Findings day 1

Findings day 1 From early stage to scale

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Markets:

1. Developing a proof of concept is not a problem but bringing it to a market is difficult.
2. Many times a market is immature.
3. Many financial products for farmers are not bought by them
4. There is a gap between supplier and client
5. Many of the projects have the same questions expanding services and about the delivery of the services to the clients.

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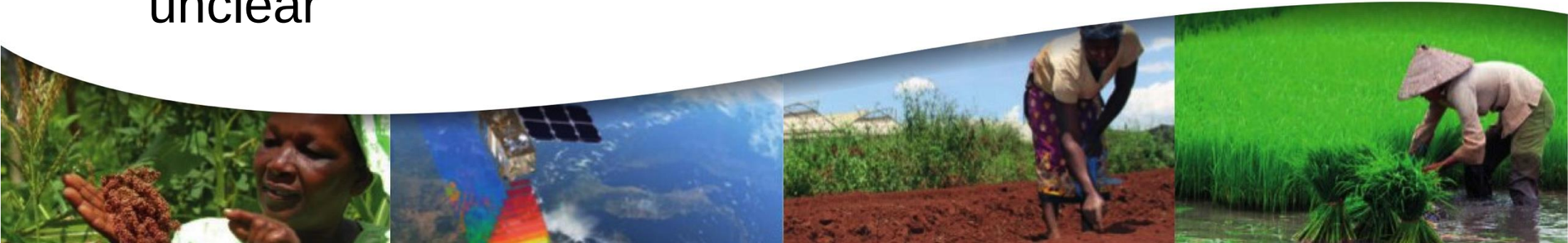
Businesscase

1. The discussion was not about satellite data or modeling but it was about setting up business
2. Many projects come into a business mode at the end of the project instead of at the start.
3. Projects focus at first on piloting for a proof of concept
4. To develop a viable businesscase it turns out having multiple service model instead of a single service provision.
5. The way scaling has to be undertaken by the projects is unclear



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Enabling conditions

1. Government: The role but also the support of the government is essential for success of the projects and is not always in place
2. Bank: The role of the banks is not well defined. They ask for accurate and reliable information;They are interested in derisking
3. They have little clients among farmers
4. Financial Institutions aren't on board
5. Scaling: Projects must go to scale; the agribusiness is ready to scale
6. ITC: Blockchain can be regarded as an instrument to spread risks as its increase traceability
7. G4AW need more business entrepreneurs, people who are skilled to build businessmodels

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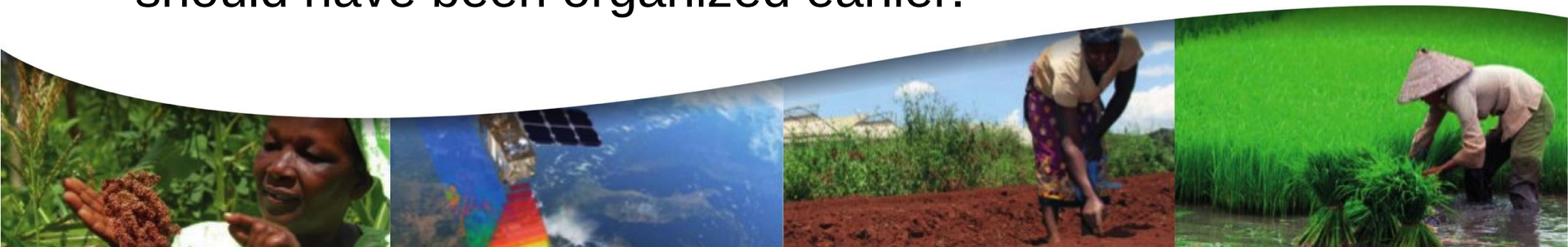
Programme level

1. Risk mitigation
2. More go-no go moments

Project level

1. None of the projects can reach the previous determined numbers in time or do come close to the numbers assumed
2. It was useful exercise to sit together and discover a mutual interest among all the partners implement projects. It should have been organized earlier.



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Scaling??

- Not only ideas
- To be analytic on this process

- The scaling scan for PPP projects

- PPPlab. Has a scaling scan URL:
- https://ppplab.org/wp/wp-content/uploads/2017/11/PPPLab-Scaling-Scan.pdf

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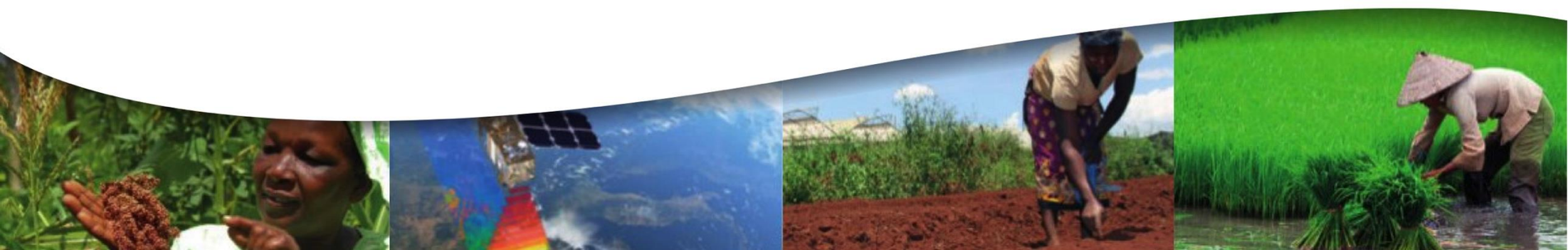
Take up the challenges to create scale

The role of Agrispaces Nairobi



Characteristics of the targetgroup

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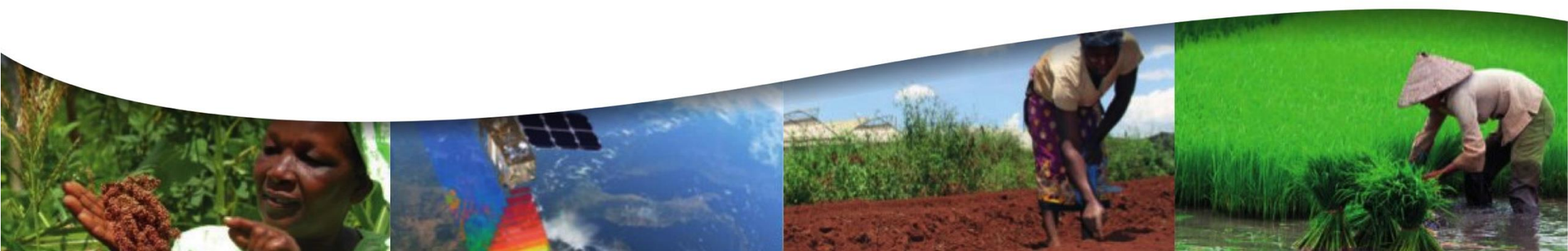

State of Affairs – May 2018

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Where is the project now in terms of :

- Development of the solution – is there a service/app?
- How many farmers are using it?
- Planning for the remainder of the project period
- Does the project also (intend to) target other stakeholders in the value chain?

Achievements

- What has not (yet) been achieved?
- What has been achieved that was not planned for?
- What makes you very proud?
- What was a disappointment

Lessons

- What are the strong points of the project
- What would you do differently if you could redo the project

Business case

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At the start of the project:

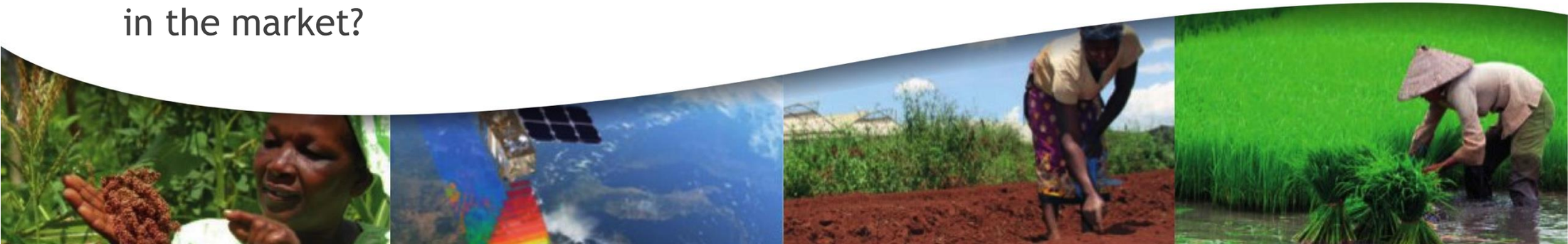
- Market potential: number of farmers to reach with the services/app
- Which business model was intended at the start of the project
- What is the business case – please provide number of clients, sales, etc

At present:

- How did/will the business model develop during the project: are there any changes made or foreseen in the business model?
- What lessons did you learn with regard to the business case of the project

Looking at the future:

- Who will be the business owner of the services/apps after termination of the project?
- Will the product and business case be ready for market introduction ?
- What additional activities and/or resources are needed upon completion of the project to ensure that the product can be successfully introduced and continued in the market?



Resume

Most important lessons:

1.
2.
3.

Will the service/app be sustainable upon completion of the project:

- Technically ? What should be added or change to make it (more) sustainable
- Business case ?

Thank you for your attention