



MYVAS4AGRI

June 19, 2019

CHANGES IN MYANMAR



93% Mobile Connections

55% of Connections are 3G/4G

26% Daily Internet Users

80% Smartphone Usage

CHALLENGES



Traditional agriculture practices



Few Opportunities to attend trainings



Hard to get actionable guidance



Extreme weather



Difficulties in accessing microfinance

Paddy Yield

Neighbours vs Myanmar



VIETNAM

6.8
TON/HA



CHINA

6.5
TON/HA



THAILAND

5.7
TON/HA

MYANMAR



2.7
TON/HA

Source: World Bank, Myanmar - Analysis of Farm Production Economics 2016



In consortium with



Village Link Co. Ltd.



Myanma Awba



Miaki Myanmar Ltd.



Department of Agriculture



Weather Impact BV



SarVision BV



TerraSphere Imaging & GIS BV



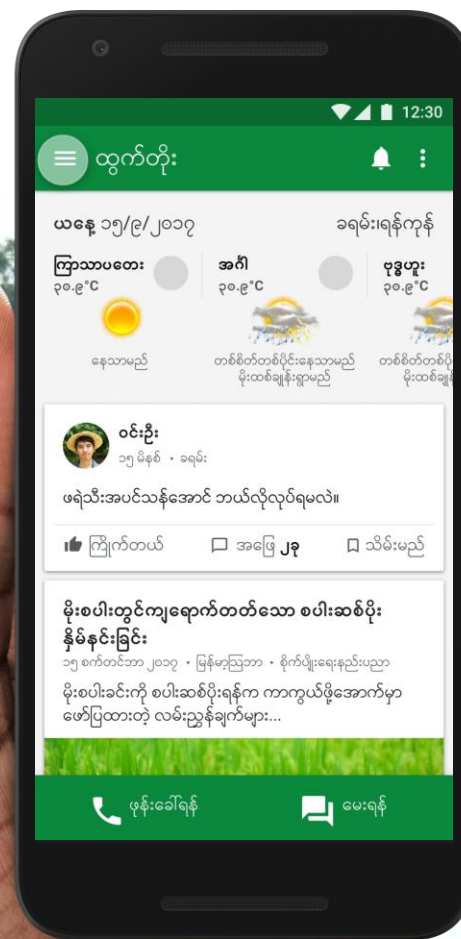
ထွက်တိုး
Htwet Toe

Question & Answers

Call Centre

Crop Guides

Financial Service



Weather

Weekly Crop Price

News, Articles and Videos

Loyalty Program (DM Code Scan for products)

Target Group: B2C



Pioneers

Proactive about finding new ways to improve their farm business.



Knowledge Seekers

Eager to acquire new information and learn how to improve their business



Slow & Steady

Settled into a routine and often unwilling to try something new.



Trapped

Stuck in a situation and struggle to see a way out

App Performance

346,675

App Installs

13M

Screen views

1.9M

Guideline Views

48K

Monthly Active Users

70.4%

< 35 years old

29.7%

Women

15 Crop Guidelines

CABI and GAP format

1,492 Articles

32 Crops

3,000 FAQs

15 Main Crops

20 Videos

Farming Guideline

Financial Literacy

Educational Curriculum

	Total
Questions & Answers	28,410
Direct Trainings	10,924
Indirect Trainings	117,000
Content rating	
Useful Information	68%
Improve Yield	53%
Prevent lost due to bad weather	32%

Solutions for B2B

We support you on...

Acquiring new customers

1




Gaining greater customer Insights

2



Running customised campaigns

3




Increasing brand awareness

4



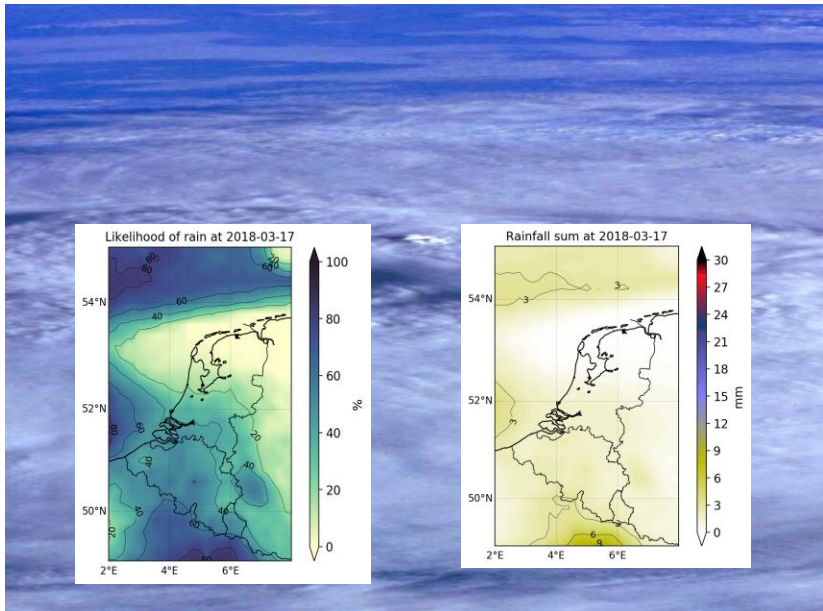
Engaging and rewarding customers

5



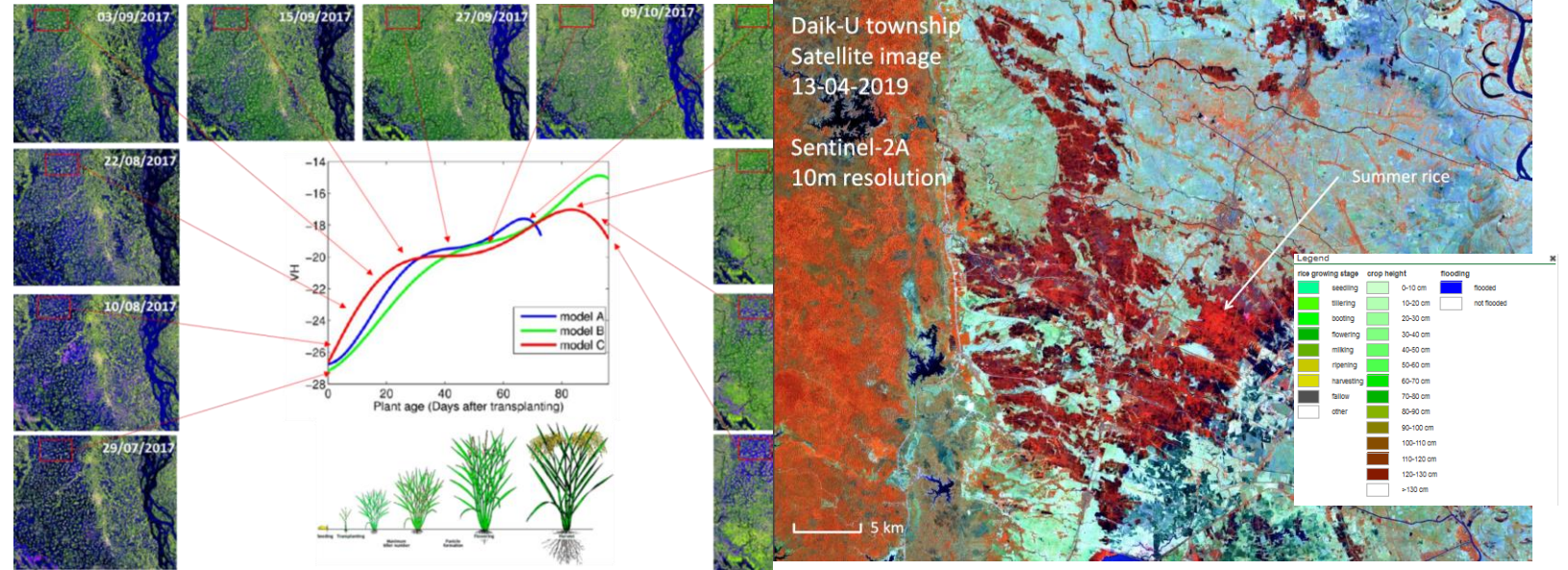
... achieving long-term customer loyalty.

Geodata and Agriculture



Weather Analytics

Monitors and provides more accurate weather, early warnings of droughts and floods



Crop Monitoring

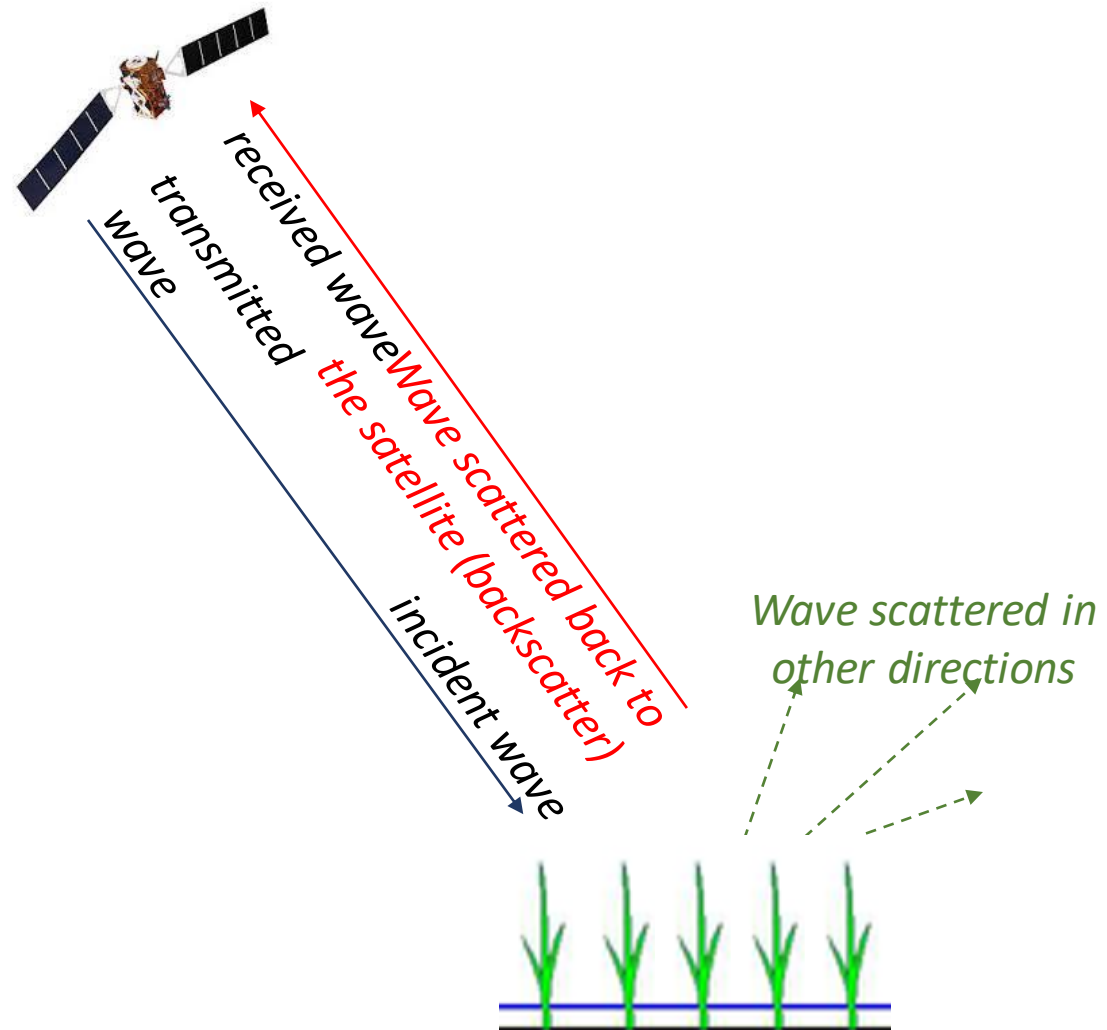
Monitors and predicts crop biomass, growth stage and damage on large-scale crop growing areas

Land Monitoring

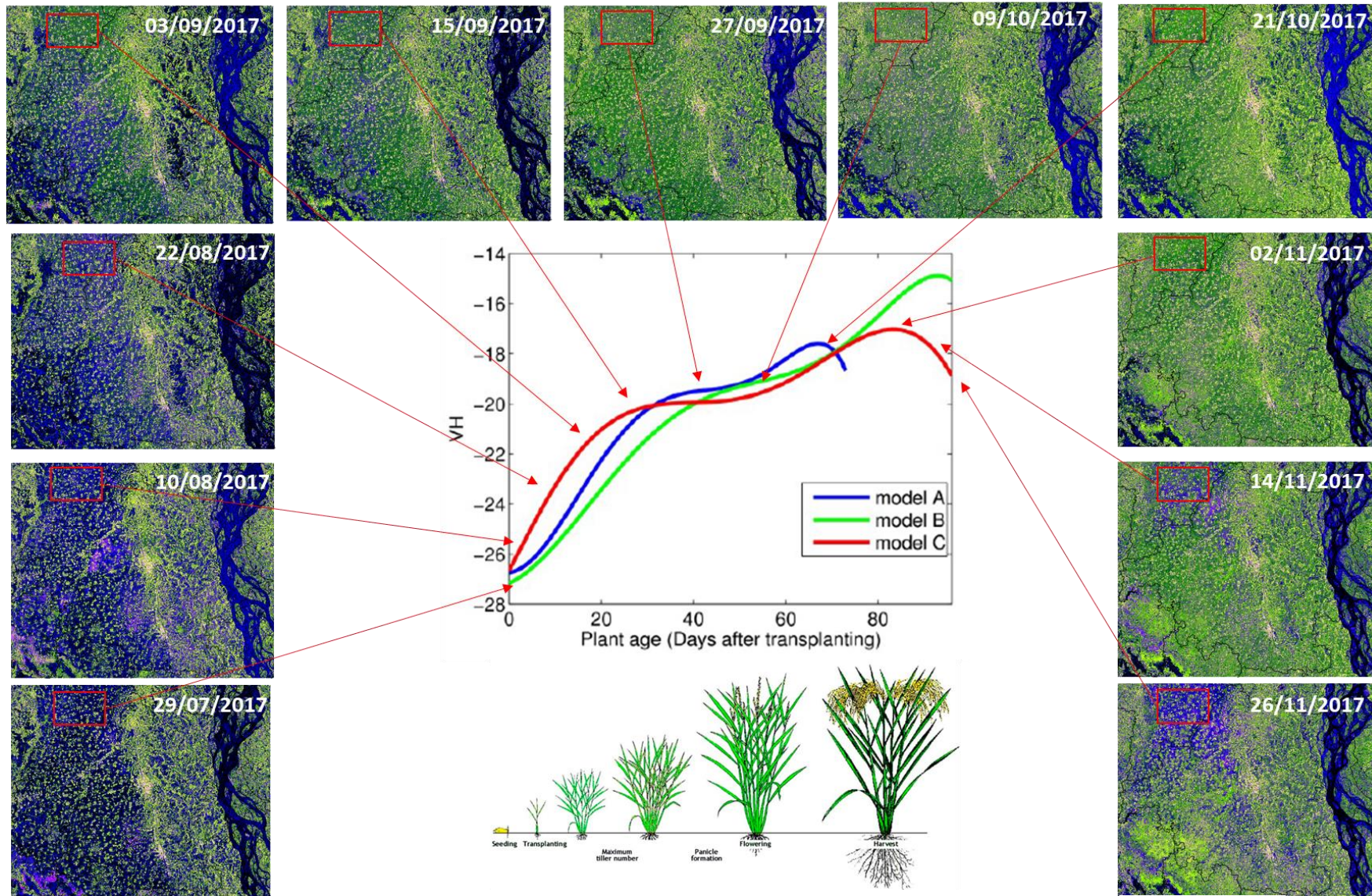
Provides crop growth, early impact assessment

Technology radar interpretation:

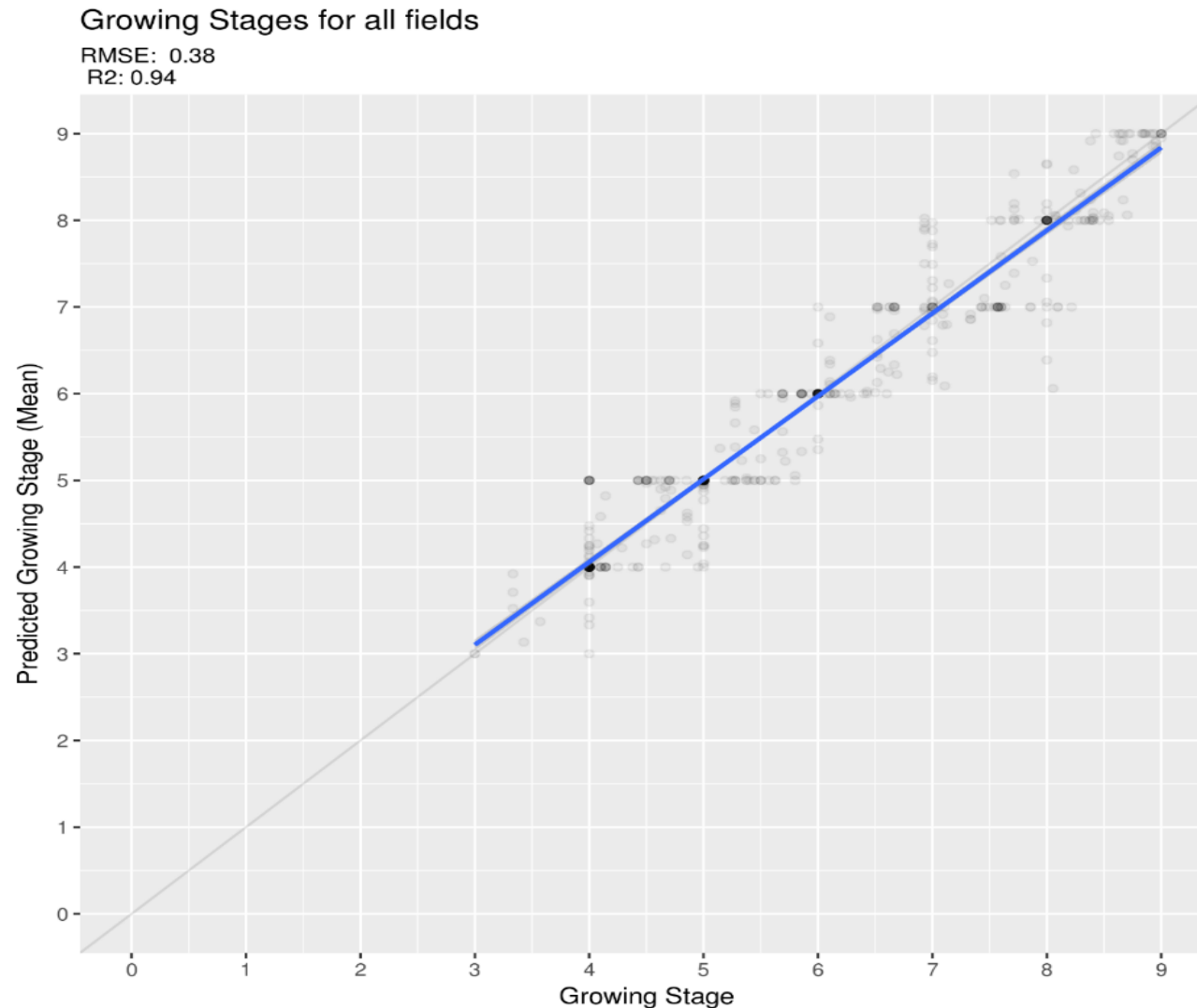
Radar satellites which « see » through clouds



Rice crops radar signatures (each 12 days!)



Accuracy assessment



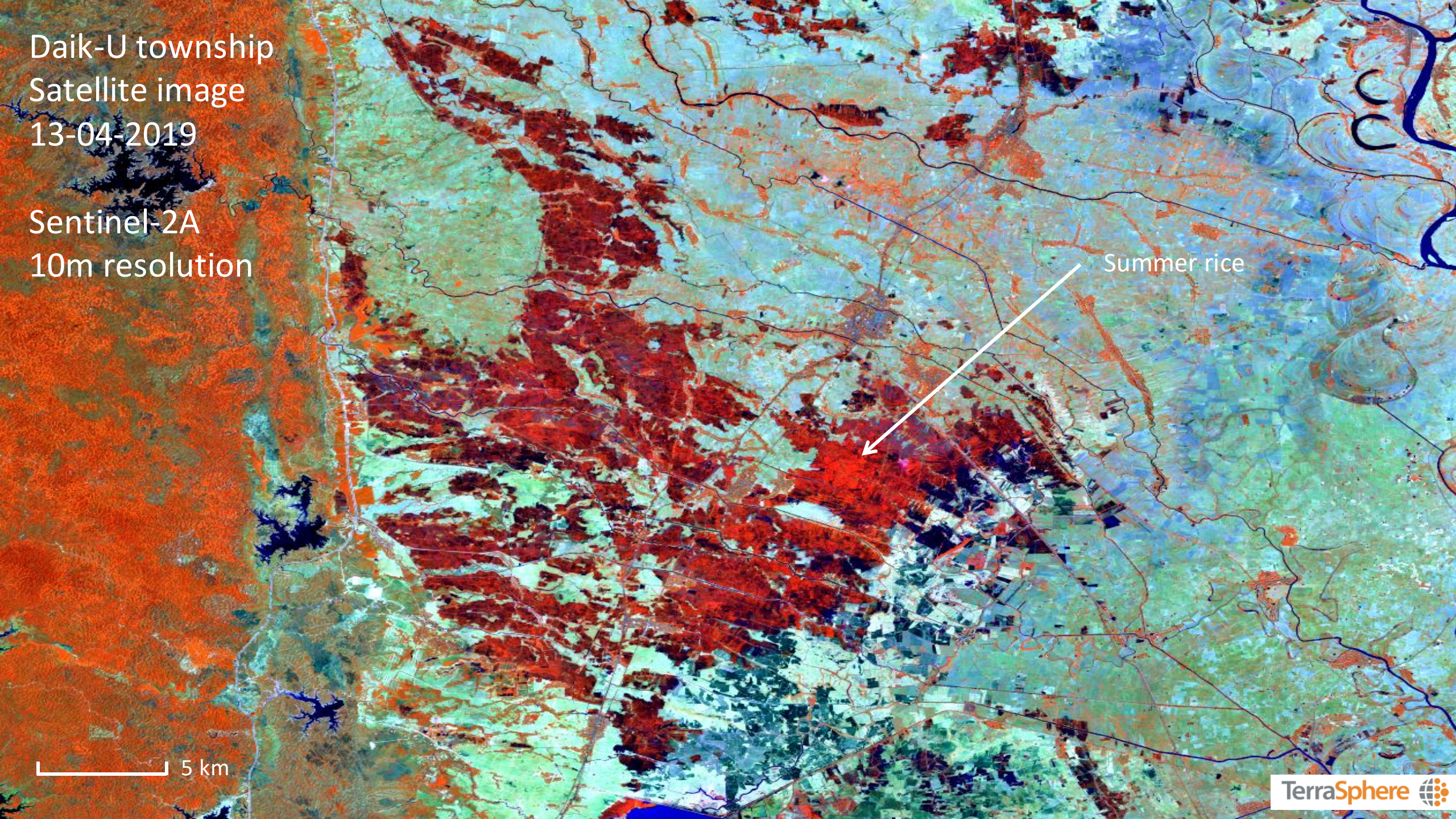
- Predicted growing stage = growing stage predicted by the map (mean of all pixels contained in the field boundaries)
- Growing stage = growing stage value from the ground truth (validation) data
- Each point corresponds to a field and a date.

Daik-U township
Satellite image
13-04-2019

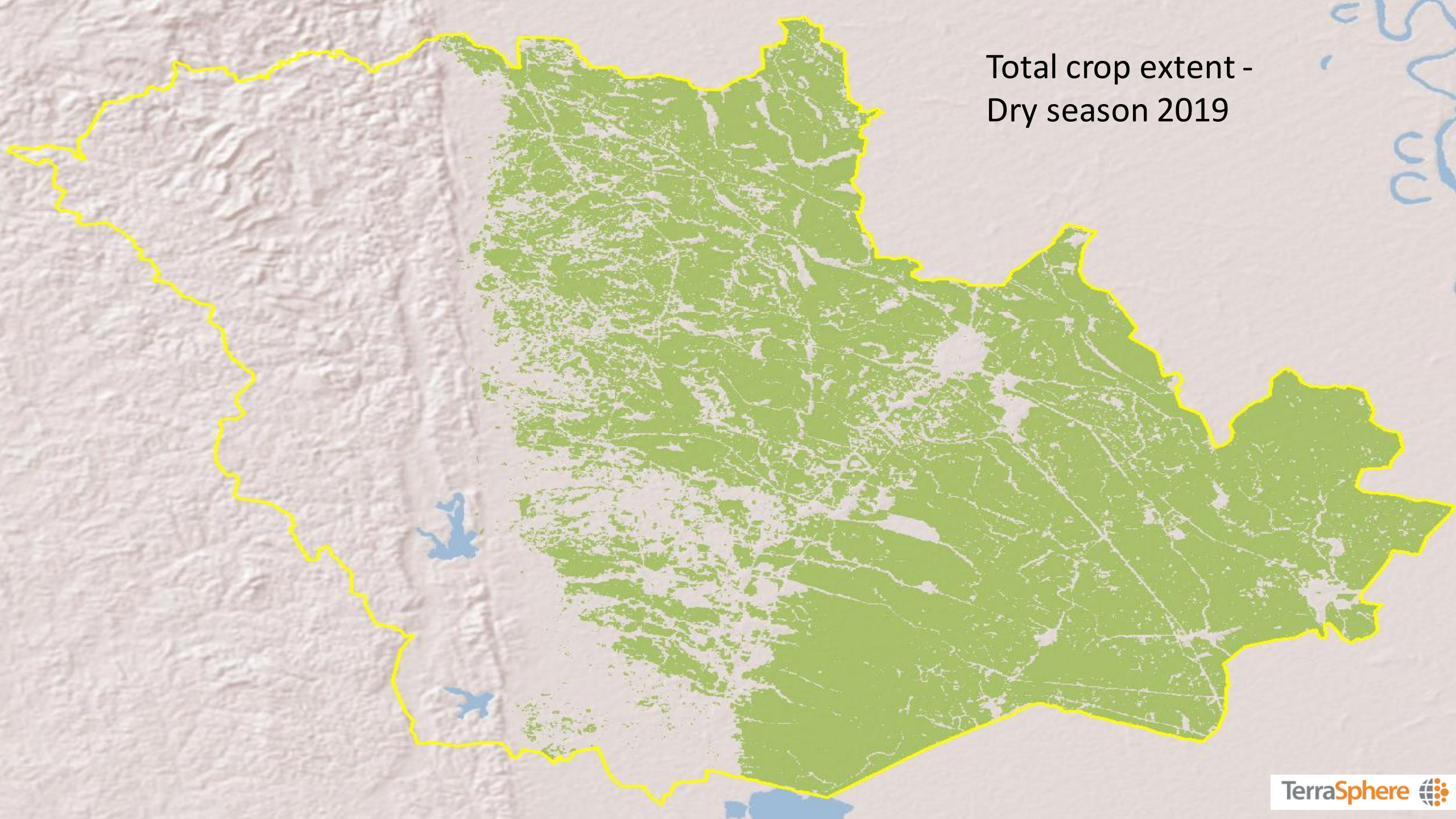
Sentinel-2A
10m resolution

Summer rice

5 km



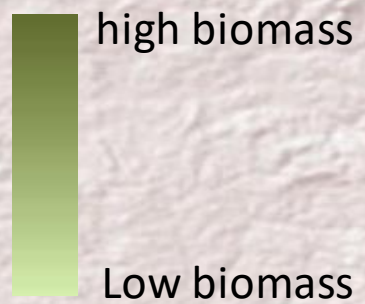
Total crop extent -
Dry season 2019



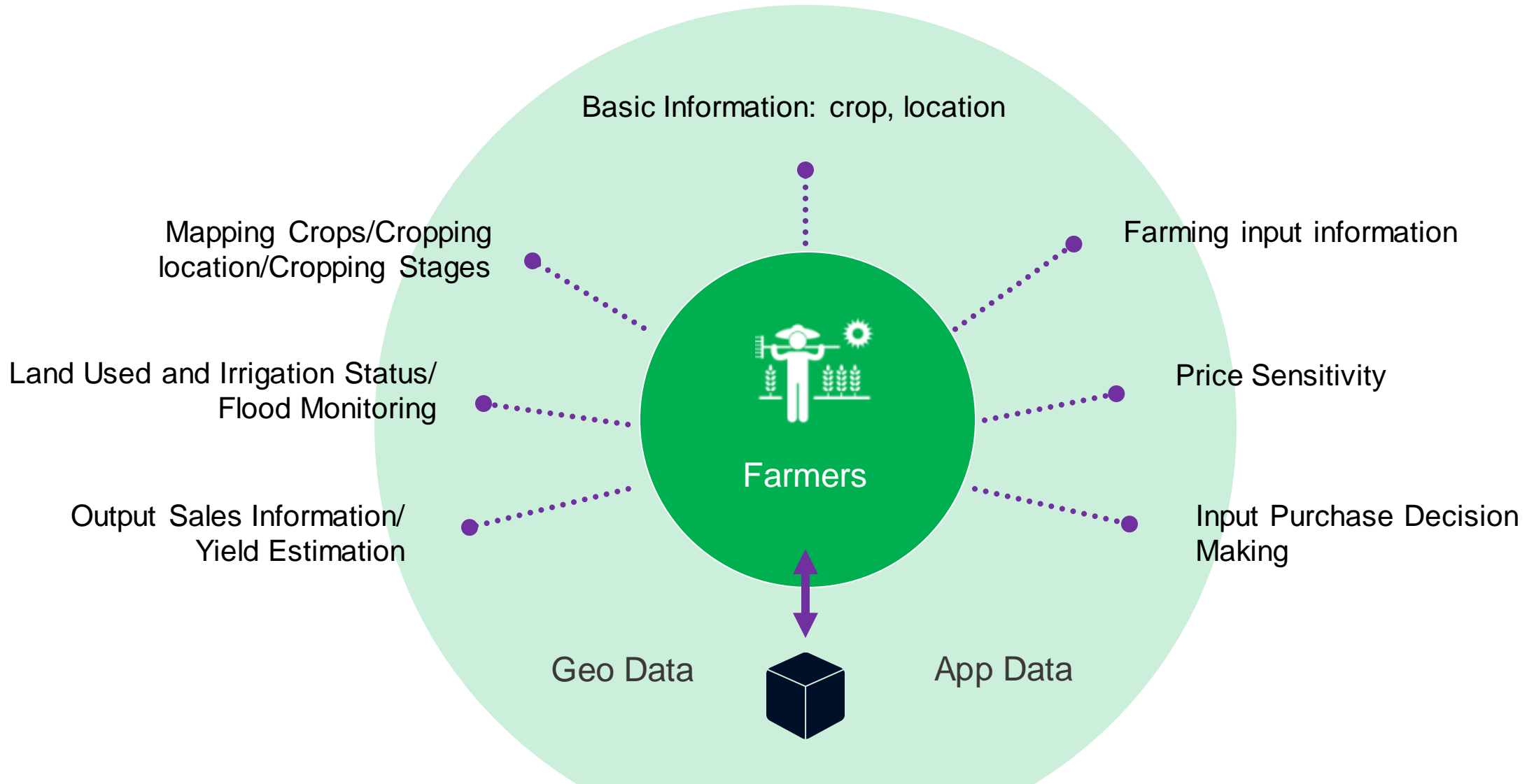
Crop Type –
Dry season 2019



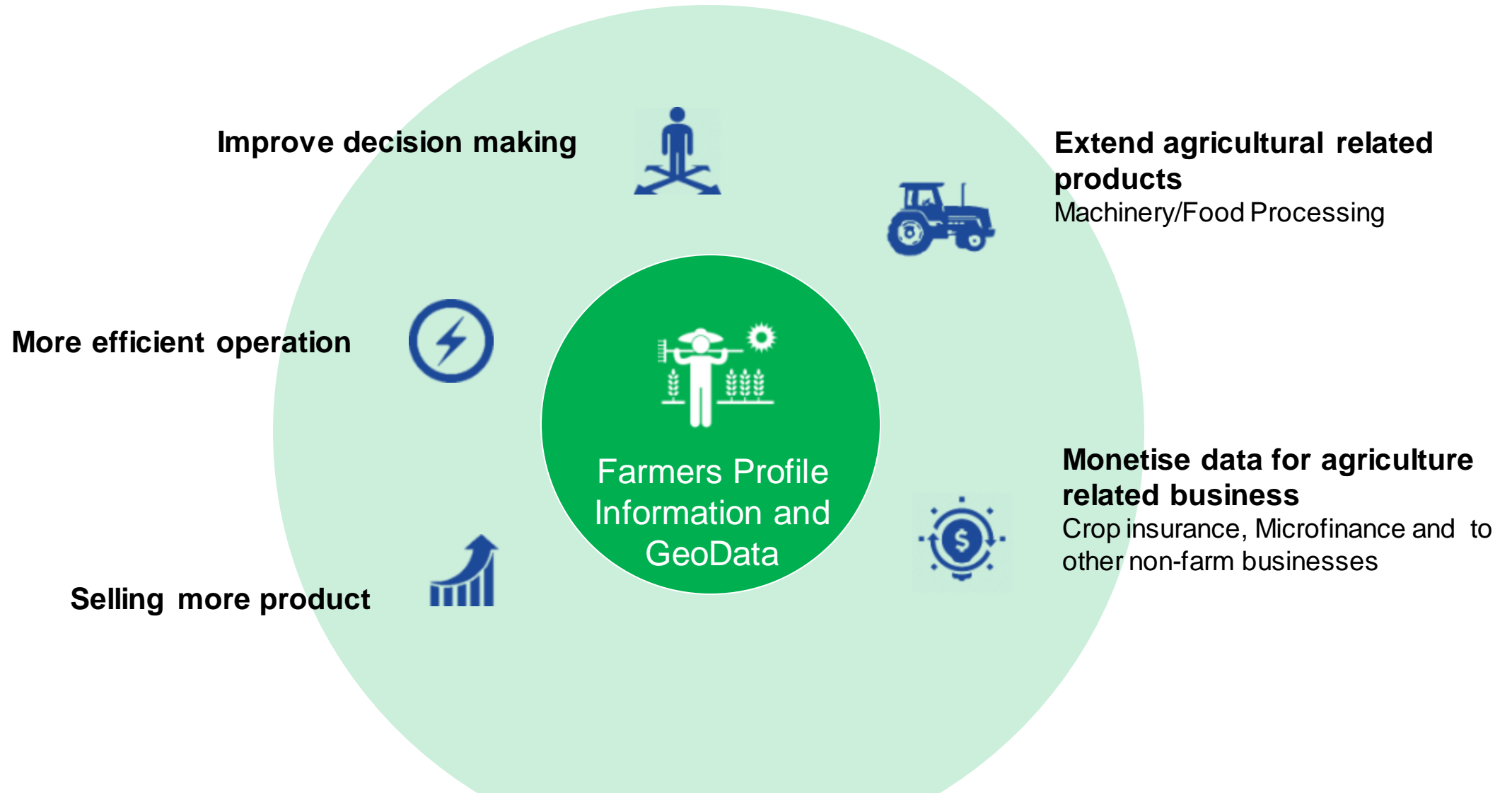
Crop Biomass –
Dry season 2019
(24 time steps)



Data Collection for Business



Business Model



Challenges and Solutions

in Project Implementation

Digital Literacy level among farmers is lower than anticipated

Provide more training
Make more user friendly UX/UI

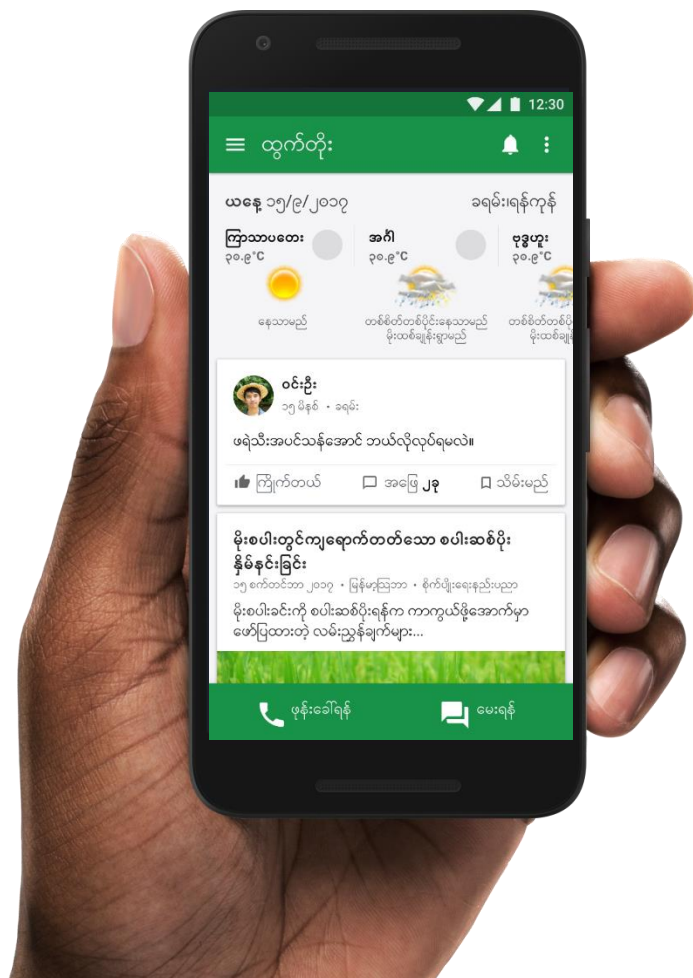
Content Acquisition Strategy is working to bring new users but not enough for user retention

Move from information service to access and utility

Monetisation and Costing for Geodata Product is still new in Myanmar

Design special products to meet the local business needs
Better marketing to promote the application of Geodata in Agri-business

Upcoming FEATURES



- Market Place
- Directory Listing



Crop Insurance



Weather Advisory
Service



Animal Husbandry

An aerial photograph of a lush green landscape. The terrain is divided into numerous irregular, terraced fields, likely for rice cultivation. A small, simple hut with a thatched roof is visible in the lower-left quadrant. The fields are surrounded by dense tropical vegetation, including palm trees and banana plants. The overall scene is vibrant and verdant.

**Do you have any Questions or
Suggestions?**

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Thank you.