We serve subsistence farm families in East Africa.

We invest in and partner with hard-working farm families:
- Proven impact: double farm profit per acre
- Non-profit revenue model: farmers pay for services
- Reaching the underserved: Avg. loan size < $100

5 years old – starting initial scale up:
- We currently serve 125,000 clients in Kenya, Rwanda and Burundi.
Most of the world’s poor are farmers. They have a remarkably uniform dilemma.
For most farmers, “farm inputs” are a theoretical car that has no wheels. One Acre Fund is innovating access. Our model systematically attacks these barriers.
Our program model
Innovation 1: Complete “market in a box” for smallholder farmers

Producer Groups

Training

Productive asset loan (seed & fertilizer)

Post-harvest profit
Innovation 2: Distribution network
Scalable impact

One Acre Fund Field Unit:

One field officer ... provides our service bundle ... to 225 farm families

Our Staff:
• Nearly all of our staff started as One Acre Fund Farmers
• Currently 500 field officers, and 125 managers and senior leaders
• Staff are given agricultural and loan officer training
What is working?

- **Productive Asset Loans + Training + Delivery = Impact**
  - Combining these three relatively simple elements is the key to what we do

- **Building a Rural Distribution and Financing Network**
  - Seed and fertilizer are just the beginning – many products that could benefit farmers are not available or affordable
  - For almost no cost we can roll out complimentary products and services through our network to drive impact and sustainability
  - By investing in farmer group leaders, we multiply our reach
Repayment Collection and Risk Management

- Flexible repayments that match irregular income flows of farmers
- Group liability lending
  - Re-enrollment is contingent upon full group repayment
  - No recollection or recovery needed, yet repayment > 99%
- Training & regular follow-up -> customer service and risk management
- Reasonable barriers to entry – 5% down-payment
- Crop and funeral insurance policies cover clients and reduce our risk
Impact

- 100% increase in profit per acre planted
- Increase harvest value through affordable storage technology (+25%+ profit)
- Solar lights distributed to 30,000 clients
- Safe water product distributed to all of clients
- All clients covered under crop and funeral insurance policies to reduce economic shock
- Farmers planting trees annually as a long-term investment
Scale: We are growing significantly faster than expected.

Farm Families served

- Original projected: 100,000
- Beginning of 2011: 150,000
- Current projected: 225,000
Sustainability: We are approaching break even.

- We operate a non-profit revenue model, which requires a small subsidy per farmer
- Repayment rate > 99% - no recovery necessary
- Within 3-4 years, we will be:
  - Serving over 250,000 farm families in Kenya
  - Break-even or profitable
- How?
  - Better input pricing at scale
  - Increasing client to field officer ratio
  - Increasing transaction size through additional products and services
  - Solar lights, cookstoves, health products
### Vision by 2020

<table>
<thead>
<tr>
<th>Direct service</th>
<th>Partnership with government</th>
<th>Help build a broader movement</th>
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<tbody>
<tr>
<td>- Build the largest network of smallholding farmers in Africa</td>
<td>- We will represent a significant constituency: for example, 15%+ of Rwanda’s entire population</td>
<td>- There are more than 1,000 microfinance institutions that have minimal involvement in agriculture for small holders.</td>
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<tr>
<td>- We will directly serve 1.5 million families per year (6+ million children)</td>
<td>- We will use this as a platform to work together with African governments</td>
<td>- That could be a very powerful distribution network</td>
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<td>- We will have 7,000+ field staff spread evenly over rural areas</td>
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<td>- We will be working in 5-8 countries</td>
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The tallest maize Getrude has ever seen

Thank You!