Digital platform for climate resilience and sustainable agriculture
WE PROPERLY COLLECT DATA, PROCESS IT AND DELIVER ACTIONABLE INSIGHTS

1. **DATA COLLECTION**
   - Weather
   - Soil
   - Crop
   - API integrations

2. **DATA SCIENCE**
   - Meteorological and agronomic models
   - AI & Machine Learning

3. **FARMER INSIGHTS**
   - Irrigation management
   - Pest and diseases forecast
   - Weather forecast
   - Crop alerts
   - Insights from 3rd parties

4. **CORP. INSIGHTS**
   - Downstream partners monitoring
   - Sustainability compliance
   - Input companies R&D and digital offers
   - Credit and insurance intelligence
   - Crop trends

**Agrosmart**

cultivo inteligente
IMPACT DRIVEN

- Water savings
- Energy savings
- Reduce input usage
- Yield increase
- Unique framework for engaging smallholders
- Data driven decision making
- Adapted and resilient farmers

SUSTAINABLE DEVELOPMENT GOALS

- Zero Hunger
- Gender Equality
- Clean Water and Sanitation
- Industry, Innovation and Infrastructure
- Responsible Consumption and Production
- Climate Action
**PLATFORM**

**Value Chain**

AG input companies • Food & Beverage, trading & cooperatives • Credit & Insurance

**DATA COLLECTION**

- Soil
- Climate
- Sensors
- Field notebook
- Satellite images

**DATA SCIENCE:**

- Meteorological and agronomic models

**INSIGHTS**

- Agrosmart ATMOS
- Agrosmart VIEW
- Agrosmart AQUA
- Agrosmart ALERTAS
- Agrosmart INSIGHTS
Support for female-led agtech start-ups in Sub-Saharan Africa

Worldbank Webinar on 25 February
Presented by Johanna Hartung, GIZ
There are female role models in AgTech in Sub-Saharan Africa

**Alima Bawah, Cowtribe**
Cowtribe is a smart logistics platform to aggregate last-mile farmer demand for livestock products and then deliver them to their farms.

**Cynthia Aveh, Trusteefarm**
Trusteefarm is a farm-to-fork food traceability ecosystem built on blockchain which details all production processes involved on farms until it reaches the consumer's fork.

**Vivian Opondoh, Farmula**
Through their Price Prediction Model, Farmula provides farmers with insights on when to plant to increase their profit margins through higher yields.
Despite of around 40% of the agricultural labour force in Sub-Saharan Africa being women, their access to productive resources is limited (Worldbank 2017).

High barriers for female-led Agtech start-ups

In Africa, only 9% of tech startups are founded by women. (VC4A 2017)

In 2020, only 3% of financial investments have been allocated to female-led start-ups in Africa. (Briter Bridges 2020).
The opportunities for Agtech on the African continent are big and so are the challenges

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Challenges</th>
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<tbody>
<tr>
<td>• 60% of the world’s unused arable land is on the African continent (Oxford Business Group 2019)</td>
<td>• Lack of technical expertise and young people migrating away from rural areas</td>
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<td>• 60% of the Sub-Saharan population are smallholder farmers and contribute up to 80% of Sub-Saharan Africa’s food supply (McKinsey 2019)</td>
<td>• Poor digital literacy and lack of digital infrastructure</td>
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<tr>
<td>• Digital technologies have the potential to increase smallholder productivity, yield and income for smallholder farmers</td>
<td>• Need for high quality and accurate data for user-centric and customized services</td>
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<td></td>
<td>• Developing revenue models with smallholder farmers as users</td>
</tr>
</tbody>
</table>
The development community needs to offer strategic support for women in Agtech.

- Role models
- Mentoring
- Access to networks
- Access to support organizations
- Access to markets
- Access to finance
Make-IT in Africa offers targeted programs for African tech start-ups. Focus on Women: Tech by her (together with MEST Africa)

**Goal:** To develop a strong Africa-wide female entrepreneurship community and to support individual female led-tech founders by access to mentors, high-quality courses on marketing, and exposure for their startups.

**Participants:** 10 female founders of early-stage tech companies in Ghana, Kenya, and Nigeria

**Results:** 282 people attending Demo Day with numerous investors requesting formal introductions to the Tech by Her participants.
Focus on Finance: Deep Dive (together with Impact Hub Accra)

**Goal:** To improve access to finance for startups by managing deal flows for European first-time investors in Africa.

**Participants:** The tour helped 10 international investors to better navigate the African ecosystem.

**Result:** 4 Female Founders were engaged with this project with one of the females securing $200,000 (Complete Farmer).
Focus on AgTech Start-ups: D4Ag platforms

Expand market opportunities: More than 20,000 new farmers reached through the D4Ag platform in the potato value chain in Kenya and more than 1.3 million farmers reached through Digifarm.

Build capacities: More than 60 AgTech entrepreneurs trained in topics such as Business Modelling, Technical Interoperability, Data Analytics & Legal Frameworks.

Facilitate cooperations: 16 AgriTech Start-ups signed Cooperation Agreements with D4Ag platforms to offer their service via the platform.
How can development organisations support female founders in AgTech by...

- working together in joint programmes
- supporting early stage funding
- providing development finance debt
- strengthening ecosystem support organizations
- strengthening the ability of famers on the African continent to use tech products
- ...

Female-led agtech start-ups in Sub-Saharan Africa
Sources

Slide 3:
VC4A (2017) VC4A research proves founder teams are key to startup success in Africa: https://consulting vc4a.com/2017/07/vc4a-research-proves-founder-teams-key-startup-success-africa/

Slide 4:
Johanna Hartung

Project lead for Digital Transformation at GIZ Ghana
- Digital Transformation Centre
- Make-IT in Africa
- FAIR Forward – Artificial Intelligence for All

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Johanna.Hartung@giz.de