Of the 20,000 farmers reached as part of the DAT platform, is that those who have engaged or only those who have received the messages from the MoA platform?

Those who have engaged with the messages.

What is the unit cost for reaching out to each farmer with your services?

In 2019, on average, across all of our programs and countries of operations, our cost per farmer was $1.55.

How is R&D structured from prototypes to the end product? Are they all produced in Korea?

We do manufacture in Korea but once we start scaling up and see the benefit of producing them locally, which means win-win, and generates and distributes income through service licenses.

What challenges did COVID-19 bring and how did they navigate the same?

With the MoA-INFO SMS platform, at the moment, we only help farmers assess the level of Fall Armyworm infestation in their field. We do provide a lot of information about pest and diseases for the 10 crops on the platform. We have also partnered with CABI and their satellite-data based PRISE model to help farmers determine when is the most optimal time to apply pesticides against Fall Armyworm (maize), and Bean fly (beans) and tomato leafminer (tomato).

What is the cost of the different packages?

Revenue models are on two fronts: HW and physical capsules. Among the two, charging a small amount of service fee for each capsule to clients generates recurring and sustainable revenue for us.

DigiCow

What is the role of Kenya veterinary association and Kenyan veterinary board?

DigiCow is able to get Vets approved and certified by the Kenya Vet Board.

How does market linkages work from the farmers to the market?

Through IoT system linked to the central office in Nairobi, we’re able to monitor all the pump supplied to farmers and advise farmers on the best time to use the irrigation system on the closest meteorological department.

How is R&D structured from prototypes to the end products? Are they all produced in Korea?

We do manufacture in Korea but once we start scaling up and see the benefit of producing them locally, which means win-win, and generates and distributes income through service licenses.

What challenges did COVID-19 bring and how did they navigate the same?

Embarck projects with our partners in Thailand and Myanmar were put on hold this year due to the current pandemic, thus I must say the current pandemic did affect us. Due to the changes, we focused our resources on R&D to improve our product and services, and R&D in communication with our partners abroad for R&D purposes and to resume joint point businesses with them. And fortunately, from next year we agreed to resume our projects in Thailand and Myanmar.

What is the revenue model of sustainability model for both startups?

Revenue models are on two fronts: HW and physical capsules. Among the two, charging a small amount of service fee for each capsule to clients generates recurring and sustainable revenue for us.

SunCulture

How much water pressure can your pump make?

Through IoT system linked to the central office in Nairobi, we’re able to monitor all the pump supplied to farmers and advise farmers on the best time to use the irrigation system on the closest meteorological department.

How many times/day do they irrigate? And how many minutes a day do they irrigate? (for an average person of target farmers)

Depends on season and the level of moisture in soil. After completing installation of our irrigation system, we provide trainings to farmers (e.g. we ask them to scoop up some soil within 15cm from surface, near the roots of the crops, ask them to squeeze the soil to make it into a ball on hand, then break it apart again. If it doesn’t break, it means the soil contains sufficient moisture. Like this, during installation of irrigation system, we ensure that farmers are trained on how to schedule irrigation based on planted crops and meteorological data for the region.

What is the unit cost for reaching out to each farmer with your services?

In 2019, on average, across all of our programs and countries of operations, our cost per farmer was $1.55.

How is R&D structured from prototypes to the end products? Are they all produced in Korea?

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