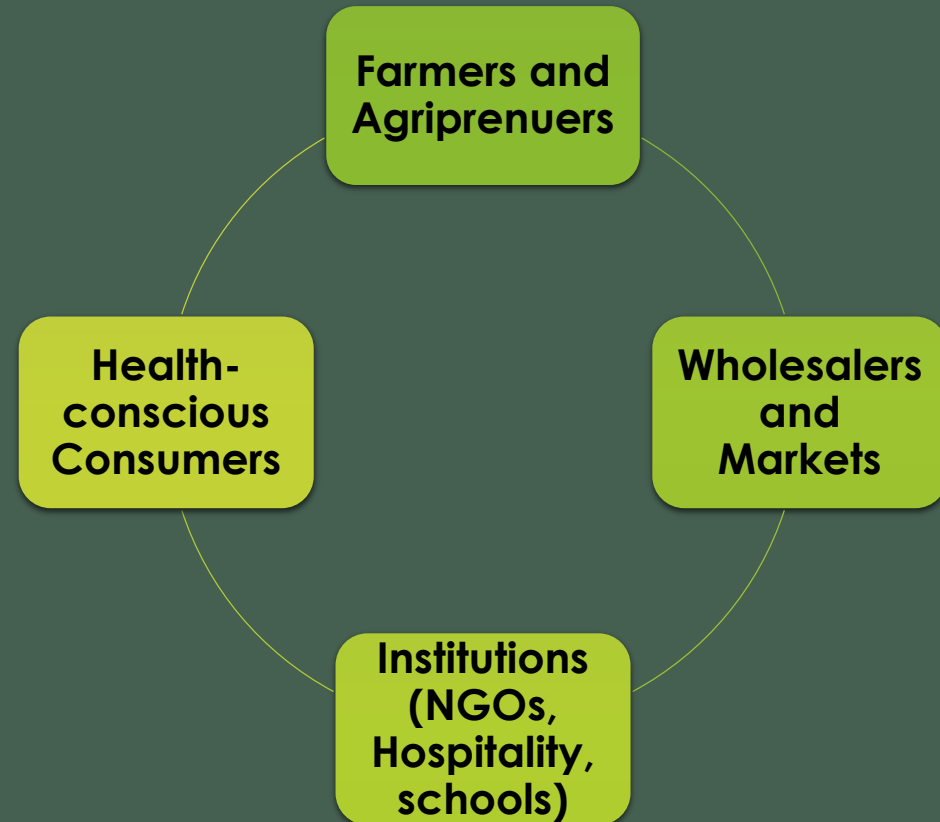
Personality Type

Steady

Supportive, loyal, reliable, consistent, good listener, build relationships, persistent, diplomatic and perfectionist.

TARGET AUDIENCE

- Farmers and Agriprenuers
- Wholesalers and Markets
- Institutions (NGOs, Hospitality, schools)
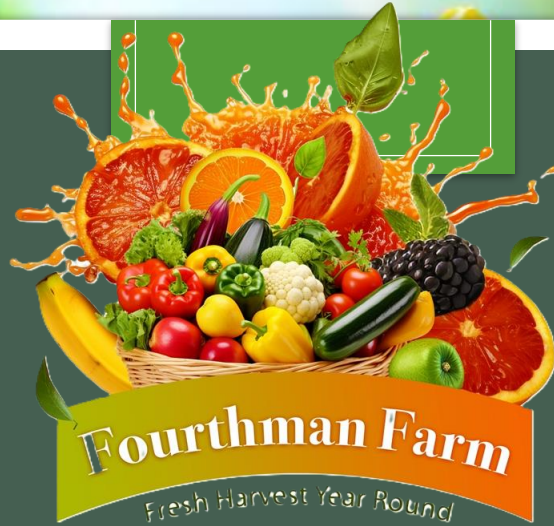- Health-conscious Consumers

SKILLS

- Teaching, coaching and Mentoring
- Digital literacy
- Calculating Profit & Loss and book keeping.
- Effective communication and public speaking.
- Conflict resolution
- Consumer Direct Marketing

VISION/GOALS

- Develop leading software in Agriculture; E-commerce App.
- Produce **fresh, safe, and nutritious food year-round**
- Minimize reliance on synthetic farm inputs
- **Scale** greenhouse and climate-smart farming technologies
- Expand production capacity and market reach
- Advocate for sustainable and organic farming methods
- Develop innovative organic products for sustainability.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
• Agronomists • Transport companies • Agro-input companies • Seed & Equipment suppliers • wholesalers • Farmers • Middlemen • Refactory and tech savvy companies.	**KEY ACTIVITIES** • Crop & livestock farming • Irrigation • Marketing & Sales • Market research • Growing seedlings for sale • Website and Application maintenance. **KEY RESOURCES** • Human resource • Infrastructure • Laptops • Farm land • Farm inputs • Machinery • Farming experts	• Year-round supply • Fresh produce • Sustainable farming • Organically grown food • Farm-gate deals • Variety offering a one-stop center • Free delivery with the CPD • Controlled pests thus less synthetic inputs. GH farming helps. • Website and Ecommerce App that connects all agriculturists (field to table)	**CUSTOMER RELATIONSHIP** • Directs phone calls • Online interaction • Farm tours/Forest school • Community Supported Agriculture • Agric expos & trainings **CHANNELS** • Online (website and App) • Wholesale distribution • Social Media • Big discounts or sales • Recommendations	• Wholesalers • Local residents • Hotels • chefs • Farmer's market • Exporters (prospective) • Mbale Main Market • Large Scale Markets • Online shoppers

COSTS	REVENUE STREAMS
• Labour and farm management • Seeds and seedlings • utilities including web and app maintenance fees • Irrigation • Cost of Sales • Feeding, feeds and farm inputs	• Direct cash sales • Farm tours, expos and training • Wholesale distribution • Account Recievables • Web design and maintenance

THANK YOU

Fourthman Farm
Fresh Harvest Year Round