Low Milk Production

- Average production of **10L/Cow/Day** against a potential of **30L/Cow/Day**

- Lack of data management for the cows due to lack/scanty/bulk records

- Limited access to proven and reliable information on animal husbandry

- Difficult access to veterinary services
OUR SOLUTION

Digi Cow App - 10,000 farmers
- 24H access to customized information
- Data driven decisions
- Consultancy

Tegea - 100,000 Farmers
- Tegea, audio based trainings for farmers.
- Customized trainings in local languages
- Capacity building for farmers in all value chains sent out as bulk calls

Digital A.I and Vet services - 7,500 cows
- Affordable, timely digital Vet & A.I services through USSD.
IMPACT

- SDGs No. 1 & 2 increased milk production by 40% per cow and an increase in profitability by 28%.

- 24H access to information
- Access to verified Information takes seconds

- Access to verified vet services in 1H (vs. 24H)
OUR BUSINESS MODEL

Revenue streams

- Advertisement to farmers (paid by corporate businesses such as feed companies)
- Revenue share for the A.I & Vet services (paid by service providers and the farmers)
- Sponsored trainings
- Sponsored expert Chats

Delivery costs to farmers

COST PER FARMER

Now: 8$

At scale: 1$
OUR SCALE UP PLAN

DigiCow

10,000 FARMERS

300,000 FARMERS
In the next 5 years in Kenya.

1,000,000 COWS

Scale-up plan TEGEA

100,000 farmers currently.

500,000 FARMERS
In the next 3 years across Kenya.

15 value chains
How do we scale?

- Partnerships

- Agent model and farmer champions

- Social media communication
RISKS & RISK MITIGATION

- Government regulations and policies. Leverage on the Government and World Bank Partnership
- Climate change which adversely affect farming. Capacity build farmers for resilience.
- Change in technology.
TEAM

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THANK YOU