

Appropriate Mobile Solutions for the Agricultural Sector

February 2018

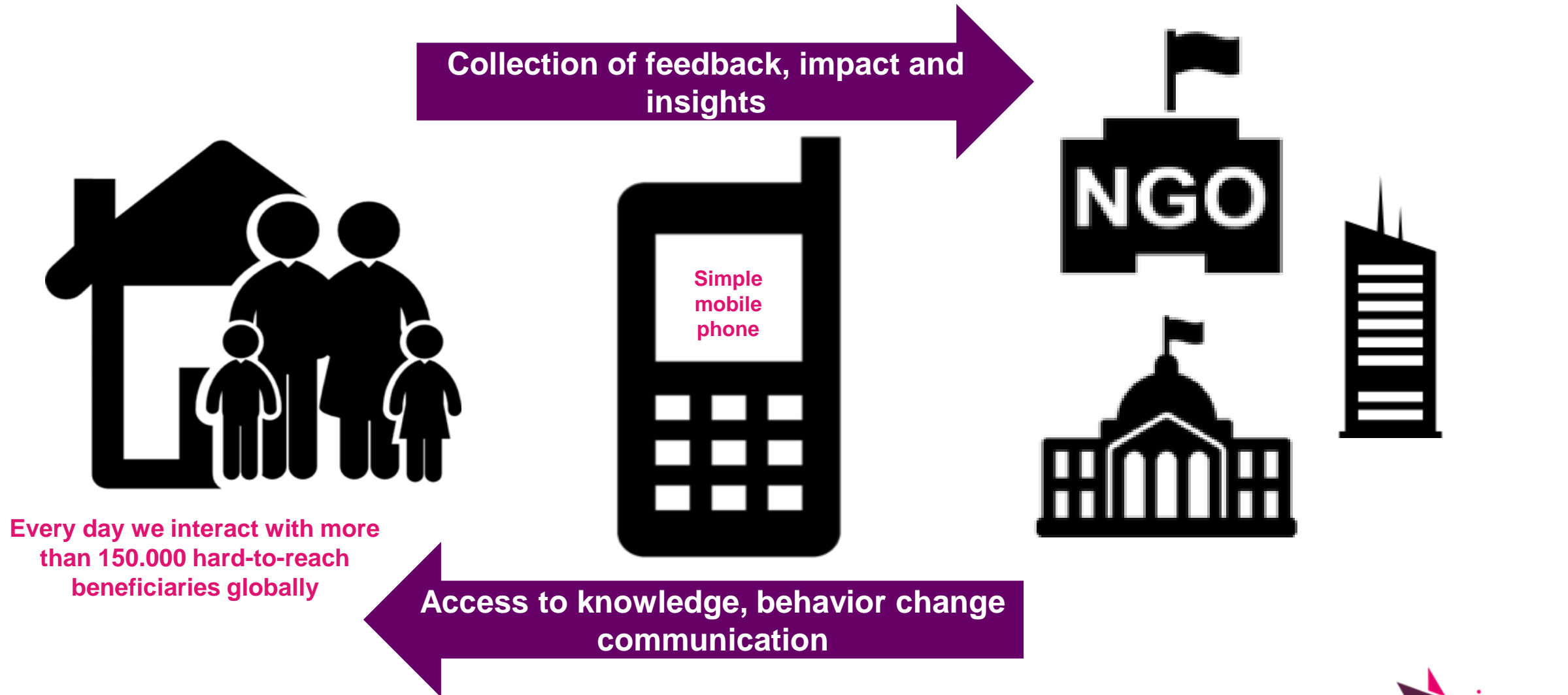
Global End-to-end Impact-focused
Mobile Engagement Partner

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What do we do?

Connect individuals & organizations using digital technology for better decisions



How are we unique?

Local, fast, experienced, cost-efficient



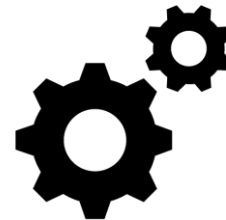
1. In-Country Design and Implementation Support



2. State-of-the-Art, All-in-One Mobile Engagement Software



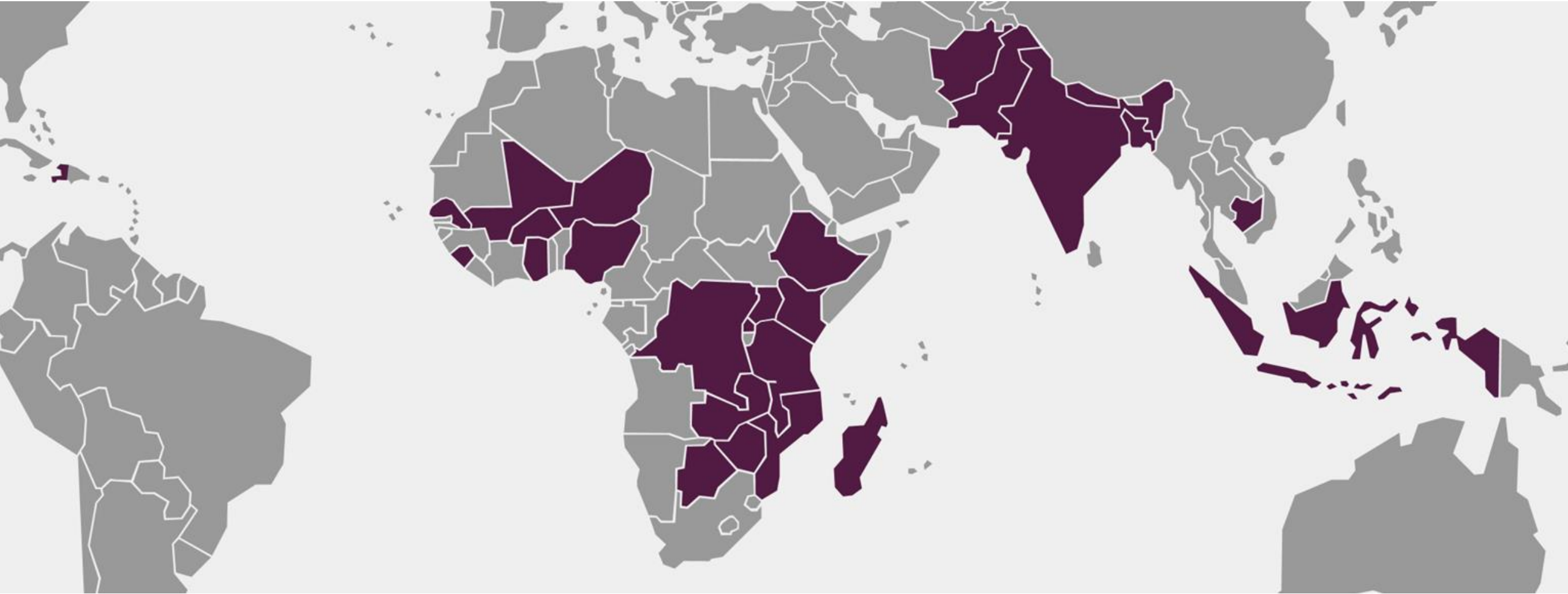
3. Relationship with Mobile Network Operators



4. Custom integrations, features and visualisations

Where do we work?

Offices in 25+ countries and projects possible in 160+ countries



Who do we work with?

120+ organisations have used our services in 2017, including:

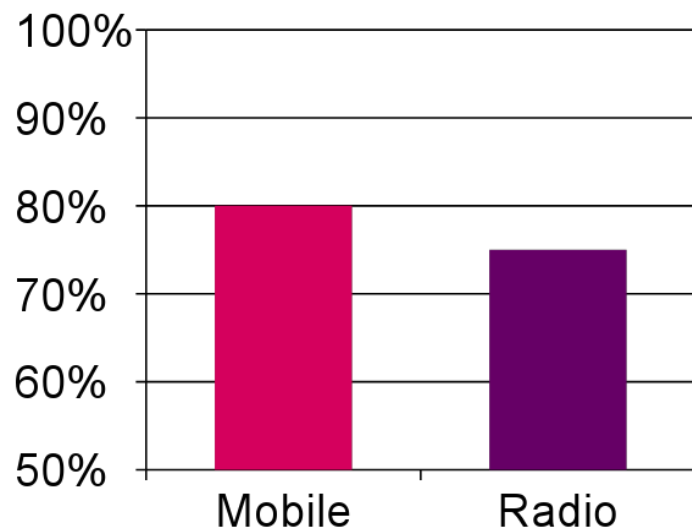


What is the context?

Reach people with the technology they have, in a language they understand

Communication tools owned by households (Africa)

UNESCO & PEW 2016



Access to simple phones vs. smartphones

Do you own a cell phone? Is it a smartphone?

	Smartphone	Cellphone but NOT smartphone	No cell phone
South Africa	34%	55%	10%
Nigeria	27	62	11
Senegal	15	69	17
Kenya	15	67	18
Ghana	14	69	17
Tanzania	8	65	27
Uganda	5	60	34
MEDIAN	15	65	17

More than one quarter of rural population has low levels of literacy (UNICEF 2015)

Close to full voice/text coverage, but only 2 in 5 Africans live under 3G or 4G network (GSMA Intelligence 2016)

How does it work?

On any mobile device

Callers dial a toll-free number, then navigate and listen to pre-recorded audio files in their local language.

> [Let's give it a try!](#)

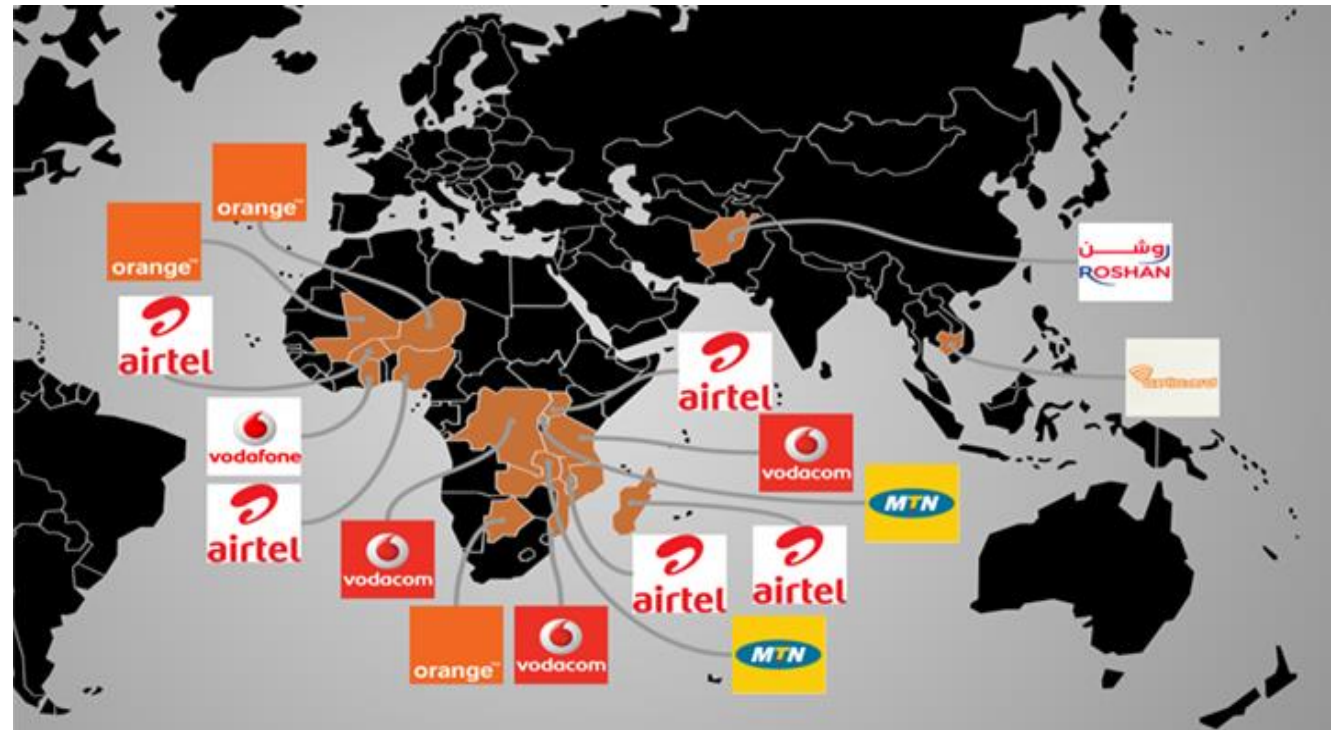


National Hotline: 3-2-1 Service

Internet for people without smartphones

>10 Million queries from >1 Million people per month

- › Free calls & texts, national promotion by the MNO
- › Hundreds of pre-registered audio messages available 24/7
- › Agriculture, nutrition, health, finance, etc.
- › Rich data about callers with access data



National Hotline: Agriculture Service

Reach farmers with on-demand information at a national scale

In Malawi...

- › 100.000 unique users per month
- › Can register for weekly SMS updates: More than 680.000 users
- › 14 value chains (and rising)
- › Profiling by crop, location, gender, age, and more.
- › Sponsorship & referral to agribusiness services

Available 24/7

Several languages

Personalized and geo-referenced Ag advice

Geo-referenced weather news

(updated every 15 minutes, partnership with Earth Networks)

Market prices + market linkages

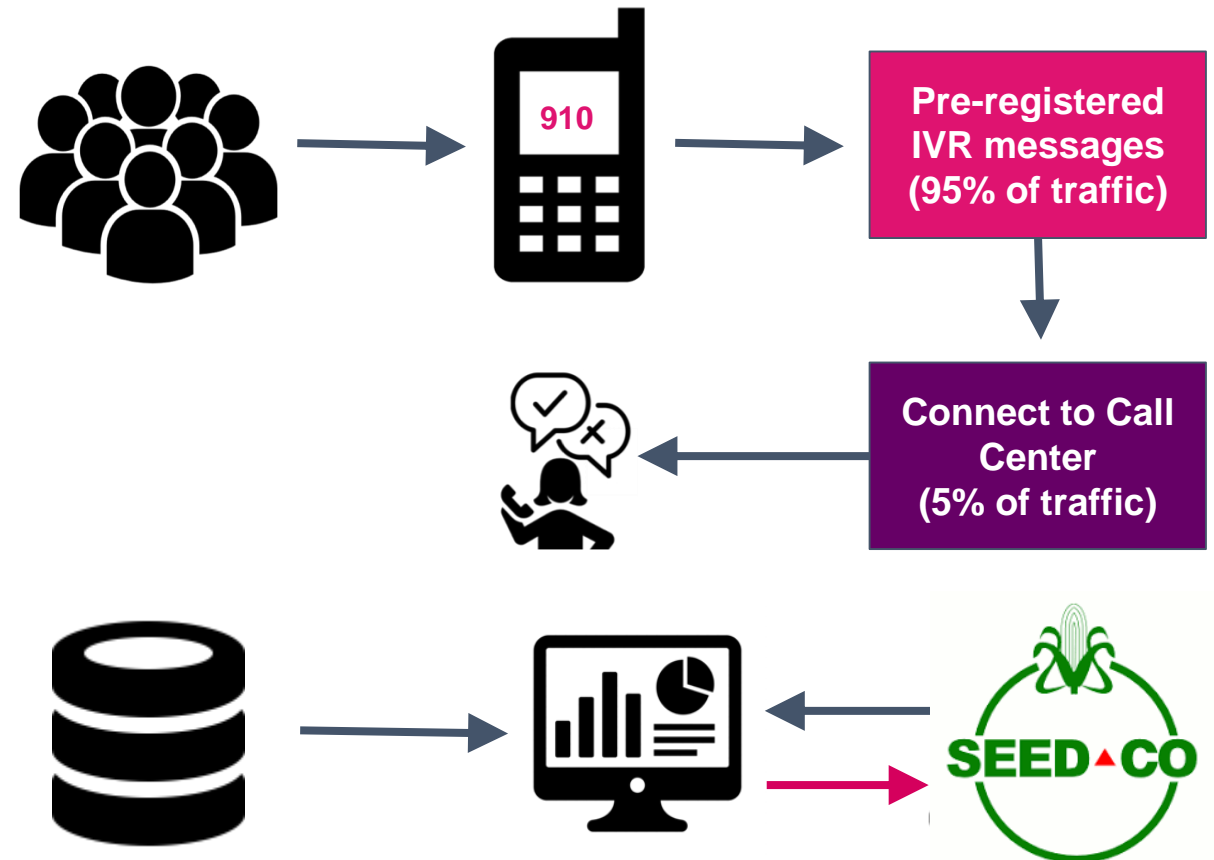
Pull (IVR hotline) + push (SMS updates)

70% of all users have adopted best-practices (Firetail & Aline, M'Chikumbe 2017)

Personalized Hotlines

Answer common questions, promote products, diagnose pest & disease

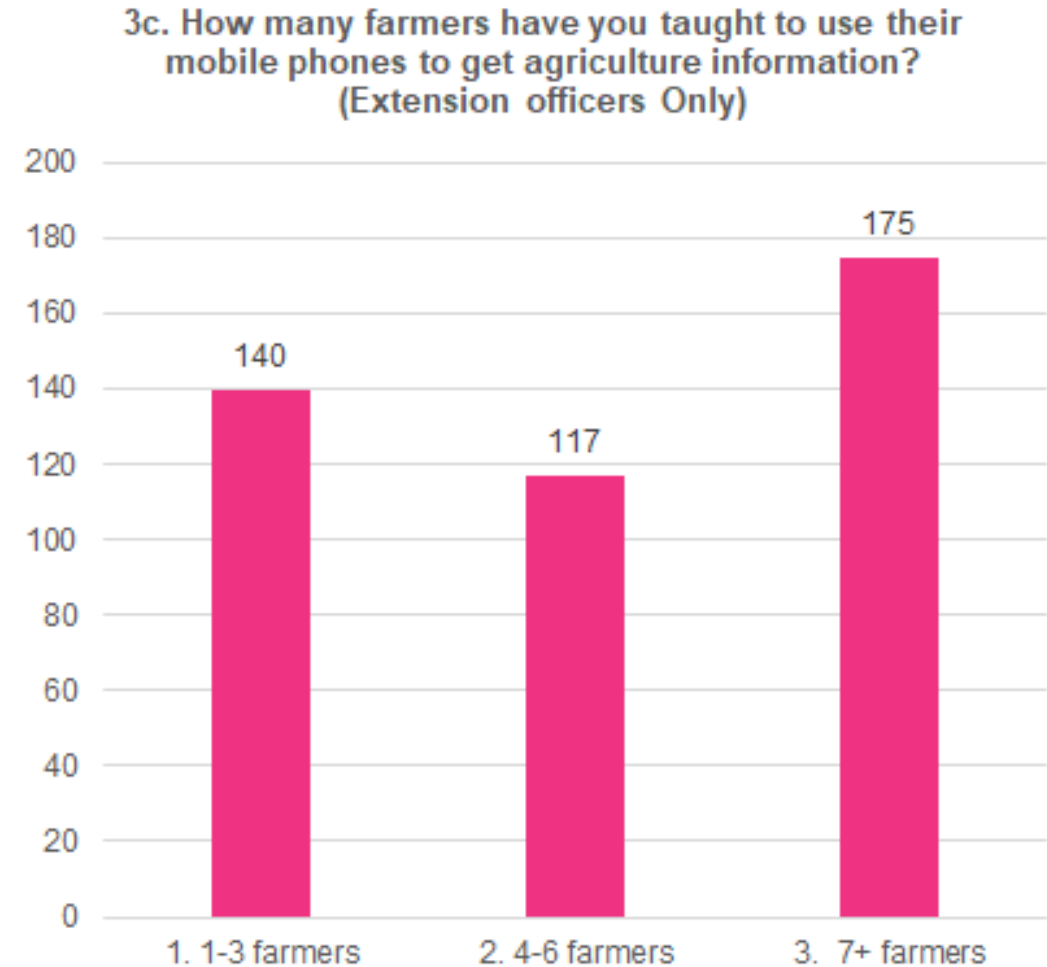
- › Manage your own IVR menu
 - FAQs for your farmers
 - Crop diagnostic tools
 - Product promotion
 - Caller feedback
- › Virtual call center - More capacity with no equipment needed
- › Real-time data analytics & visualizations
- › Operational within 10 days, no installation required



Audio Job Aids

Manage your distributed work force

- › Remote training of extension workers with push/pull messaging
- › Target curriculum by season, geography, or competency
- › Scheduled lessons or available on-demand at a moment of need
- › Quiz recipients to measure retention & adoption
- › Rapid surveying of recipients on field activities & feedback



Dynamic Content: Weather & Prices

Make real-time information available on any device

Link current conditions to actions:

- › Farmer calendars
- › Real-time forecasts & seasonal forecasts
- › Market prices (wholesale & retail)

Jenda July 8th, 2016

Jenda, wholesale and retail buying prices collected on 30th June are:

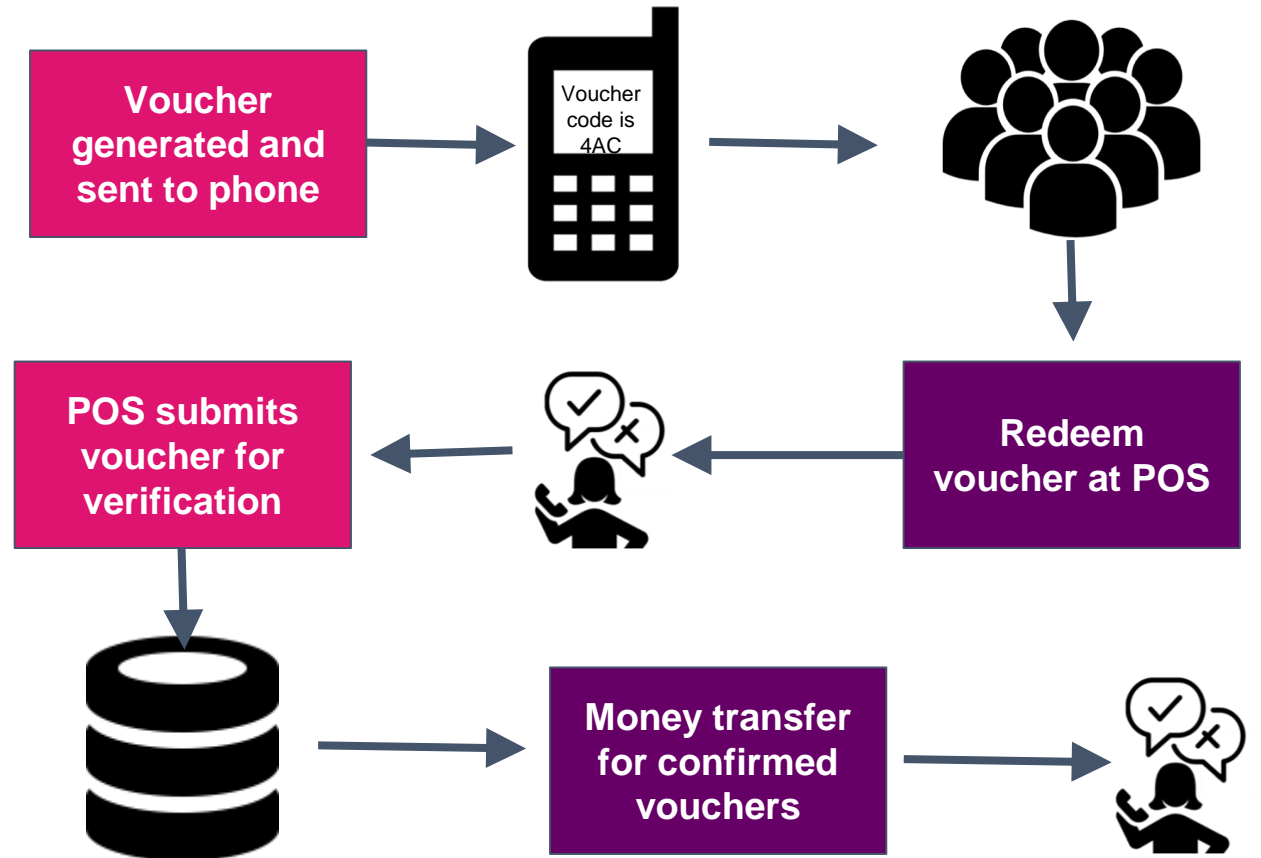
- Wholesale price for White Maize is 190 Kwacha per kilo Retail price is 230 Kwacha per kilo
- Wholesale price for Soya is 250 Kwacha per kilo
- Wholesale price for Black stripped sunflower is 180 Kwacha per kilo
- Wholesale price for Black Sunflower is 170 Kwacha per kilo



E-Vouchers

Digitize and scale incentive systems

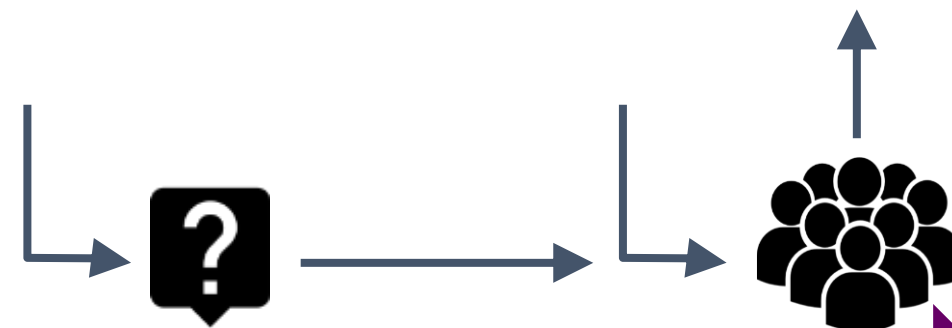
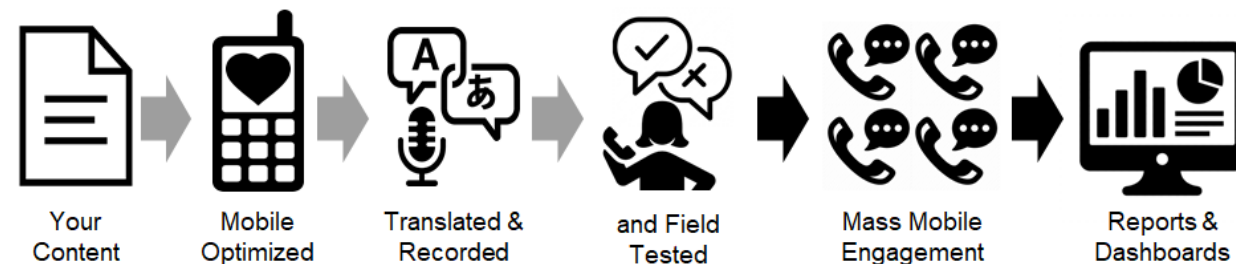
- › Track purchases of products/inputs
- › Verify seed packs
- › Measure ROI of promotional campaigns
- › Eliminate fraud with unique identifiers (digital coupons or customer telephone numbers)
- › Automate payments with payments with mobile money



Mobile-to-mobile surveys

More than 5.000 interviews in one day

- › 95% cheaper than traditional surveys with enumerators and tablets (World Bank)
- › Improve response rates with dynamic user experience and intelligent recalling
- › Same results as traditional household survey, but 5x faster (with WFP in Zimbabwe)
- › Can be automated for regular repeats = efficient panel study



Full data in just a few hours

95% cheaper but 5x times faster