







500 million
small-scale farms



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Produce food for 70
% world's
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1/3 lost



90% unconnected
and isolated

Until
Wefarm



Our impact

- 550,000 farmers connected
- 58.3M messages shared
- 38 % monthly active users



Q# How to do away with **army worms** please?

Q# Which is the best chemical to control aphids?

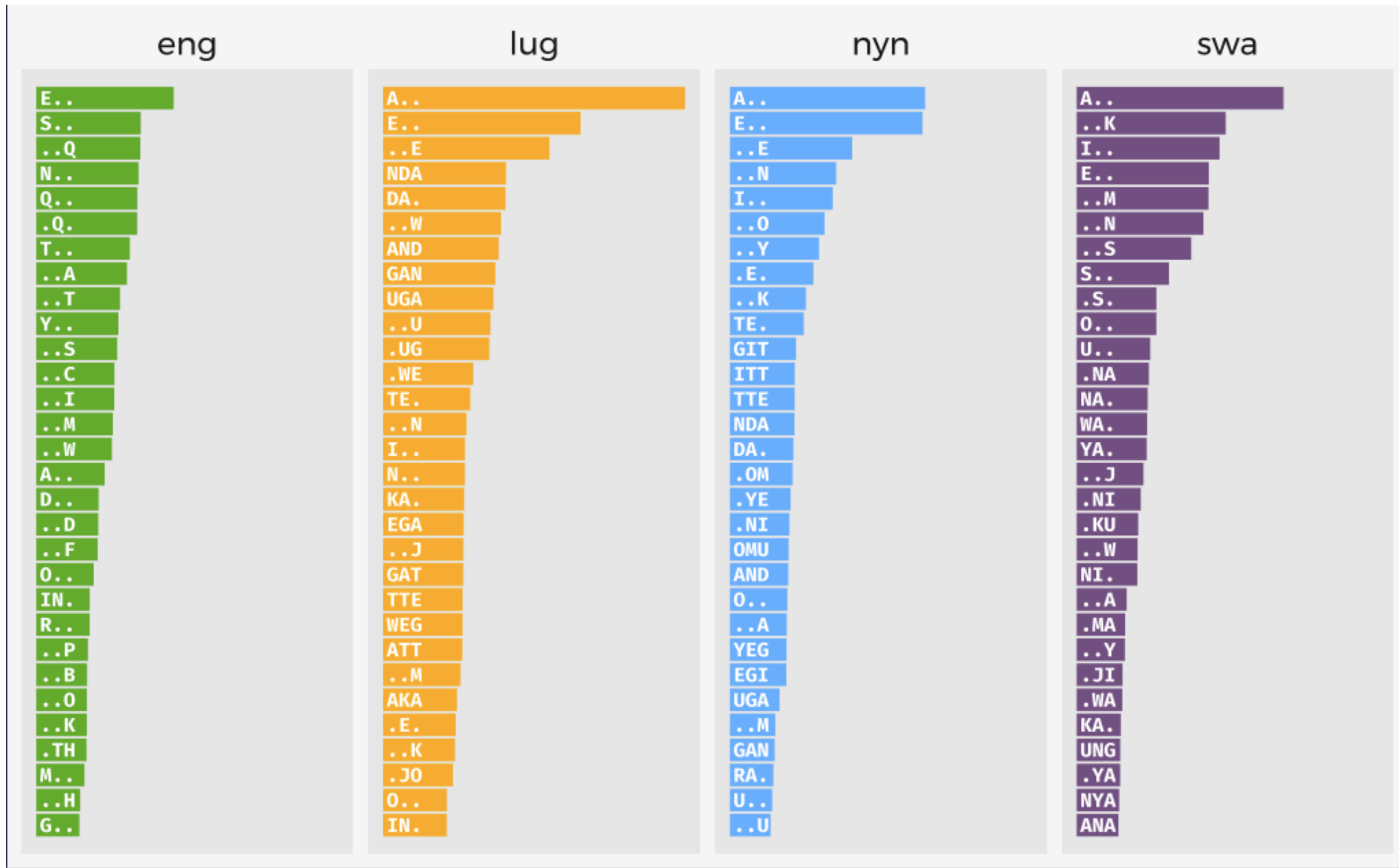
Q# Where can I buy **BLACK** cumin **seeds**?

Q # What type of **pesticide** can I apply on potatoes?

Q# **My hens are sick** and the feathers have dropped and loose a lot of weight. What should I do and which drug should I buy?

Q# **Drought** season is coming ; how are u prepared in terms of water and pasture my fellow farmers?

Powered by machine learning algorithms and AI

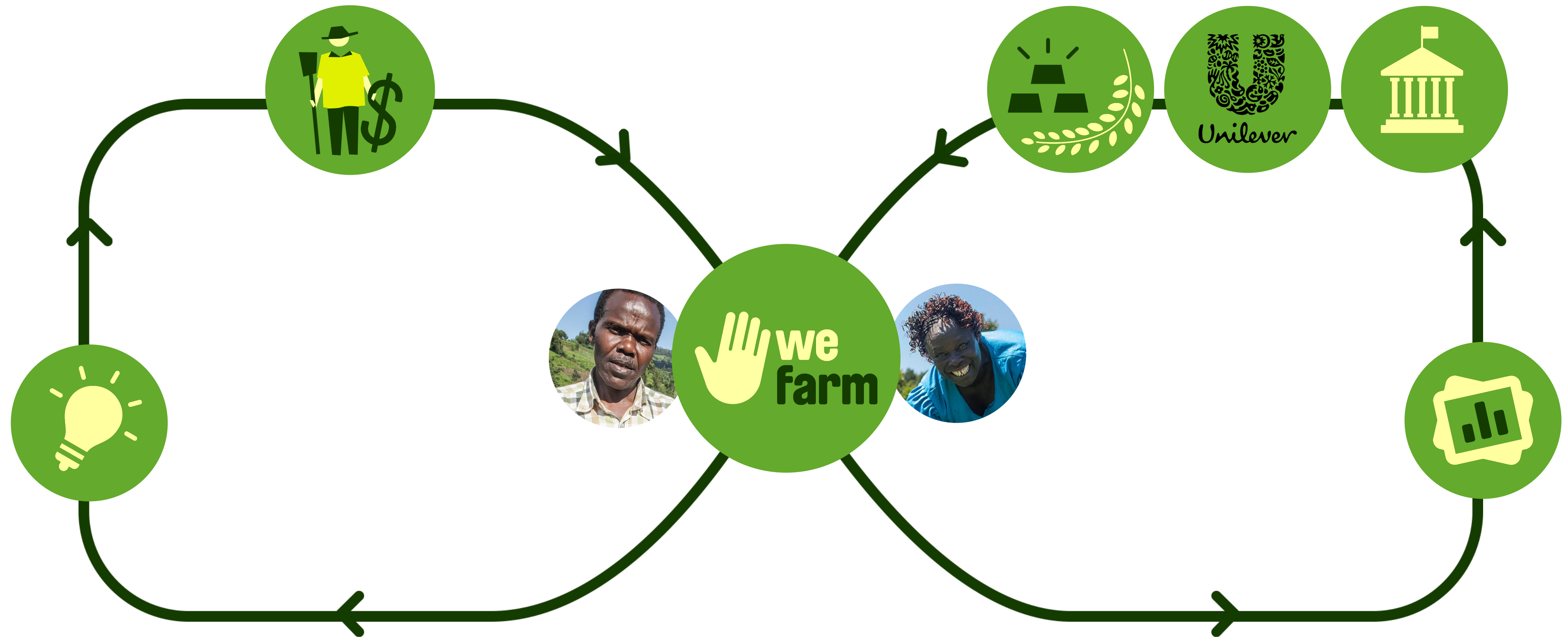


Wefarm is the
world's largest
farmer-to-farmer
digital network



What's next?

Creating a digital eco-system for global agriculture





Over 60%
includes
products/
potential
products

Top 2 relate to
inputs and loans

Q# Does
WeFarm have
loans for
farmers

Q: Which is the best
fertilizer to use when
planting maize?

Q# Where can i
buy BLACK
cumin seeds?

Q # What type of
pesticide can I apply
on potatoes?

Q# Is there loans
available to
Wefarm members?

Q# Can i find
loan here to
improve my
farm?

Q# Am in Kakamega
county. Which place
can u get Wefarm loan?



2.5% of organic content directly asking to buy or sell

0.5 % of Google searches contain “buy” or “sell”

Festus asks: is anyone **selling** dry maize in Western Kenya at 1600/= A 90KGs sack?

Q# where in Khwisero can I get kienyeji chicks one month old at **affordable price?**

Emmanuel asks: where do I find **market** for my eggs?

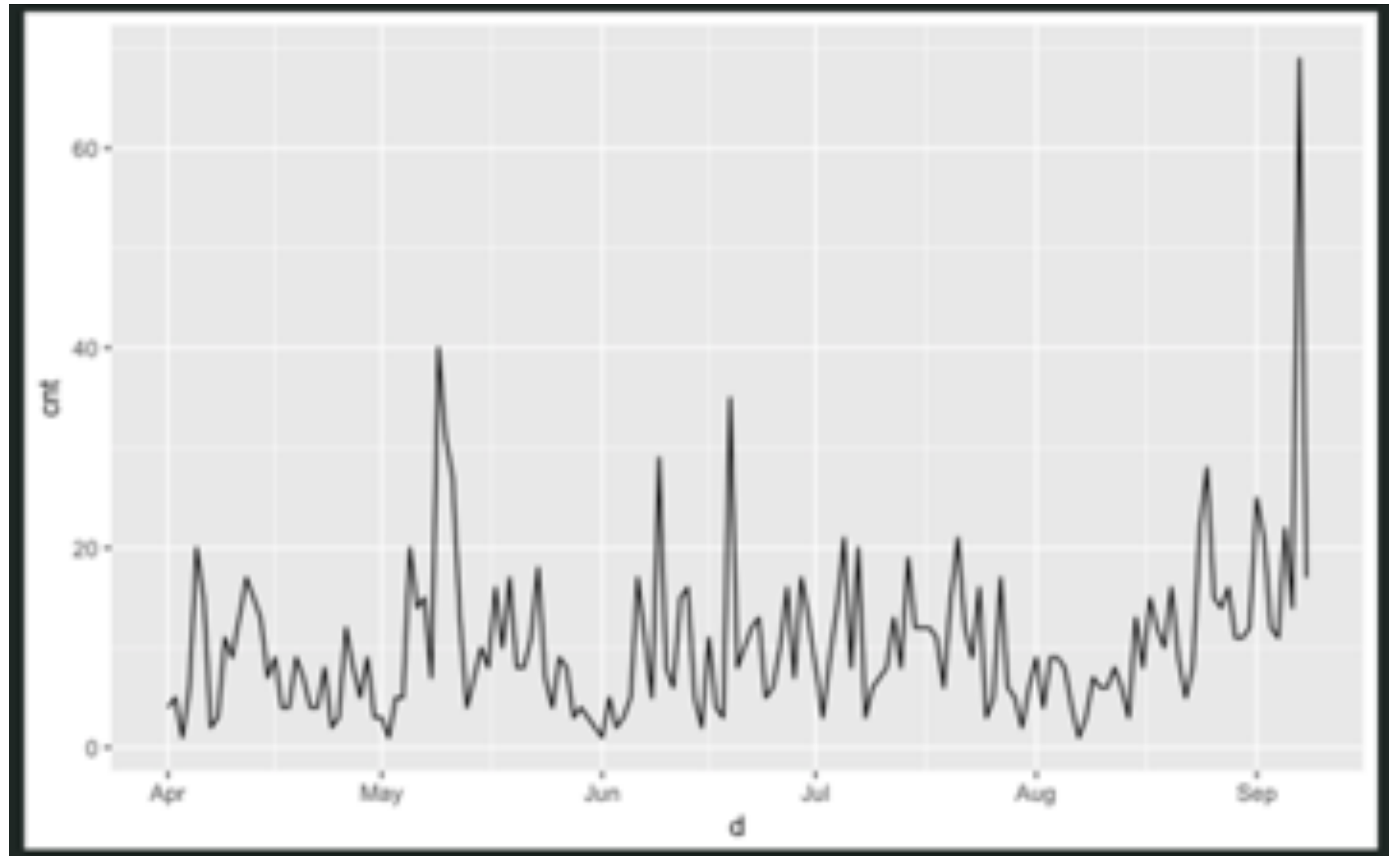
Daniel asks: Where would I find people **buying** honey?

Prudence asks: I have so many avocado but there is no **market!**

Q# Who is interested in fresh beans i have harvested? **5 bags** available plus 10 bags potatoes



Tracking
problems like
army worms



Digital extension services

Mobile market prices & weather

Mobile Financial services

Mobile Money



Our competitive advantage

For farmers

- Farmer driven
- Unique
- Global
- Multiple languages
- Quality of content

= High level of trust & credibility



Our competitive advantage

For businesses

- Understand farmers' concerns and requirements
 - Farm gate insights
 - Improve forecasting and resource allocation
 - Real-time insights from start of supply chain
-



Connected



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