Partnerships for Sustainable Agriculture

CultivHacktion - Data Hackathon: Harvesting Innovations for Agricultural Transformation in Indonesia, 9 September 2021

Wei-Li Woo
Lead, Innovation
Who We Are

Catalyzed by:

Entity Associated with:

Funded by:
Our Core Mandate

Improve smallholder farmers’

Productivity
Profitability
Environmental Sustainability

through multi-stakeholder partnerships
Smallholder AgriTech Business Models
## 5 High Impact AgriTech Business Models

<table>
<thead>
<tr>
<th>Model</th>
<th>Customer</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer Advisory</td>
<td>Multiple Data Consumers</td>
<td>Access to pre-qualified farmer</td>
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<tr>
<td></td>
<td></td>
<td>customers</td>
</tr>
<tr>
<td>Digital Lending</td>
<td>Farmers and Lenders</td>
<td>Attractive loan terms</td>
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<tr>
<td>Traceability</td>
<td>Brand owners</td>
<td>Consumer trust</td>
</tr>
<tr>
<td>Mechanization Platforms</td>
<td>Farmers</td>
<td>Access / Yields</td>
</tr>
<tr>
<td>Digital Marketplaces</td>
<td>Traders</td>
<td>Reduced transaction costs</td>
</tr>
</tbody>
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In Search of New Business Models

- **Lifetime profit from that customer**
- **Cost to Acquire each new customer**
- **Low Farm Revenue**
- **Remote Travel Low Digital Trust**
Digital Program: 6 Complementary Activities

- Grow Asia Digital Directory
- Human Centered Design
- Digital ASEAN
- Digital Learning Series
- Innovation Challenge
- Guides and Reports
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Grow Asia’s Digital Program
www.growasia.org/digital

Publications and Case Studies:
http://exchange.growasia.org

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