

EYFI

Describe your idea with one concise sentence.

MY IDEA IS: #Empowering Young Farmers Initiative (EYFI)

#EYFI aims to revitalize the Ugandan agricultural sector by engaging the much needed human capital to effect change, empowering the untapped youth resource and building local agricultural economy.

Draw and describe the ideal user

Title THE USER



Name: Olushola

Age: 26

Profession: Graduate and unemployed

Any Other Key characteristics: Recently married

Concisely describe what is happening

Olushola is seen here returning to his village after fruitlessly searching for job in the city. He is depressed and looking for a way out to make money in other to help him and his wife

EYFI

Title

AWARENESS

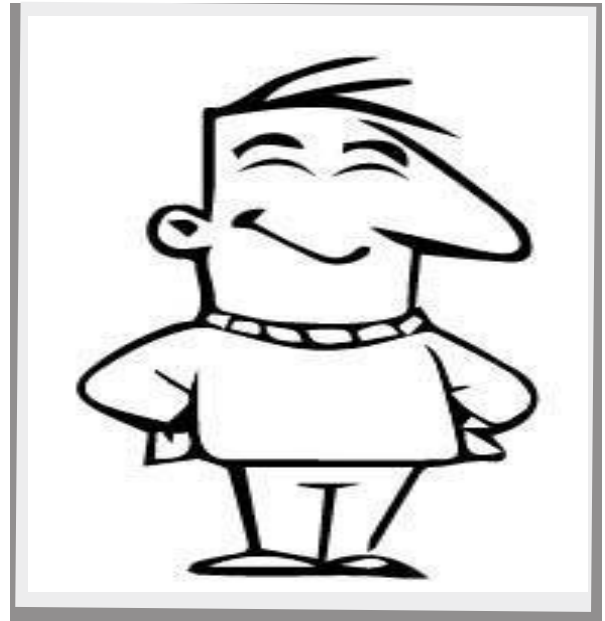


Concisely describe what is happening

Olushola hears information from his friend about the #EYFI Program in his villages. The free resource center he can go to and get empowered.

Title

Making Inquiry

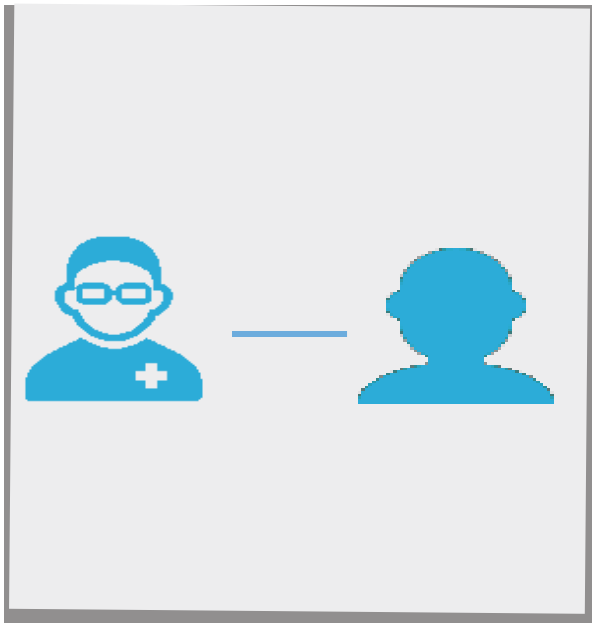


Concisely describe what is happening

The next day, Olushola visits the EYFI Center in his village and enquire about how he can benefit from the program. He left excited that he would be trained and empowered for free.

EYFI

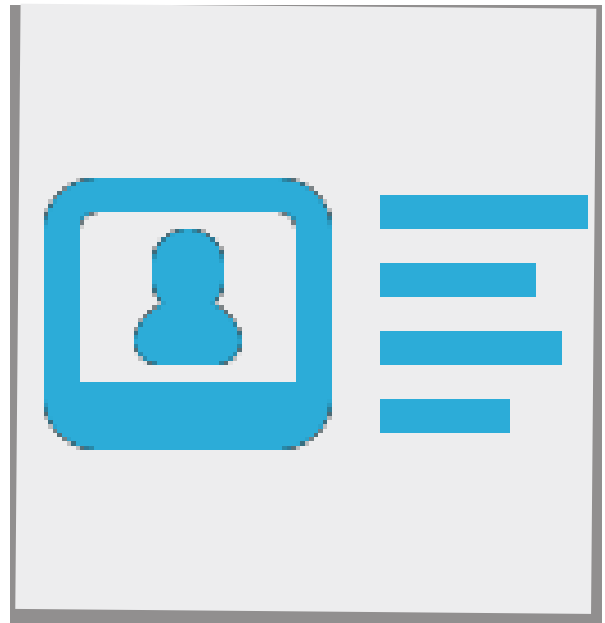
Title Presenting his interest



Concisely describe what is happening

Olushola came to the EYFI center the following day fully prepared to kickstart his training. He is seeing here discussing his preferred farming choices to EYFI consultants and trainers

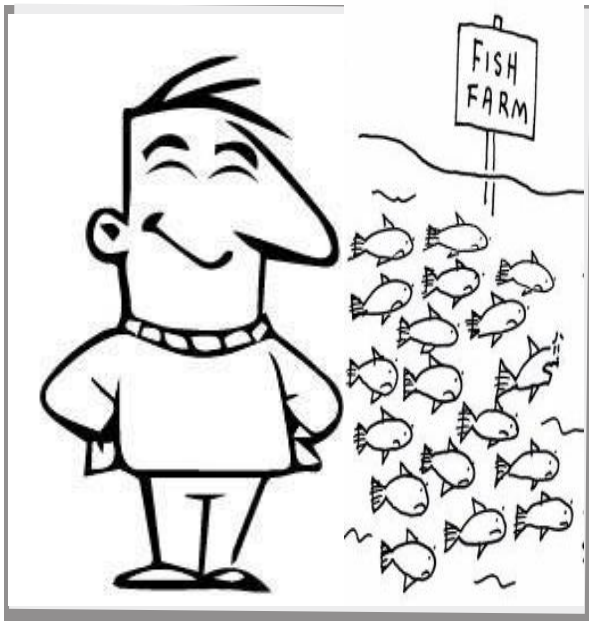
Title FEEDBACK



Concisely describe what is happening

Olushola and the EYFI consultant agreed that he would go into fish farming and immediately he begins his 6 weeks business training

Title FISH FARMING BEGINS



Concisely describe what is happening

After the six weeks training, Olushola secured a loan of US\$1,000 loan and still being supported & giving mentorship for another 12 months by EYFI`s team to grow his Fishery raising business.

Title SELF EMPLOYMENT SECURED



Concisely describe what is happening

Six month later, He now has a US\$430 monthly income. He brought his family to work with him and is expanding his business to new areas.