Balancing tech and human touch to de-risk and strengthen agricultural supply chains
agriHUBs - our extended hands to farmers and the focal point of a community-level support ecosystem

- Comprehensive tech stack
- One-stop-shop for all farmer needs
- Buy-now-pay-later financing
- Established off-taker partnerships
- Aggregation, quality control
- Supply chain management

*An agriHUB refers to a digitally and financially enabled agrimerchant such as an individual agro dealer using the agriBORA platform to drive their business.

Farmers in the community
Our technology suite is almost fully built

**Farmer Onboarding**
- Self-onboarding (SMS/ USSD)
- Bulk Upload (Webapp)
- Farmer Management (incl. training certification)

**Communication & Interaction**
- SMS Bulk Messaging
- Mobile Surveys (USSD and App)
- SMS Recommendations - (Good Agricultural Practices)

**Sales & Transactions**
- agriPOS 1.0: ERP-backed Point of Sale (Mobile app)
- BNPL: Buy-now-pay-later financing for agriHUBs
- agriKOPA: Agri-input Credit Recommendation Service for farmers

**Data Analytics**
- Remote Field Monitoring and Traceability Reports
- Aggregated Crop Statistics

* Soft launch | ** Beta testing | *** In development
Our funding journey so far

1. **Equity Investment - Seed**
   - ESA InCubed
   - Customer Specific MVP - agriKOPA

2. **Equity Investment - Early Stage (Seed Round 2 (ongoing))**

3. **Growth Capital (Adjacent Markets)**

4. **Equity Investment - Series A Round (planned)**

5. **Equity + Debt Investment - Series B Round**

**Timeline:**
- 2018
- 2020
- 2021
- 2022
- 2023
- 2024
- 2025
- 2026
- 2027
- 2028

**Stages:**
- **Product Development**
- **Go-to-Market**
- **Scale**

**Programs:**
- ESA BASS - Business Applications and Space Solutions
- ESA BIC - Darmstadt Copernicus Accelerator
- ESA InCubed
- Copernicus Accelerator
- Feasibility Study and Prototyping
- Customer Demonstration
- Equity + Debt Investment - Series B Round
- Growth Capital (New Markets)
- Customer Specific MVP - agriKOPA
- Go-to-Market Strategy
- Product-market-fit
- Equity Investment - Seed
- Equity Investment - Early Stage (Seed Round 2 (ongoing))
- Equity + Debt Investment - Series A Round (planned)
- Growth Capital (Adjacent Markets)
- Customer Demonstration
- Equity + Debt Investment - Series B Round
- Growth Capital (New Markets)

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Composition of agriBORA's Financing

% of total investments in agriBORA

- Founders
- Business angels
- Grants
- Debt
- Institutional Investors

Company Stage:
- Pre-Seed
- Seed
- Early Phase (current)
- Series A (Planned)
Ecosystem support through incubators, accelerators, and other investment readiness programs

In addition to private sector investments, we have received support from several ecosystem enablers. The main benefits include:

**Personalized Coaching** - Regular sessions with local and international experts covering topics such as Pitch Training, Growth Strategy, Data Analytics & Management, Term Sheets, Valuation, Market Analysis, Marketing & Sales.

**Peer-to-Peer Learning & Networking** - Opportunities to connect and learn from like-minded entrepreneurs across Africa.

**Investment Support** - Assistance in identifying, accessing, and engaging with potential and relevant investors as well as guidance on navigating the investment landscape effectively.

**Entrepreneurial Leadership Development** - Support in developing and refining leadership capabilities to drive business growth.
Key learnings from our funding journey

1. **Maintain a Solid Financial Model:** A well-constructed and up-to-date financial model with historical and projected figures, along with clear and grounded assumptions, is critical.

2. **Align with the Right Investors:** Opinions and advice vary among investors. It is crucial to choose the right investors who align with your goals, vision, and key metrics. Misalignment can blur the vision and cripple the business once they are in.

3. **Diversify Investor Types:** Investors are not limited to venture capitalists. Identify early the different types of investors and determine which ones fit your business at various stages.

4. **Value Your Time and Focus:** Value your time and stay focused on growing the business. Avoid pursuing every accelerator opportunity, which can be distracting and may not always be beneficial.
Key learnings from the Agritech funding ecosystem

1. Customer Value Over Technology

There is a disproportionate investment in enhancing technologies and developing better models, often at the expense of providing customer value at scale with the current technology. In the smallholder agritech space, increasing the accuracy of ML models by 5% offers limited business value.

2. Know your bread and butter

The commercial value of EO lies in products and services that are relevant to smallholder farmers, such as access to finance and markets. Funding support needs to be broad enough to encompass business development activities, not just the technology itself. Without a single core use case, achieving and maintaining product-market fit can be challenging.

3. Creating value ≠ capturing value

While there are endless use cases for EO data, it is important to identify a specific market early that is not solely project-based to ensure business growth and sustainability. Otherwise, there will be issues commercializing it at scale. Creating value is essential, but it’s not enough for the business or for accessing commercial investments.
Suggestions to Private and Public Financial Institutions, Governments, and Policymakers

1. **Stable Policies:** Implement medium to long term policies to enable better planning and investment.

2. **Avoid Over-Regulation:** Refrain from over-regulating nascent technologies, such as AI, to foster innovation and growth.

3. **Standardize Regulatory Environments:**
   Address the divergent regulatory environments and economic conditions across countries by standardizing policies within the African Union or regional blocs like the East African Community (EAC) etc.

4. **Cashflow-Based Debt Funding:** Increase cashflow-based debt funding to support startups that have yet to achieve profitability. Provide hedging funds to cushion against forex volatility and protect startups from financial instability.
Kizito Odhiambo
Founder & CEO agriBORA
Email: kizito.odhiambo@agribora.com
www.agribora.com