

Market-Led, User-Owned ICT4Ag-Enabled Information Service (MUIIS)



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I: Satellite Data Management

- Data Acquisition
- Data Processing
- Data Storage
- Data Analysis
- Data Modelling
- Decision Support Services



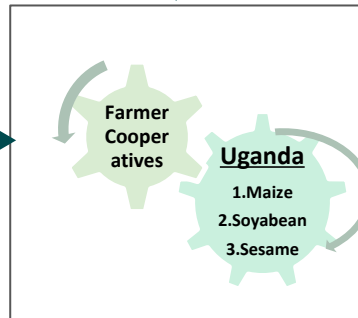
III: Information Management

- Weather information
- Agronomic information
- Financial information



II: Knowledge Brokering

- Demand Articulation
- Network Formation
- Training & Capacity Building
- Monitoring and Evaluation



The Business Case

Revenue Streams

- Mobile Subscriptions
- Membership Fees
- Profiling and Data
- License Agreements
- Farmers Help Desk
- Services to 3rd Parties
- Services to Insurance companies

Context

3 Value Chains: Maize, Sesame, Soya bean

2 Farmer Organisations: Over 300 Cooperatives & CBOs

- Uganda National Farmers Federation (UNFFE): >3M
- Uganda Cooperative Alliance (UCA): >1M

Northern:
80,000

Central:
100,000

Eastern:
80,000

Western:
90,000

350,000 Smallholder Crop Farmers Reached by 2018

Distribution Channels

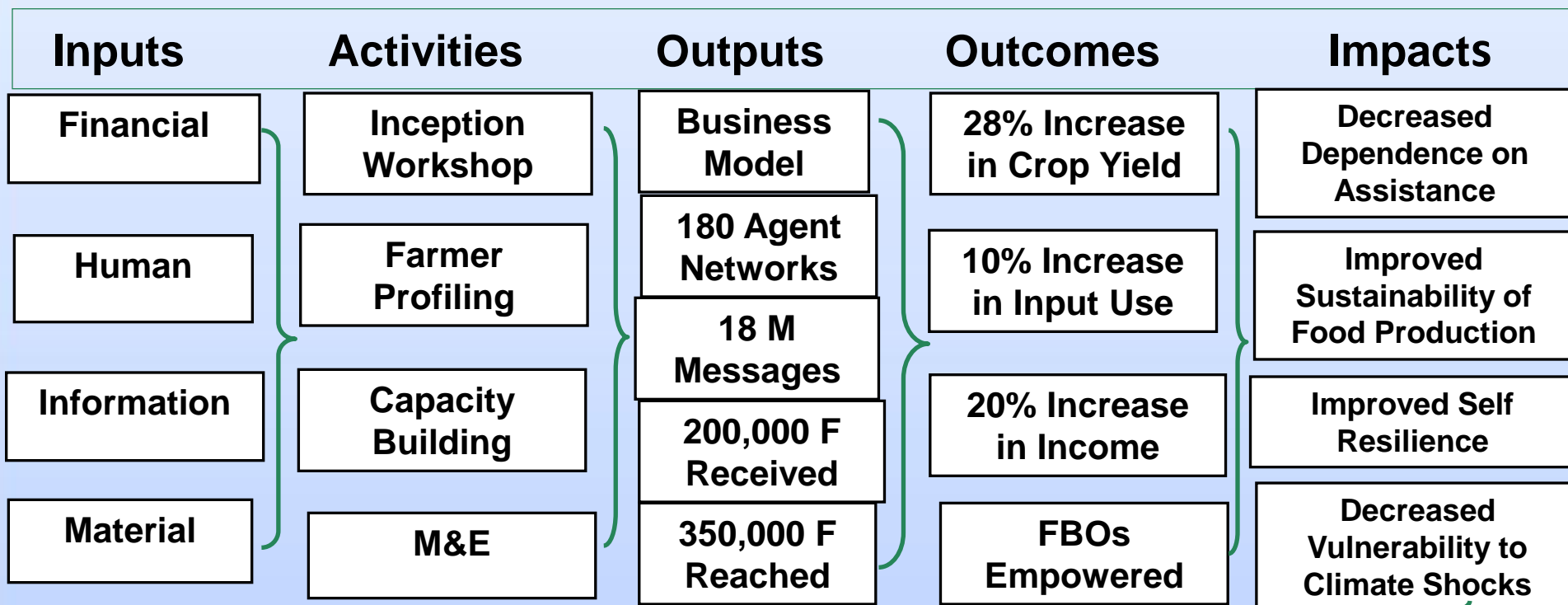
- Mobile Apps
- Agents Networks
- FBOs
- Private Businesses
- NGOs

Cost Structure

- Data Mgt Cost
- VCs Assessments
- MNO Services
- Market & Sales
- Capacity Building
- Mobile Profiling
- Project Mgt.^{nt}



MUIIS: Output-Outcome-Impact Logic Overview



Assumptions Sustainability

Expected Results

- Complementarity in partnership
- Business model with cash flow in 10 years
- Technology sustainable
- Service affordable and target willing to pay
- User part of the design

- Consistent with national/regional development policies
- Institutional & financial factors considered
- Youth, gender, literacy critical component
- Penetration of mobile network

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