Connecting Farmers to Inputs Efficiently

Afrimash Experience

By Ayoade Oyedotun (Co-founder)

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PROBLEM

40 million farmers in Nigeria have difficulty accessing farm inputs
SOLUTION

Multichannel digital platform designed (by Agripreneurs) for farmers to access inputs & advisory.
TRACTION

700+ Verified Suppliers

10,000+ Transactions

600K+ Items Delivered

3K+ Livestock & Crop inputs

$2 million+ Sales

20K+ Users

30+ Direct Jobs

YnY Revenue Growth~ 2019 = 200%  ➔ 2020 = 200%  ➔ 2021 = 200%
2016: Ideation & Piloting
- Converted blog to forum to social network and added shop

2017: Starting Up
- Starting generating income and hiring interns

2018: Building for Business Survival
- Moved onto hiring graduates

2019: Growing a good team
- Recruited professionals intentionally

2020: Testing new offerings
- Introduced training, technical support, agronomy

2021: Growing new market channels
- Recruiting specialists; Revamping e-commerce engine; Building a sales team

2022: Foreign Entry (One Country)
- Plan to launch Afrimash in Ghana

2023: Foreign expansion (3 countries)
- Launch Afrimash in 3 new countries - tentatively Morocco and Kenya

2024: Expand to Major African Markets
- Become pan-African. Launch Afrimash in 3 new countries
Ongoing Projects
AFRIMASH AGENT NETWORK

Agents (via App & USSD) + Customer USSD Code → Afrimash Support System + Customer Order Fulfillment
AFRIMASH AGRO-LOGISTICS PROJECT

- 180 Pickup Centres Across Nigeria
- 6 Fulfillment Hubs in 6 Geopolitical Zones
- Last Mile Delivery Across Nigeria
OUR TEAM ~ "VOLUNTEER ADVISORS" & TOP MANAGEMENT

01 Oluwole Odetayo  
CEO, Opacus Technologies, Lagos  
Managing Partner, LoftyInc  
10 Years Building Tech. Businesses

02 Trish Thomas  
CEO at TEEM, USA  
15 Years Helping Businesses Grow

03 Yvonne Pinto  
MD, ALINE Impact, UK  
30+ Years Across Agric. and Agritech Value Chains

04 Tenemba Anna Samaké  
CEO, MBC Africa, Ghana & Chief Finance Officer, ShEquity  
15 Years of Business Consulting

05 Dr. Aycade Oyedotun  
Co-founder & CEO  
10+ Years of Operations & Mgt

06 Akin Oyedotun  
Co-founder and CTO  
10 Years Applications Development

07 Aanu Adekoya  
Chief People Officer  
10+ Years of People Management

08 Adeoye Adekoya  
Sales Consultant  
15+ Years Sales Experience

09 Bisi Adeyemi  
Agent Network Consultant  
10+ Years in Process Improvement
Develop offline farmers' access channels: agent network, USSD

Develop an agent network strategy and structure

Afrimash Seed Fund

Covid-19 relief fund

Seed Fund

Seed Fund
Our Mission is to Make Agriculture Convenient for Everyone

The world needs a food system that can feed every person, every day, everywhere with a nutritious and affordable diet, delivered in a climate-smart, sustainable way.
Thank You

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