The
FutureList

Farmerline

Innovation Memo

Innovation In Words

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A note from the CEO & Co-Founder of Farmerline, Alloysius Attah:

Farmerline runs a digital marketplace for small-scale farmers which trains, leverages their data to finance them and help farmers to grow and sell their food.

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Farmerline

Executive Summary

Agtech

Agri Digital Marketplace

www.farmerline.co

USD 15.2M

2013
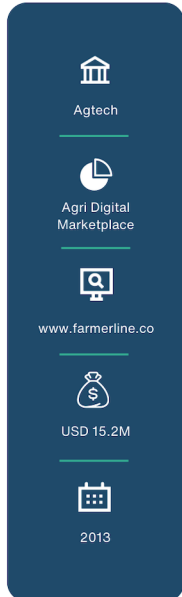
Farmerline, an agricultural technology company, is revolutionizing how smallholder farmers across Africa access information and resources. Their flagship product, Mergdata, equips farmers with essential information on best practices, market trends, weather forecasts, and more – all through a user-friendly platform. Additionally, Mergdata allows organizations to seamlessly collect, analyze, and link data from farmers, farms, and agricultural communities. This innovative approach breaks new ground in agricultural data management, promoting informed decision-making and boosting productivity across the entire agricultural value chain.

Despite significant progress in empowering African farmers, challenges persist. Limited access to technology and tailored training programs require continued focus. However, Farmerline is well-positioned for growth. The rise of agricultural digitization, increasing demand for data insights, and potential partnerships present exciting avenues for expansion. By addressing these challenges and leveraging opportunities, Farmerline's data-driven solutions have the potential to drive sustainable growth and improve livelihoods for farming communities across the continent.

Alloysius Attah
CEO & Co-Founder

Alloysius leads the overall strategy and vision of Farmerline and also focuses his efforts on business development and product design. He launched Farmerline in 2013 which was inspired by his own 15 years' experience on the farm. Mr Attah is a winner of the World Bank and InfoDev mAgri challenge, World Summit Youth Award, and Apps4Africa competitions.

Emmanuel Owusu Addai
COO & Co-Founder

He has led the tech team of Farmerline in the development and deployment of platforms that cause real change in the agricultural space. Emmanuel has also leveraged his experiences in building SMS and voice applications, and brings abstract algorithms to real life by building workable solutions for the agricultural ecosystem in Ghana and beyond.

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Innovation Spotlight

Innovation in Business Model:

Integrated Market Access: Farmerline through their Mergdata solution facilitates market access for farmers, connecting them with buyers and marketplaces. This in turn strengthens the agricultural value chain also giving stakeholders opportunities to collaborate with farmers.

Data-Driven Decision-Making: Farmerline collects and analyzes data from farmers, farms, and agricultural communities. They used data analytics to provide valuable insights to farmers and organizations, enabling data-driven decision-making for crop planning, resource allocation, and market access.

Input Financing & Mechanisation Financing: Farmerline focuses on providing financial support to farmers for the purchase of agricultural inputs. These inputs may include seeds, fertilizers, pesticides, and other essential resources. They also offer financial support to farmers to acquire agricultural machinery and equipment.

Subscription and Licensing Fees: Farmerline offers a Software as a Service (SaaS) module to provide technology solutions to organizations, government agencies, and NGOs working in the agricultural sector. These entities pay subscription or licensing fees to access and use Farmerline's digital tools and data analytics.

Safety and Sustainability:

Data Protection: Farmerline's Mergdata adheres to data protection regulations like GDPR (General Data Protection Regulation) giving users access to manage their information. As a company policy, farmer consent is always sought prior to data collection, which is usually collected in a voice recording. Farmers are always assured of the privacy of their data.

Data Encryption: Their cloud-based software generally uses encryption protocols to protect data both in transit and at rest. Communication between servers is secured and encrypted with TLS and SSL. TLS and SSL are communication protocols that ensure that sensitive information is secure. Farmerline also employs the NIST password security model on all its systems, including servers, databases, and third-party systems to ensure farmer data is secured, thus assuring farmer privacy.

Sustainable Supply Chains: They do this by advocating for sustainable post-harvest handling practices and reducing food waste.

Market Impact & Future Outlook

Since 2013, Farmerline has been improving the lives of farmers by leveraging innovative financing, technology and strategic partnerships. Their operations have led them to collaborate with over 3,000 strategic partners across 48 countries, including government institutions, local agribusinesses, NGOs, and food companies who have licensed Mergdata to support and improve the lives of 2.2 million small-scale farmers to date.

Farmerline continues to support smallholder farmers and agribusinesses with digital tools, logistics, field agents, and farm resources. The organization has recently taken up plans to expand and set up in Burkina Faso, Togo, and Benin following its fresh launch and establishment in Ivory Coast. This has come in line with their corporate expansion strategy and the bid to help more farmers facing increased fertilizer prices and shortages.

Their setup in Togo and Benin is already taking shape. As the company deepens its presence in West Africa, it plans to strengthen its supply chain for agribusinesses, reduce the cost of farming, and increase yield for farmers on the continent through the deployment of AI technology and local infrastructure.

The future impact of Farmerline's innovations on stakeholders will continue to depend on the company's ability to execute its strategies and its ability to adapt to changing market conditions and technology trends.

Societal & Environmental Impact

Considering the impact, at the core of Farmerline's innovation is the creation of productivity. Farmerline's primary mission is to improve the livelihoods of smallholder farmers and promote sustainable agricultural practices. They have leveraged various tools and services to achieve both societal and environmental impacts such as:

Increased Income: Farmerline provides farmers with access to market information, weather updates, and agricultural tips via mobile phones. This enables farmers to make informed decisions, potentially leading to increased crop yields and higher incomes.

Education and Training: Farmerline offers educational content and training to farmers on modern agricultural practices, helping them improve their farming techniques and overall productivity.

Sustainable Farming Practices: By providing farmers with information on best practices, Farmerline contributes to the adoption of sustainable agricultural techniques that can help reduce the environmental impact of farming.

Reduced Resource Waste: Farmers who have access to accurate weather information are better equipped to plan their planting and harvesting, reducing resource waste and potentially mitigating the impact of climate change.

According to 60 Decibels report 2022, the following are some impact gains for Farmerline:
- At least 56% increase in crop productivity.
- 57% increase in adoption rate to new practices.
- More than 50% decrease in training cost with their blended in-person training & voice messaging.
- 98% stay loyal in the short-term and long-term.
- 51% of women farmers reached.

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Potential Funding & Partnership Opportunities

Farmerline's innovation and technology present an attractive investment opportunity for entities interested in the intersection of technology, agritech, farmer productivity, and sustainable agriculture practices. Potential investors include impact investors (individuals, governmental & environmental agencies), grants/foundations, agricultural cooperatives, and venture capital firms focused on agritech, farming, innovation, sustainability, and food production. Other funding opportunities could also arrive from dedicated Impact Accelerator Programs and Incubators.

Potential Roadblocks & Risks

Technological Barriers: Reliance on technology means that Farmerline must contend with challenges related to digital connectivity and low digital literacy of target users, particularly in rural areas where they operate.

Market Access and Competition: Accessing markets for agricultural products can be competitive. Farmerline may need to help farmers find reliable markets for their produce, which can be challenging in saturated markets.

Climate Variability: Farmers are highly vulnerable to climate change, and extreme weather events can have a significant impact on crop yields. Farmerline must address these climate-related risks and adapt its services to changing conditions.

Regulatory Challenges: Compliance with local and national regulations in the countries where Farmerline operates is crucial. Navigating regulatory hurdles, licenses, and permits can be challenging.

Cultural and Language Barriers: Understanding and respecting local cultures and languages is essential for effective communication with farmers. Miscommunication or cultural insensitivity can lead to misunderstandings and resistance to new technologies.

Conclusion

Farmerline's technology and services are foundationally bound to the concept of increasing productivity in the lives of rural smallholder farmers. This has gone a long way to transforming these rural smallholder farmers into successful entrepreneurs. Their solution is a real impact player for sustainable solutions in the agriculture value chain. The key to their success lies in partnerships, collaborations, and navigating the landscape of regulations. In a developing era of technological advancements, Farmerline is also staying with the curve by infusing Artificial intelligence into their services - offering personalized and efficient support for farmers, with quicker access to the information and solutions they need. A theme of Game-changing plays enhancing an impactful technology.

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Innovation
In View

How **Farmerline** brings innovation to life

Mobile & Desktop App

Mergdata is Farmerline's cloud-based mobile and web software that enables organizations to digitally collect and link data from farmers, farms, and farming communities. Powered by the latest cutting-edge technology in data sciences & remote sensing, Mergdata offers organizations insight into the work of farmers and increases farmers' access to resources; including financial services.

Features of the App

Amongst its features, the **Mergdata app** offers;

- Farmer data collection
- Farmer education (information and tips)
- Certification audit
- Field mapping
- Messaging
- Traceability
- Digital payments
- Flexible & customizable modules
- Inbuilt validation systems ensuring data accuracy
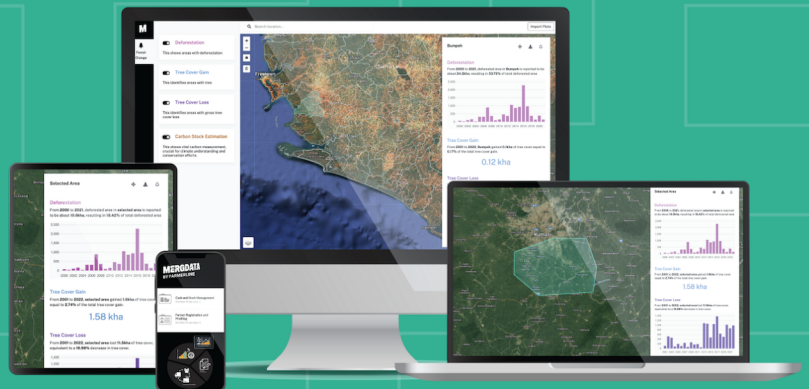
MERGDATA
POWERED BY FARMERLINE

Mergdata has a user-centric design, cross-platform compatibility, data collection, linking, mapping, reporting, training, and support features making it a valuable tool for digitizing and optimizing farming operations.

contributors

The FutureList

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Farmerline

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Notes
on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally

Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.

Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.

Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.

Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.

Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.

SAND TECHNOLOGIES

Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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