Famunera leverages mobile technology to easily source and provide last-mile delivery for genuine quality affordable farm inputs, remote extension services and market linkages to smallholder farmers in Uganda. Est. 2016
The problem during COVID-19: Farm Inputs Supply Chain Challenge

➢ Over 3M smallholder farmers cannot easily access genuine quality affordable farm inputs due to the social distancing and restrictions in movements caused by the Coronavirus (COVID-19) Pandemic.
The problem during COVID-19 continued: Farm Inputs Supply Chain Challenge

➢ 30% sub-standard farm inputs on the Ugandan market.

➢ $1.5B revenue lost per year due to sub-standard farm inputs [New Vision, 2016]
The Solution: Mobile Farm Inputs Marketplace
How farmers order for farm inputs on the Mobile Farm Inputs Marketplace

Register/Login
Farmer registers or logs in to either USSD Platform or Web App at www.famunera.com

Choose and order for
Farmer can navigate on the platform, choose farm inputs, make an order and pay using Mobile Money or Bank.

1 day delivery to farmer
Famunera delivers the ordered farm inputs to the farmer within 1 day anywhere in Uganda.

Free Farming Advisory Support
Farmer can access free farming advisory support services during his/her production phase.

Link to market (buyers)
Farmer can also showcase his/her farm produce on the platform for sale to potential buyers.
Sustainability during the COVID-19 period

How the farmers get to know about our products

- Radio adverts
- Social media
- Referral Programs
- TV adverts

Unit Economics

- 1 user = $2 to acquire
- 1 user = $100 income generated per user per season (4 months)
### Market Size

**Total Available Market**
- **3 Million (85%)** smallholder farmers in Uganda [FAO]

**Serviceable Available Market**
- **65% (1.95M) own Feature Mobile Phones** [Mercycorps, 2013]

**Target Market**
- **26% (507,000)**
Traction during COVID-19 period

- 100+ INQUIRIES PER DAY
- 120% INCREASE IN FARM INPUTS SALES PER MONTH
- 105% INCREASE IN PRODUCE MARKET LINKAGES PER MONTH
- 2,500+ FARMERS SERVED
- 30+ VERIFIED INPUTS SUPPLIERS REGISTERED
- 20+ VERIFIED AGRO PRODUCE BUYERS REGISTERED
Traction during COVID-19 period continued...

- 50+ jobs created as farmers’ agents
- 40% female youth agents recruited
- 36.7% saved by farmers on farm inputs

- UGX 500k+ average commission earned by each individual agent per month
- UGX 750k+ average commission earned by each mobile money agent per month
- 100,000 farmers reached
# What makes Famunera different

<table>
<thead>
<tr>
<th>COMPETITION</th>
<th>Planning &amp; Saving</th>
<th>Genuine Quality</th>
<th>Affordability</th>
<th>Convenient Payment Solutions</th>
<th>Professional Farming Advisory Support</th>
<th>Fast last-mile delivery (within 1 day)</th>
<th>Traceability (from farm inputs to market)</th>
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<td><strong>RURAL FARM INPUTS DEALERS</strong></td>
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Where World Bank, MAAIF and Famunera can partner

- Automate & scale the Last-mile Delivery System to boost its efficiency from 24 hours to same-day delivery.

- Automate & scale the Remote Advisory System which can employ thousands of youth as agronomists and veterinary experts.

- Traceability of the value-chain inputs using e-voucher system

- Sensitizing the rural agro dealers about quality for future collaboration.
Our Partners

Inputs Manufacturers

Farmers

Food Processors
Customer testimonials

East African Seed Ltd (seed breeder), Kampala District, Uganda

“Smallholder farmers can now easily order for our seeds and crop health products then are conveniently delivered to them across Uganda using Famunera. Asante!”

Adong Beatrice (crop farmer), Arua District, Uganda

“I always order for genuine quality affordable farm inputs from Famunera and they even deliver to me within 1 day which saves me money and time. Thank you for the good work you are doing!”
Famunera and SDGs

1. **NO POVERTY**
   
   Sustainable agriculture is the most effective tool to end poverty. When farmed properly, with genuine quality inputs, the fertile land in Uganda has the ability to lift millions out of poverty.

2. **ZERO HUNGER**
   
   According to the FAO, Uganda’s fertile agricultural land has the potential to feed up to 200 million people. 80% of Uganda’s land is arable but only 35% is being cultivated.

3. **GENDER EQUALITY**
   
   Famunera serves all farmers equally with inclusion for the disenfranchised women that make up 60% of Ugandan smallholder farmers.

4. **DECENT WORK AND ECONOMIC GROWTH**
   
   We aim to revitalize agribusiness and provide Ugandan smallholder farmers with sustainable economic opportunities by introducing data-driven tech solutions for their challenges.

5. **RESPONSIBLE CONSUMPTION AND PRODUCTION**
   
   Famunera seeks to close the supply-gap for farm inputs by providing last-mile delivery to farmers in order for them to maintain food production which is demanded by the market.
Our Management Team

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FOUNDER & CEO (BBA. A&F), DIGITAL MARKETER, AGRONOMIST, FARMER

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CO-FOUNDER & CHIEF ADMIN, FARMER (DIP. AGR)

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