

## Description of Idea

Kitovu creates market access for African farmers by linking them to end users and input supplier using a mix of web, mobile and USSD gateway so as to tackle post-harvest losses and wastages while engendering traceability of farm produce.

## User Profile



### Kitovu User Profile

Name	Aisha and Ajewole
Age	28-59
Profession	Farmer

Other Key Charecteristics	<p>Aisha and Ajewole live in a rural community with their five children. They work on the family small holder farm. And they have a mobile phone. Last two years, they planted cassava but up till now, they can't find a buyer; their children have been sent off from school and they run the risk of having their cassava rot in the ground.</p> <p>Not far from them, a starch company has just had a downtime because of lack of the correct variety of cassava; STM 419, but they had no way of knowing what the processor wanted, let alone growing it.</p>
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## Awareness



Aisha and Ajewole hear about Kitovu through the local chapter of the Nigerian Cassava Growers Association they belong to. They make more enquiries and are informed that there is a Kitovu meet up at their location next week which they attend. How Kitovu would work and how they stand to benefit is shown to them, and they are taught how to use the platform. They discuss it with other farmers who are all excited that they don't have to pay for it, yet it would solve their problems for them

## Engagement



Aisha and Ajewole quickly install the Kitovu App on Ajewole's phone, but as Aisha's phone is just a feature phone, she registers with USSD. Her farm location including GPS coordinates, farm size, crops grown, variety planted and expected time of harvest are all captured. They interphase with the platform and see what manufacturers are looking for, they then grow it. They are able to expand their farm through Outgrower schemes and the processors can see their farm logs and guarantee they are growing to specifications. They can also buy inputs or request for labour and equipment leasing all from the app.



As they make progress, they make entries in their farm log. Before harvest is due, several produce buyers and manufacturers make orders using the Kitovu platform for the produce. They also know exactly where each farmer is and can plan the logistics of removing the produce hassle free. They also have information on improved varieties, cultivars and seedlings from research institutes, and extension service providers can easily reach them.



Aisha and Ajewole can now focus on thinking about their core activity; farmer. Kitovu has created a new world where everything revolves around them; inputs, and buyers alike.



Aisha and Ajewole are both very happy. Kitovu has changed their lives forever; they have expanded into maize production and they don't have to be worried about market for it. They didn't even have to use their own money for it. Through Kitovu, they had become part of Nestle Foods Outgrowers for Vitamin A fortified maize. Never again would their children be sent off from school and post-harvest losses would be history for them.