



Bringing Sustainable Digital Advice to Farmers

September 2025



Climate change

Is hurting the 500 million smallholder farms' yields, livelihoods and food security, but farmers lack access to sustainable, personalised and easily implementable advice to deal with this challenge.





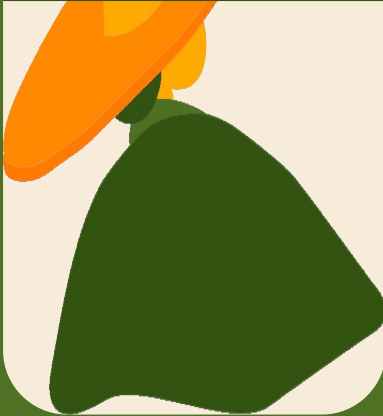
EMPOWERING
FARMERS TO
BECOME
MORE
CLIMATE
RESILIENT
AND IMPROVE
THEIR
LIVELIHOODS



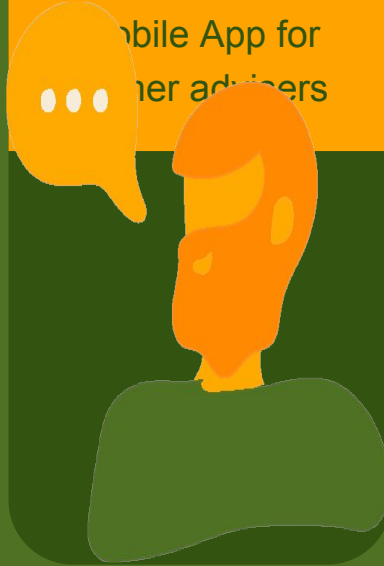
3 in 1

digital platform

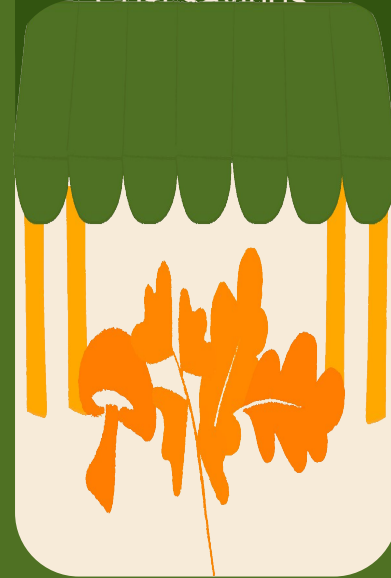
Advisory: WhatsApp
chatbot for farmers



Ease of use:
Mobile App for
farmer advisers



Cost savings:



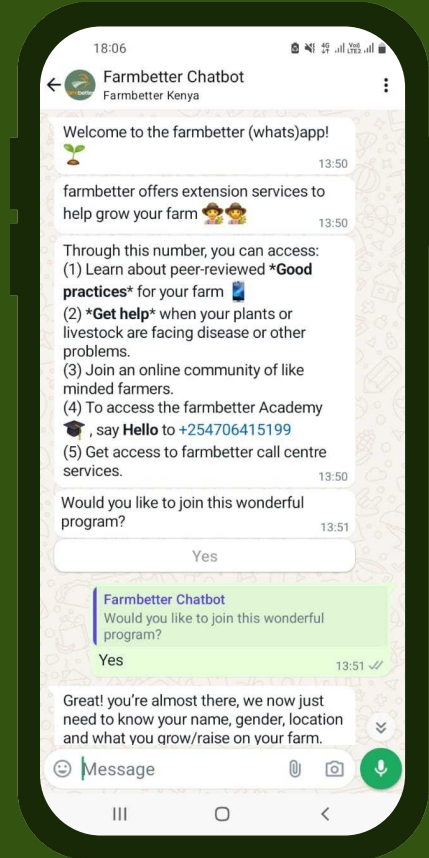
WhatsApp Chatbot for Farmers

ACCESS
SUSTAINABLE
GOOD
PRACTICES

CONNECT
WITH AN
AGENT

JOIN A
COMMUNITY
OF FARMERS

SHARE AN
INNOVATION



farmbetter Extension App



Helps **farmer advisors** increase their efficiency and effectiveness and impact more of their farmer beneficiaries.

Key features include:

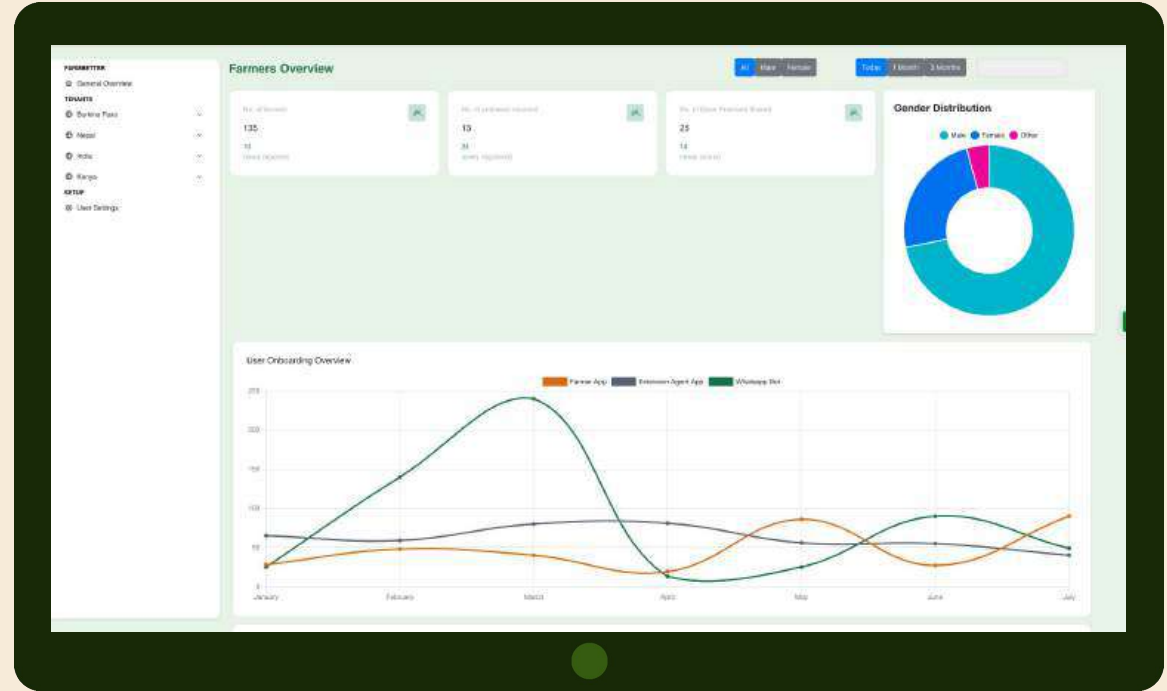
- Integration with WhatsApp for farmers (no need to download the app)
- Group messaging
- Share relevant good practices and activities
- Manage farmers' reported problems
- Continuous learning from library of good practices
- COMING SOON: Earn additional income through commission on marketplace sales



Dashboard for organisational clients

A dynamic dashboard to give farmer-facing organizations the ability to save on their advisory services.

- View registered extension agents and farmers in real time
- Gender distribution
- Issues reported by farmers
- Innovations submitted by farmers
- Monitor agents' activities

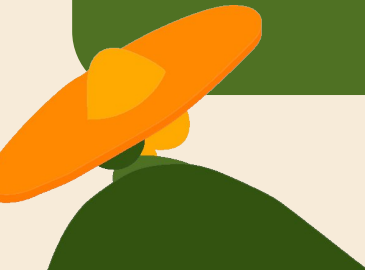


Our Target Customers



Farmer Alicia

Early adopter & digitally savvy farmer. Has 2-3 ha of land she works on and sells some produce. Interested in farmbetter academy courses and connecting with an agent.



Extension agent Clara

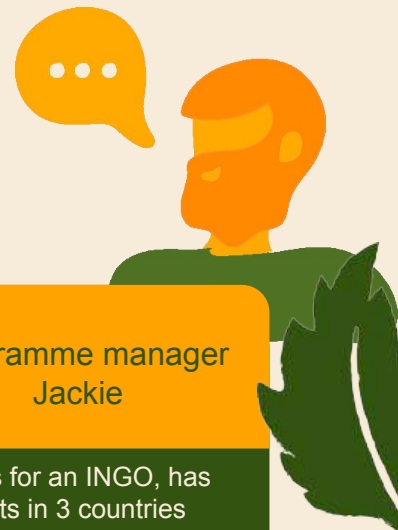
Works for a cooperative or a larger exporter and advises 800 farmers. Her time is taken up by field visits, trainings and farmer phone calls. She doesn't have a good understanding of her farmers' issues unless she recently visited them.

Frederick

Technical manager for a larger coop. His farmers complain about the lack of timely extension services & he struggles with high travel/training costs and a lack of knowledge on the impact of the extension work.

Programme manager Jackie

Works for an INGO, has projects in 3 countries supporting farmer organizations. She's frustrated with one-off support and wants to measure and strengthen her long-term impact. She has 20 agricultural manuals that she wants disseminated.



Our impact

Proven increased yields and incomes for users*:
55.5% growth in yields over 6 months and 17.6%
doubled their income.

Sustainable land, disease & pest management
offers positive environmental effects (**climate
resilience, biodiversity, soil quality**).

Over **14,000 farmer users** and over **1,000
advisor users**, with **100's of millions** of potential
clients in emerging economies with key impact
potential in food system transformation and food
security.

*Based on impact measurement study for users and nonusers
conducted as finalists for the 2022 Milken-Motsepe Prize in
Agritech





Our traction B2B Sold Licenses

Current status

4 **SaaS licenses** sold as part of grant projects in Latin America and Africa with SWISSAID and ViFoundation.

1 **SaaS commercial partnership** with Agriterra

Pilot with KENAFF to onboard 1,000 farmers to access Good Practices via chatbot

Efforts and projections

Currently focusing on expanding B2B SaaS licenses in Kenya.

Significant interest from large cooperative aggregators and top financial institutions with interest in agribusiness.



Our Market

Overall Market Dynamics in Digital Agriculture

GEOGRAPHICAL MAP OF D4AG SOLUTIONS EXPANSION



- Most available solutions are not reaching large scale - only 27 with at least 1 million users.
- Lots of space for growth (only 10% of smallholder farmers currently being served).
- Strong growth of the sector (up to 16% Compound Annual Growth Rate) across the next decade, key is being able to scale profitably.



Market Potential

Digital Advisory in Agriculture

Willingness to pay/month for farmbetter by
average farmer in Tanzania, Burkina Faso*
4.2 USD

200+ cooperatives in Kenya serving
125,000+ members

Serviceable Obtainable (Kenya)
4 million USD

Serviceable Available Market (Kenya)
40 million USD

Total Available Market (Global)
20 billion USD

* www.agripath.net/research-insights/smallholder-farmers-willingness-to-pay-for-digital-agricultural-extension-services-evidence-from-tanzania-and-burkina-faso



Competition Matrix

Creating value for several or all stakeholders (farmers, agents or organisations)

Advancing conventional agriculture

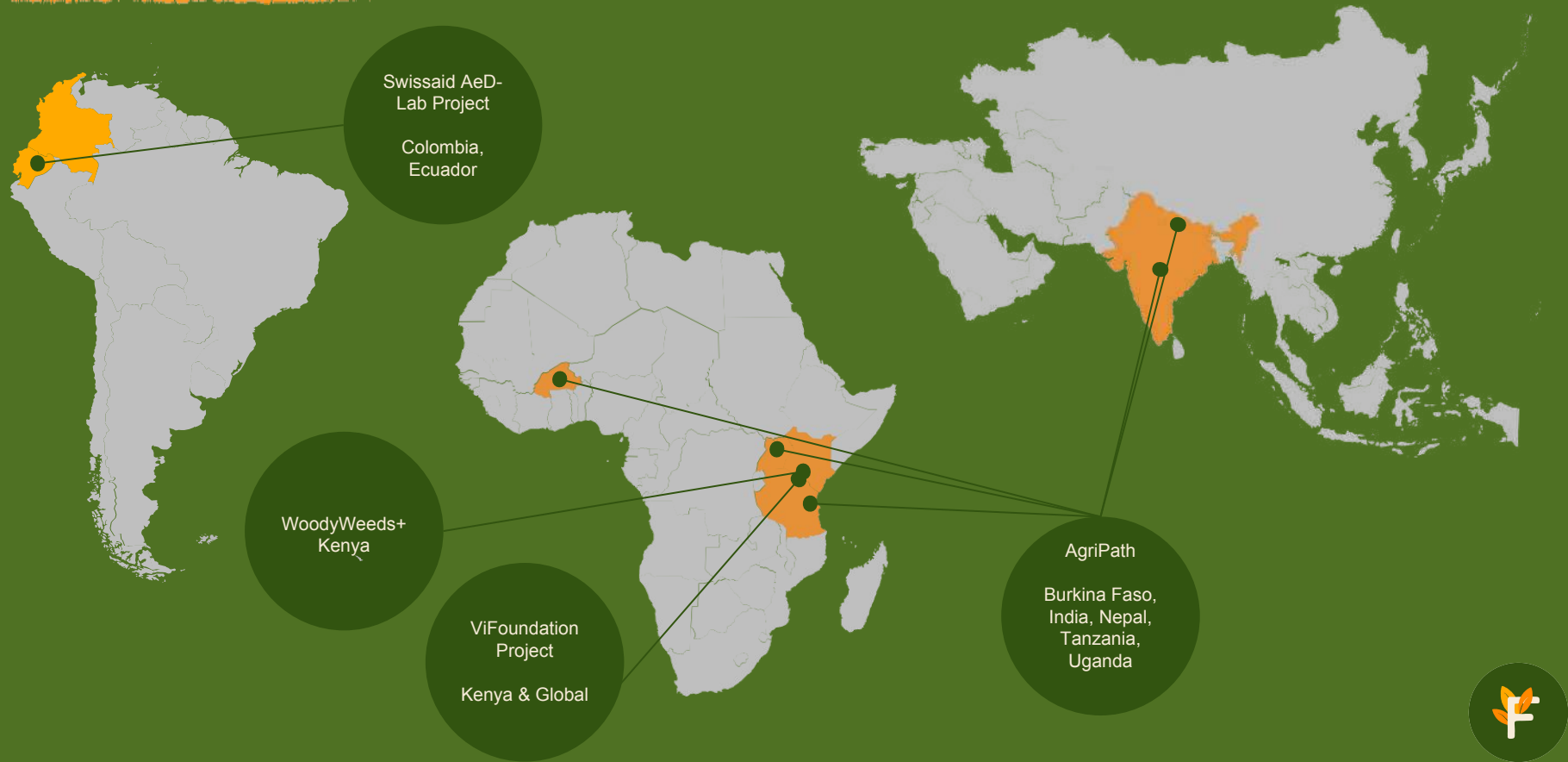


Advancing sustainable agriculture

Creating value mostly only for one stakeholder (farmers, agents or organisations)



Where We Work





Our Team

Connecting expertise in agriculture, business, climate adaptation and resilience, and IT



Sylvia
Cofounder

Has pioneered farmer-facing work benefitting 600,000 farmers, former WeFarm



Ben
Co-CEO
Co-created a resilience measurement tool for farmers. Raised over 1.3 USD million for farmbetter, former FAO



John
Co-CEO

Co-created two resilience tools. Leads resilience work. Leading product development, former FAO, Palladium , iDE



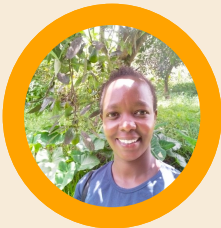
Luise
Country Director

Leads our team and operations in Kenya including our commercial advances, former WeFarm, Senty, Leta



Minnie
Director of Programme Management

Obsessed with value for customers, former Safaricom.



Abigael
Key Account Manager

Increased adoption of organic practices & project management, former Twiga Foods



Brian
Lead Developer

Leading tech development, former Safaricom, Andela, Leta



Kylie
Product Design

Experienced designer working with our IT team to move sprints forward and create an impactful product.



Daniele
CTO

Developer of our app, with decades of expertise in mobile dev. for emerging countries.



Evalyne
Fundraising & Comms Lead

Strong track record in acquiring NGO partnerships & grant funding and positioning agtech startups in Kenya

Our clients, partners and prizes

Clients & Field Partners



Transforming Lives Through Agribusiness

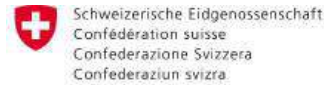
Uganda & Tanzania



Research, IT & Project Partners



Funders, Prizes & Accelerators



Swiss Agency for Development and Cooperation SDC



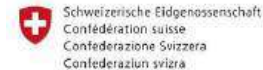
funded by the European Union



ViFOUNDATION



funded by the European Union



Innosuisse - Agence suisse pour l'encouragement de l'innovation



Finalist



Our Roadmap

EXPAND COMMERCIAL ACTIVITIES

Expand commercial activities to 2 additional markets (beyond Kenya) and make the app available in at least 8 languages by 2028.

1.5 MILLION USERS

Reach 1.5 million users by 2028 with 500,000 active monthly users in 3 main commercial markets.

SCALE B2B STREAM

Scale up B2B SaaS licensing model and expand revenue stream from B2B organisational clients.

AI-POWERED CHATBOT

Launch AI-powered chatbot with disease recognition, regenerative solutions, weather forecasts & other services (market access, climate-smart inputs & financing/insurance).

IMPROVE CLIMATE RESILIENCE

Improve climate resilience of 1.5 million farmer beneficiaries across 8 countries in Africa, Asia & Latin America by 2028.



Looking for returns with an impact on **sustainable agriculture**?

Please get in touch:

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🖥 www.farmbetter.io

🌐 www.linkedin.com/company/farmbetter

📘 www.facebook.com/farmbetter.io

🐦 www.twitter.com/farm_better

Shambabetter LLC is a fully-owned subsidiary in Kenya of farmbetter Ltd.

