Alice is a smallholder farmer in Masaka district, Uganda and a single mother of 4.
own a one acre plot of land where she grows bananas for household income and food.
*But in just one hour of rain and storms, something beyond her control happened, this meant that she could not provide for her family anymore.*
Microsure is a web-based platform that provides data to insurance companies to help them determine premiums and design agricultural insurance products for smallholder farmers just like Alice, in this case she would have been compensated by the insurance company.
* Insurance industry avoids insuring smallholder farming operations due to lack of evidence based data.

* Farmers are left at risk of losing their produce.
*To provide data to insurance companies working with smallholder farmers in Uganda*
* Eliminates agricultural risk

* One stop center for all data

* Tailor made services for all insurance companies.

* Smallholder farmers can access bank credit services once they are insured even before they harvest since their food becomes a financial asset hence growing them financially.
* Accurate weather prediction.

* Agricultural risk analysis

* Accessible to mobile and desktop using our app

FEATURES
• Office pitching

• Webinars

• Product demos

GO TO MARKET PLAN
Even though we have a first mover’s advantage, there are other substitutes like - Government agencies like the Uganda National Meteorological Authority and Uganda Bureau of Statistics- Multilateral organizations that produce agricultural data like FAO and WFP- Management consultancy firms like PwC, Deloitte, EY and KPMG that provide product design support to insurance companies.

\[
\begin{align*}
\text{BUT UNLIKE THEM WE:} & \\
\text{• Affordable} & \\
\text{• Aggregate data} & \\
\text{• Our service improves lives of smallholder farmers but also exposes insurance companies to what is potentially biggest untapped market}
\end{align*}
\]
* 10 subscribed insurance companies in our first year.

* Impacting in the lives of over 1000 smallholder farmers in Uganda

* $32,664 annual revenue.

We have a subscriptions based revenue model, companies pay monthly subscription to access our platform.
Microsure is highly scalable and can be replicated anywhere in Africa, we plan to break even in 1.5 years with a total revenue of $132,000.
MUHANGUZI CHARLES  
Agriculture specialist/CEO

AKANKUNDA GLORIA  
Bachelor of Insurance and risk management

KAHERU BRIAN  
Software Engineer

SANDRA SANYU NALWANGA  
Statistics and Economics
WHAT WE HAVE DONE
* Profiled our first 5 districts in Uganda, an example just like Kiryandongo on our website

MicroSure

KIRYANDONGO DISTRICT

Percentage risk score 75.48%

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