



# **ADAMA SCIENCE AND TECHNOLOGY UNIVERSITY**

## **College of Humanities and Social Science**

### **Social Science Unit**

**Course: Entrepreneurship and Business Development (SOSC5003)**

### **Individual Assignment**

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Name of Business: Agri-Tech Marketplace for Small Farmers

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## 1. A Short Description of the Business / Pitch Statement

The Agri-Tech Marketplace is a digital platform designed to connect Ethiopian smallholder farmers with buyers, suppliers, and agricultural experts, ensuring fair pricing, improved productivity, and market access. By leveraging technology, the platform minimizes middlemen, provides valuable agricultural advice, and fosters transparency in the food supply chain.

## 2. Product or Service

The platform offers:

- **Marketplace Services:** A digital hub for farmers to sell produce, buyers to source fresh products, and suppliers to sell agricultural inputs like seeds and fertilizers.
- **Information Hub:** Weather updates, pest control tips, and farming tutorials in local languages.
- **Transaction Support:** Payment facilitation and options for micro-loans and crop insurance.
- **Offline Access:** Services available via USSD/SMS for areas with limited internet connectivity.

This fulfills the critical need for better market access, agricultural knowledge, and financial inclusion for rural farmers.

## 3. Target Market

The target market includes:

- **Primary Users:** Smallholder farmers in Ethiopia who struggle with low productivity, lack of market access, and limited agricultural knowledge.
- **Secondary Users:** Urban and rural buyers looking for affordable, fresh produce, and suppliers seeking direct access to farmers.

The platform addresses the problem of inefficient supply chains, unfair pricing, and lack of agricultural resources.

## 4. Business Model

The platform operates on a **freemium model** with revenue streams from:

- **Transaction Fees:** Commission on sales between farmers and buyers.
- **Subscriptions:** Premium features like advanced analytics or tailored advice for farmers.
- **Advertisements:** Space for agro-businesses to promote their products.
- **Partnerships:** Collaborations with NGOs, government programs, and financial institutions for micro-loans and crop insurance.

## 5. Market Analysis

The Ethiopian agriculture sector is highly fragmented, with over 90% of farmers being smallholders. Middlemen dominate the supply chain, causing inefficiencies and low returns for farmers. Current competitors include local cooperatives and informal networks but lack a centralized, technology-driven approach. The platform differentiates itself by combining market access, financial services, and agricultural advice into one accessible solution.

## 6. Unique Value Proposition

Unlike traditional cooperatives or marketplaces, the Agri-Tech Marketplace provides:

- **Direct Market Access:** Eliminates intermediaries, ensuring fair prices for farmers.
- **Tech-Driven Solutions:** Offers an intuitive platform accessible through smartphones and USSD for rural users.
- **Comprehensive Support:** Integrates financial services, agricultural education, and weather forecasting.

These features empower farmers to be more competitive and profitable while offering buyers traceable, fresh produce.

## 7. Competitive Analysis

### Competitors:

- **Local Cooperatives:** Strengths include existing farmer networks but limited to physical locations.
- **Regional Agro-Business Platforms:** May have tech access but lack localized knowledge and rural accessibility.

### Weaknesses of Competitors:

- Inadequate tech infrastructure.
- Limited integration of financial and advisory services.

**Projected Market Share:** The platform aims to capture 20-30% of the smallholder farmer market within the first three years, focusing on high-agriculture regions like Oromia and Amhara.

## 8. Goals

### Short-Term Goals:

- Develop and pilot the platform in one region within the first year.
- Onboard 5,000 farmers and 200 buyers during the initial phase.

### Long-Term Goals:

- Expand to all major agricultural regions within five years.
- Partner with financial institutions to offer micro-loans to 50% of active users.
- Achieve profitability within three years through transaction and subscription revenues.