

#### **BIC Africa**

Online Training – 2024/2025

Agri-business and partnership development

Supported by the European Union & Implemented by EBN

Powered by:





### Introduction to BIC Africa





### The European Business and Innovation Centre Network (EBN)

#### www.ebn.eu

- Since its inception in 1985 as an **EC-funded pilot project** EBN pursues its mission to support business innovation centers' & incubators, represent our shared goals, bridge network actors, and use business innovation to inspire and implement solutions for regional economic and sustainable development.
- We do so through the design, development, collaboration, and delivery of a wide range of technical business support services and quality assessment and certification products under the EU BIC brand, within its licensing association EBN.
- Our EU | BIC service offering covers nearly every activity that can be performed in a complex spectrum of entrepreneurial innovation support, including incubation, acceleration, internationalisation and access to funding, using a community building approach and strengthening the networking component.





Powered by:



### **EU Programme 'Support to Entrepreneurship and MSME creation (Business Incubators)'**

- 5 country projects, establishing and consolidating business incubators – fostering decent job creation and sustainable livelihoods:
  - Angola (IFC).
  - o Comoros (UNIDO)
  - o Ethiopia (SEQUA).
  - Madagascar (UNIDO).
  - o Somalia (UNIDO).
- A regional network with dedicated capacity building and networking support, while providing softer networking services to the wider incubation ecosystem in the region:
  - o BIC Africa (EBN).







### **BIC Africa Beneficiaries**

- Direct and indirect beneficiaries:
  - Entrepreneurship Ecosystem Actors (EEAs) -> BIs, investors, policy makers, etc.
- Final beneficiaries:
  - Entrepreneurs, SMEs and start-ups.

Target Group A	Target Group B	Target Group C
Direct Beneficiaries	Final Beneficiaries	Indirect Beneficiaries
Business Incubators	Entrepreneurs, SMEs, and Start-ups	Enablers i.e., policy makers, business angels, universities, EU delegations





### BIC Africa Service Offer for BIs in Africa – in support of the country projects

- Facilitating capacity building and skill development through a dedicated working group and an annual capacity building programme.
  - This includes a Virtual Training Centre, 5 National and 2 African on-site Boot Camps.
- Making a better connection between European and African innovation hubs to develop intercontinental collaboration, as well as Inter-African collaboration between the BIs.
   This includes Soft-Landing Services and Staff Exchange Programme.
- Ensuring that quality standards are respected in all supported incubators.
   This includes BIC Africa Quality Assessment activities.
- Support with benefiting from exchanges and cooperation with other initiatives
   This includes Connection with Diaspora and Networking activities.
- **Awareness Raising** about the needs and challenges faced by incubators and advise decision-makers
- Support with exploring business opportunities and public/private investment opportunities with local and European initiatives and companies





# Agri-business and partnership development





### Objective of the session

This session is designed to help incubator managers identify the stakeholders they could work with to better support agribusiness-related ecosystems, and how to use partnerships to address some of the key challenges and obstacles faced by entrepreneurs in the field of agriculture.

Elements of international benchmarking will be provided, as well as examples from my own networks and projects that can possibly be adapted and replicated by the participants.

### About myself

#### **Trainer: Catherine Delevoye, Technoport**



Catherine Delevoye, representing a technology business incubator, <u>Technoport</u>, based in Luxembourg, has over 25 years of experience supporting ecosystems in the field of innovation. She advises companies and incubation structures on their strategies, partnerships, services, and client portfolios. She has supported incubators, accelerators, and businesses in their international development across Europe, Africa, Sri Lanka, India, Latin America, and the Middle East. At Technoport, she provides tailored expertise

for the business development of the incubator and companies, as well as for partnership activities and access to funding.

### Agenda

Introduction to partnerships

Benchmarking of partnership practices in different ecosystems

Review partnership options as an answer to some key challenges experienced in agribusiness ecosystems

Two slots of one hour and 15 minutes each, with 20 minutes break

### Methodology





INTERACTIONS AND QUESTIONS ARE VERY WELCOME

DO NOT HESITATE TO JUMP IN AND INTERVENE IN THE CHAT AT ANYTIME

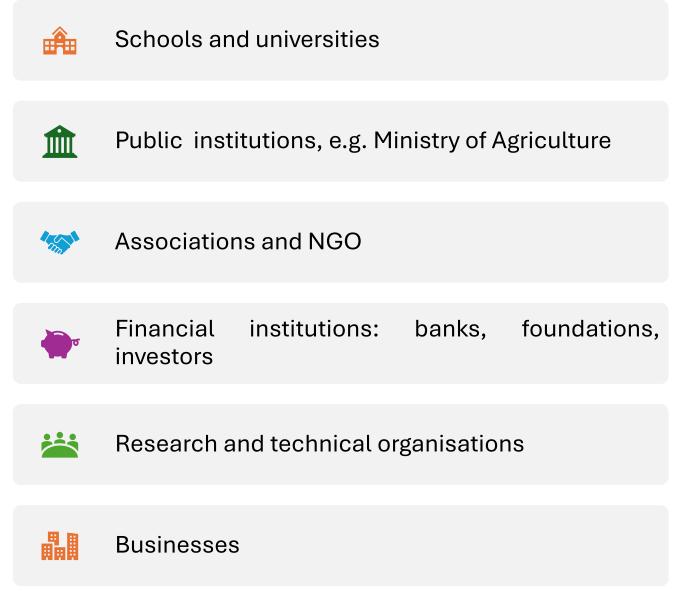
# Partners you may have as a business incubator





BIC Africa is funded by the European Union.

# Types of partners available



### Scope and benefits of partnerships

Education and training

Testing /
Certification

Access to new products and services

Coaching and mentoring

Community building

Access to finance

Access to new markets and networks

### Some partners can play multiple roles

### **Grant/Donor Financing and Sponsorship**

Sponsor	Incubator Orientation
Technical Universities	Innovation, faculty/graduate student involvement
Research Institutes	Research commercialization
Public/Private Partnerships	Investment, employment, other social goods
State	Regional development, poverty alleviation, equity
Private sector	Profit, patents, spin-offs, equity in client
Venture capitalists	Winning enterprises, high portfolio returns

#### Internationalization is to be taken into consideration



#### **Successful Traits Top Incubators**

- 1. Going global
- 2. Diversifying
- 3. Focused community-building



UBI Global 2022- 2023. All Rights Reserved to UBI Index AB SE556937405001 - Information at info@ubi-global.com or visit http://ubi-global.com

### A mix of partners is good to have

Each partner has some pros and cons

Institutional enablers: needed to create changes and emulation in the ecosystem. Beware that they have their own social goals, which may have an impact on your resources and mission (may induce you to be e.g., a training institution only rather than a business support organization).

Research partners: useful for technical innovation but may prefer broad scientific rather than specific ground projects and have academic rather than business goals (business use of solutions), heavy procedures for technology transfer.





**Financial partners**: highly needed but beware of the expected return on investment as you will have to align with their expectations in terms of e.g. sustainability of the supported businesses.



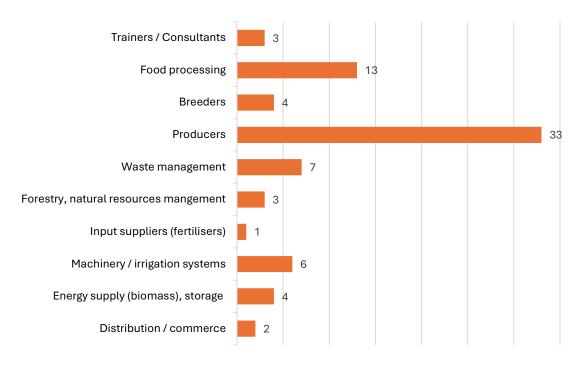
**NGOs and associations**: provide good access to communities of e.g. producers and consumers but the relationship tends to be volatile. May induce building new projects non-stop with a high level of customization. Prevents you from having a "clean" service line as a result, that can be replicated over time with no/ limited further efforts.

### A mix of partners can help you shape and build your ecosystem on top of bringing expertise

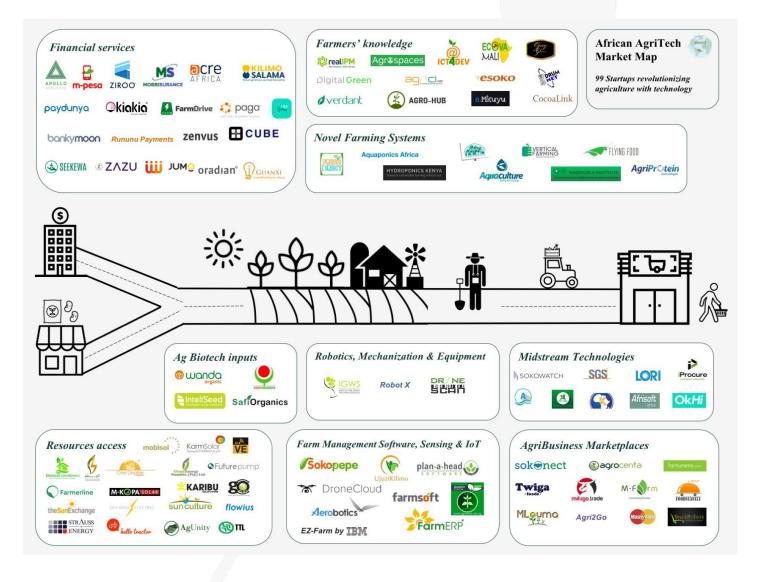
Too many producers
In competition with each
other, disconnected from
the ones active in natural
resources management

Not enough expertise in distribution

Not enough in input supply



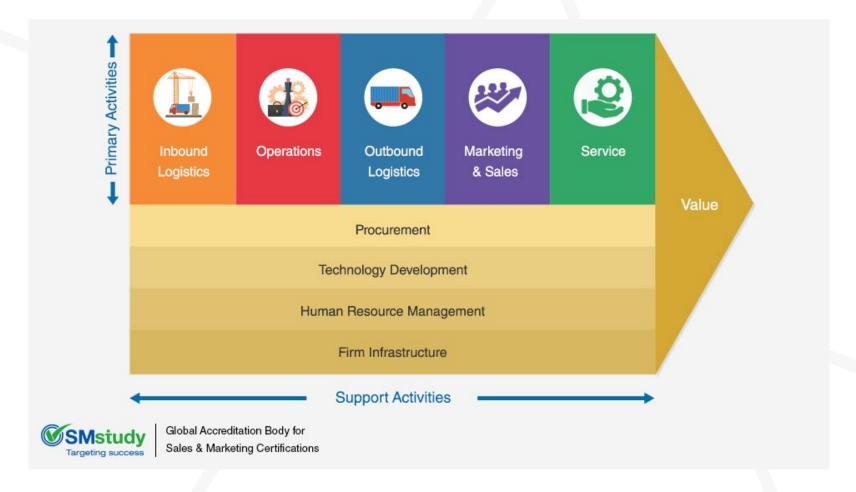
### A source that shouldn't be underestimated are the private businesses





### The specificities of agri-business incubation

Agri-business incubators typically need to compensate some challenges being faced by the incubatees in their daily practices and activities on top of developing the sector at ecosystem level.





### Best practices

The partners that are very close to the markets should be prioritised

They will typically provide the kind of ground services and collaborations that the private sector needs.

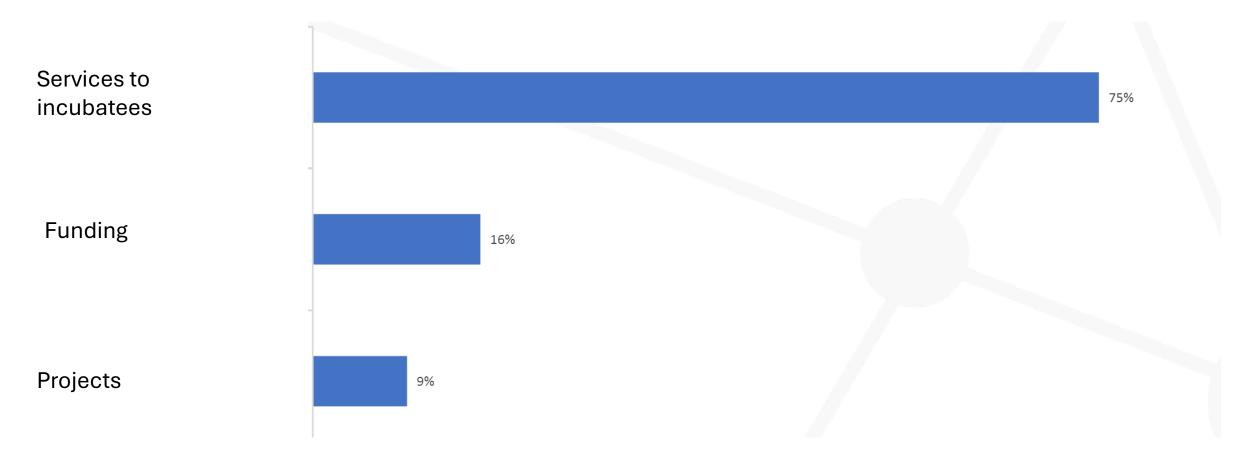
Access to new technologies and products

Access to revenues

Access to new market channels

## Best practice in terms of partnerships

Example of an incubator ranked n°1 worldwide by UBI Global in terms of performance: IMEC



### Pros and cons of business partners

Corporates seem to be ideal partners but presupposes strategic alignment between structures. Partnerships with incubators may just be a marcom or opportunistic strategy.

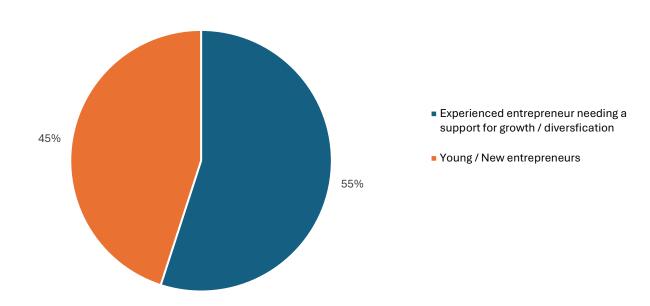
Start-ups are your natural targets, but they may have limited resources and time for partnerships.

### The solution

Is to have access to pre-qualified businesses through soft landing programs, partnering with foreign incubators and accelerators.

Allows to accelerate the complementarity in terms of experience and resources in the business ecosystem.



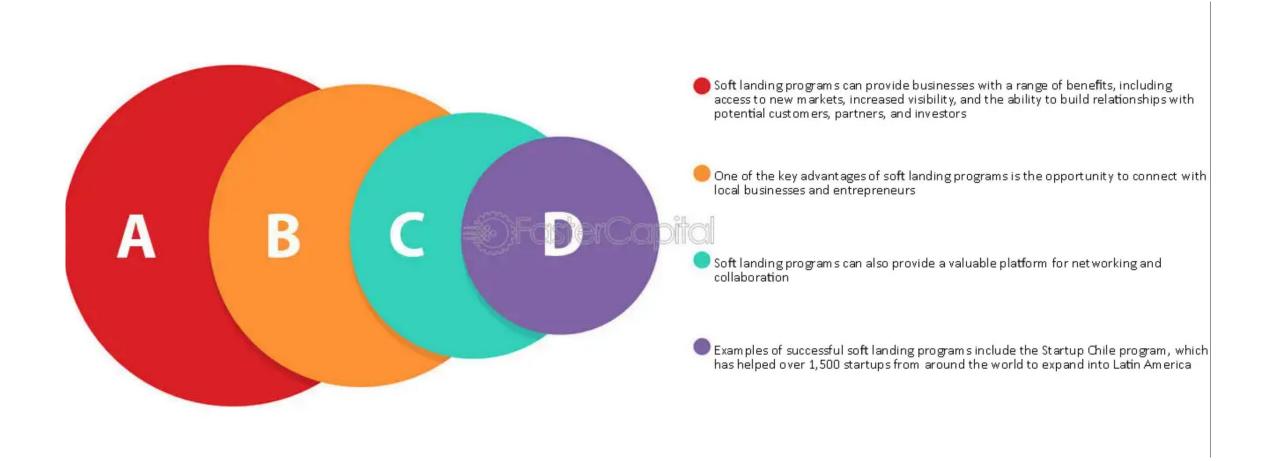




is to have access to prequalified businesses through soft landing programs, partnering with foreign incubators and accelerators.

You may offer them softlanding in your country and support them in implementing their offer for the benefit of your incubatees.

### What are soft landing programs?



### Where to find partner businesses?

Partners such as VC4A can provide support

# Unlocking the next startup opportunity

VC4A is the leading platform supporting entrepreneurs, mentors, investors and business professionals, strengthening the startup community in Africa, Latin America and beyond.

### International networks are of great added value







### As well as international foundations



The action Strengthening Business Incubators in Manica province to improve their assistance to MSMEs seeks to strengthen the services and personnel of local agribusiness incubators to improve the business operations of MSMEs specialised in the agricultural sector. This will be accomplished by providing technical support and capacity building and facilitate networking between MSMEs.

### In terms of funding mechanisms

BtoB partnerships can be funded by e.g. the Business partnership facility in Luxembourg

#### **LEAD PARTNER**

- Company registered Lux/EU
  - Min 3 years
  - Min. 500 kEUR turnover
  - 5 + employees
- "De minimis" rules

/ INNOVATIVE,

ENTREPRENEURIAL,

IMPACTFUL (SDGs)
PROJECT

#### **LOCAL PARTNER**

- Entity registered in a developing country
- Private companies, public entities, research centers, civil society, etc.

### Questions?





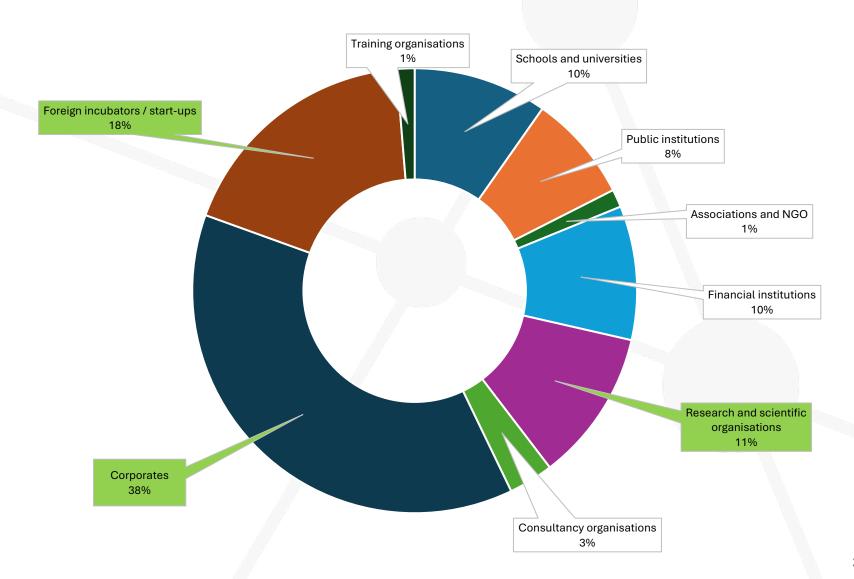
# Benchmarking data and ecosystem analyses





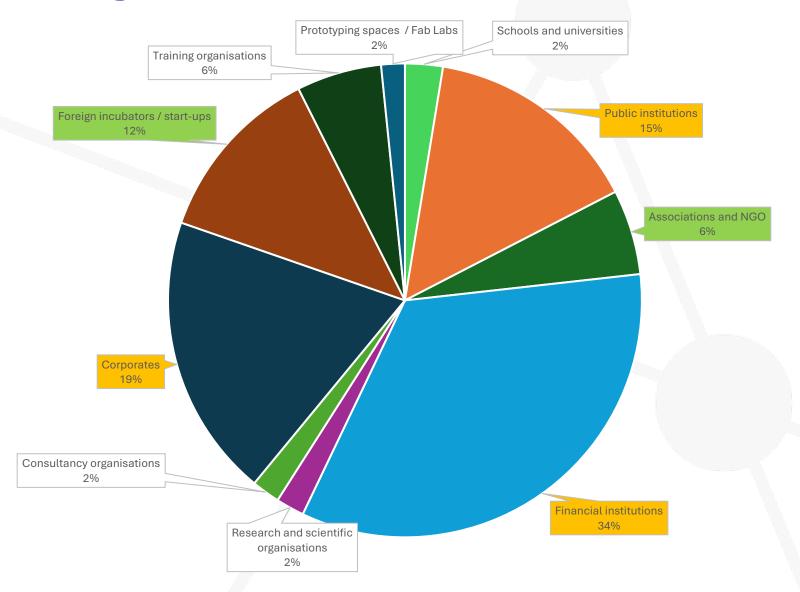
BIC Africa is funded by the European Union.

### Partnerships of agri-business incubators in Europe



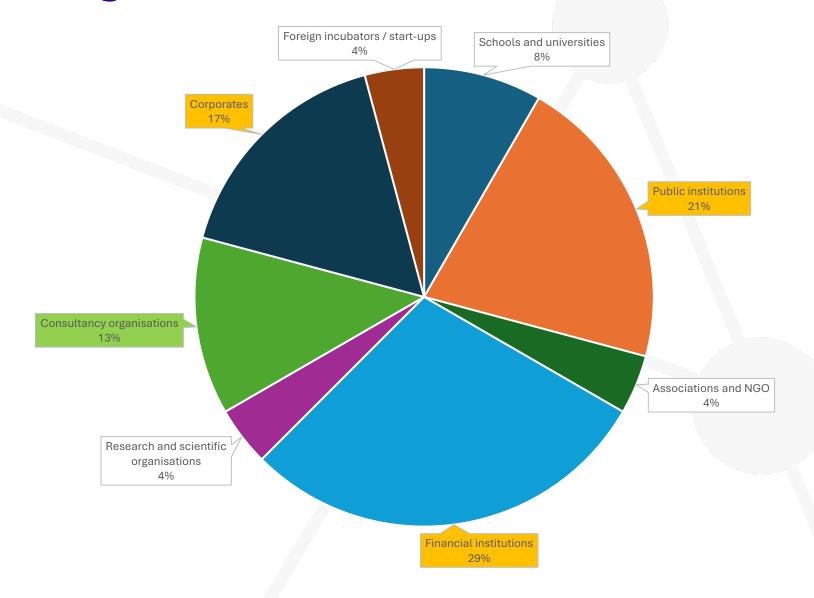


### Partnerships of agri-business incubators in Africa



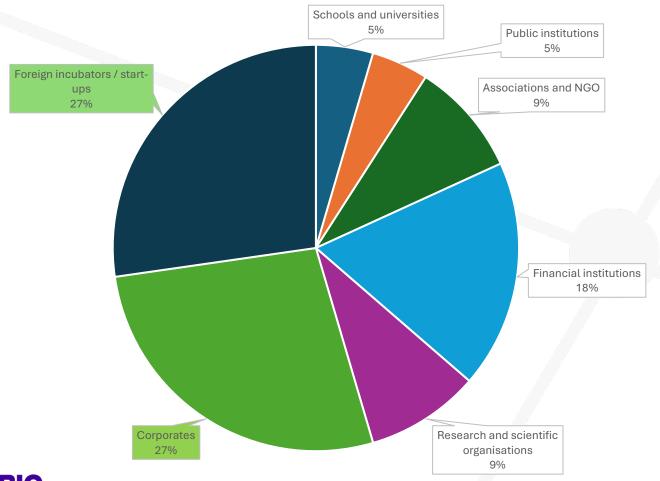


### Partnerships of agri-business incubators in South America





## Partnerships of agri-business incubators in South-East Asia



#### Maturity:

- The startup must have achieved product market fit and be ready for Series A/ Series B round.
- The startup must be working with Enterprise Clients.

Good practices and efficient models in terms of scouting programs for corporates



# Questions?





BIC Africa is funded by the European Union.

# Let's get to know each other

39





BIC Africa is funded by the European Union.

# Partnerships for building a better infrastructure





# The challenge

Production and consumption sites are disconnected: production is rural, but the demand is growing mainly in cities due to urbanization.

African farmers see up to 40% of their crops succumbing to post-harvest loss (FAO, 2023) due to:

- Lack of storage facilities Inefficient handling and transportation, especially in terms of cold chains
- No access to local processing facilities



Partners offering coaching and training programs



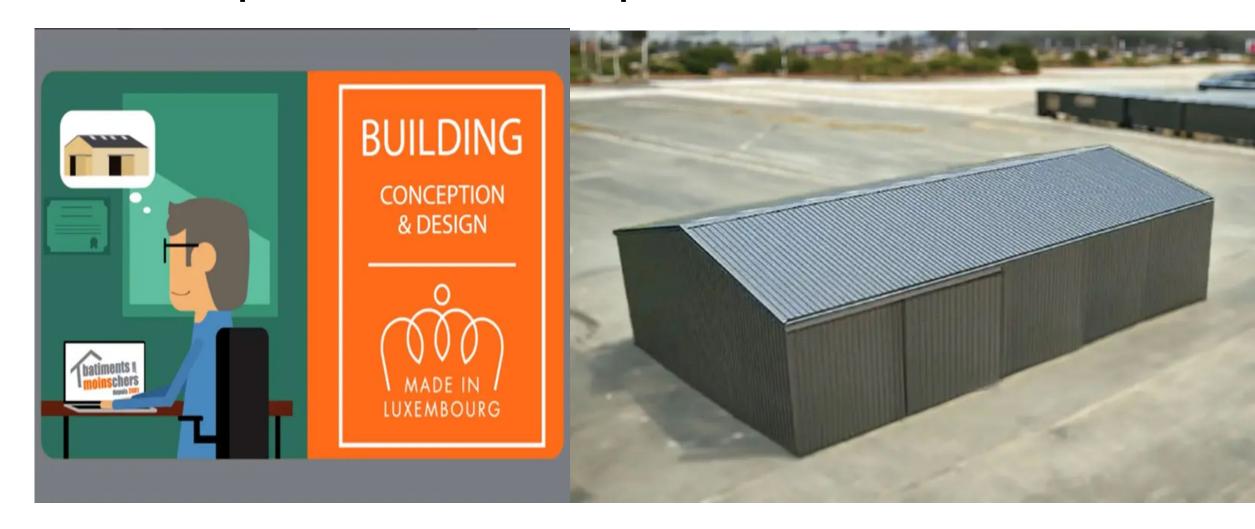
ThriveAgric, Nigeria, educates farmers on proper harvesting, drying, and storage techniques, while strategically located warehouses, built in partnership with communities, bridge the gap between farm and market, minimizing transportation losses. Additionally, ThriveAgric offers data-driven insights on optimal storage conditions based on specific crops and local weather patterns.



Mantouj Fellah Bladi (Algeria)

Offers a digital platform and virtual agricultural marketplace based on the supply and demand system for agricultural products. The platform provides a gateway to the market for labor, transport, agricultural equipment, fertilizers, medicines, livestock and farmland (sales, leasing and partnerships). It also offers a list of storage centers for farmers.





#### Providers of cold storage solutions

#### FLEXIBLE PAY-AS-YOU-STORE MODEL

Coldhubs offers farmers with a flexible pay-as-you-store subscription model. In preparation for storage, farmers transfer their perishable foods into our reusable crates, which fit neatly onto the shelves. Farmers pay a daily flat fee for each crate of food they store.









# Enterprise

**FASOTRAP** 



2024

Ongoing

Affordable solar-powered cold rooms to reduce food loss





# Students can bring relevant solutions



The Auto Gazelle is an innovative project of a utility vehicle, all terrain, for the transport of people, goods but also energy production.

It was designed and manufactured by students of the Ecole Supérieure Polytechnique in Dakar.

# Transversal use of technologies can be considered





#### Project leader

B Medical Systems (Luxembourg)

#### Local partner

Ministry of Health (Madagascar),

Dynamic consulting (Madagascar)

#### Associated partner

Solea (France)

Amount of co-financing

EUR 188,000

# Address through partnerships whatever is considered a challenge by the producers

High electricity tariffs











Connected solar stations

Company name: Solarly Country: Belgium

Year founded: 2018

Website: <a href="https://www.solarly.org">https://www.solarly.org</a>

About the Company and Product /Solution / Technologies.

We offer autonomous and up-to-date solar stations connected to a marketplace. On top of being self sufficient, the communities have access to crowdfunding services and can buy and sell the energy produced through a centric platform.

 USP of the Product / Solution / Technology: based on blockchain 3.0, our unique solar solution supports economic development in rural areas through the provision of services in and beyond the communities of users

Target Clientele: hospitals, businesses, schools, hospitality

**Target countries to scale to:** all interested African countries (we are currently in Cameroon)

What are you looking for in a partner startup? Access to clients, procurement



WaterKit Wallet is the first mobile money-powered credit access card providing direct credit access to WASH and Energy Products at 0% interest rates through the community village stores

PRIORITY TOPIC Supply Chain and Logistics	INCORPORATED IN 2021
<b>HQ</b> Uganda	ORG TYPE For profit
<b>OPERATIONS</b> Uganda	<b>TEAM SIZE</b> 5 FTE
<b>HIAP TARGET LOCATION</b> Uganda	GENDER, INCLUSION  & DIVERSITY METRICS  • 30 % female employees  • 30 % Women in  Management
PROJECT DEVELOPMENT Pilot	





## ashboard



Waterpreneurs (Switzerland) offers global alliances, funding and platforms for acceleration of impact.



# Questions?





BIC Africa is funded by the European Union.

# Partnerships for enhanced profits from agriculture



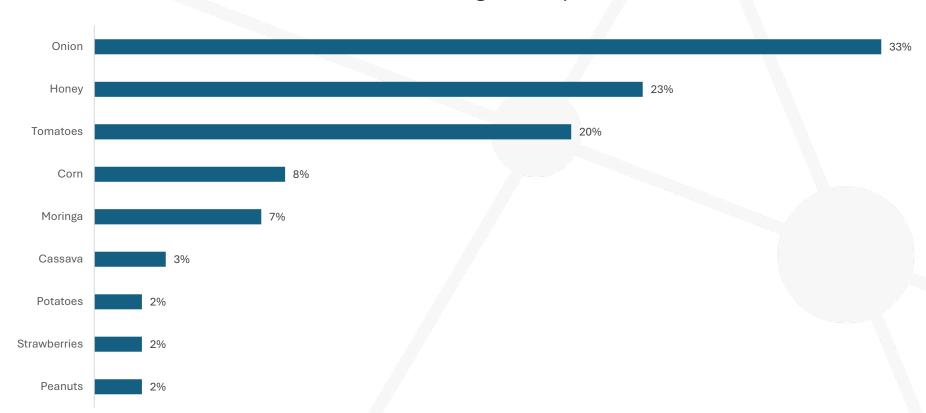


# Challenges

#### Identify and motivate entrepreneurs to create and enter new markets

Production may be focused on specific similar crops

#### Call for new agri-entrepreneurs in Burkina Faso





# **Challenges**

# Highly competitive international markets

Between 2011 and 2012, Burkina Faso exported around 36,100 tons of onions, with growth in value of 24% between 2009 and 2013. Onion cultivation currently covers more than 11,000 hectares, involving some 15,000 growers and generating substantial income for those involved in the sector.

#### **Total Production Volume**

in 2022

+17.82M

KG

Ranked 24th, % share in global production

1Y -0.27% 3Y -0.23% 5Y -0.40%



### Business incubators should follow market trends

#### and link different rural and urban commercial cultures.

Because of the rise of the middle class and a growing number of consumers paying more attention to healthy and natural food products, the number of people who want **nutrient-rich foods – such as moringa –** is increasing

Moringa is grown, prepared and marketed locally.

Moringa from Burkina Faso is seen as a luxury product.

WACOMP countries apply a 0% tariff to moringa. This means there is a competitive advantage over moringa products from outside West Africa.



## Partners that can help

Consultants and mentors that can advice on the type of crops most needed and suitable for the region



Agriterra was founded by the Dutch agricultural sector. We provide expert advice and training to cooperatives and farmer organisations in emerging economies. We strengthen farmer ownership and stimulate economic growth for ambitious farmers worldwide.



# Partners that can help

Training organisations that can create awareness

Neglected crops open markets, strengthen womens' groups in Burkina Faso

✓ From
CGIAR Initiative on Nature-Positive
17.01.25
Environmental health &
biodiversity, Gender equality, youth
& social inclusion, Nutrition, health
& food security, Poverty reduction,
livelihoods & jobs

# Partners that can help

**Research institutions** that can advice on the diversification of the production

Belgium's University of Liège's Gembloux Agro-Bio Tech implements research/teaching projects in Central Africa (DRC, Rwanda, Burundi, Cameroon or Gabon), West Africa (Benin, Burkina Faso, Côte d'Ivoire, Senegal), North Africa (Tunisia, Morocco).

PACODEL is the cross-functional, integrated administrative tool for implementing ULiège's academic cooperation strategy. The PACODEL team liaises with donors and provides administrative support to the various parties involved in university development cooperation activities.



# **Another challenge**



Lack of local distribution channels and marketplaces, lack of connections with the consumers and retailers.



Agri-business incubators should help the incubatees have an easier access to the markets and fill in the missing links in farm to market chains by developing, multiplying and diversifying the commercial channels.

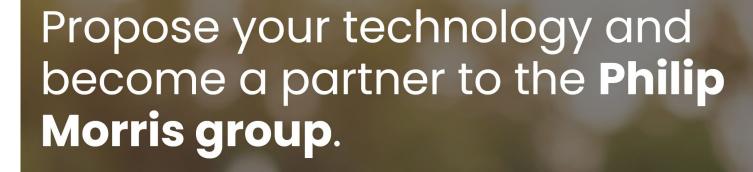






SOUTRAMARKET is a B-to-B agricultural marketplace, designed to help cooperatives sell their produce at reasonable prices and avoid post-harvest losses.







#### **TARGET AUDIENCE**

Innovative companies, both Italian and foreign, developing solutions and technologies applicable to the Philip Morris context and the tobacco supply chain.



#### **PROJECT OBJECTIVE**

To speed up the adoption of state-of-the-art technologies and solutions in the agricultural sector and the tobacco supply chain by testing new technologies together with Philip Morris Italy.

# Access to information is relevant to provide

Brastorne's mAgri app offers a revolutionary approach to bridge the digital divide – helping farmers from all across the country, even in remote villages, to trade their goods with just a few clicks. This mobile application, created using USSD technology, aids smallholder farmers in various ways, such as tracking prices, getting access to important market information, access to weather and other data for just \$1.40/month, an 85% cost savings compared to the cost of alternatives.

## Solution

Identify the channels that are the easiest ones to access with a high

return



Institutions that can develop the local loops and distribution channels through e.g. procurement.

To avoid buying imports, Ghanaian national policy aims to stimulate the consumption of locally produced foods. For example, **government institutions - such as schools - are encouraged to buy local**, good quality parboiled rice. Having set up an agri-business enterprise, involving buying and processing of paddy, the Single Mothers Association (SMA) in the Upper East region successfully bid for a contract to supply schools.





# Turning commodities to high-value products

Helps generating more revenues in the value chain





2024

Ongoing

Boosting milk processing in Burkina Faso for higherquality local foods



Burkina Faso



Business Partnership Facility



# Development of a Nepalese organic spice chain



Project leader

The Organic Village (Netherlands)

Local partners

The Organic Valley, LEAD NGO (Nepal)

EUR 200,000



# Upcycling whey into a healthy drink



Project leader

Jurry Hekking (Netherlands)

Local partner(s)

Bylmeti (Kosovo) and YES (Kosovo)

Amount of co-financing

EUR 100,000

### Diversification matters in terms of outputs



Food processing

Energy

Natural ingredients for cosmetics and health





# eurofins foundation

- Protecting the environment: protecting marine and terrestrial ecosystems, preserving our planet's scarce resources for future generations.
- Improving **food and nutrition:** supporting projects and initiatives to feed disadvantaged populations in developing countries, reduce food waste and meet the challenge of sustainably feeding the world's growing population, etc.
- Improving health: facilitating access to drinking water and sanitation, supporting research into cancer, organ transplants and other major challenges in modern healthcare.

Helping non-profit social enterprises working in the fields of the environment, health protection and improved nutrition, in line with Eurofins' DNA.



Seamless Clean Cooking & Electricity From Organic Waste

# Questions?





# Partnerships and financing mechanisms for agriculture





### The challenge faced

Agri-SMEs are vital to Africa's agriculture, but their growth is hindered by limited financing. Despite their significant contribution to GDP and employment, they face an annual funding shortfall of about USD 90 billion due to lenders' risk perception, high-interest rates, and collateral issues.





### Provide access to loans to farmers

TechnoServe has more than 50 years of experience in over 20 African countries, working with public and private partners to catalyze broadbased economic growth through agricultural and enterprise development.

- **Benin**
- Botswana
- **Burundi**
- Côte d'Ivoire
- Democratic Republic of the Congo
- Ethiopia
- Ghana
- **Kenya**
- <u>Malawi</u>

- <u>Mozambique</u>
- **Nigeria**
- **Rwanda**
- South Africa
- **Tanzania**
- <u>Uganda</u>
- **Zambia**
- Zimbabwe

#### 2023 FUNDING SOURCES

### \$114 million raised

- 32% US Government
- 23% Corporations
- 20% Foundations
- 13% Other Government

- 6% Private Fundraising
- 3% Multilateral Organizations
- 3% Other



GreenHope is an NGO providing microcredit to farmers







We invest in efforts that increase financial inclusion.

We partner with community organizations working across 80+ countries and territories globally.

Finca International provides donations to:

### **Smallholder Farmers**

75% of people in poverty around the world depend on agriculture and natural resources for their survival.

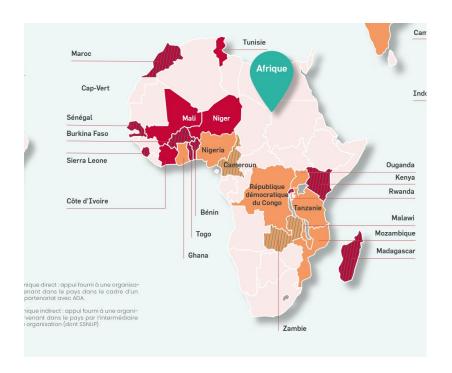
### **Families on the Margins**

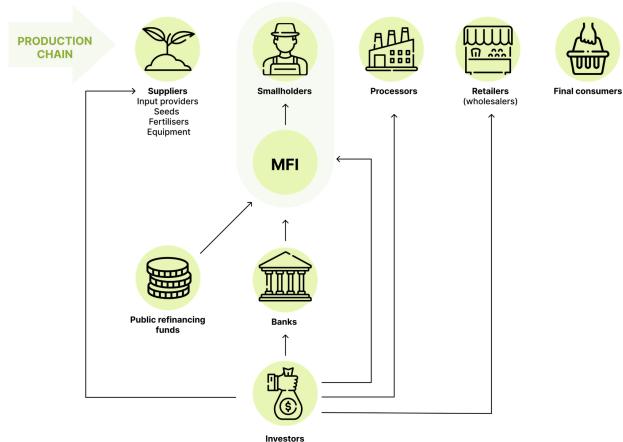
Women are disproportionately affected by poverty, yet frequently bear the burden of sustaining their families.

### **Micro Businesses**

80% of our clients earn their income through selling goods or providing services.









### **Crop insurance solution**

Company Name: OKO Finance

Country: Luxembourg

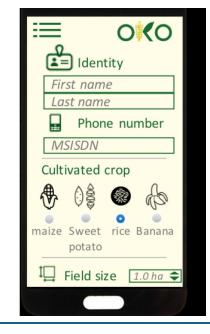
Founded: 2019

Website: https://www.oko.finance/

### Product /Solution / Technologies:

- We are using new technologies in satellite imagery and weather forecasting to create parametric insurance products underwritten by locally licensed insurance companies
- We automate risk prediction and claim management, providing policy management platforms for companies and apps for the end users





We act to make farming a more sustainable source of income by leveraging mobile technology and creating low-cost insurance solutions for those who feed the world.

Clientele: mobile network operators, micro finance institutions, foundations, NGOs, governmental institutions, farmers

Business Partnership Facility

# An impactful insurance solution for breeders facing climate-change risks



Project leader

IBISA (Luxembourg)

Local partner

Réseau Bilital Maroobé (Niger)

Amount of co-financing

EUR 200,000

# Questions?





BIC Africa is funded by the European Union.

# Partnerships for mitigating climate change





BIC Africa is funded by the European Union.

### The challenge and solution

The global challenge of climate change results into erratic weather patterns, prolonged droughts or devastating floods. Because the challenge is global, this is where you may seek and find international collaborations to support a climate smart agriculture more resilient to climate change in Africa.





All kinds of partners can help and can be considered here



° Grants and seed fundings

International organisations are very active in creating awareness and funding to develop solutions, with the support of private financial institutions and NGO.

A good practice is the exchange of best practices between **incubators** and accelerators that have some running programs tackling climate change.

The **Greenovations** project aims to set up a framework that brings together actors and stakeholders of the green innovation and entrepreneurship ecosystem in Africa to identify and ideates solutions, organize and support innovations, innovators entrepreneurs with a focus on women and youth. This is a pan-African accelerator that you may partner with to have access to their networks.

CIWARA supports companies in the tech, agri, finance and energy sectors in French-speaking West Africa at seed or series A stage, at least 2 years old and in an acceleration phase. They invest between €50,000 and €300,000 in capital over a 5-year period. They get funding from the UN International Fund for Agricultural Development (IFAD) and the African diaspora. They invest specifically in climate smart agriculture.

You may approach them as a partner scouting for companies in your own country.

# Some technology providers monitoring solutions

providers can offer

the use of river. **Business Partnership Facility** Spatial modeling to combat the effects of flooding Amount of co-financing Project leader Local partner RSS-Hydro (Luxembourg) AGRHYMET (Niger) EUR 24,400

Alternative production means are worth to be supported

LuxAid Demonstration Fund



2024

Ongoing

Hydroponic production for food security



Rwanda



LuxAid Demonstration Fund

### New products that require less extensive land use

LuxAid Demonstration Fund

# High-intensity alternative protein-based production



Enterprise

Kigali Farms

Presentation of the enterprise

Founded in 2010, Kigali Farms is a lead company in Rwanda for the introduction of mushroom farming.

Amount of co-financing

EUR 350,000

# Questions?





# Partnerships for a modernized agriculture





### The challenges and solution



Inefficient production and handling means



Limited mechanization and access to equipment



Agri-business incubators should help incubatees identify and adopt technologies appropriate for modern agribusinesses through appropriate partnerships

CIRAD create skills and systems dedicated to supporting open and responsible innovation within Burkina Faso's public and private sector organizations in three areas: agri-food processing, agro-ecology and digital agriculture, mobilizing researchers ready to support innovative entrepreneurs.



LuxAid Challenge Fund

### **Solar power for onions**



#### **Enterprise**

Ibriz

#### Presentation of the enterprise

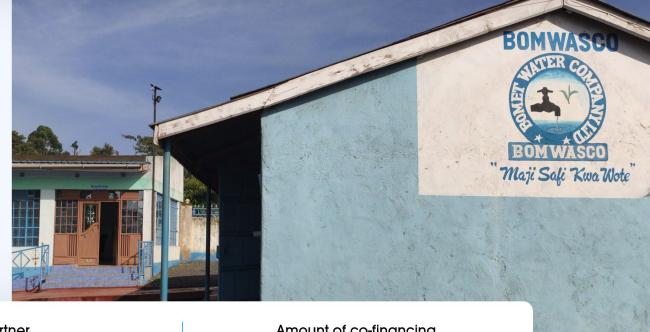
Founded in 2020 by two experts in renewable energy and rural development, IBRIZ aims to enhance agricultural sustainability and productivity in Sub-Saharan Africa.

#### Amount of co-financing

EUR 140,000

**Business Partnership Facility** 

### **Smart water meters to** reduce water losses



Project leader

CityTaps (France)

Local partner

Bomet Water and Sanitation Company -BOMWASCO (Kenya)

Amount of co-financing

EUR 198,400

At Hause Limited has joined Business Call to Action (BCtA) with the goal to reduce agriculture loss by providing 300,000 low-income producers in rural Uganda with insect and rot-resistant packaging.



The CARRARO Lux-Tech-R&D Centre on developing innovative, focuses electrified transmission systems for construction and agricultural vehicles, prioritizing CO2 emission reduction and environmental sustainability. Their approach includes advancing both hardware and software, incorporating new mechanical designs, electrical drives research, and the use of Al and machine learning for predictive maintenance and efficiency optimization.







The platform solution developed by TROTRO not only increases the availability of tractors and machines, it also reduces the costs for the smallholders at the same time. The positive effect is noticeable for rice and corn farming. This contributes directly to improving the livelihoods of small-scale farmer and helps securing the supply of food for the population. Simultaneously, farmers and rental companies are able to utilize their machine pools more efficiently which leads to a higher return on investments in machinery and a flourishing rental business sector.

### Providers of organic fertilisers

Biophyto, Benin: one of the few companies today on the international market of organic fertilizers and agricultural bio-pesticides to offer approved products, ECOCERT certified and protected by patents and approvals. It uses local resources to produce organic fertilizers and pesticides that respect public health and the environment.

# Partners in the field of certification can be of interest

# **BIO PHYTO**



The production of organic pineapples according to the new EU regulations.

2022

**BENIN** 

This project is the collection of pineapple processing residues for intensive production of organic fertiliser and ethylene-enriched activated carbon.



### **Crop Pests Management**

Farmers can easily detect crop pests early enough before they damage their crops and affect their harvests. Get advice on when, types and amounts of pesticides to apply.

### **Crop Diseases Management**

Imagine getting an alert early enough on your phone or computer, on diseases attacking your crops? get advice on the types and amounts of pesticides to use.

### Soil Health Management

Farmers get all soil parameters; soil pH, moisture, NPK, temperature and advice on precise amounts of fertilizers, water and pesticides to use.

Creating collaborations with engineering schools can be of great added value for agribusiness incubators.

#### Université Joseph Ki-Zerbo





Appel à projets d'ingénierie dans les domaines de la mécanique, la sécurité, l'industrie, l'énergie et de l'informatique

"Through our **Hardware incubator**, we incubate selected promising hardware startups, helping them move from idea stage through prototyping to product-formarket stage with both technical and business development support". Kumasi Hive. Ghana.



The Luxembourgish Cooperation Agency can support you in funding / setting up your own structure





## Better production means doesn't necessarily rely on technology

Riffle Effect supports African farmers with life-changing training. They are training farmers in Push: Pull methodologies. By intercropping e.g. Desmodium and Brachiaria grass, cereal crops are protected. This is because the Desmodium releases a natural chemical that repels pests (push) whilst the Brachiaria grass attracts them (pull).

Riffle Effects has access to donors to support one's activity, e.g. the Innocent Foundation.

## Questions?





# Partnerships for more supportive policies for agriculture





#### Area that may be less under your control

#### Things you can influence

- Your value proposition: what you do, for whom and why?
- Your sales and marketing channels: local, national, international?
- Customer segments: sectors, development stage?
- The services your offer can and should evolve
- The partners your work with is something you can work on in a proactive way

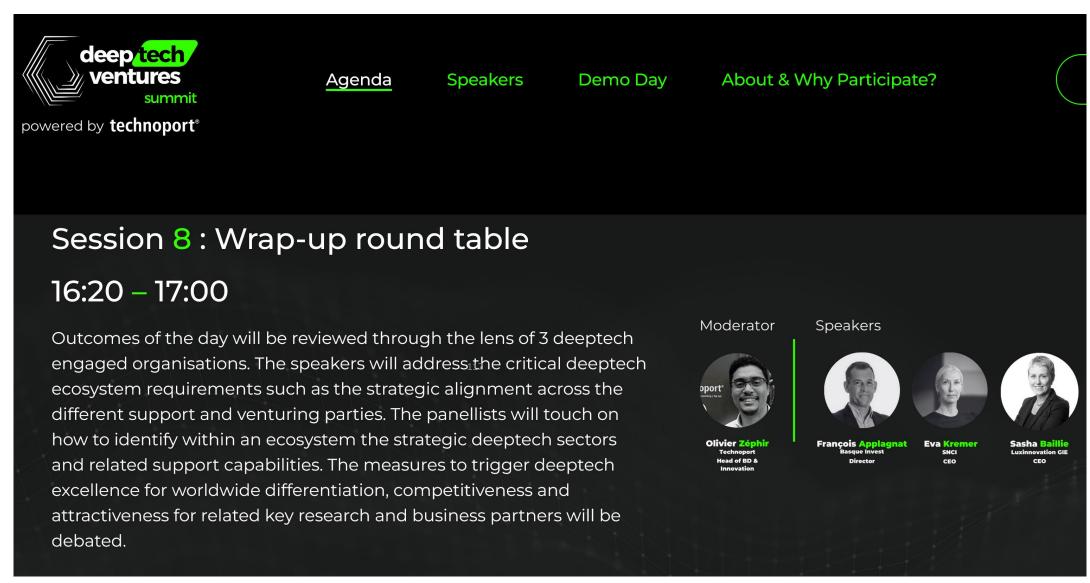
Those are the core elements in your business model which you should have under control as much as you can

#### Things you cannot influence

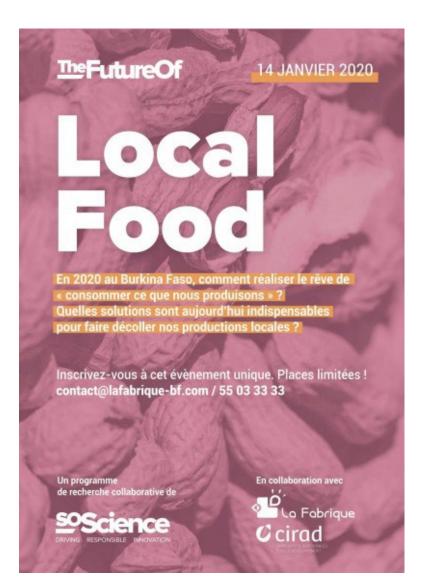
- Global economic context
- Political decisions
- The ecosystem around you (competitors, cultural aspects, strategies of the big players)

Those are the factors you cannot directly control but it's important to think anyway about how to establishing connections to them.

#### But creating a public debate is important



The research organizations and experts that can bring insights and perspective.



#### Ambassies and cooperation agencies

#### Which partners can help?

Digital Agriculture Forum in Dakar in May 2024

The two-day forum on digital agriculture was chaired by Mrs. Mame Aby SEYE, General Delegate of DER/FJ, in the presence of the representative of the Ministry of Agriculture and Food Sovereignty, the resident representative of LuxDev, implementing partners Deloitte, CTIC, Concree, the company WIDE AND CO from Luxembourg, and microfinance institutions PAMECAS from Benin and Burkina Faso.

For 10 years, makesense has been creating tools and programs for collective mobilization to enable everyone to take action and build an inclusive and sustainable society.



11,000+ African small-scale farmers use radio and mobile phones to tell decision makers attending Africa Food Systems Forum what they need to succeed in a changing climate.

## Questions?





### To sum up





#### The path to meaningful partnerships



Identify the key challenges and gaps in your agri-ecosystem



Identify the potential solutions to the gap



Brainstorm with international partners to identify potential exchanges and collaborations



Identify the funding mechanisms for the soft-landing programmes / ground activities as needed



catherine.delevoye@technoport.lu

https://www.linkedin.com/in/catherine-delevoye-6973181/



