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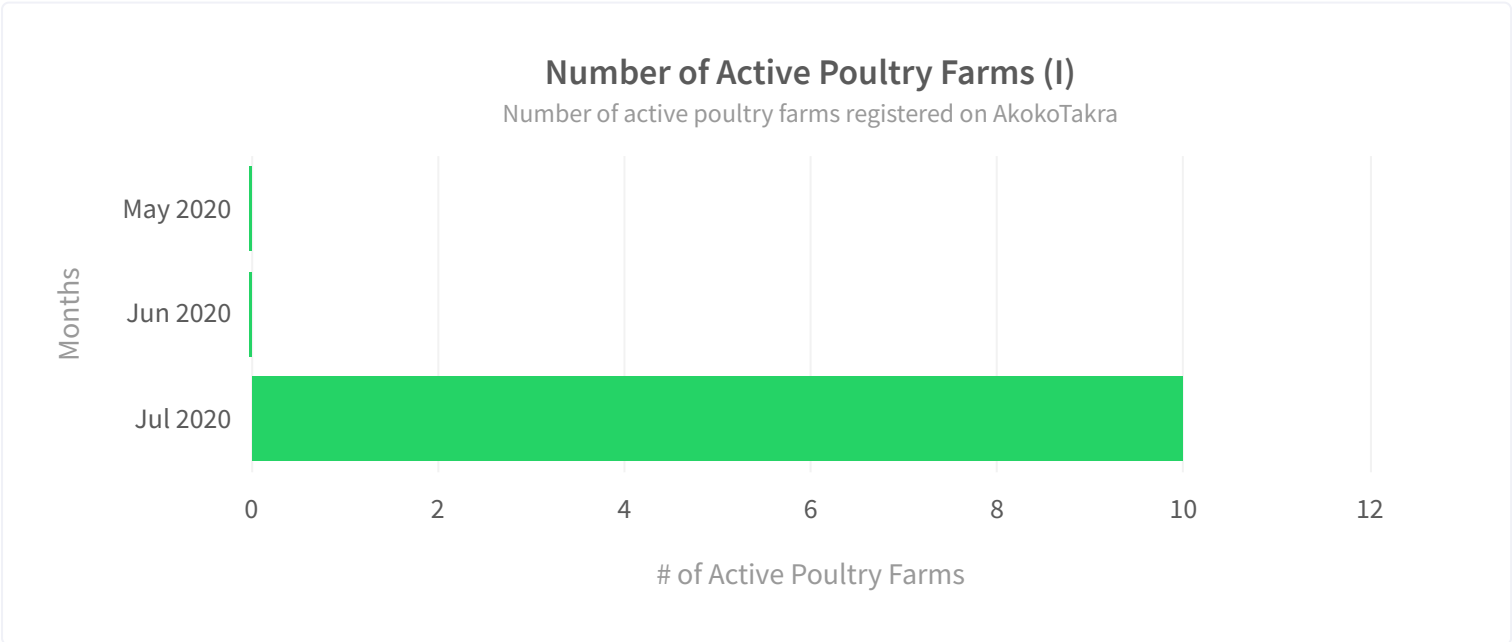
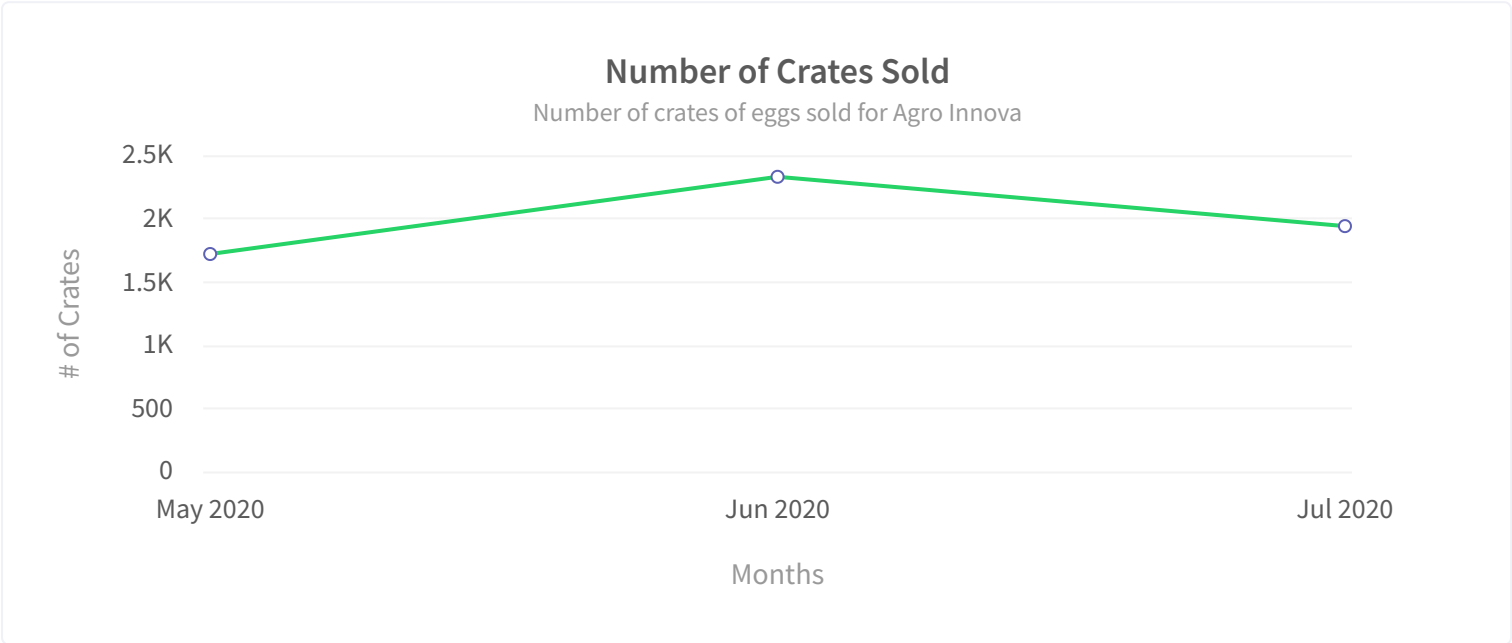
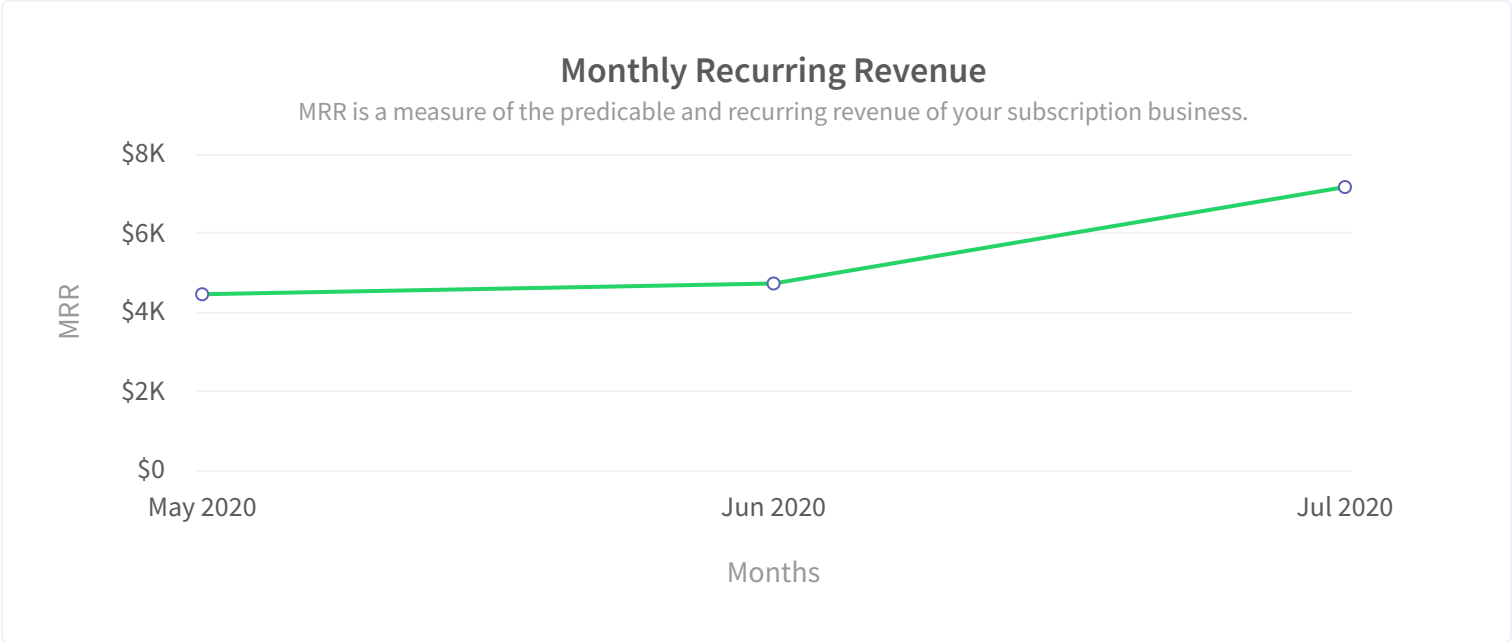
# **AgroInnova**

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**July 2020 Report**

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# Key Performance Indicators



### Monthly Active Users

Monthly active users (MAU) is the number of unique users who have performed some action within the last month.



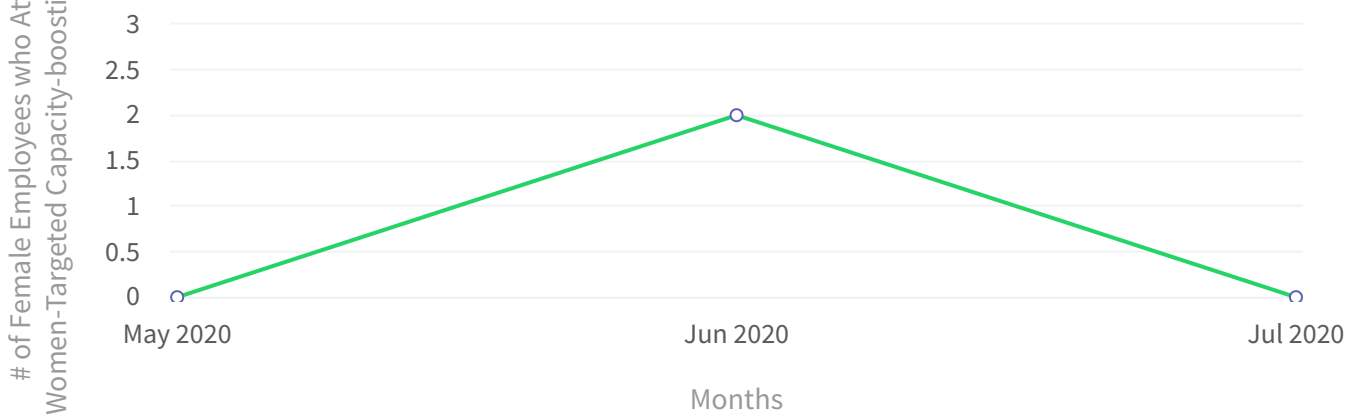
### Number of Trainings Had This Month

Provide subject areas + dates + identity and gender of participants from your team



### Number of Female Employees who Attended Women-Targeted Capacity-boosting Events

List events + identities of participating females



Number of Industry Events or Tradeshows Participated In

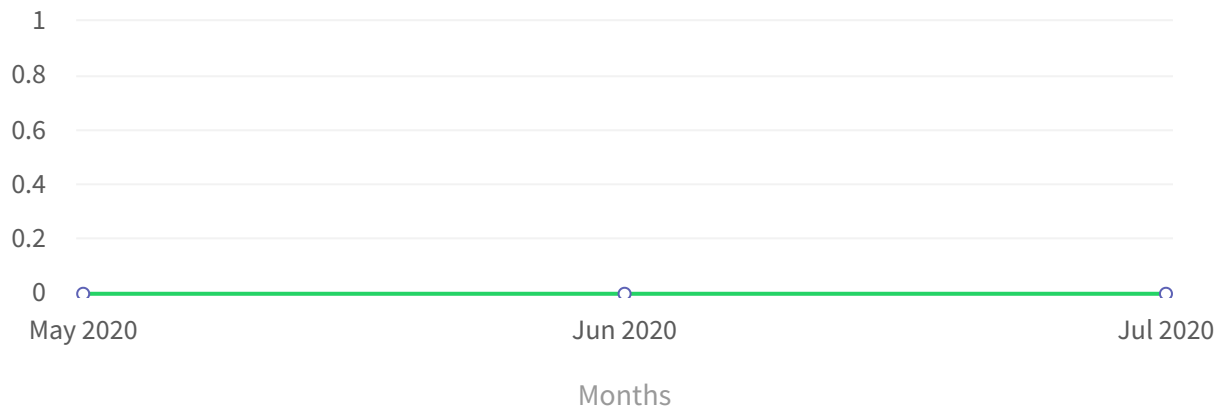
### Number of Industry Events or Tradeshows Participated In



Number and Percentage of Deals Made as result of KIC Networking sessions, B2B introductions, or industry events

### Number and % of Deals Made as result of KIC Networking sessions, B2B introductions, or industry events

Please enter dates + details + identities of both sides



Amount of Funding Raised through KIC Initiated Contacts

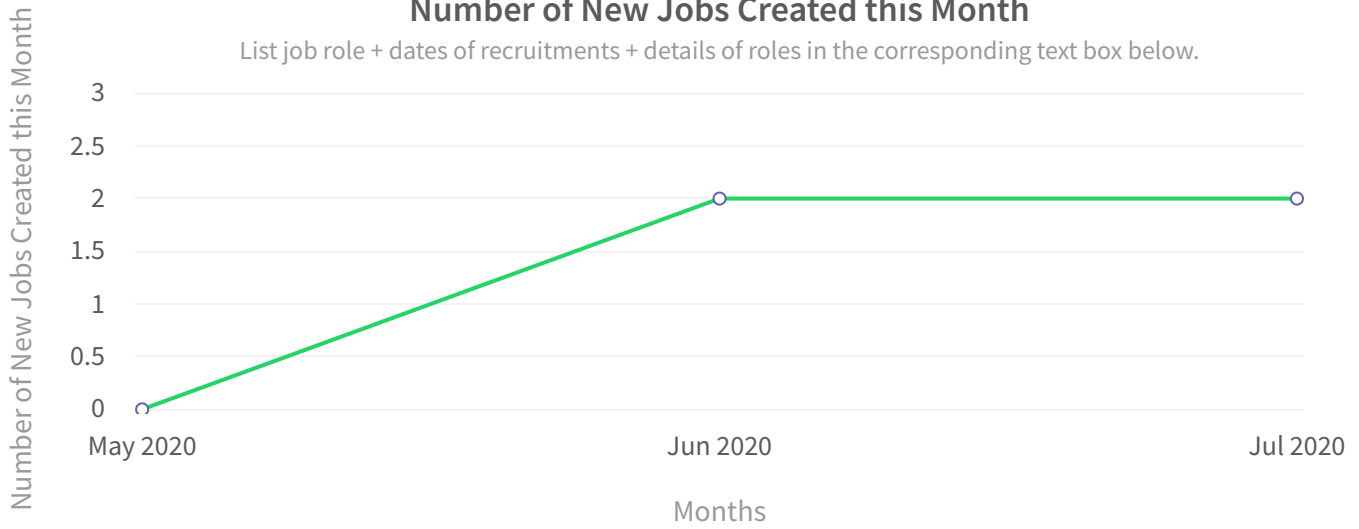
### Amount of Funding Raised through KIC Initiated Contacts

List amounts + dates + details of funding raised below in the corresponding text sheet for this metric.



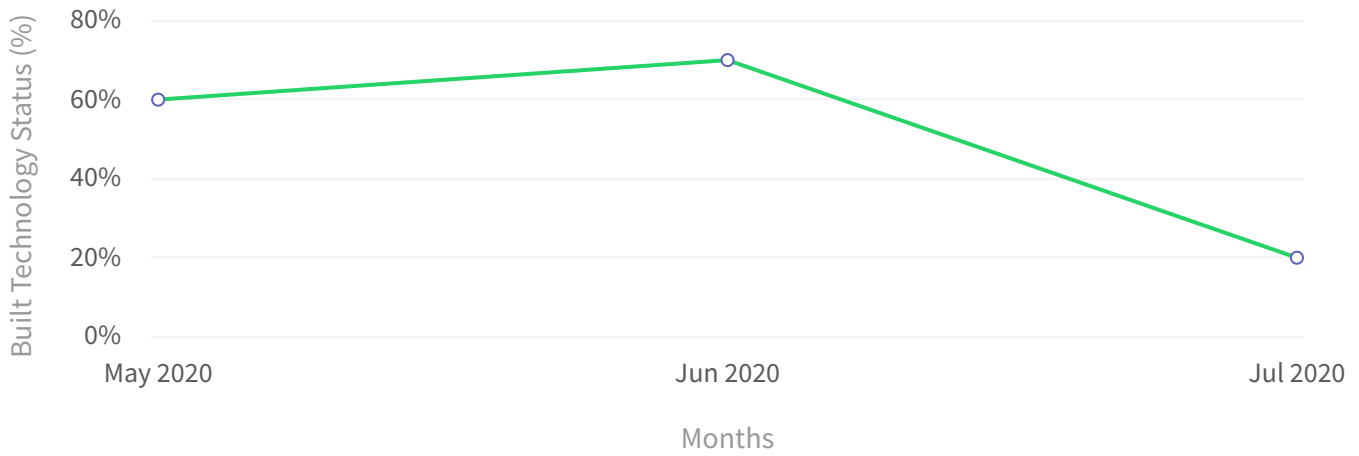
### Number of New Jobs Created this Month

List job role + dates of recruitments + details of roles in the corresponding text box below.

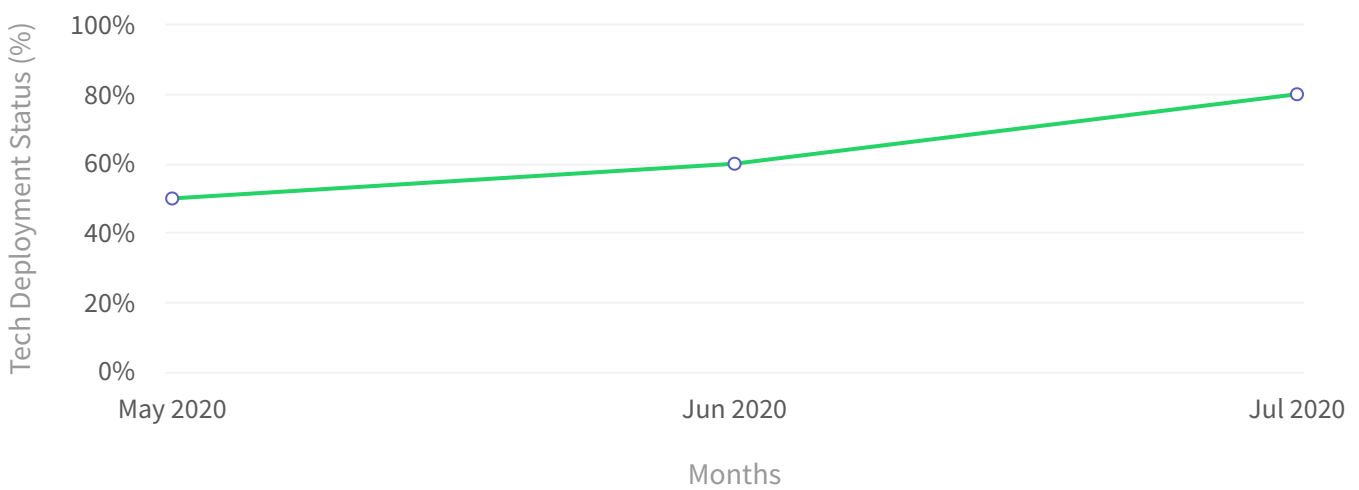


### Built Technology Status (%)

Please provide extra details in the corresponding text below.



### Tech Deployment Status (%)



### Number of Signed on Clients/Customers

Number of clients you signed on during this reporting period.



### Number of Signed on Referrals

Number of referrals you signed on.



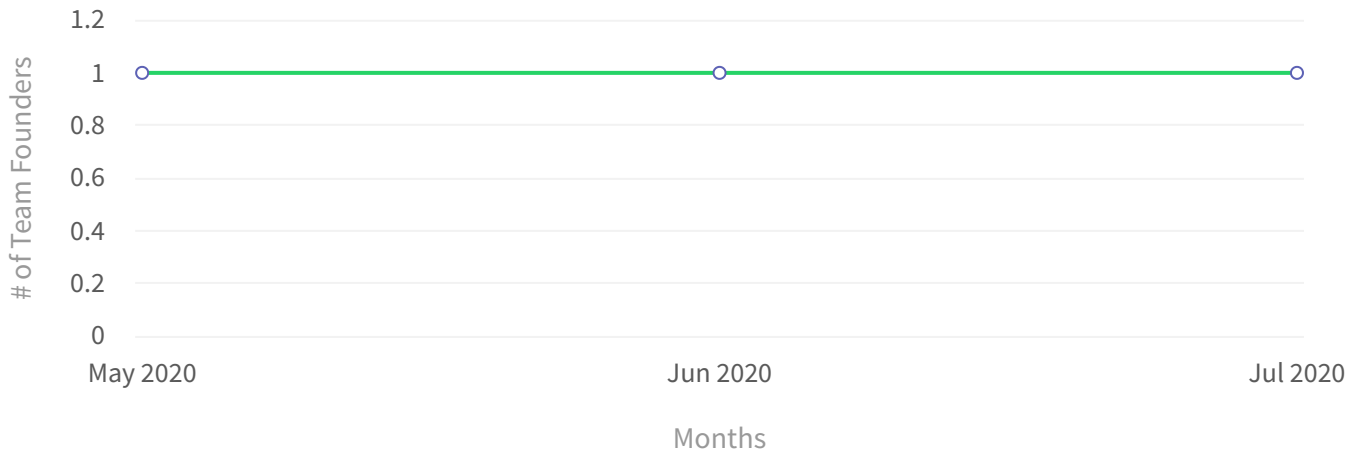
### Number of Key Partnerships Acquired

Number of key partnerships you have acquired in the reporting period.



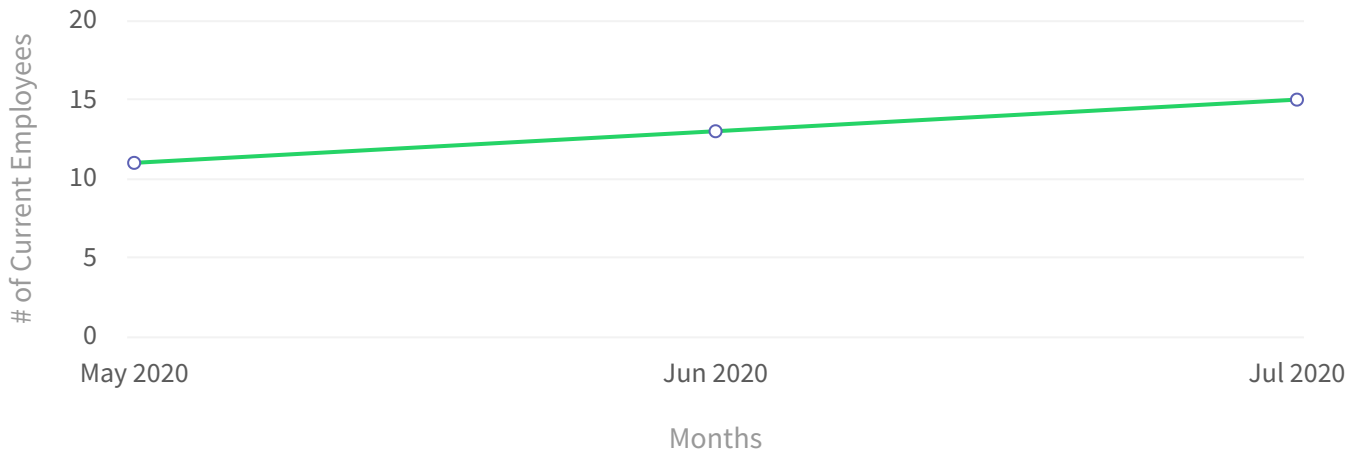
### Number of Team Founders

Number of founders in your team.



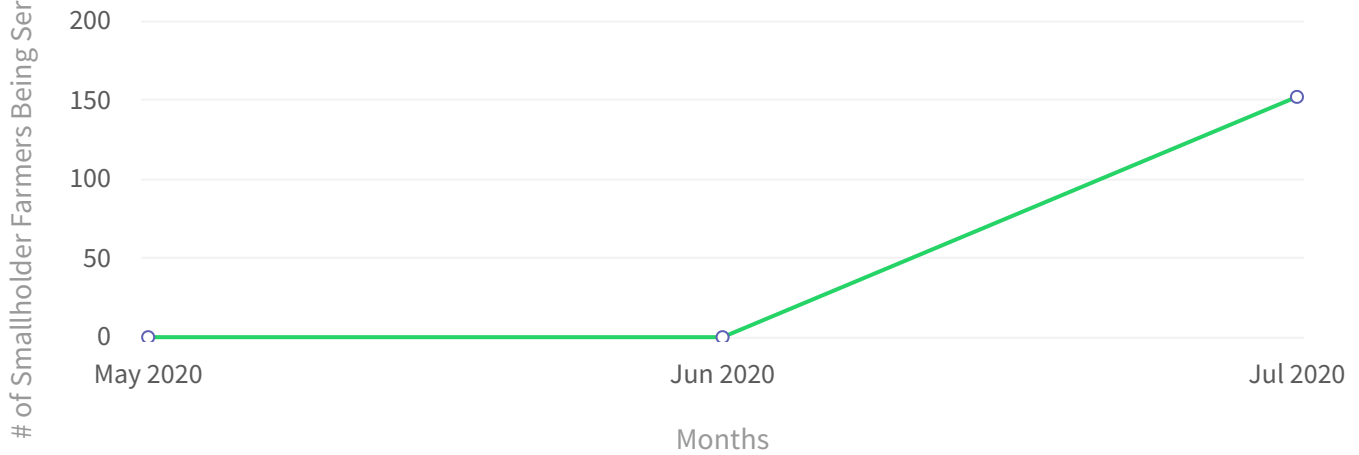
### Number of Current Employees

Number of employees in your company.



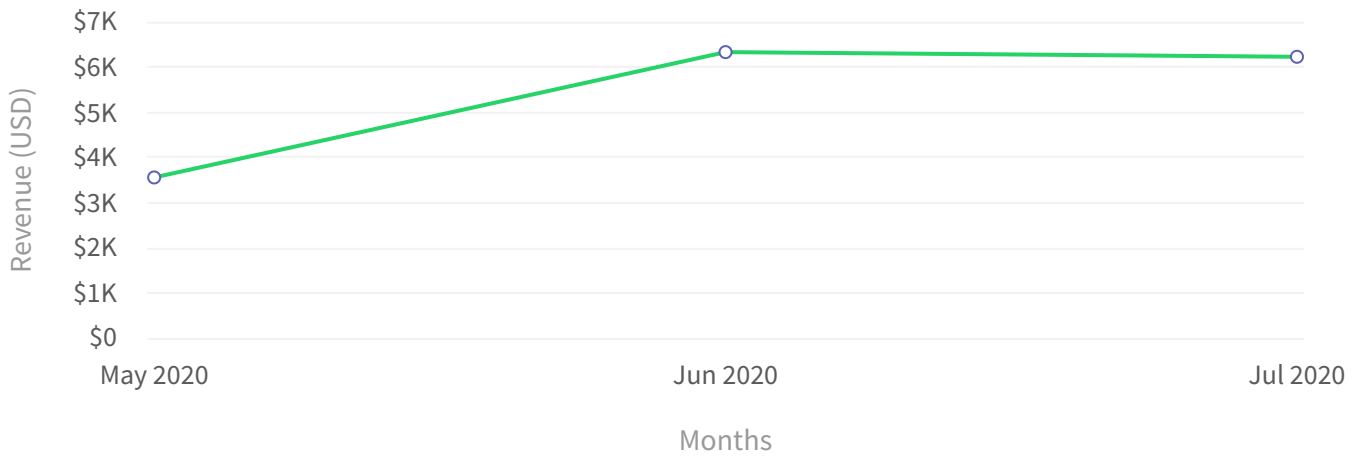
### Number of Smallholder Farmers Being Serviced

Numeber of small holder farmers your company is servicing.



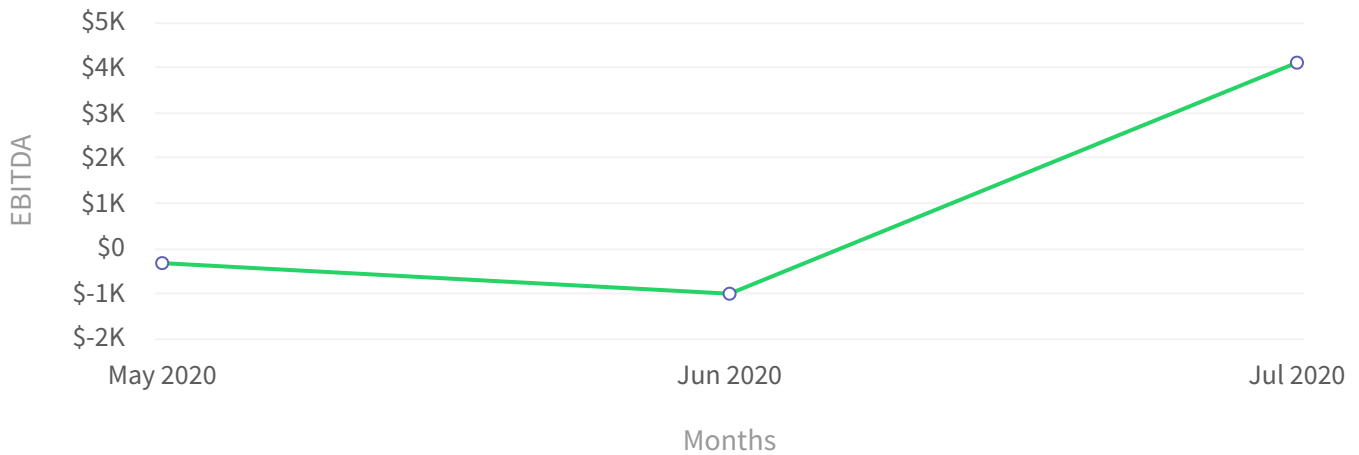
### Revenue (USD)

Amount of revenue this month in USD.



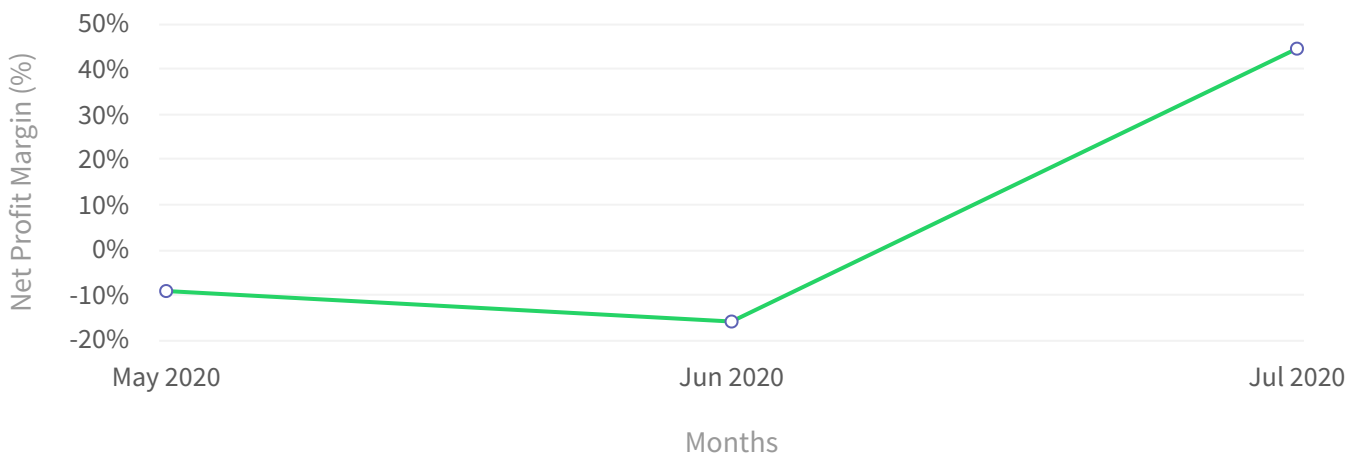
### Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA)

Your earnings before interest, taxes, depreciation and amortization are applied.



### Net Profit Margin (%)

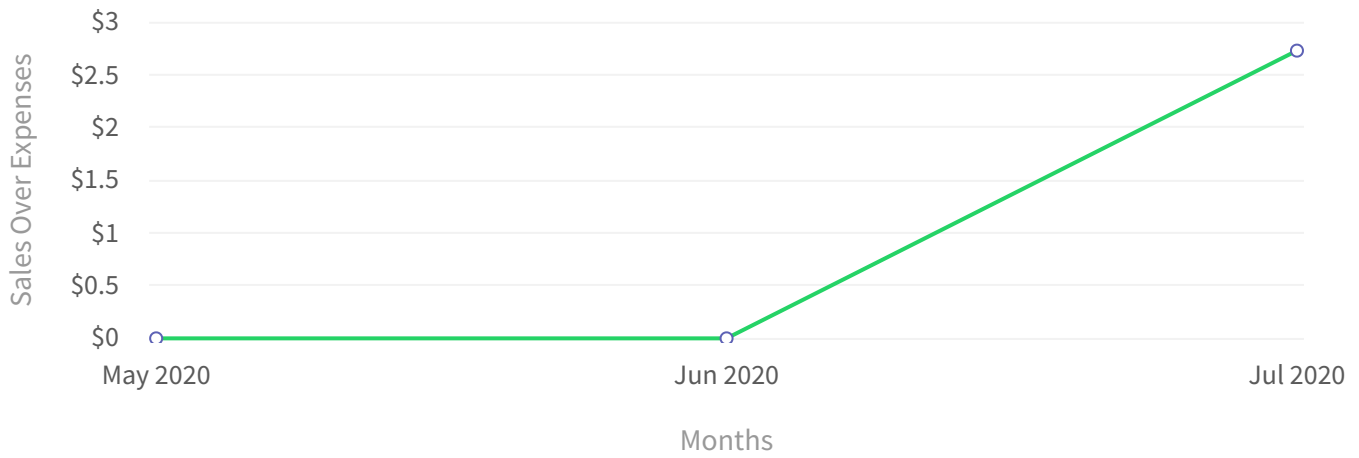
The net profit margin of your company.





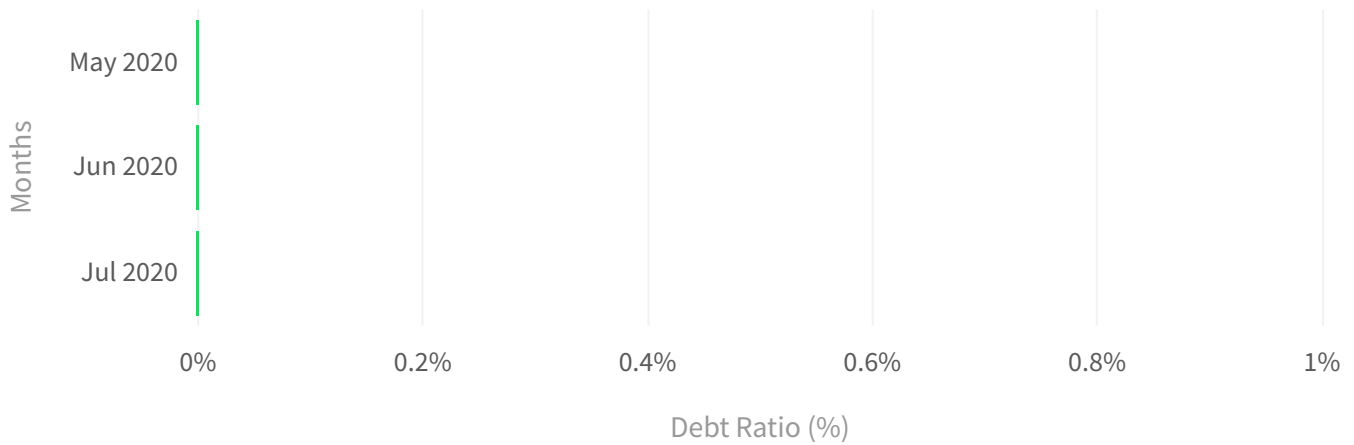
### Sales Over Expenses

Your sales over expenses.



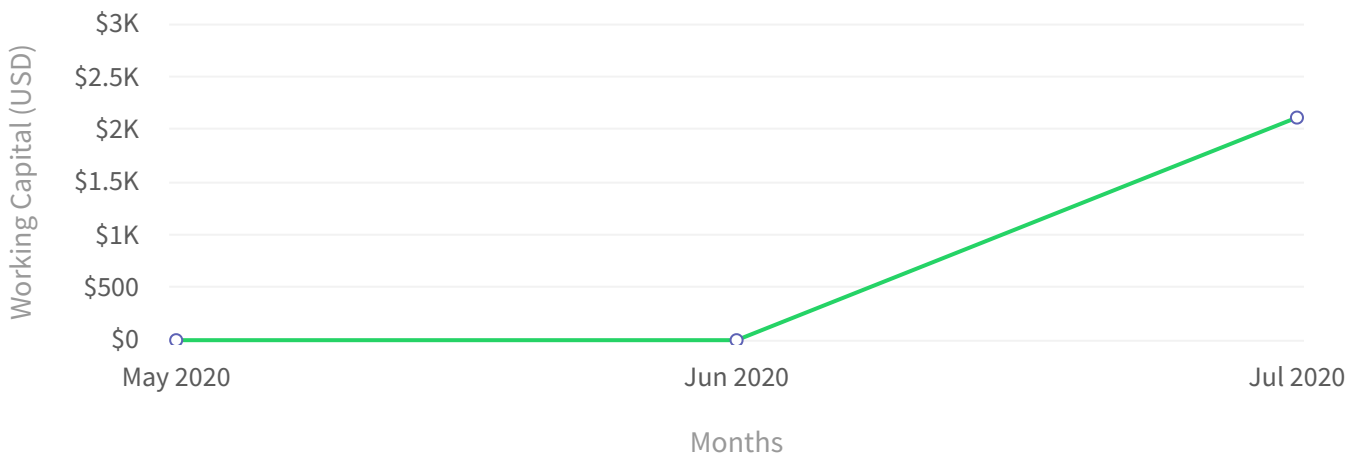
### Debt Ratio (%)

Your debt ratio.



### Working Capital (USD)

The total amount of working capital (current assets - current liabilities)



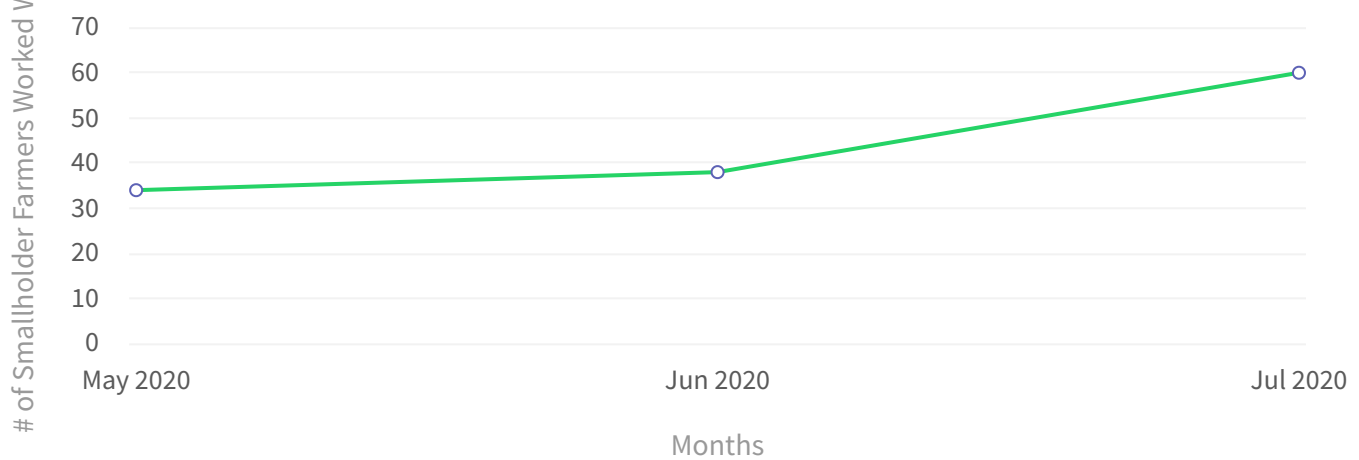
### Amount of New Capital Raised

Amount of new capital you have raised.



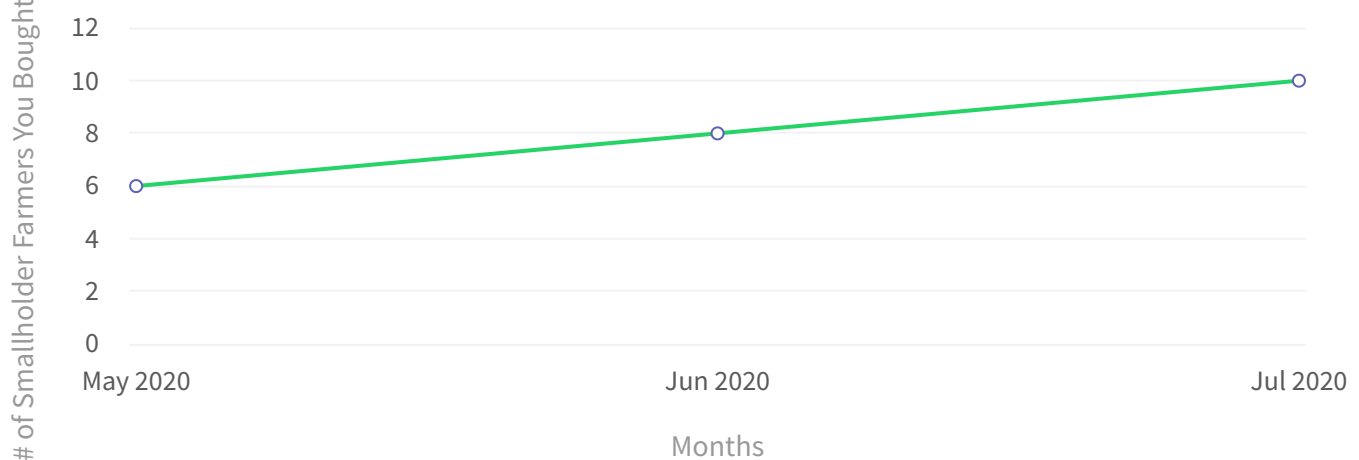
### Approximate Number of Smallholder Farmers Worked With

If you work with smallholders farmers in anyway, please indicate the number you worked with this month



### Approximate Number of Smallholder Farmers You Bought From

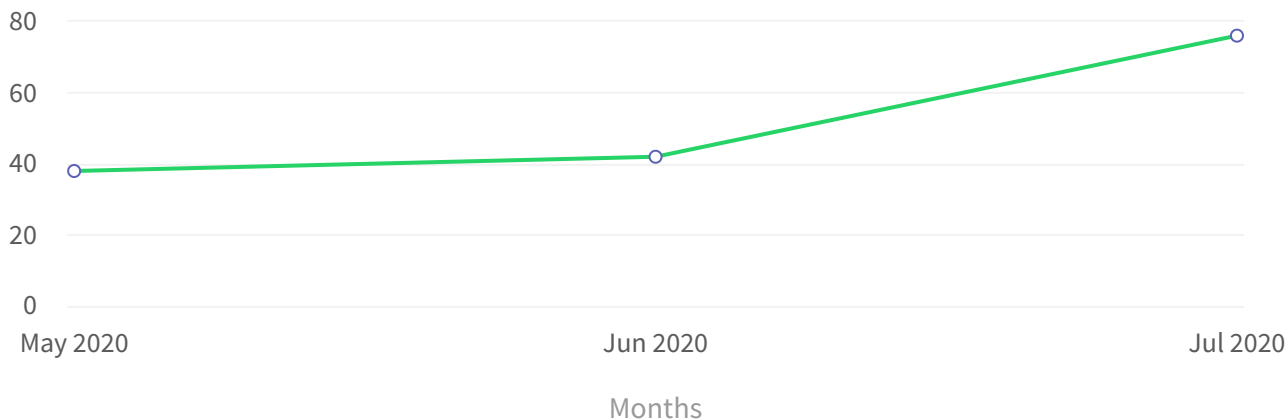
Buy from smallholder farmers? If yes, put approximate number you bought from them this month.



# of Smallholder Who Benefited From You

### Approximate Number of Smallholder Who Benefited From You

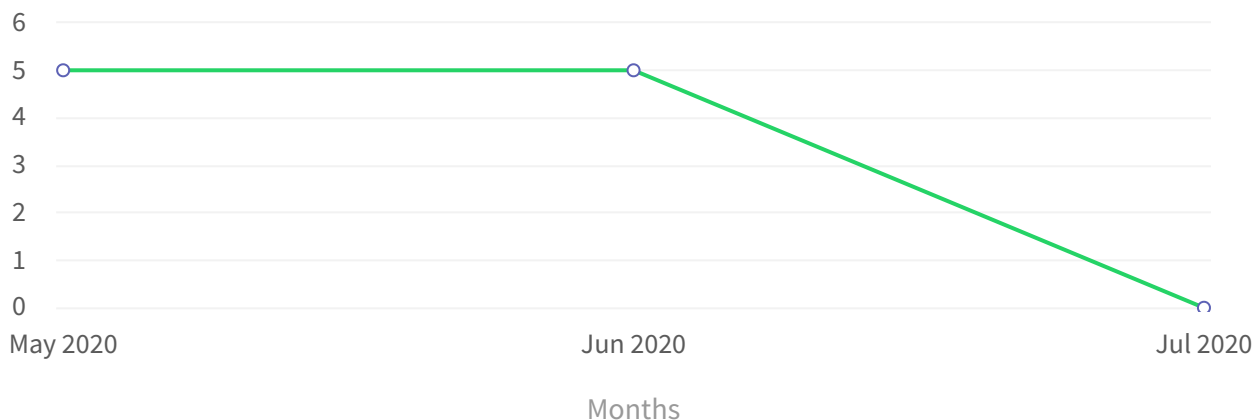
Do smallholder farmers benefit from your services but you don't work with them? If yes, put approximate number who benefitted from you this month.



# of Farming/Agro Communities Worked With

### Approximate Number of Farming/Agro Communities Worked With

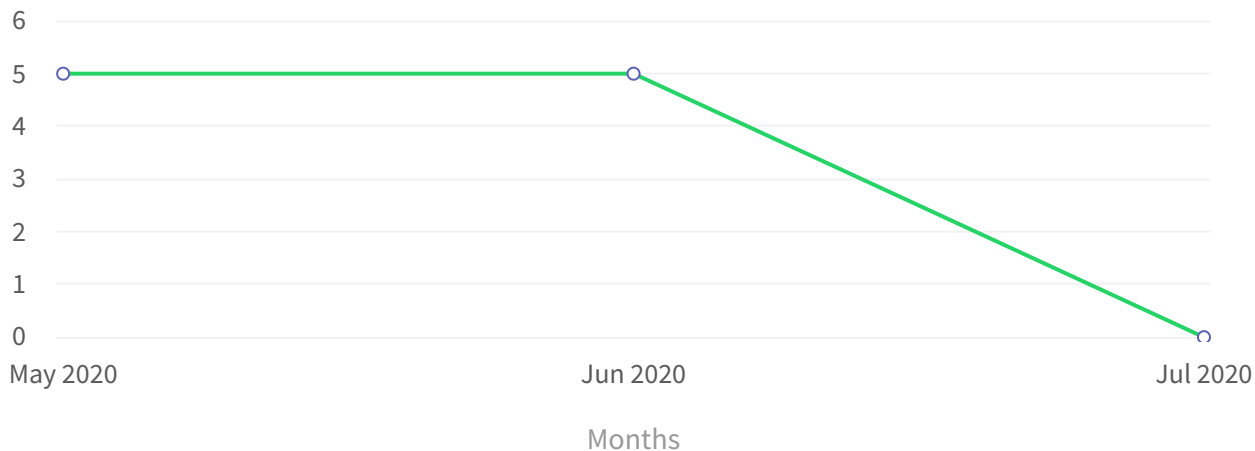
Directly work with farming/agro communities? If yes, provide an approximate number you worked with this month.



# of Farming/Agro Communities Bought From / Sold To

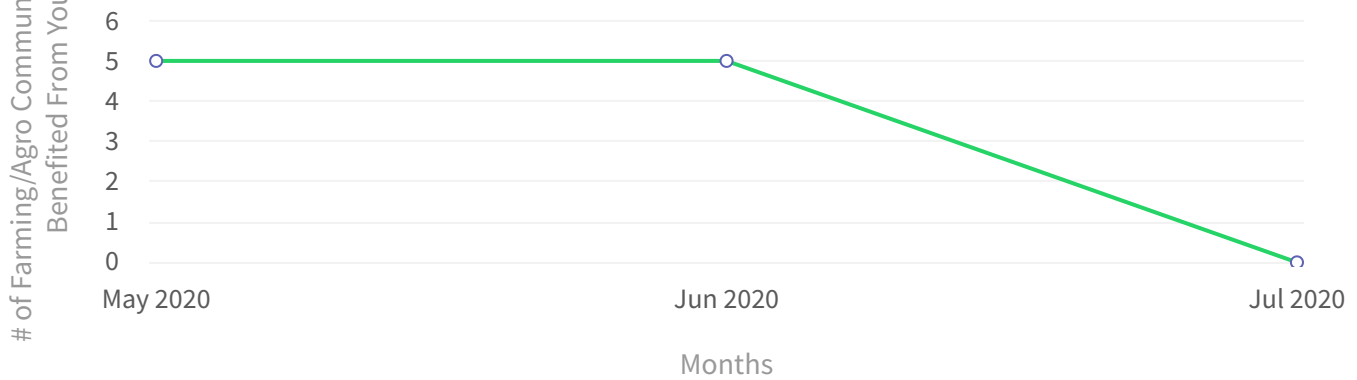
### Approximate Number of Farming/Agro Communities Bought From / Sold To

Buy from farming/agro communities? If yes, put approximate number you bought from/sold to this month



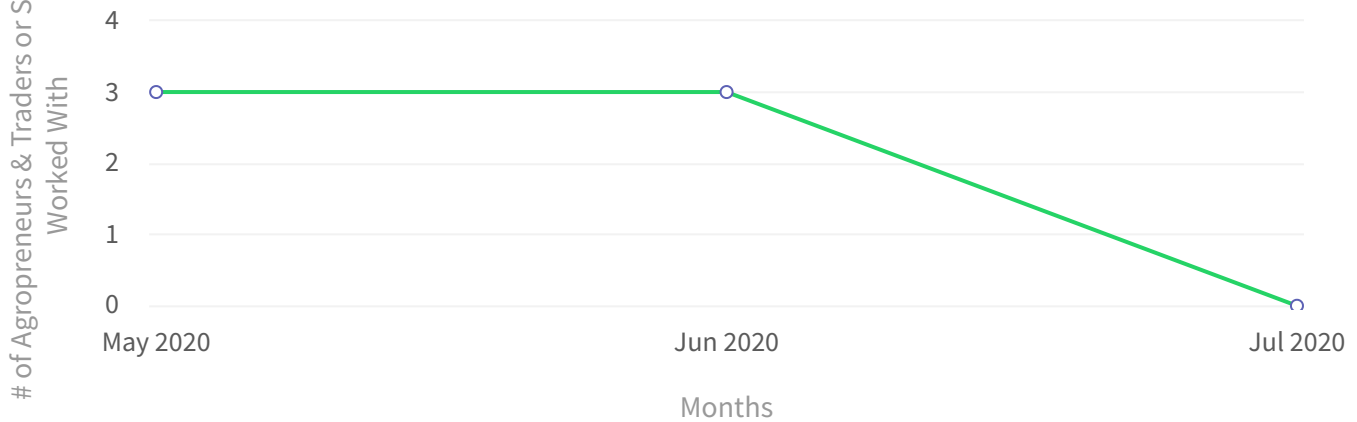
### Approximate Number of Farming/Agro Communities Who Benefited From You

Do farming/agro communities benefit from your services but you don't work with them? If yes, put an approximate number who benefitted this month.



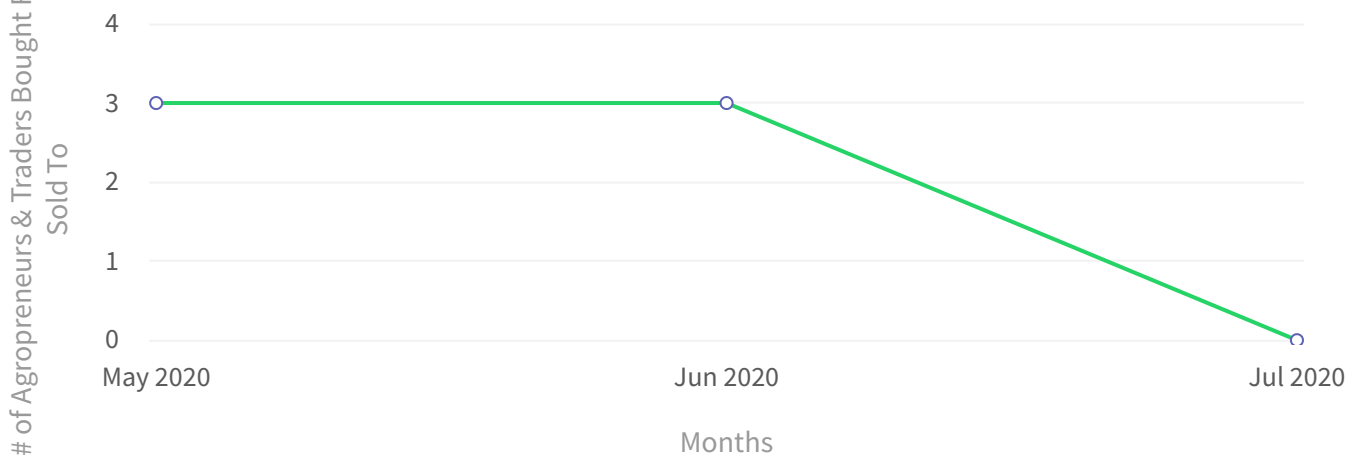
### Approximate Number of Agropreneurs & Traders or Services Worked With

Work directly with some Agropreneurs? If yes – put approximate number + sectors/types you worked with this month (eg. those who transport for you, process, package and sell, market, etc):



### Approximate Number of Agropreneurs & Traders Bought From / Sold To

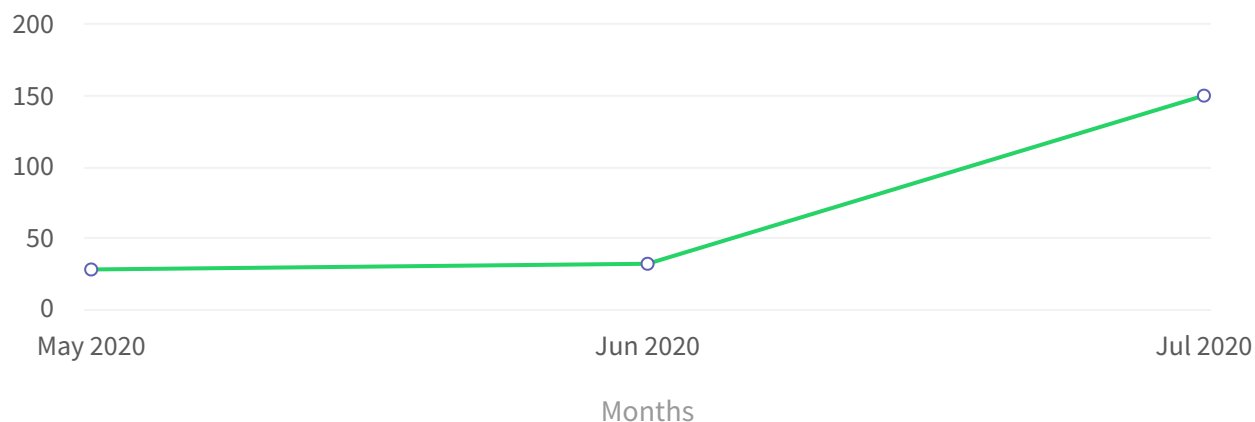
Buy from Agropreneurs & Traders? If yes – put approximate number you bought from/sold to this month



# of Agropreneurs & Traders Who Benefited From You

### Approximate Number of Agropreneurs & Traders Who Benefited From You

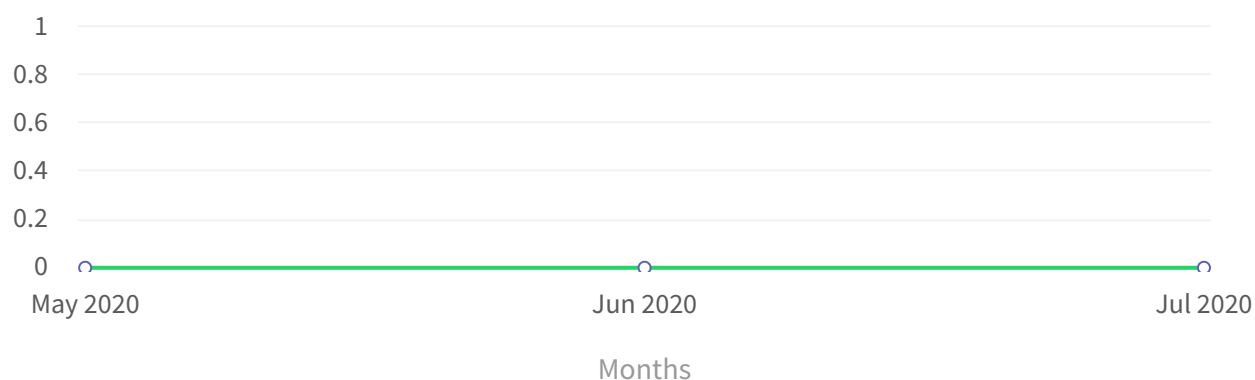
Agropreneurs & Traders benefit from your services but you don't work with them. If yes – put approximate number and categories who benefitted from you this month.



# of Technology/Research Industry Partners Worked With

### Approximate Number of Technology/Research Industry Partners Worked With

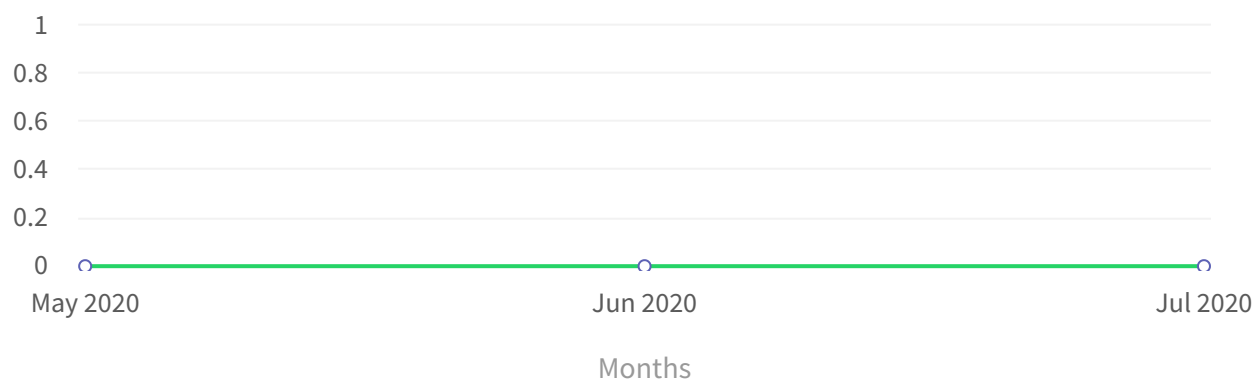
Work directly with technology/research industry partners? If yes – put approximate number + categories/types you worked with this month



# of Technology/Research Industry Partners Bought From / Sold To

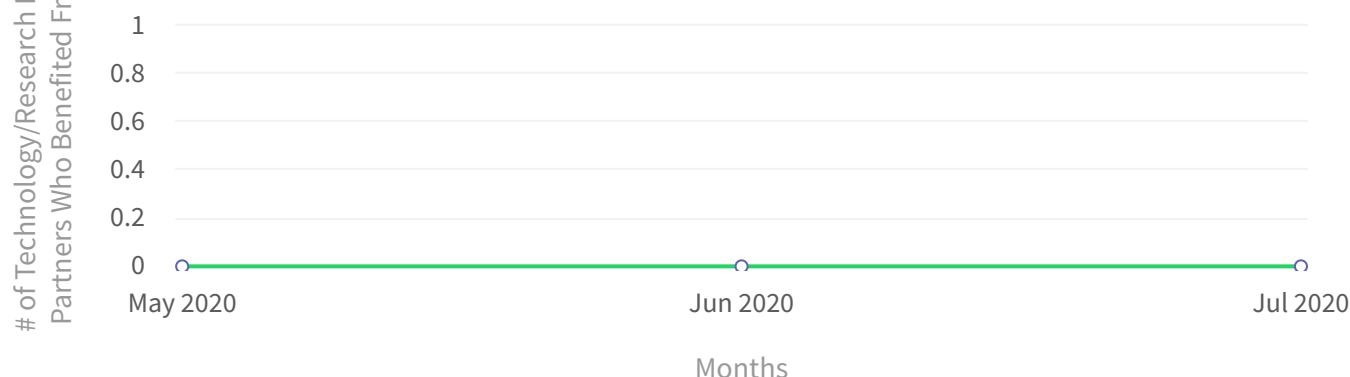
### Approximate Number of Technology/Research Industry Partners Bought From / Sold To

Buy from technology/research industry partners? If yes – put approximate number you bought from/sold to this month.



## Approximate Number of Technology/Research Industry Partners Who Benefited From You

Do some technology/research industry partners benefit from your services but you don't work with them?  
If yes – put approximate number and categories who benefitted from you this month.



## Other Updates

### Update On Users

The number of new visitors to the Akokomarket platform is averagely less than 10 a day out of which just about 10% (1) is converted to a new user. This is very low considering the work that goes into digital marketing. As mentioned above, a major reason identified for such an outcome is lack of search engine optimization (SEO) .

The company needs to increase traffic to the website through various SEO approaches discussed with KIC.

### Update On Revenue

The company is considering the possibility of venturing into the processing of chicken and selling of maize to increase its revenue. Presently the main source of revenue is from akokomarket and related business (sale of mainly eggs and chicken). The tech team is still working on the tech products as mentioned above.

### Update On Sales/Marketing

1. Talks are underway on possible partnership with some commercial maize farmers and aggregators for off taker agreements for maize for poultry farmers. i
2. Digital marketing with an enhanced approach in terms of images and messages is the main form of advertisement for the business.

### Update on Product

- The MVP of an offline and mobile version of Akokotakra poultry management software is under review.
  - A multilingual and multicrops version of the FBSInnova application is in the developmental stage for possible adoption by some FBS partnered countries in Africa.
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## Update On Strategy

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The company has identified search engine optimization (SEO) as a key driver for successful digital marketing campaigns.

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## Update On Team

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- CEO - Moses Mallaghan C
  - MO - Kojo Kizito Wassungu A
  - Accountant - Thomas Achagani (Part-time)
  - 3 developers
  - 6 salesforce
  - 2 marketing agents
  - 1 admin assistant
- 

## Update on Partnerships

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1. FBS through GIZ on FBSInnova app
  2. GPP on biometric registration of poultry farmers
- 

## Update On Fundraising

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1. The company is undergoing valuation for this purpose
  2. Financial statements for the last three months are being worked on.
  3. Potential investment platforms and investors are being scouted.
-

## Other Updates

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1. The MVP of Akokotakra offline version is currently being reviewed to be released as soon as possible.
  2. Talks are underway on the possibility of a scale up of the FBSInnova App.
  3. The company was nominated for the Ghana Agritech and Agro processing Awards 2019/2020.
  4. There were 2 additions to the team from NABCO during the month under review.
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## Areas of Concern

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- Short runway due to lack of funds
  - Low traffic to Akokomarket platform
  - Low budget for marketing due to lack of funds
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## Lessons Learnt

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- Search engine optimization is a key driver for successful marketing campaigns
  - Consistent periodic group product reviews are necessary to ensure a good IT product.
  - The need to understand and appreciate your position and expertise with regard to the subject matter before going into any negotiation
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## List of Trainings Had This Month

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- KIC organized training sessions
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## Details of Events + identities of Participating Females who Attended Women-Targeted Capacity-boosting Events

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## Industry Event Details (Date and title of event/show + location)

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CEO was featured in an event by Feeding Africa Organization

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**Details of Deals Made as result of KIC Networking sessions, B2B introductions, or industry events (dates + details + identities of both sides)**

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**Details of Funding Raised Through KIC Initiated Contacts (list amounts + dates + details of funding raised)**

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**Details of New Jobs Created (list job role + dates of recruitments + details of roles)**

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2 female marketing personnel recruited from NABCO

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**Details of How Smallholder Farmers Benefitted**

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- We bought eggs and chicken from these farmers
  - Akokomarket serves as a marketing platform for their produce
- These smallholder farmers exclude those currently using the FBSInnova App since it's being reviewed.
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**Details of How Farming/Agro Communities Benefitted**

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**Details of How Agropreneurs & Traders Benefitted**

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- We continue to buy eggs from farmers in the Bobo, Ahafo, Eastern, Central, and Greater Accra regions
  - We are promoting the businesses of farmers across these regions also through the Akokomarket platform.
  - Some smallholder cocoa farmers continue to use the FBSInnova application.
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**Details of How Technology/Research Industry Benefitted**

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