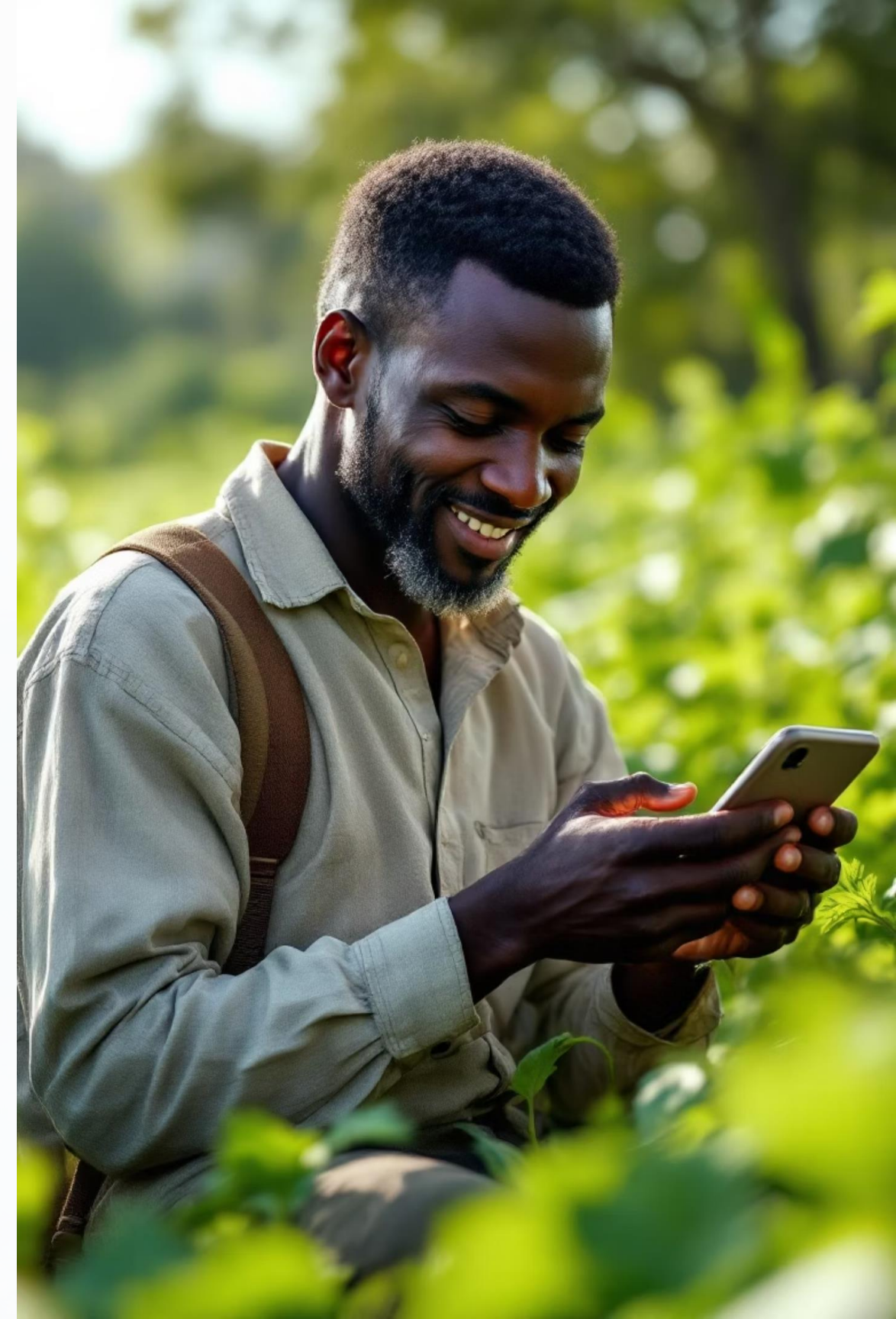


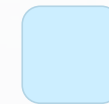
GrowSmart: Transforming Smallholder Farming with Smart Tech

by Anthony Chibo-Christopher. **DACC** International

Bringing precision agriculture tools, real-time market data, and financial solutions to empower Africa's 100M+ smallholder farmers through accessible mobile technology.

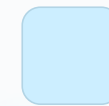


The Problem



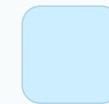
Information Gap

Limited access to agricultural best practices and real-time weather data



Financial Exclusion

Lack of credit history prevents access to loans for inputs and equipment



Market Inefficiency

Reliance on middlemen results in 40-60% loss of potential income



Our Solution: GrowSmart Platform



Precision Agriculture

AI-powered crop advisory customized to local conditions



Weather Intelligence

Hyperlocal forecasts with actionable recommendations



Financial Access

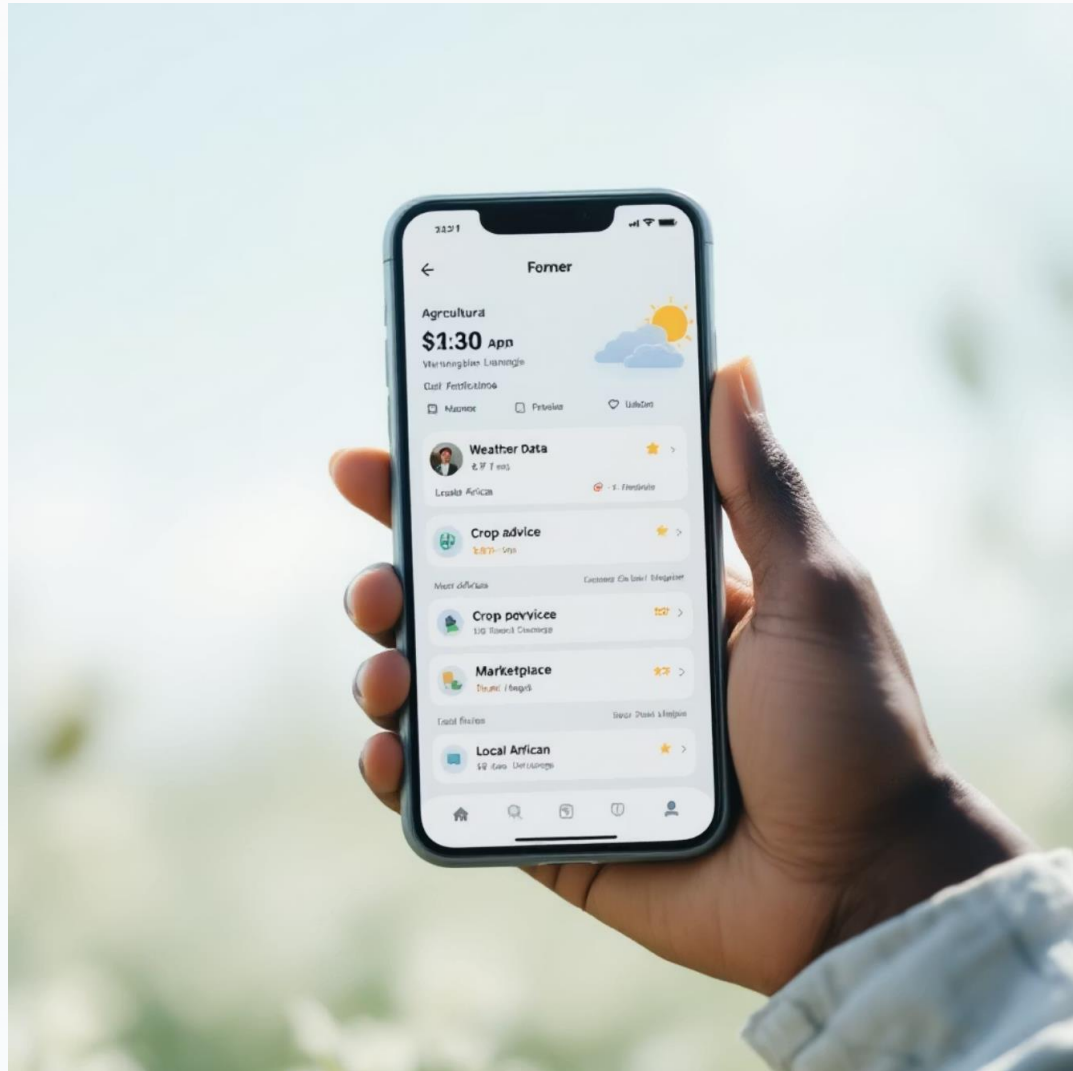
Digital identity and credit scoring for microloans



Market Linkages

Direct connections to buyers with fair price discovery

Product Features



Multi-Channel Access

SMS-based alerts for feature phones and full app experience for smartphones, ensuring no farmer is left behind

AI Disease Detection

Farmers can upload photos of crops for instant identification of pests and diseases with treatment recommendations

Digital Financial Services

Access to microloans based on digital footprint and harvest predictions

Marketplace Integration

Direct connections to verified buyers and agro-input dealers with transparent pricing

Market Opportunity

100M+

Smallholder Farmers

Across Africa who produce 80% of the continent's food supply

38M

Nigerian Farmers

In our initial target market, making it Africa's largest agricultural workforce

\$12B

Market by 2030

Projected value of the African AgriTech market, growing at 44% CAGR

The agricultural sector employs 60% of Africa's workforce but operates at only 40% of potential productivity, creating massive opportunity for technology-driven improvements.

Business Model

Freemium Subscription

- Basic services free to all users
- Premium features at ₦1,000/month (\$2.20)
- Enterprise plans for cooperatives

Transaction Fees

- 3-5% commission on marketplace sales
- 2% facilitation fee on microloans
- Revenue sharing with input suppliers

Platform Licensing

- White-label solution for NGOs
- API access for agribusinesses
- Data insights for government agencies



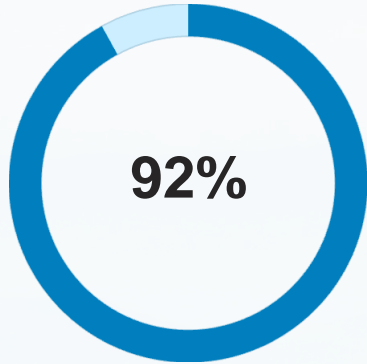
Our multi-revenue approach ensures sustainability while keeping core services accessible to all farmers.

Traction & Validation



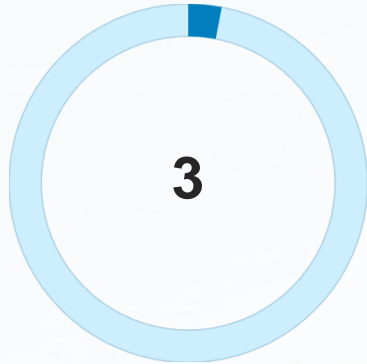
Active Users

Onboarded in just 3 months across pilot regions



Retention Rate

Monthly active users continuing to engage with the platform



Nigerian States



"GrowSmart has increased my maize yield by 30% this season through better timing of planting and harvesting."

Competitive Advantage



Multi-Language Support

Content available in English, Hausa, Yoruba, and Igbo to maximize accessibility across Nigeria's diverse linguistic landscape



Offline Functionality

SMS-based interface works in areas with limited connectivity, reaching farmers in the most remote regions

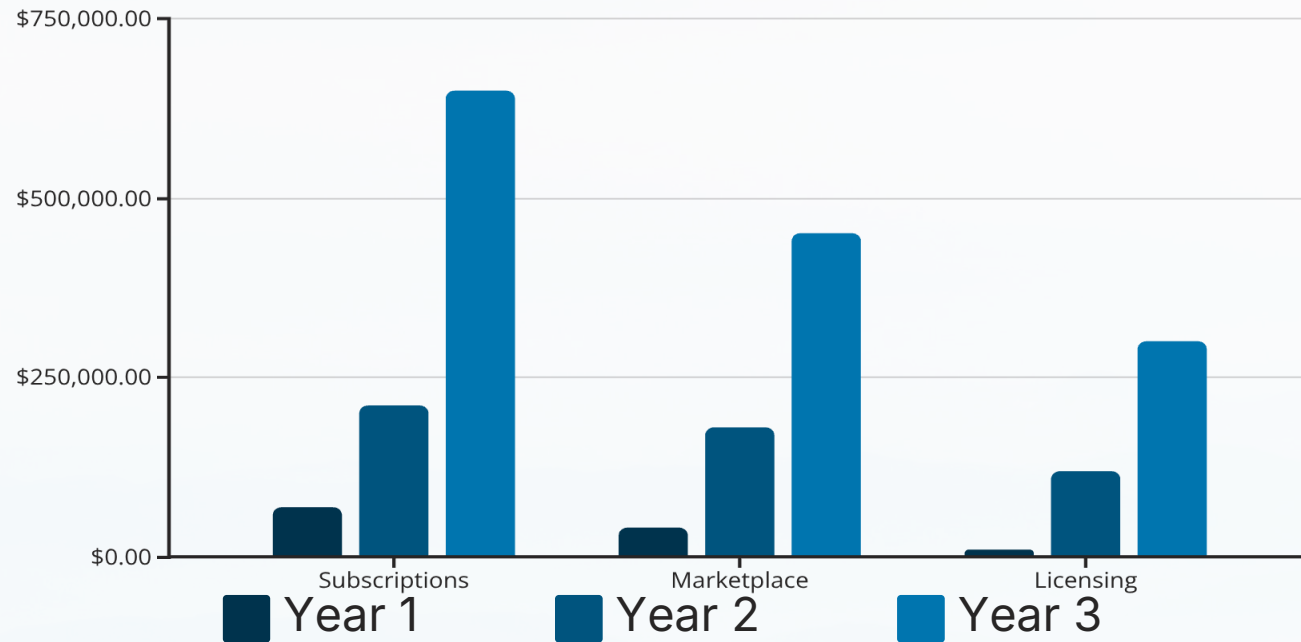


Local Partnerships

Deep integration with 23 farmer cooperatives providing trusted distribution channels and community endorsement



Financial Projections



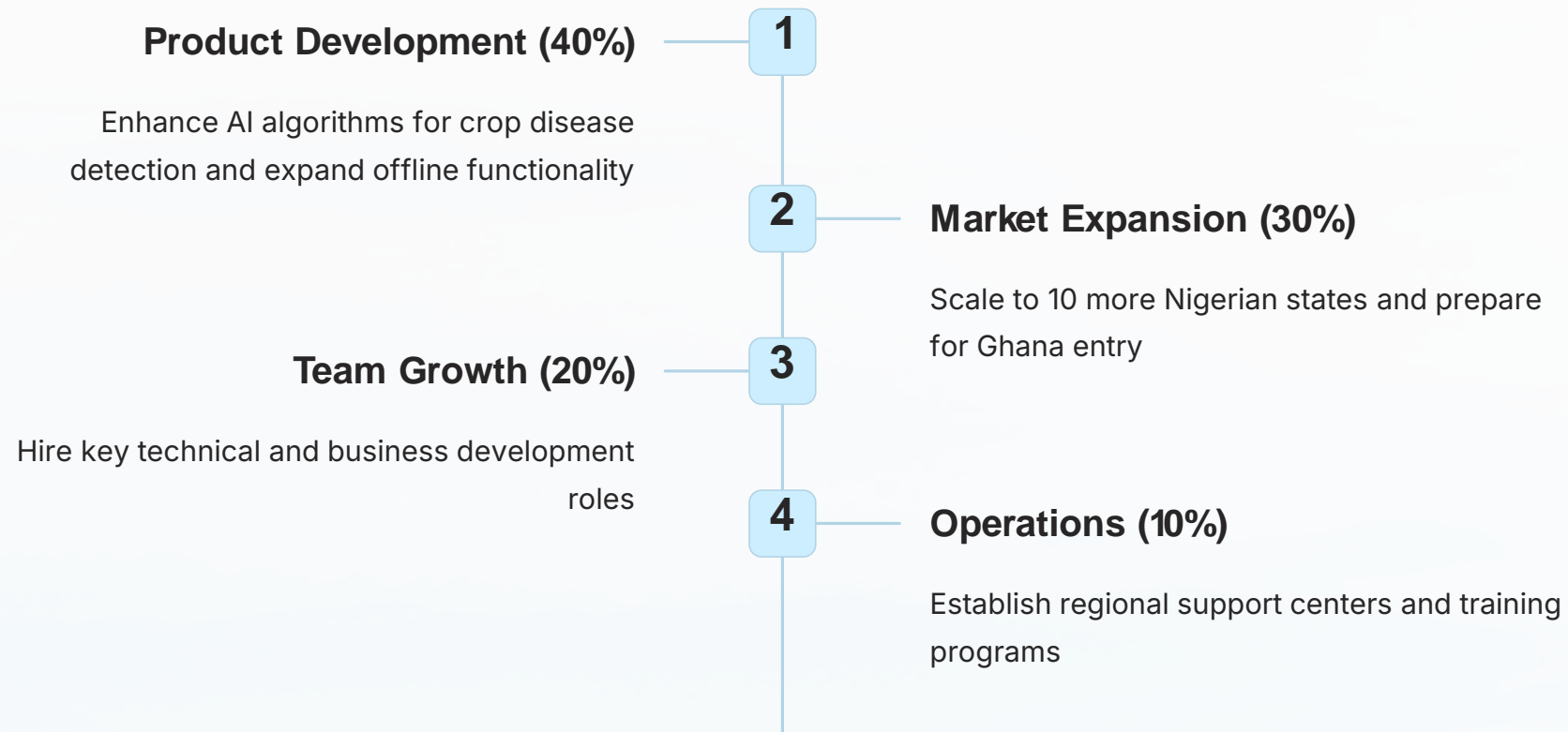
- Year 1 Metrics

- Revenue: \$120,000
- Customer Acquisition Cost: \$1.20
- Break-even: Month 11
- Burn rate: \$18,000/month

- 3-Year Outlook

- User base: 250,000+
- Expansion to Ghana and Kenya
- Projected annual revenue: \$1.4M
- Projected EBITDA margin: 32%

Funding Ask: \$250,000 Seed Round



Our Leadership Team

- CEO: Former AgriTech executive (10+ years)
- CTO: AI specialist with IBM background
- COO: Former extension officer with deep rural connections

