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Introduction
Who are we?

Mobipay is a 7 year old for profit based company based out of Nairobi whose mission is to improve people’s lives through the provision of technologies that drives commerce and boosts trade in Africa.
What is Agrilife

Agrilife is the universal catalyst to make agriculture a profitable business.
Core Pillars

- Collecting CREDIBLE DATA e.g. farmers’ bio info, farm status info, historical info & production info.
- Creating farmers’ VISIBILITY to value chain-actors & enhancing LINKAGES in the value-chain.
- Offering CONVENIENCE to farmers to access services when needed & affordably via mobile phone platform.
- UNLOCKING THE POTENTIAL within the farmers’ value chains & general eco-system.
## On the ground scenario

<table>
<thead>
<tr>
<th>Country</th>
<th>Farmers based Orgs.</th>
<th>Participants</th>
<th>Volumes of Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>110,000 Profiled, 1.2 million Contracted. Over 400 farmer groups, 3 buyer organisations.</td>
<td>3 banks, 1 insurance company, 1 Mobile Operator</td>
<td>15 million USD since Feb 2013.</td>
</tr>
<tr>
<td>Uganda</td>
<td>6,000 farmers, 2 buyer Organisations, 4 buyer organisations</td>
<td>WIP</td>
<td>WIP</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>1200 farmers,</td>
<td>1 bank</td>
<td></td>
</tr>
</tbody>
</table>
Agrilife Ecosystem

- Co-ops / Aggregators
- Goods & Services Suppliers
- Non-banking FSIs
- Banks

Farmer data

Non-bank score

Bank score

Farmer score

Metropol
How it works and Key Learnings
Example of Agrilife supporting the physical and financial supply chain to mitigate risks and improve small-hold farmer and trader economics

1. Farmers register on Agrilife
2. Traders, suppliers, buyers and financial services providers sign-up to Agrilife
3. Farmers aggregate input requirements to grow mix of seasonal and other crops
4. Farmers receive inputs on credit to grow mix of seasonal and other crops
5. Farmers/traders aggregate high-frequency crops and sell to buyer/trader
6. Buyer/trader settles agreed % of farmers'/traders' receivables direct to credit provider and residual net amount to farmer/trader
7. Farmers aggregate need for additional inputs for mix of crops
8. Farmers/traders receive more credit to grow/buy crops/produce
9. Farmers aggregate crops and sell to buyer
10. Buyer settles balance of farmers'/traders' credit to the provider and the residual net amount to the farmers/traders
How it works

• Agrilife sets up an automated environment to enable Financial Institutions to conduct very high volume invoice discounting transactions.

• Agrilife enables Liquidity to be injected into the Value chain with corresponding credit risk shifting to corporate Chain Captains as ultimate off-takers/buyers
Key Learnings on New Market Entry

1. Choose a well structured Value Chain.
2. Map and Tie in the participants from farmers, farmer organisations and buyers.
3. Loop in the Supporting players, Finance, Input providers, Service Providers, Insurance, MNO`s etc.
4. Start with fully collateralised transactions e.g against deliveries or in some cases against forward contracts
5. Insurance is a key ally of Finance.
6. Spread out and Scale
Sector Benefits
### How does farmer benefit?

<table>
<thead>
<tr>
<th>Better access to information</th>
<th>Mobile solution</th>
<th>Delivery channel</th>
<th>Expected outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Climate information</td>
<td>SMS, Voice, USSD</td>
<td>• Higher prices</td>
</tr>
<tr>
<td></td>
<td>Pest, disease, &amp; soil information</td>
<td></td>
<td>• Higher sales</td>
</tr>
<tr>
<td></td>
<td>Market information</td>
<td></td>
<td>• Reduced crop losses</td>
</tr>
<tr>
<td>Better access to extension services</td>
<td>Best agricultural practices</td>
<td>Last mile extensionists equipped w smart phones</td>
<td>• Higher productivity</td>
</tr>
<tr>
<td></td>
<td>Certification</td>
<td></td>
<td>• Access to certification premiums</td>
</tr>
<tr>
<td></td>
<td>Last mile extension</td>
<td></td>
<td>• Better services targeting</td>
</tr>
<tr>
<td>Better market links and distribution networks</td>
<td>New varieties &amp; inputs</td>
<td>Field officers/input suppliers w smart phones</td>
<td>• Higher disease resistance</td>
</tr>
<tr>
<td></td>
<td>Market linkages between suppliers, buyers, farmers</td>
<td></td>
<td>• Improved traceability/ quality for buyers</td>
</tr>
<tr>
<td></td>
<td>New market opportunities</td>
<td>SMS, Voice, USSD, data</td>
<td>• Reduced side-selling</td>
</tr>
<tr>
<td>Better access to finance</td>
<td>Credit</td>
<td>Last mile agents</td>
<td>• More reliable production forecasting</td>
</tr>
<tr>
<td></td>
<td>Insurance</td>
<td>MFS products</td>
<td></td>
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<tr>
<td></td>
<td>Payments</td>
<td></td>
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Adapted from: Mobile Applications for Rural Development, World Bank, December 2011
Farmers: Key Benefits

- Access to Key services needed to improve his livelihood.
- Improved access to key services at lower costs drives down the cost of production as well increasing productivity.
- Appropriate financial services products made available that match lifestyle and lifecycle (credit, savings, insurance, etc.)
- Historical data and track record of the farmer is used to facilitate establishment of a financial identity and risk profile (evidence-based credit score)
- For credit; reduced collateral requirements, faster decision turnaround times, lower interest and fees, due to reduced risk thanks to improved visibility over the value chain
Services available to the farmer

Collection centres
Aggregators
Traders
Buyers
Markets

Suppliers
(Inputs, Health, Education, etc.)

Buyers / Processors

Financial Services Providers

Farmers
Benefits to Other Value Chain Actors

- Reduced cost of doing Business.
- Increased Turnover
- Improved farmer visibility via Agrilife platform to enable better tailoring of products/services to suit the farmers and at affordable rates.
- Value chain actors e.g. service providers, their payment is done in 72hrs for the services rendered thus boost the turnovers of such service providers.
- Policy makers & research scholars will have credible data about the farming community, for better decision making & for enhancing of research.
- Enhancing market linkages & trade via information portal to benefit the farmers and other value chain actors.
Financial Institutions: Some Key Benefits

- **Benefits to Financial Services providers**
  - Reduced cost of customer acquisition.
  - Increased catchment of small-hold farmers and traders as customers. Ability to offer appropriate products (credit, insurance, savings, etc.)
  - Lower cost-to-serve small-hold farmers due to electronic management of physical deliveries that are linked to financial (re-)payments and disbursements
  - Transition to more mixed farming practices that generates sustaining cash-flow to reduce risks
  - Historical data and track record of the farmer is used to facilitate establishment of a financial identity and risk profile (evidence-based credit score)
Business Model
Business Model

- Agrilife is provided as a Software as a Service Solution.
- No Charge to Farmers
- Service providers and FI`s are charged on a per transaction basis.
How to Signup

1. Contracting
2. Training of Personnel
3. Service Activation.
“Improved access to financial Services is required if Africa’s agricultural sector is to reach its full potential.”
Some of our Partners

1. Government of Kenya
2. MercyCorps
3. Microsoft
4. DAI/ USAID
5. KLPA
6. LGS
7. KENAFF
We are **Scaling** and would like to partner with **you**. Kindly Contact us.

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