

FARMERS PRIDE

Transforming Farming in Africa



More than 11.000 informal Agroveter stores in Kenya

Local farmers problems:

- Inefficient and low quality, fake agricultural inputs
- Poor customer experience at the existing agro-dealing shops
- Limited farming services and agriculture information that's available to farmers
- Farm productivity per Ha in Kenya is lower than global average



Solution



Digishop and digital platform

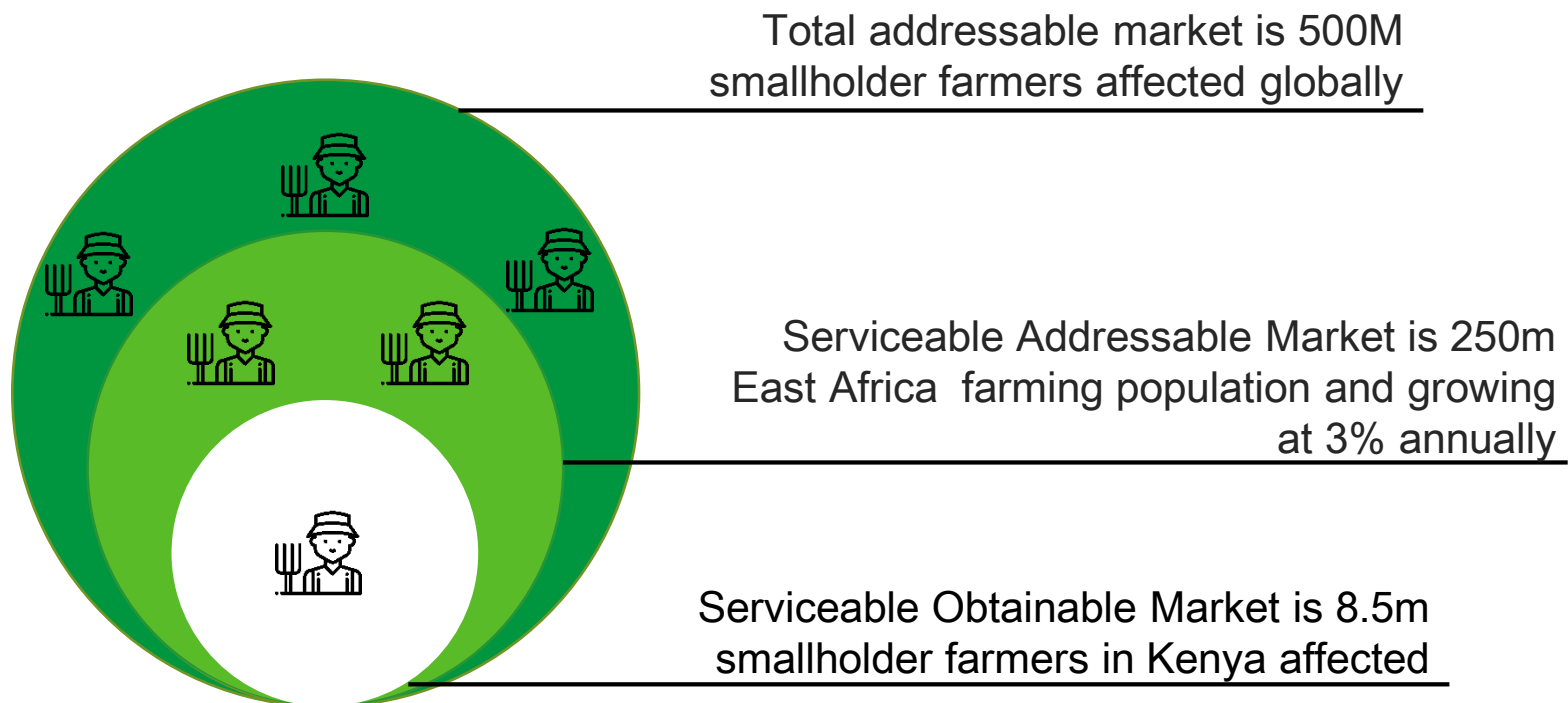


- Platform for distributing quality inputs and products at Lower prices



- Provision of business management and farmer extension services technology
- Market intelligence and marketing support
- Business and technical training

Market



- 12,000+ informal agro dealer shops in Kenya part of problem servicing directly 6m farmers.
- \$7b Kenyan market of key agricultural inputs categories: fertilizers, seeds, farm equipment, feeds and agrochemicals.

Products and services



Farmer

- Extension Services and Agricultural information technology
- Marketplace on Digishop technology Platform
- Quality discounted farm inputs
- Training and Technical support

Agro-dealer shop/farmer cooperative

- Platform to digitize operations
- Marketplace on Digishop technology Platform
- Quality discounted farm inputs
- Branding for identity and credibility
- One stop door deliveries

Our online platform



← Farmers Registration

Enter National ID Number

Enter Phone Number

Enter County

Select Group ▼ Group 2

Select Group ▼ Farmer

Postal Address

next ►



← Climate Information

KENYA AGRICULTURAL OBSERVATORY PLATFORM

Creating valuable Insights for Farmers through Weather, Agronomics and Analytics

County Sub-County

Select Your Cou ▼ Select Your Con ▼

Ward

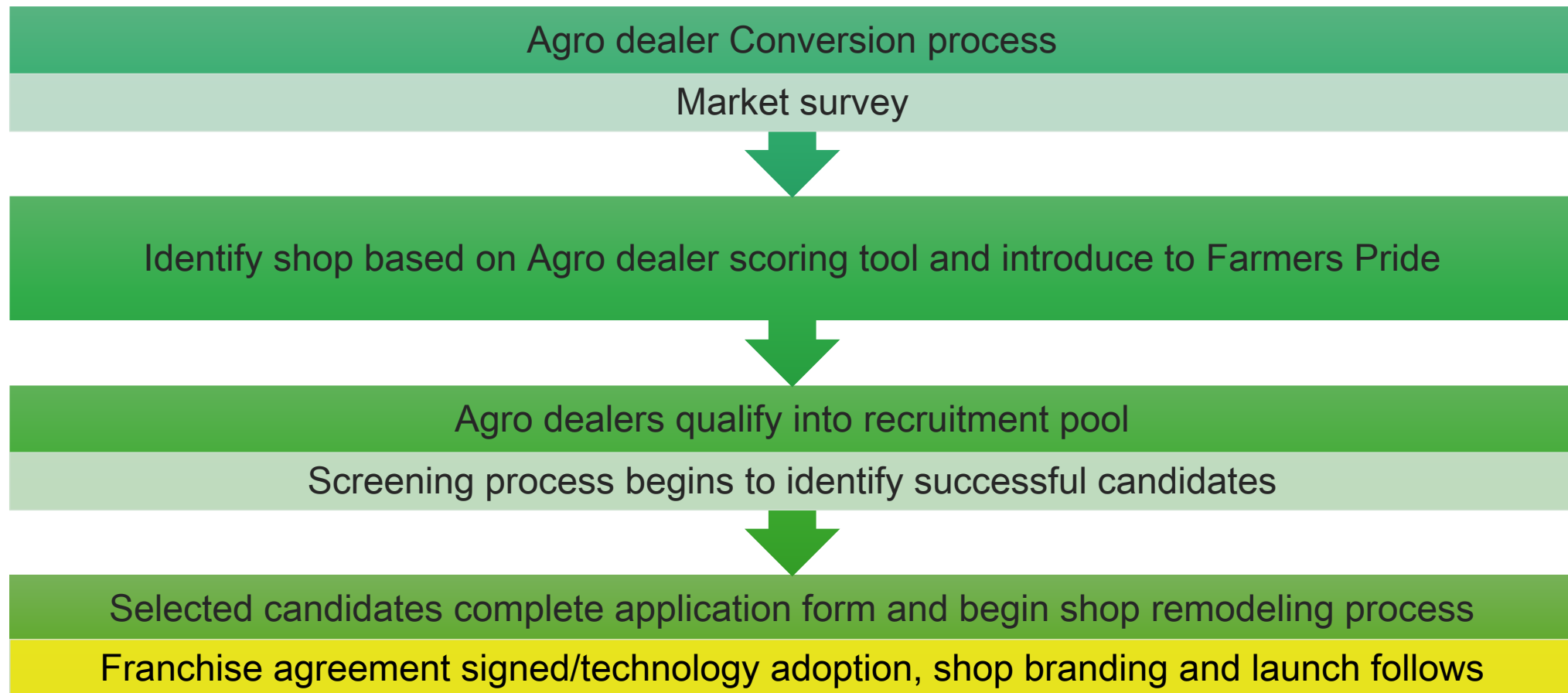
Select Your War ▼ GET AGRO ADVISORY

One stop e-commerce platform connecting farmers to quality inputs, information and credible agriculture service providers in their local area.

Farmers Pride Model



Farmers Pride targets informal agro-dealer stores and farmer cooperatives and transforms them into Digishops that offer improved services to their local farmers



Farmers Pride Model



Through a franchising model and digital technology, Farmer's pride transforms agro- dealer outlets and cooperatives in rural areas into professionally run businesses and new innovation.

Linkages with Input Suppliers (franchisor)

Seeds, fertilizers, agro-chemicals, Animal feeds, vet drugs, farm tools, finance, insurance, Market linkage, Soil testing

Franchisees

1. Integrated supply chain
2. DigiShop technology
3. Branding and Marketing
4. Access to financial, insurance, soil testing and other unique services

Smallholder farmers

1. Access quality inputs, services and Information
2. Farmer out reach activities, training and branding.
3. Access to support services in the digishop platform, business management, insurance, ICT, soil testing and other services

Team and awards



Samuel Munguti
Founder & CEO



Joel Patenaude
Director of Strategy and
partnerships



Gladys Wanjiru
Head of ICT and account



Nancy Mutisya Co-
funder and Head
of Business
Development



A large, thick, green curved line starts from the bottom left and arcs across the top of the slide. On the far left, there is a vertical yellow bar with a pattern of horizontal yellow ovals.

Thank you

Samuel Munguti
Founder and CEO

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