

Kitvou Limited

**Company Type;** Limited Liability Company

**Stage;** Prototyping and Customer Validation

### **The Problem**

As at present, several farmers find it difficult to sell their produce, leading to post harvest losses and wastage. According to Alliance for a Green Revolution in Africa (AGRA), Africa loses food valued at \$4 Billion dollars annually to post harvest losses. Narrowing down to Nigeria, she loses 40% of all agricultural produce to wastage and post-harvest losses. All these are as a result of an absence of market access and lowered visibility of farms. Manufacturers on the other hand find it difficult to access raw materials, sometimes having to suffer factory downtime as a result of shortage of raw materials.

Farmers grow crops that are not needed by processors, creating a situation where there is glut in the market, but a processor still suffers downtime; a processor needs Vitamin-A fortified maize or STM 419 Cassava, but farmers grow varieties they are used to. This is as a result of challenges in disseminating information and new research to farmers.

Kitovu would address post-harvest losses and wastage while ensuring traceability of produce, which would lead to increased income for farmers from sales of produce which would otherwise have wasted. This would have a multiplier effect on the agricultural value chains of Africa by strengthening food security, thereby militating against extreme poverty and hunger while transforming Africa into the hub that feeds the world.

### **Our Clients**

KITOVU™ would first be deployed in Nigeria, 70% or about 121 million of who are farmers, before we scale across Africa. Over 70% of Nigerians are farmers. Of this number, 22.9 million have phones while 3 Million have smartphones; whom KITOVU™ would be able to reach. The Kitovu platform would be given out to farmers for free; this would drive faster adoption.

Through engagements with All farmers' Association of Nigeria, we would use our early adopters to demonstrate the benefits of Kitovu.

Input suppliers, produce buyers/aggregators, manufacturers, as well as equipment leasing providers are our paying customers. We would provide them listing, Safetrade/escrow services, as well as a payment gateway and we would be paid for the use of our platform. We would also target Mobile Ads providers, who would pay to use our in-App advert channel to reach farmers.

In Oyo State, we would work with Psaltry, Livingstone Mega Industries, Funman Juice, and Cato Foods, as our early adopters.

## **Our Business Model**

We would make money through In-App Adverts, Subscription/Licensing of Produce Buyers, Provision of Safetrade/ Escrow services, and Payment Gateway use. As we grow, we plan to leverage on our vast knowledge and data pool on agro produce locations and needed end users to provide agro-logistics services. We intend to capture ten percent of the new media adverts in the first five years. As market entry leaders for this innovative approach, we intend to gain sixty percent of the market for farm logistics and information provision segment.

We project a revenue of about Sixty-Nine Thousand, Six Hundred and Fifteen (69,615) Dollars in the first year with a cost of doing business of Sixty Four Thousand, Six Hundred and Sixteen (64,616) Dollars.

## **Meet the Team**

Our startup team is drawn from a pool of young people passionate about agriculture and food sustainability and with vast experience in agriculture, processing and consultancy services within the African Agricultural Value Chain. They include:

### **Nwachinemere Emeka, Startup Manager**

Nwachinemere has been in the Agricultural industry for 5 years, serving as the CEO of Livingstone Mega Industries, a company he founded in 2011.

Nwachinemere is a Mechanical Engineering graduate from the University of Nigeria with specialty in Manufacturing and Systems Engineering. He has also obtained further trainings in Sales, Business Continuity and Enterprise Management from Pan-African University (EDC); He is a passionate system builder and business developer.

### **Macdonald Ukah, CFO**

Macdonald is a progressive economist, a social conservative, and a lover of nature passionate about the emerging markets and how they can be transformed using the agricultural sector as a pedestal. He worked as a Senior Research Assistant with **Edward Kingston and Associates, Lagos between** 2013-2014. He is a graduate of University of Nigeria Nsukka and University of Reading where he studied Economics and Emerging and Developing Markets respectively.

### **Omuluhe Nelson, Technical Support Centre Manager**

Nelson is a patient but quick to deliver personnel. His greatest gift is his ability to listen to customer needs and translate same into workable processes for the technical personnel. He is focused on customer satisfaction.

He is a graduate of Electrical Engineering from the University of Nigeria Nsukka and has gone through several technical trainings that would come in handy in the Kitovu project.

### **Adegbola Adedotun, Soil Scientist**

Adegbola is a brilliant Soil, Crop and Pest Management Scientist. He joined Livingstone Mega Industries in 2013 and has over 4 years of experience in the Agricultural Sector. Since joining Livingstone Mega Industries, he has brought a revolutionary research/innovation driven approach to farming that ensures strict compliance to sustainable agricultural practices.

A graduate of Crop, Soil and Pest Management from the Federal University of Technology, Akure, Adegbola is a champion for Smart Agriculture.

## **Competition and Differentiation**

Our major competition comes from local produce/commodity marketers; online produce marketers like ngex.com, alibaba.com, connect-ng.com, and agronigeria.com.ng. However, our approach is completely disruptive and differentiated from every other model in place in that they help bring the farmers to the market, but Kitovu brings the market to the farmers. Besides, despite their best efforts, market access is lacking and continually leads to huge post-harvest losses. They are also unable to provide the vast Agricultural Value Added Services we provide, like access to information, farm financing.

Kitovu employs a disruptive approach to bring the market to the farmers, making the world revolve around them by using a unique mix of web, mobile, and SMS gateway, that is multi-platform compatible with a reliable online database it interphases with

## **The Change we bring**

Post-harvest losses and wastage in Africa is at an all-time high, as a result, there is less total output per hectare of farm cultivated by farmer. This eventually makes farmers to want to cultivate much more farms to have more goods at their disposal. As a result, more land is cleared, leading to environmental degradation. With Kitovu, most of what is produced by the farmer is easily made available to end users; individual users and manufacturers alike. Also, once its efficiency has been established, farmers who would have been trained on agricultural best practices and the use of less harmful organic fertilizers to grow their crops so as to continue benefiting from the service. That way, the use of indiscriminate and often times harmful chemical substances is limited and regulated thereby causing less harm to the environment. Finally, with less wastage, there would be less emissions from gases released from putrefying food wastes.

KITOVU™ is an agricultural Mobile App as a Service Solution (MASS) consisting of a web portal, mobile app, and SMS (USSD) Gateway cross-linked; which creates market access for farmers while ensuring produce traceability, by linking them to manufacturers, produce buyers, as well as input buyers. The SMS gateway links farmers without smartphones to the Kitovu platform, ensuring that regardless of location, they have access to information, from improved seedlings to agricultural best practices that guarantees increased yield per hectare.

Manufacturers and produce buyers would know produce location, processes and chemicals that went into the production, as well as logistics of sourcing; without having to suffer downtime. By capturing aflatoxin and toxicity levels of the farm, traceability can be guaranteed.

We are running a pilot in Oyo, Nigeria to get feedback from farmers and ecosystem stakeholders. Soon, everyone in need of quality produce that is traceable would have to Kitovu it!