Sriram Bharatam
Founder & Chief Mentor
Sri@Kuza.One

revolutionizing
the resilience of
smallholder farmers through
Digital Agripreneurs in Africa

www.kuza.one
Creating opportunities for Youth, Women & Small business owners to Learn, Connect & Grow @Scale.
Over the past decade Kuza has impacted over 6.0 million people and created 150,000+ new jobs and is embarking on its next phase of exponential growth to impact a billion lives.
Smallholder Challenges

Current approaches are mostly sub-optimal & unsustainable

- Government extension services are limited in scope & quality
- Donors mainly operate through grants that are inadequate & unsustainable
- Private sector engagement is siloed, commodity specific & not brand neutral
- Smallholder credit is collateral based
- Lack of data driven decision making
- Intergenerational crisis for farmers
- Farmers don’t have a voice
- Youth & Women don’t see agriculture as a career option
Kuza Agripreneurs provide digital extension services to a cohort of 200 smallholder farmers and sustain through commissions for facilitating quality inputs, credit, & markets.
Kuza enrolls youth into its Youth REDI program to create Sustainable rural businesses built on Trust.

Digital Agripreneur model

Incubation & Launch  Scale & Sustainability

Enrollment  Capacity Building  Farmer Engagement  Startup Agri business  Advisory Services  Marketplace Transactions  Scale & Sustain

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Digital Extension Services

**Micro Learning**
Digital content to provide technical and leadership skills.

10,000+ bite-sized HD video content in 10 languages covering 40 crops, livestock, social and business skills.

**Micro Distribution**
Portable digital kits to provide advisory & transaction services.

Agripreneurs provide on-demand rural advisory & info. services to smallholder farmers in remote locations with low or no access to internet & other infrastructure.

**Micro Mentoring**
24x7 self service mentorship services across digital channels.

Conversational AI bots provide in-the-moment crop advisory & bite sized knowledge nuggets to farmers & their families in local languages / dialects.

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Revenue Streams for Agripreneurs

- **Sale Of Inputs** Seeds, Fertilizers, Pesticides, Herbicides Etc.,

- **Aggregation** of Farm Produce

- **Specialized Services** Like Soil Testing, Mechanization Services, Spraying, Threshing, Harrowing,

- **Aflatoxin Testing**

- **Quality Control** For Moisture Content Testing

- **Post-Harvest Handling Services**

- **Sale Of Other Products** Like Tarpaulins, Hermetic Bags Etc.,

- **Facilitate Credit / Financing** To The Smallholder Farmers

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When people **adopt technology**, they do old things in a new way

Robert Mwangi  
Lare, Nakuru County  
Bio Fertilisers

Adam Muriithi  
Leshau Pondo, Nyandarua  
Spraying as a Service

Lenah Mwangi  
Njoro, Nakuru  
Input Shop

Joseph Ndirangu  
Mau Narok, Nakuru County  
Apical Cutting

Daniel Kinyua  
Tharaka Nithi  
Ploughing & Ripping Services

When people **internalise technology**, they find new things to do
The PPPP Model: a unique flywheel for a self-sustaining business model

- **Public Sector**
  - Public good Investment
  - Scale & Sustainability

- **Private Sector**
  - Service Delivery
  - Lower Cost of Acquisition

- **Philanthropy Sector**
  - Catalytic Investment

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Ecosystem Business Model for Scale

**Key Benefits**
- Access to Quality Inputs
- Access to Credit
- Access to Markets
- Access to Knowledge & Actionable Intelligence
- Improved Income & Quality of Life

**Last Mile Bundled Services**
- Skills & Capacity Building
- Access to Farm Tools & Mechanization Services
- Farm Advisory Services
- Aggregates Demand / Supply
- Mentoring Services

**Digital Agrepreneur**

**Ecosystem Partners**
- Agri: Distributors, Dealers & Agro Vets
- Institutions: Multi Laterals, Research, Academia...
- Fulfillment: Logistics, Warehousing & Transport Companies
- Agri Inputs & Off-Takers: International, National, Local Companies
- Policy: Local/Federal Governments, CGIAR...
- Community Groups: Community Based Orgns, Faith Based Orgns, NGOs
- Financing: Philanthropy, Banks, Micro Finance...
- Service Providers: Credit, Insurance, Equipment, Content, Marketing...
- Innovators: Products, Solutions Startups...

**Catalytic Partners**
- Commit: Catalytic Funding Resources
- Consortium: WFP, WORLD BANK

**Receive**
- Impact Measurement Performance Metrics

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Empowering the people powering our planet

Kuza takes an ecosystem approach supporting its members through their lifecycle as individuals, communities, and networks creating collective prosperity.
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