



OUR BUSINESS MODEL

<p style="text-align: center;">NEED IDENTIFIED</p> <ol style="list-style-type: none"> 1. Access to Credit and market to small holder farmers 2. The challenge of low productivity as well as post-harvest loss after production 3. Poor access to market after harvest <p>We understand that 70% of food production in Africa is cultivated by small holder farmers who in turn do not have access to new and modern techniques of production hence there exist low productivity in output, plus the challenge of credit to aid in cultivating larger capacities</p>	<p style="text-align: center;">CLIENT/CUSTOMERS</p> <ul style="list-style-type: none"> - Rural farmers who would sincerely want to increase productivity - Individuals interested in Agriculture and investments to increase income <table border="1" data-bbox="1115 371 1923 732"> <tr> <td data-bbox="1115 371 1524 623"> <p style="text-align: center;">Demographics(what)</p> <p>Age- 35-75, Gender- Male and Female, Income- Low and middle class, educational background- uneducated/little education.</p> </td> <td data-bbox="1524 371 1923 623"> <p style="text-align: center;">Psychographics (Who)</p> <p>Deep Background in Agriculture Working Class and interested in alternative source of income</p> </td> </tr> <tr> <td data-bbox="1115 623 1524 732"> <p style="text-align: center;">Geographics</p> <p>Rural settlements Urban Settlement</p> </td> <td data-bbox="1524 623 1923 732"> <p style="text-align: center;">Behavioural</p> <p>Passionate on primary production</p> </td> </tr> </table>	<p style="text-align: center;">Demographics(what)</p> <p>Age- 35-75, Gender- Male and Female, Income- Low and middle class, educational background- uneducated/little education.</p>	<p style="text-align: center;">Psychographics (Who)</p> <p>Deep Background in Agriculture Working Class and interested in alternative source of income</p>	<p style="text-align: center;">Geographics</p> <p>Rural settlements Urban Settlement</p>	<p style="text-align: center;">Behavioural</p> <p>Passionate on primary production</p>
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<p style="text-align: center;">BIG IDEA</p> <p style="text-align: center;">TO PROVIDE SOLUTION THAT WOULD SOLVE THE CHALLENGES OF THE RURAL SMALL HOLDER FARMER THEREBY INCREASING PRODUCTIVITY, REDUCING POST HARVEST LOSS BY ENHANCING ACCESS TO MARKET.</p>					
<p style="text-align: center;">ACTIVITIES</p> <ul style="list-style-type: none"> -Engage and Aggregate small holder farmers in rural communities - Train and educate the small holder farmers 	<p style="text-align: center;">RESOURCES</p> <ul style="list-style-type: none"> - Farmers(small holders) - Farm lands - Funds (Crowd funded and contract farming) 	<p style="text-align: center;">PARTNERS</p> <ul style="list-style-type: none"> - Agro Research Institutions (IITA, KARDA) - Fertilizer distributors (NOTORE, OCP) - Farmers/local heads - Insurance company (LEADWAY) - Off takers (AFEX, BICABI) 			
<p style="text-align: center;">COSTS AND REVENUE</p> <p>Startup cost for 1 farmer= 50,900 Activity cost = 5,900 Revenue= Crowd Funded Income/Profit= 15,270</p>	<p style="text-align: center;">IMPACT</p> <p>Successfully drive food security In Nigeria and Africa, thereby raising the standard of living of the small holder farmers as well as farm sponsors</p>				