shiri

Where digital agriculture takes flight.

Shiri

Our Team

Tatenda Ndambakuwa

Founder & CEO

Sumaiya Shrabony

Technology Lead

Team

- Sumaiya worked on prototype development and did the demonstration video.

- Tatenda, with her knowledge of Zimbabwe (where the app will launch), worked on providing information on shiri, creating the overview document and slides.

What we care about

1. Hunger
2. Children
3. Youth
4. Women
5. Farmers
6. Populations
7. Zimbabwe

The Problem

First Problem

Lack of market access, information & Post harvest spoilage.

Second Problem

Low agricultural productivity & food deserts.

Conclusion

Not sufficient, if any, **Agricultural resources (equipment, finance, information) for planting and harvest seasons.**

The Solution

First Solution

Season and weather planning information when planting and harvesting.

Second Solution

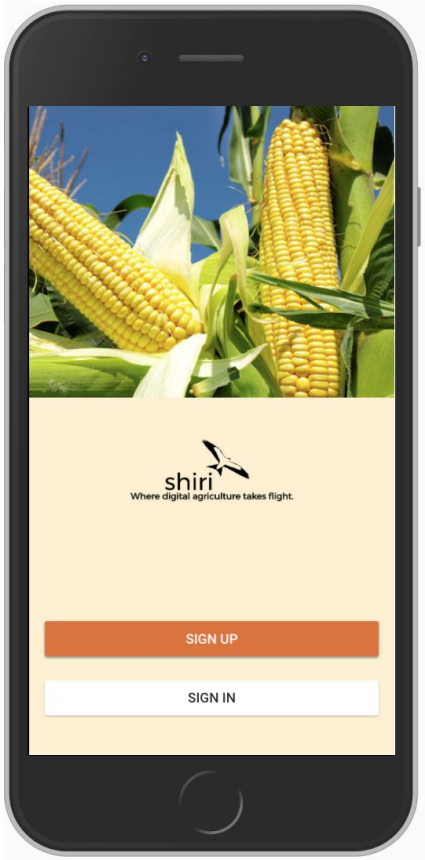
Communication between farmers and stakeholders.
Sharing of Information & Equipment

Third Solution

Markets and Food Processing

Product Demo

plan



talk

share

trade

Mobile Version

Application development

- Native application, using React Native.
- Weather api
- Google calendar api
- Push api for weather checking, planning and event reminder services.
- For EcoCash, Google pay, BKash and javax.crypto for easier and secure payment.
- Google Maps and ClearPathGPS API for real time tracking service to help both the farmers and the transporter track orders fast and easy.
- Database: IBM Cloud management software.

Marketing Strategy

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IP Acquisition

Protected shiri's IP, trademarks, copyrights, etc.

Marketing Programs

Radio, TV, Newspaper, Ads

Educational Market

Encourage agribusiness students to have basic knowledge of shiri

Partnerships

Seed Companies

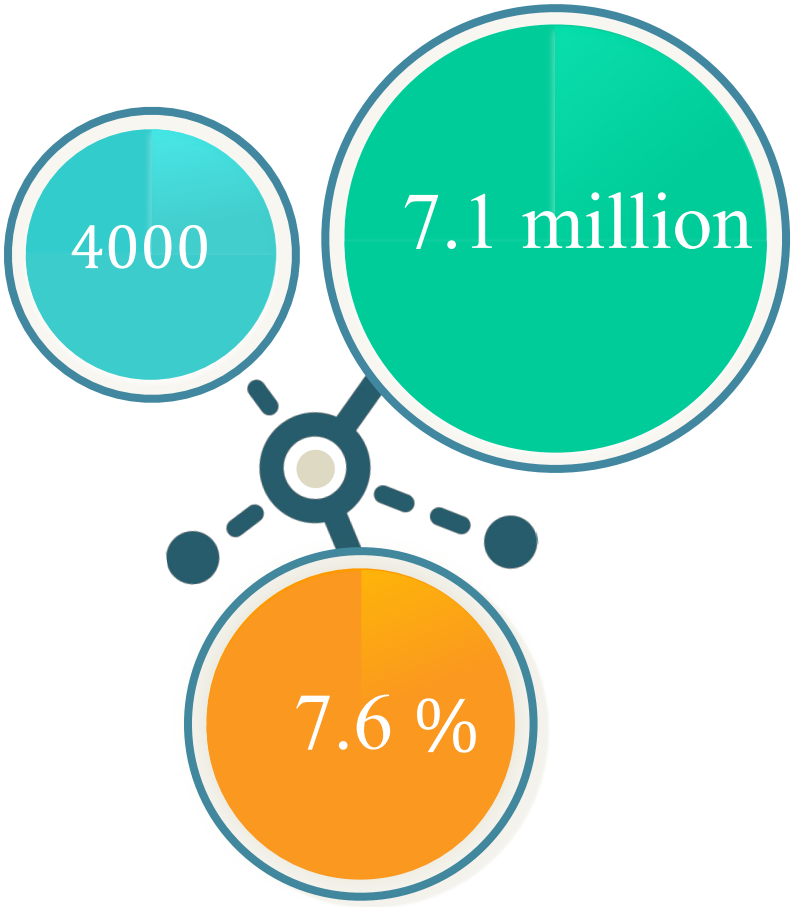
Events

Trade shows, programs being run by industry leaders, sponsorship opportunities, speaking engagements, etc.

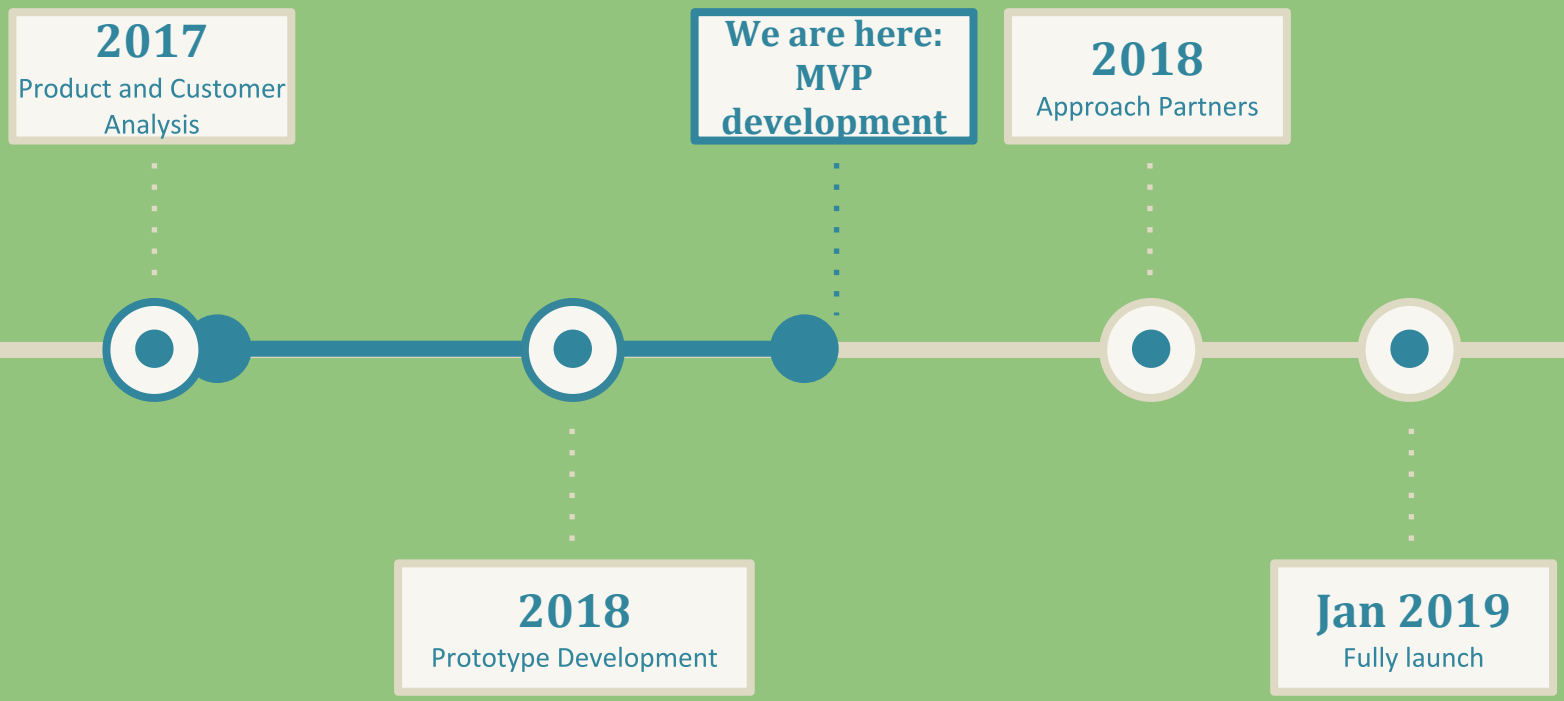
Bundles

Bundle product or service to existing sales opportunities.

Market Opportunity



- 4000 commercial farmers
- 7.6 % of farmers practice conservation agriculture.
- 7.1 million smallholder and communal farmers

Thank you

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