



## GODAN Summit

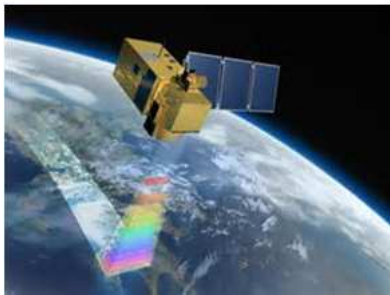
How can open data  
from space support  
feeding 9 billion  
people in 2050?

Bridging high tech  
and BoP through  
innovative  
business models





## Large gap between (open) space data and B.o.P



**NOT FIT FOR  
PURPOSE**





## G4AW Facility – from open data to services

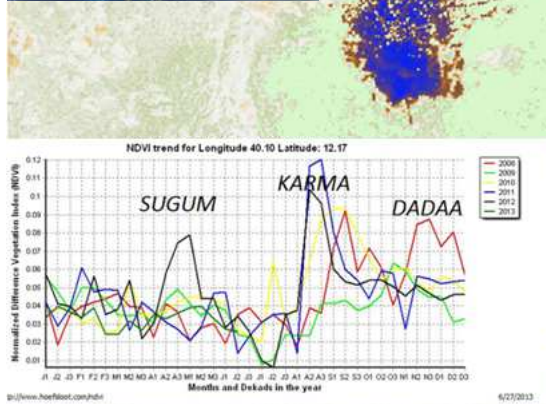
- User demand driven (information, not data)
- Improve food security and income of small holders food producers, more efficient use of inputs
- Organize public private partnerships
- Stimulate entrepreneurship
- Achieve financially sustainable (advisory, insurance) services at end of project
- 17 projects running in 10 countries reaching 5-10 million farmers (objective > 3 million)



## Guiding pastoralists in Mali & Burkina Faso

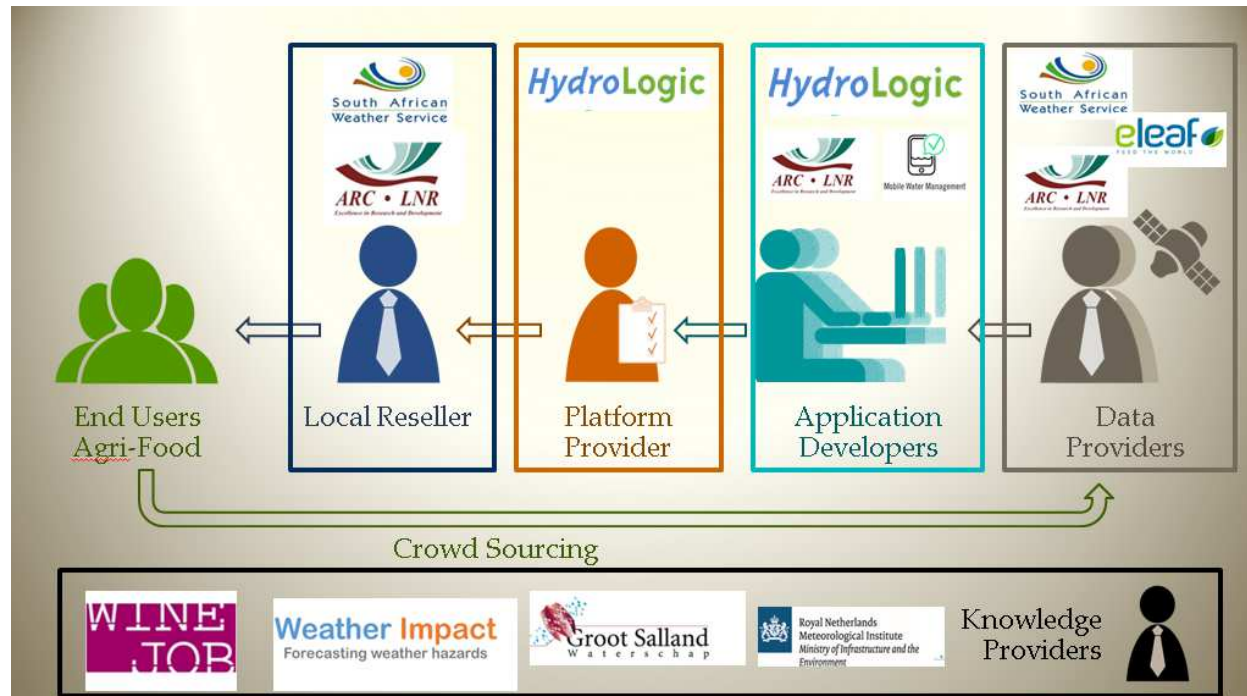


- biomass availability & quality
- availability of surface water
- concentration of livestock
- the market price
- subscription (via telcom)





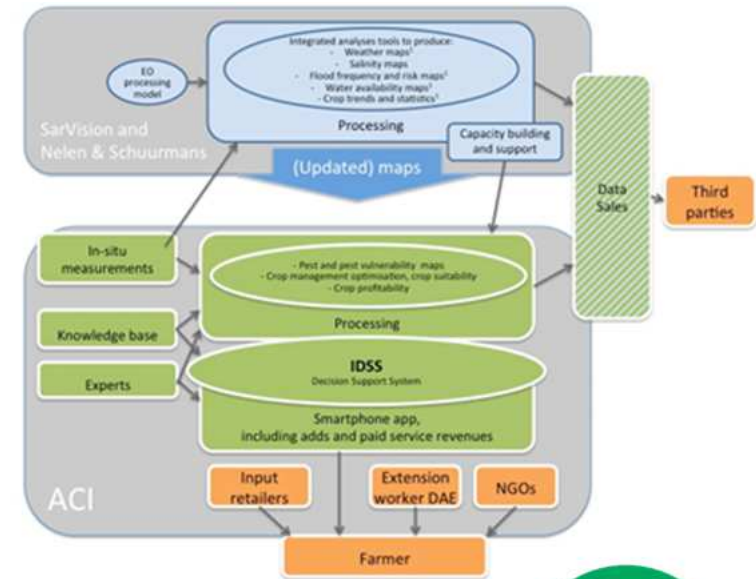
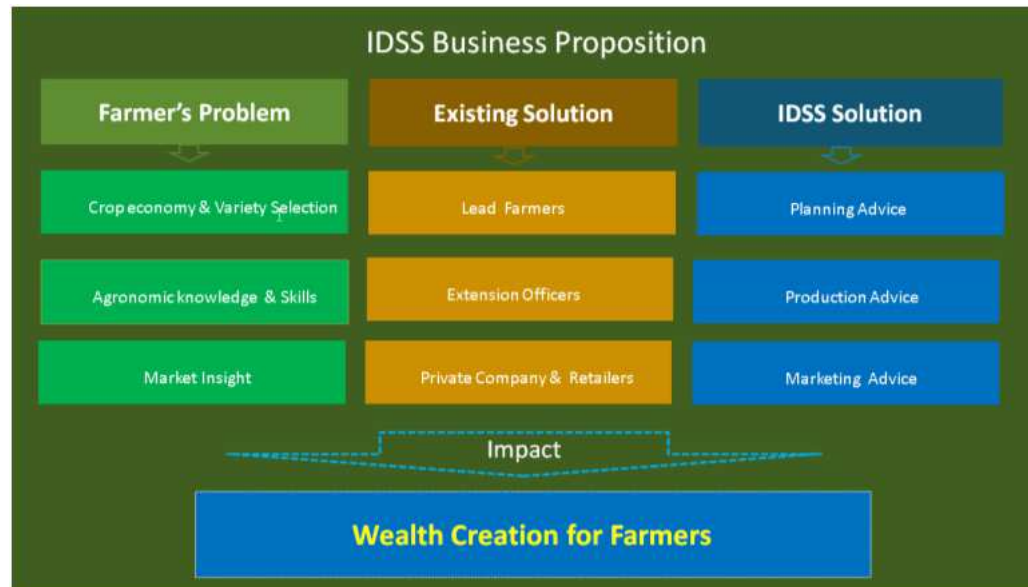
- Weather forecasts
- Ag Advisory services
- Smallholder farmers (free)
- Commercial clients (subscriptions)



# IDSS (Bangladesh)



# Freemium/Inclusive model

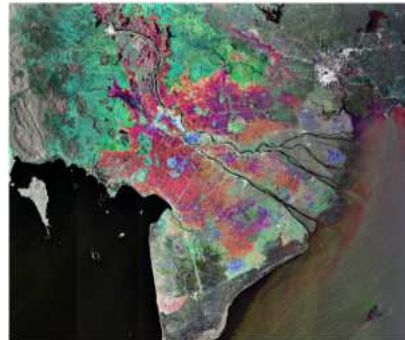


- Freemium by advertisements
- Subscriptions (commercial organizations)

# Sat4Rice (Vietnam)



# Inclusive/loyalty model



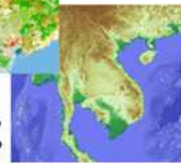
- Ag advisory services
- Trade information
- Included in extension services

## Business Case: step 2



Up-scaling Vietnam

Laos, Cambodia, and other countries?



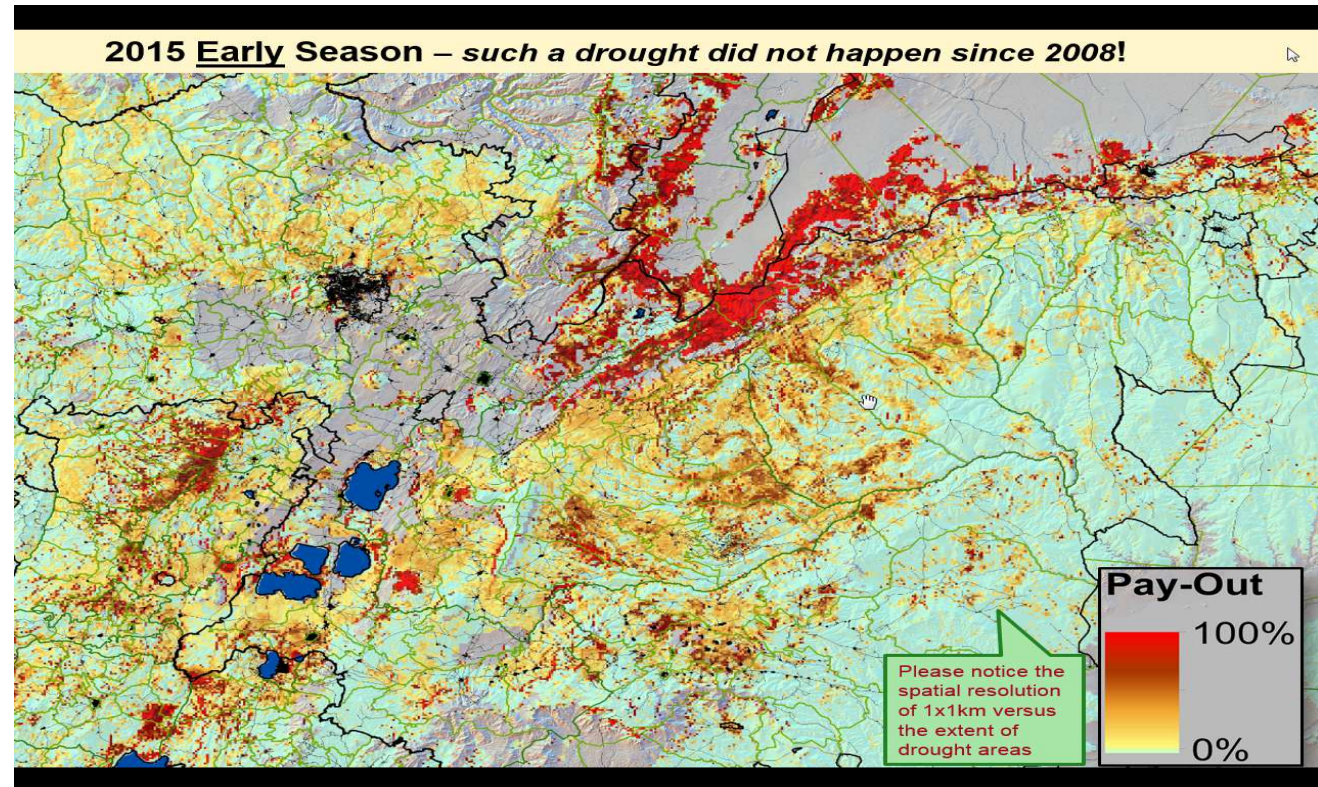
# GIACIS (Ethiopia)



# Inclusive / Service model



- Insurance
- Farmer credit is insured (with subsidy)
- (Partial) payout
- MFI's (revenues from credits)
- Kifiya (transactions fee)







## G4AW: Business model, aggregator and embedding

| Country        | Project     | Lead Partner             | Business Model      | Aggregator                     | Embedding                       |
|----------------|-------------|--------------------------|---------------------|--------------------------------|---------------------------------|
| Bangladesh     | GEOBIS      | Lal Teer Seed            | Inclusive           | Seed supplier                  | Extension officers, retail      |
| Bangladesh     | GEPOTATO    | Wageningen Univ.         | Service             | Mob/ICT, gov.                  | Government, NGO                 |
| Bangladesh     | IDSS        | ACI                      | Freemium/Inclusive  | Input supplier, gov.           | Extension officers, retail, NGO |
| Burkina Faso   | MODHEM      | SNV                      | Service             | Telcom, gov.                   | Extension officers, NGO         |
| Ethiopia       | CommonSense | Alterra                  | Service             | Cooperatives, unions, MFI's    | Government, NGO                 |
| Ethiopia       | GIACIS      | University of Twente-ITC | Inclusive           | Bank, insurance, government    | Government                      |
| Indonesia      | G4INDO      | Wageningen Univ.         | Service             | Insurance                      | Government                      |
| Indonesia      | SmartSeeds  | ICCO                     | Service             | Seed supplier                  | NGO                             |
| Kenya          | CROPMON     | SoilCares                | Service             | Cooperative, trade association | NGO                             |
| Kenya/Tanzania | GEODATICS   | ICS                      | Inclusive           | NGO                            | NGO                             |
| Mali           | STAMP       | SNV                      | Service             | Telcom                         | Cooperative                     |
| Mali/Uganda    | SUM Africa  | EARS                     | Service             | Cooperative                    | Cooperative                     |
| South Africa   | R4A         | ARC                      | Freemium            | Parastatal/SemiGov             | Extension officers, NGO         |
| Tanzania       | SIKIA       | TechForce Innovations    | Freemium & service  | NGO, government                | Extension officers, NGO         |
| Uganda         | MUISS       | CTA                      | Freemium & service  | Federation, unions             | Extension officers              |
| Vietnam        | Sat4Rice    | Vinaned                  | Inclusive & loyalty | Seeds & nutrient               | Extension officers, gov.        |
| Vietnam        | GREENcoffee | ICCO                     | Service             | Telcom/ICT                     | Extension officers, gov., NGO   |



## Conclusions & future outlook

- Open (satellite data), technology and aggregators enable upscaling & business
- 2020: >5 million farmers as user, demand/market driven
- Entrepreneurship (in PPP) & business model for financial sustainability of service provision
- Ambition:
  - Reaching >50 million smallholder food producers in 10 yrs



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at our booth.

G4AW is a programme  
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