Sustainable Impact via Mobile-Based Innovation in the Value Chain

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Global Director,
Mobile Agriculture Innovation
Keynotes: We need **systemic innovation** for the farmer

- Farmers lack **reliable technical assistance**
- Farmers often face **unacceptable risks of shocks**
- Farmers often make **short-term decisions**
- Farmers lack **appropriate financing**
- Farmers are **isolated from markets**
Grameen Foundation is an innovation catalyst

- Colombia: mAg and Financial Services
- Cote d’Ivoire: mAg and Financial Services
- Ghana: mHealth
- Kenya: mAg and Financial Services
- India: mHealth and Financial Services
- Philippines: Financial Services
- Indonesia: mAg and Financial Services

US Based Program and Support Staff
Innovation is: tools for effective two-way communication
Innovation is: access to adoptable Information

- Cash crops, Staple crops, Livestock
- Weather, Prices, Mapping, Field Force Management
- eWarehousing, mSourcing, Certification data collection

Attribution: Information provided by ECHO Global Support.
Innovation is: the Community Knowledge Worker

10-40X Coverage

+17% Knowledge

+37% Income

Sustainable Intensified Farming

+51% Services
**Innovation is: Business Models for Scaling**

<table>
<thead>
<tr>
<th>Year</th>
<th>Sponsorship (donor)</th>
<th>Fee-based information services</th>
<th>Transaction-based services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>&gt;60%</td>
<td>~35%</td>
<td>~5%</td>
</tr>
<tr>
<td>2016</td>
<td>~0%</td>
<td>~50%</td>
<td>~50%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Uganda</th>
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<tbody>
<tr>
<td>Year 2</td>
<td>35</td>
</tr>
<tr>
<td>Year 3 (now)</td>
<td>50</td>
</tr>
<tr>
<td>Year 6</td>
<td>50</td>
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Innovation is: Measuring and Sharing
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THANK YOU.