



# *Bringing smallholder farmers together in a connected World*



**esoko**

Africa population is expected to grow to 2.4 billion by 2050 and 40% of all humans will be African by end of this century (The UN)

That means, **in just 34 growing seasons**, Africa's **33 million small farms** must learn to feed about 1.3 billion more people while facing:

Increased **Weather Variability/ Climate Changes** rendering traditional practices ineffective and increasing risk in farming

**Information Gap** lack of adequate data across the value chain making it non attractive to financial institutions, the youth and investors

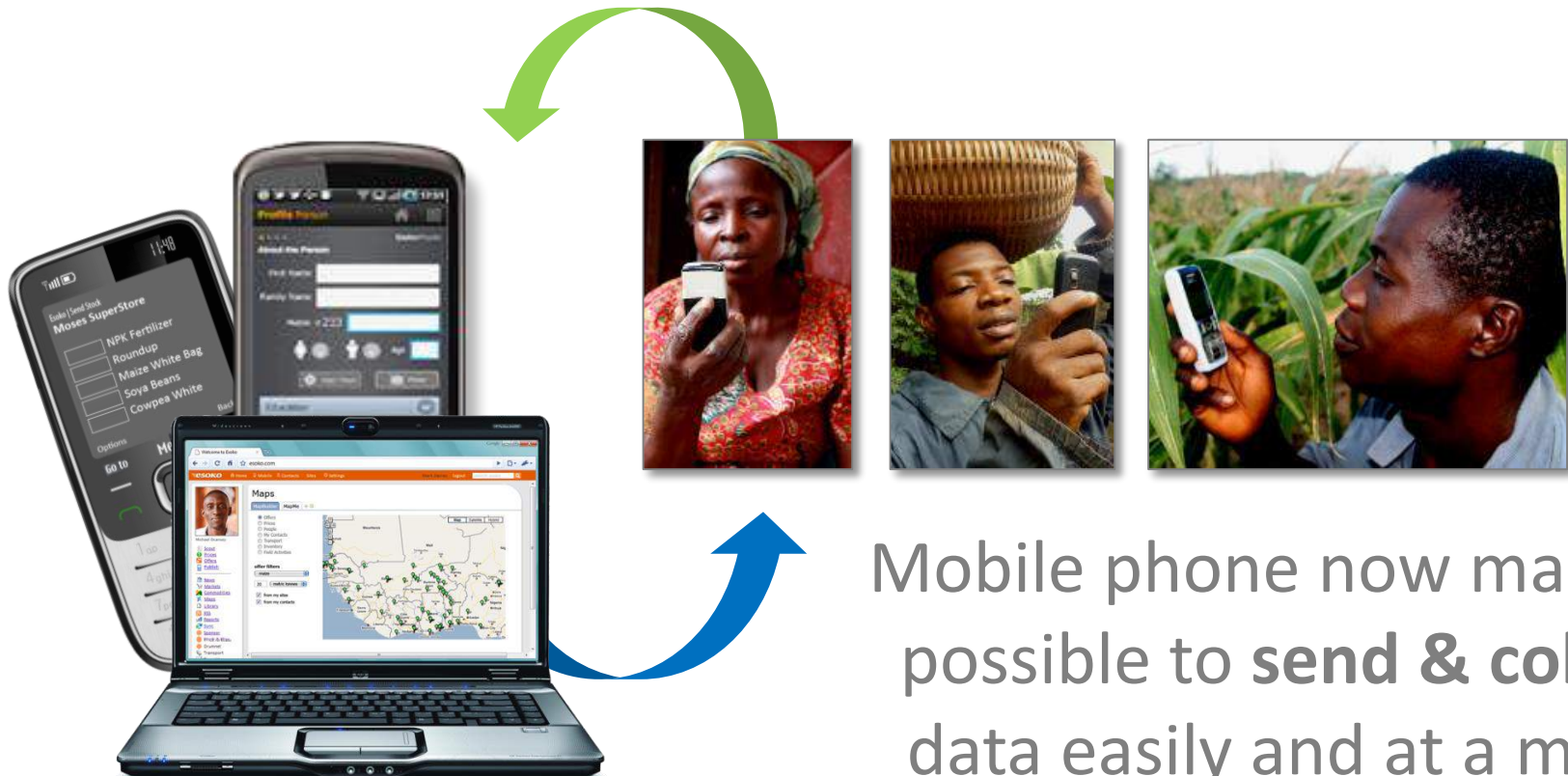
Lack of **Field-Level** insight to prevent risk and improve production

# Linking the smallholders to agricultural value chains & DFS requires low cost, simple and yet powerful technological solutions





But Informing people and tracking data in rural communities can be **difficult & expensive**



Mobile phone now makes it possible to **send & collect** data easily and at a much lower cost

# Esoko technology for Connecting with Smallholders

Start with  
PUSH for **FREE**  
Unlimited profiles  
Great rates

## Powerful **Push** Services

To deliver the right info, at the right time, to the right group

Push APP



### Marketing & Announcements

- low cost SMS & Voice solutions
- target specific groups or demographics
- create templates, set schedules
- promotions, reminders, events etc.
- measure how many you reach



Alerts APP



### Market Prices & Weather

- available in any local language
- sent automatically via SMS (Voice '16)
- customized to each recipient
- choose any time, day, frequency
- get content from Esoko countries



Extension APP



### Extension Advice

- design your own knowledge bank
- include audio and video clips
- animal/plant questions & answers
- sync the knowledge bank from the field
- or setup a custom series of SMS tips



## Smart **Pull** Solutions

To help you track what's happening in the field (SMS & Tablets)

Payments  
& Vouchers  
coming **2016**



### Profile or Poll

- profile everything with an android tablet
- poll people with an SMS question
- farm sizes, people, inventory, trainings
- design your own forms to suit your needs
- assign targets & rewards to your agents

# Automated alerts to keep folks informed

1

## Market Prices

Farmers can improve their revenues by negotiating better prices, shipping to newer markets or timing to sell better.

2

## Weather Forecasts

Critical forecasts can help farmers plan fertilizer and pesticide use and improve efficient use of irrigation. Critical weather advisories.

3

## Bids & Offers

Farmer Groups can aggregate and respond to buy offers from larger traders. Traders can advertise to buy.

4

## Crop production protocols

Tips can be programmed and scheduled to be sent via SMS or via Voice Messages to specific users at specific times in their crop calendar.





# Or push your **own messages** out to specific groups



**SMS Push!**

Message | Delivery Reports | Scheduled Messages | Templates [check SMS rates](#)

**Compose Message** Want to track responses? Try Esoko's [Polling function](#).

Select a template ▾

Type your message here...

Sender ID 1

☒ SMS ☐ Email ☐ Copy Me

☐ Send Airtime Credits

☐ Schedule

[save as template](#) 0 characters, 1 message

▼ Product Boss (ACCT021145) pays 45 \$0.45 Estimate (click to calculate) [Cancel](#) [Send](#)

**Select Recipients**

My networks ▾ Search for users

[Show filter](#) ▾

|  |              |
|--|--------------|
| <input type="checkbox"/> Anomabo Farmers Association | 250 people ▾ |
| <input type="checkbox"/> Jonathan's Posse            | 7 people ▾   |
| <input type="checkbox"/> My Esoko Network            | 65 people ▾  |
| <input type="checkbox"/> Vista Panorama Group        | 78 people ▾  |

**Phone numbers**  
Enter comma separated numbers e.g.  
233242684128, 233549574662,  
233268744552, 233236548225,  
[Add](#)

It's affordable and highly effective. You can create templates, schedule messages, and in some countries even push AirTime credits. SMS rates are inexpensive. And reach just those you want by choosing their location, commodity & occupation...



**SEND**

# Track data from the field easily & instantly

Field  
surveys,  
M&E, GIS

Build whatever smartphone form survey you want and track field, crop, household data in detail... use offline, sync when you can... customize per agent





# Using Esoko technology for field data collection

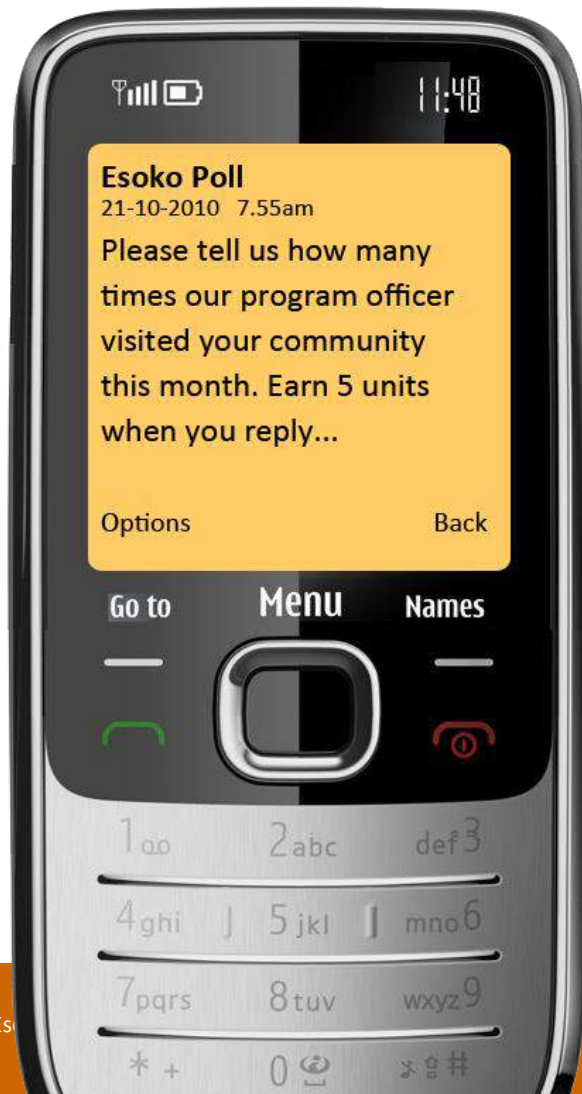


- **Current project**
- Government of Ghana social protection program (LEAP) funded by UNICEF
- Registration of over 150,000 Households across 50 districts



# Collect data via easy-to-setup SMS polls

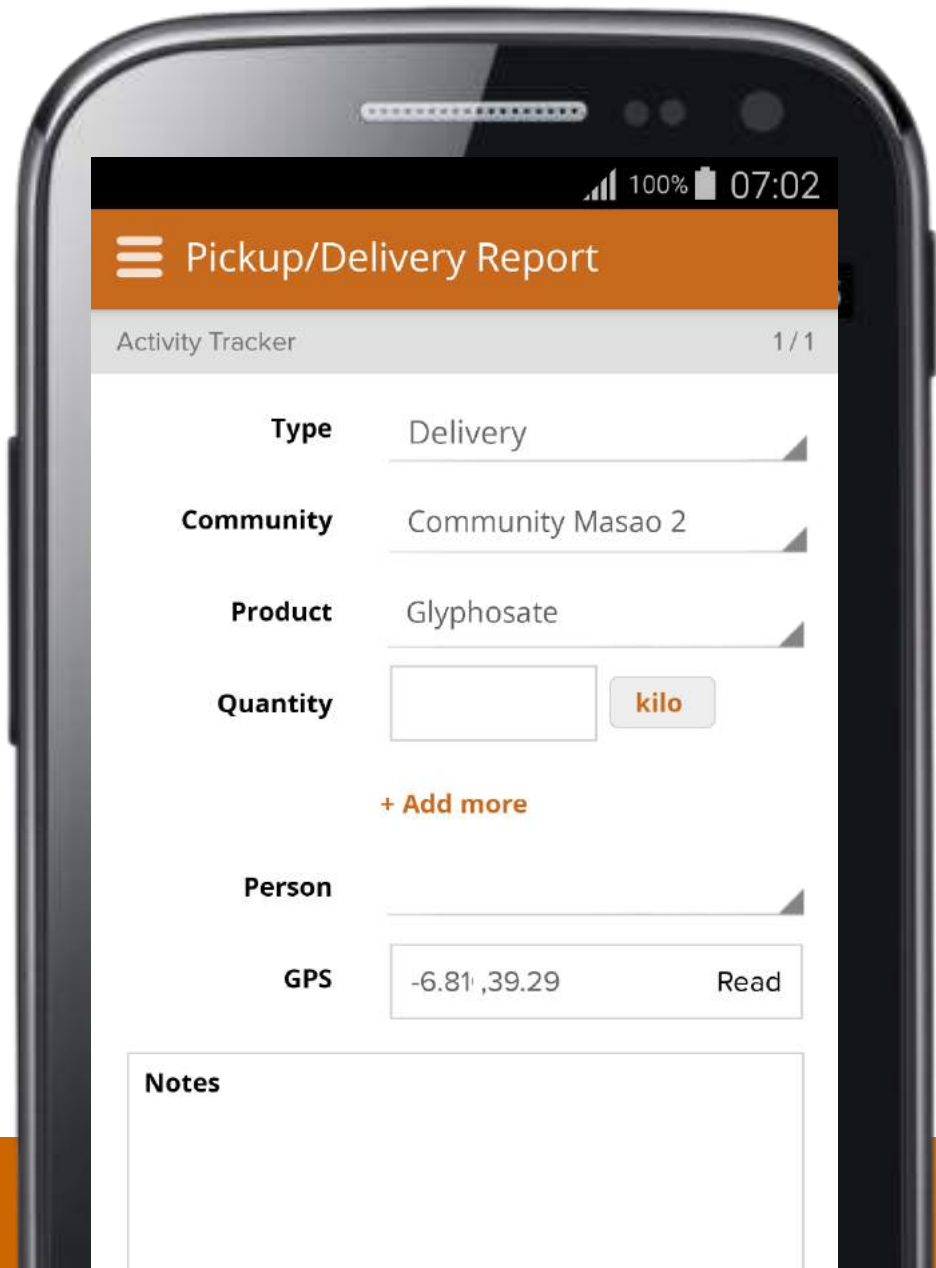
COLLECT



- Esoko automatically plots results on maps
- You can download to excel for analysis
- Do constant field monitoring
- Check compliance with protocols
- Works on any phone with basic SMS

## Track Field Transactions – Pickups & Deliveries

- Choose delivery or pickup
- Add multiple products & quantity
- Confirm with GPS coordinates
- View data in realtime via web
- Provide an SMS confirmation



The image shows a smartphone screen with the 'Pickup/Delivery Report' app. The status bar at the top shows 100% battery and 07:02. The app has an orange header with a menu icon and the title 'Pickup/Delivery Report'. Below this is a grey bar with 'Activity Tracker' and '1 / 1'. The main form contains several fields: 'Type' (Delivery), 'Community' (Community Masao 2), 'Product' (Glyphosate), 'Quantity' (empty input box with a 'kilo' button), '+ Add more', 'Person' (empty input box), and 'GPS' (-6.81, 39.29 with a 'Read' button). At the bottom is a 'Notes' section with a text area.

100% 07:02

☰ Pickup/Delivery Report

Activity Tracker 1 / 1

Type Delivery

Community Community Masao 2

Product Glyphosate

Quantity  kilo

+ Add more

Person

GPS -6.81, 39.29 Read

Notes



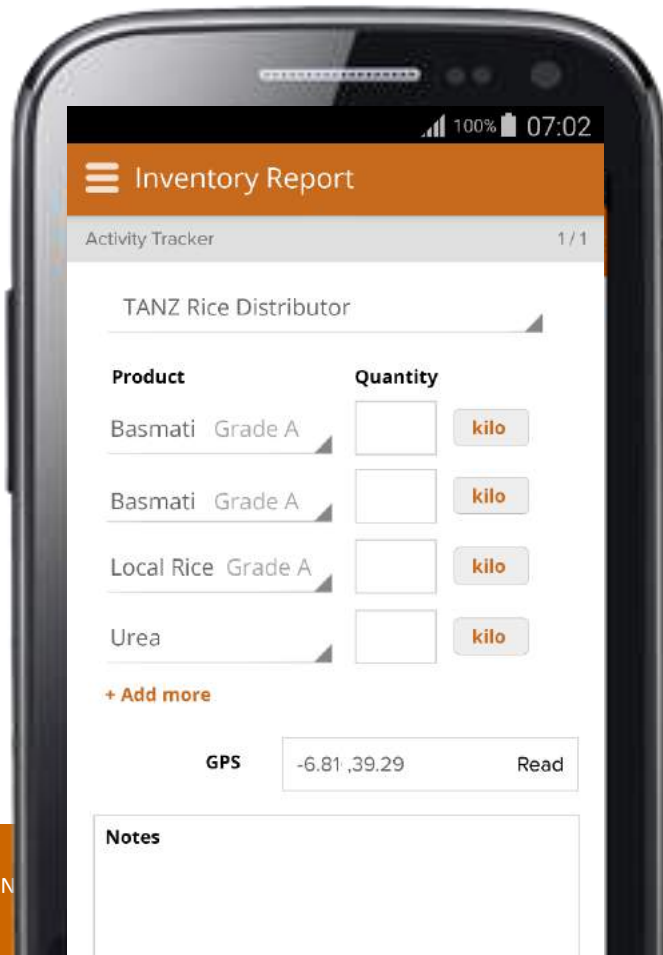
# Make payments to farmers using mobile



- Upload farmer ID & payment via excel
- One easy process
- Esoko processes all payments
- Works with all operators
- Schedule regular payments

## Get brokers to upload inventory & sales

- Real-time tracking of market data
- Available in any country
- Reduce time & cost to collect data
- Much larger samples available
- Get clients to enter their data



# Keep track of competitor market pricing

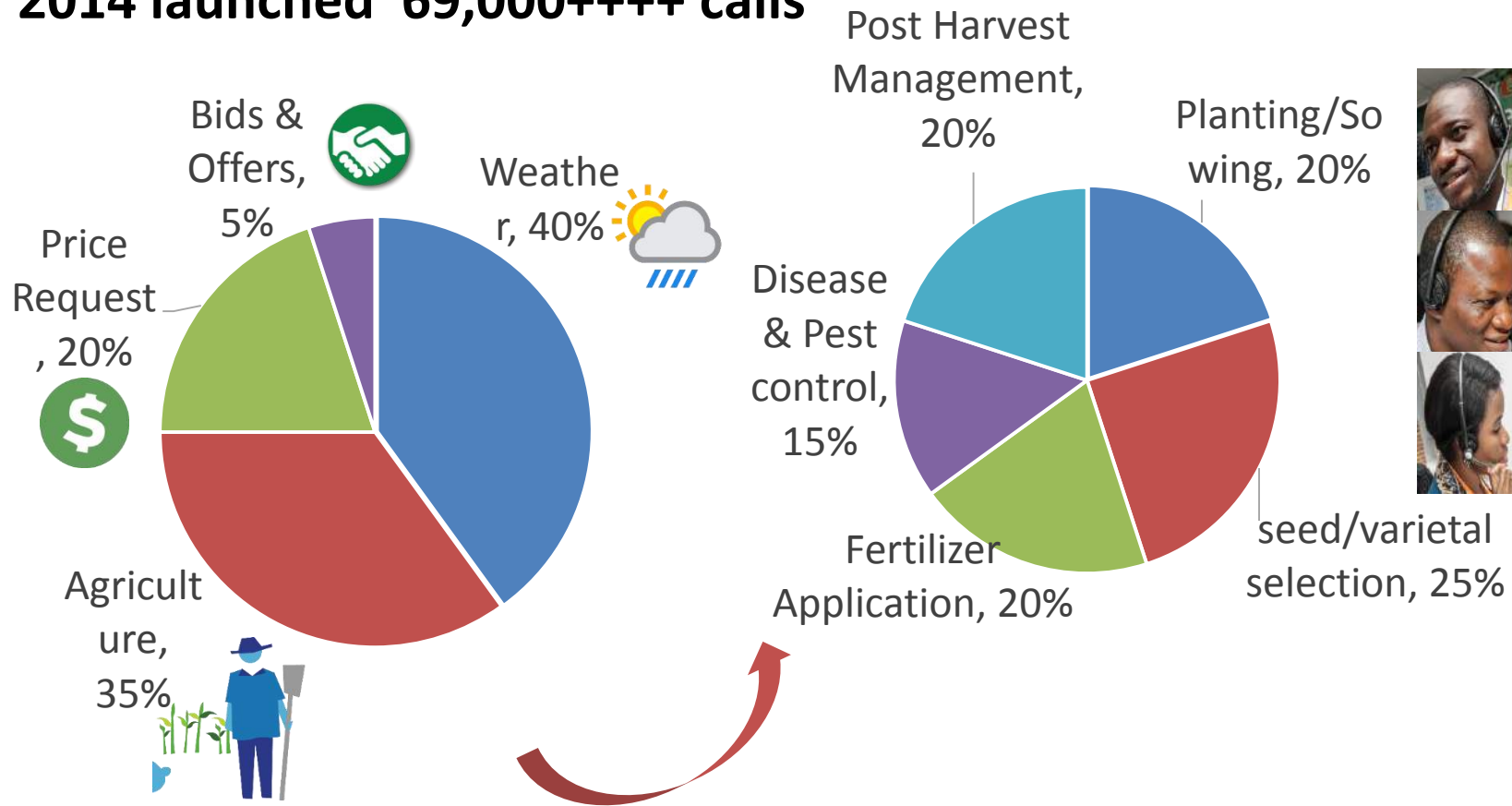


- Engage market agents with smartphones
- Track pricing on competitors products
- Upload and view data in real time
- Get prices distributed via android or sms





# 2014 launched 69,000++++ calls





# Who is using Esoko?

Learn how you can **connect** using Esoko

## Businesses



### Novus International

A multinational animal feed business, Novus is using Esoko to send out tips on poultry care to customers in Kenya, Uganda and Nigeria. They are building brand loyalty among consumers and increasing sales - enough to ship extra containers of product.

## Projects



### PFD Benin

Esoko helped Partners for Development to setup their own MIS to send out prices, growing tips and post-harvest advice on tomatoes, carrots, hot peppers, onions and leafy greens. Projects use Esoko all over Africa to increase yields & market linkages.

## Governments



### SIMA Mozambique

Government agency SIMA switched from a paper based system to Esoko's smartphone app to collect market prices. This improved the speed, accuracy & analysis of the data collected. It has also now enabled citizens to access that data from any SMS phone.

## Mobile Operators



### Vodafone Ghana

Will launch their national farmer club in 2015 providing agric content bundled with free voice services - outsourcing the content, tech and call centre to Esoko. This is a strategy of product differentiation and rural client acquisition. Supported by GSMA.

Since 2004, we have been working to improve revenues for smallholder farmers. To get there, we believe you have to empower the businesses and projects that work with them. For these organizations, we provide a bundle of content services, powerful two way communication solutions, and great field

support so they can improve efficiency and operations. This creates opportunities along the value chain for farmers to sell better and businesses to buy smarter - driving investment and employment. If you want to transform agriculture in your business or country, visit [www.esoko.com](http://www.esoko.com) or email us [info@esoko.com](mailto:info@esoko.com).



**esoko**  
transforming the  
agricultural value chain

Esoko is transforming the way businesses manage themselves; improving the lives of suppliers, reducing costs, and increasing sales. Mobile content, services, payments and surveys are changing the way agriculture works. Find out how ►

[www.esoko.com](http://www.esoko.com) [info@esoko.com](mailto:info@esoko.com)



Can be used to track input to farmers  
thereby reducing the risk of project  
officers diverting inputs or side selling



## Fertilizer Tracking in Malawi



# Does it work?

- Better negotiating
- Timing to market better
- Selling into new markets



In 2010 the French research organization CIRAD did the first African SMS-based price delivery research on Esoko in Ghana and observed an average **10%** increase in revenues among participants. With broader content and better targeting, that impact is expected to rise.

## New York University Randomized control study published in July 2015:



- 9% increase in prices received by treatment group farmers
- "substantial indirect benefit on prices" received by farmers who did not even receive price information.
- For an average yam farmer, a 9% increase in prices received leads to 18% increase in profit margins.
- There is over 200% ROI after accounting for service cost.



18 cents/kg



90 cents/kg

500%



## Helps Relationship Building and Loan Recovery



Sissala Rural Bank  
26% improvement  
in loan repayment

Antika  
100% sales on  
inoculant  
95% repayment  
2014

Arikus  
Reduce cost of  
communication by  
44%



*"I now direct buyers to my community to buy from me when prices are good"*



*"I now wait for good prices before I sell my produce"*

*"I used to sell my groundnuts in bowls in the local market, now I send it to Accra per bag"*



HELP US TO CATER FOR  
OUR CHILDREN.

ESOKO MESSAGES HELP  
THE FARMERS TO PROD  
UCE MORE.

SMS HELP US  
GET MONEY

MESSAGES H  
LIVE CONFIDE

WE DONOT HAVE  
PROBLEMS IN OUR  
MARIAGE

FARMER  
PAND T  
S

SMS  
LINK

Encour  
to work more

It gives us  
knowledge

**giz**



## Deployment & Dissemination

- Technology is 5%, Deployment is 95%
- Training, Awareness Building, & Support are crucial
- Target Associations & Businesses to Access Farmers, MNOs----great
- Handholding –community experts/lead farmers key
- Human interface between technology, content & end user

## Challenges & Lessons Learnt

- Lack of trust in information & info sources
- Pilots allow early tech adopters to demonstrate value, prove concept
- Know your audience & make sure content is personalized & relevant



**Farmer Helpline**



**Household Survey**



**Field Survey**

mobile  
changes  
everything

Call 1900

**esoko**



## About Esoko...

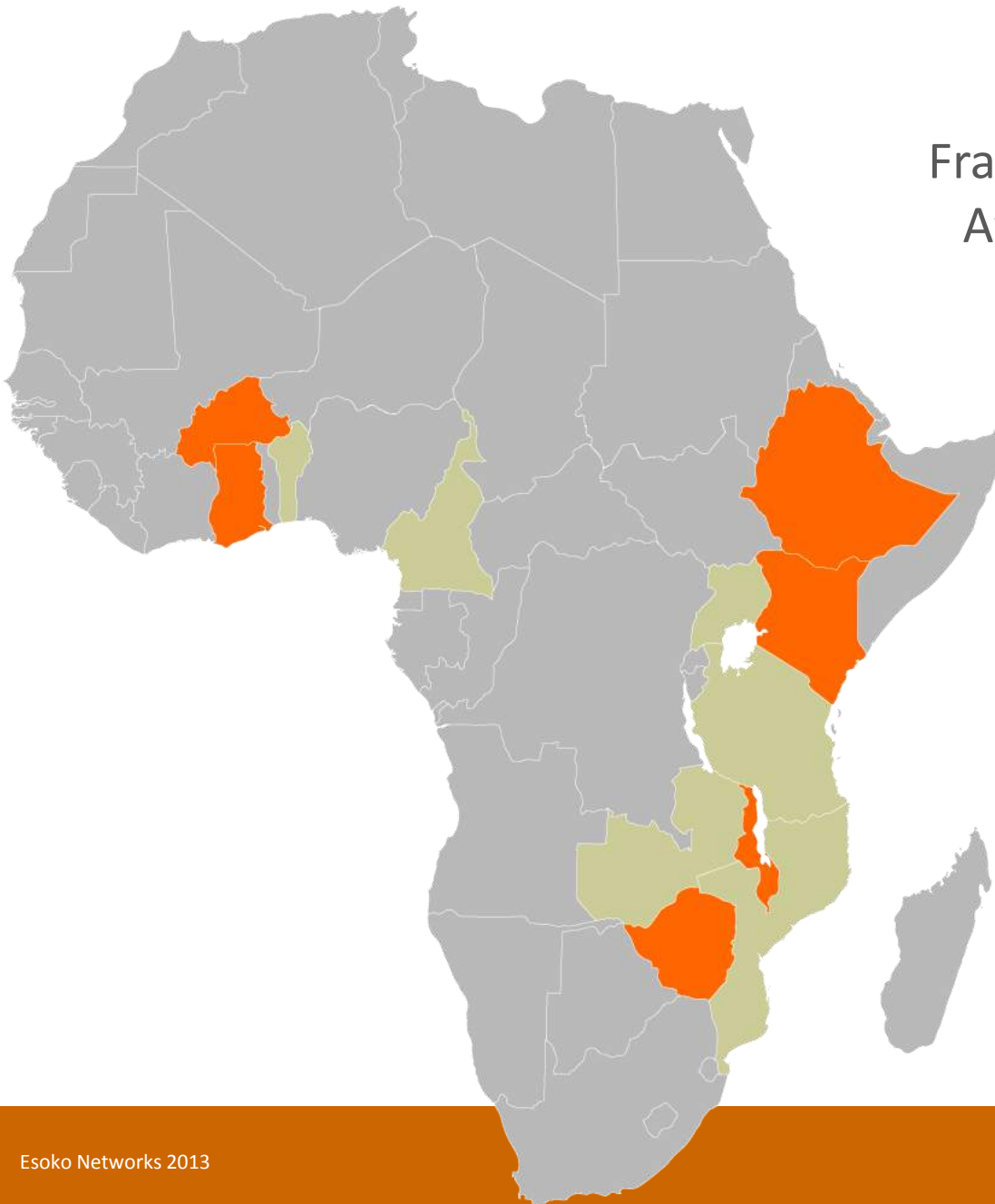


- 60 employees in Accra
- Deployed 13 Countries
- Private Business
- Founded in 2006
- 833 markets
- 4 languages
- 980,000 prices
- 25 software releases
- Financed by IFC/SEDF

*Esoko is Africa's leading market information platform. We provide technical services, deployment support and sustainability planning. Our award winning platform is used throughout the continent with a wide range of private and public partners.*



Franchises growing across 13  
Africa countries & Mexico  
\$6.5m raised







# A fantastic support team backs you all the way

- Two offices: Accra and Nairobi
- Over 60 employees in tech, business, support
- Extensive documentation & methodologies
- Esoko certified partners in over 10 countries





# Thanks!

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