



AGRICULTURE GROWTH NETWORK BUSINESS CONCEPT

Background

Rwanda's agriculture has always been the backbone of Rwanda's development contributing to 35% of the GDP, 70% of the employment opportunities, and 90% of the food security. (world bank, 2018). Despite the fact that it has been the backbone of the country, it has also been the most challenging sector, being not so productive enough, lacking innovations, technology and being practiced by the aging group of 55 years and above in average. This is not a problem to Rwanda alone, despite the fact that 70% of the African land is arable, it only contributes 10% food exports to other continents and is always considered as hungry continent. Therefore A.G.Network came as a youth movement to change their wrong perspective of not engaging into agriculture and to engage academia with social problems mostly in agriculture value chain.

Market failure Agriculture in Rwanda and Africa at large has been practiced by the aging age. In Rwanda, the average population of people practicing this is 55 years and above, this leads to limited innovation, being done traditionally and absence of technology into this sector. This has led to the limited production that has resulted into hunger, uneven distribution between African exports and imports that raise inflation in African economies. The problem in agriculture has been so challenging to governments, NGOs that comes to fight it just because it is surrounded by so many factors that influence its success ie prolonged drought, limited finances, disconnected agricultural markets as well as little knowledge of the people practicing this. Tackling one of this alone has been something that reduces the pain but which doesn't eradicate the problem failure of integrating youth into this golden sector has been the leading factor to its low development.

Project mission statement Helping Small and medium scale farmers increase productivity, quality, and profitability while creating employment opportunities for the youth.

Project vision To become a leading distributor of modern Agriculture practices and provider of access to profitable markets for small and medium-scale farmers in Africa through the power of the youth.

Project objectives

1. **Making agriculture skills of any crop accessible to everyone at affordable prices** Doing productive agriculture requires us to be updated and always run from what other parts of the world are doing. Utilizing technology and IT resources in solving home ground problems.
2. **Making agriculture sweet and engaging for the youth.** Mostly when we hear of agriculture, we just depict a dirty old man or woman holding a hoe for the whole of the day. At the agriculture growth network, we see agriculture as an industry that is so diverse holding all the parts of expertise that everyone can be having.
3. **Connecting academia with small and medium-scale farmers.** It is not true that we should wait for the government or any other non governmental organization to be the one to give us jobs so that we can impact the society we are living in as well as create our own employment opportunities based on the skills we acquired. We should come together and see how we can leverage our skills.
4. **Transforming subsistence farmers into business-oriented farming.** 70% of the farmers in Rwanda grow crops for consumption purposes alone. This problem can be solved by making information about the crops needed on the market and availing technicians and skills to support the farmers produce quality products that meet market standards.

Proposed solutions In order to curb all the above challenges only with one single solution, we came up with agriculture growth network, a network that connects unemployed youth together and trains them into best agriculture practices, agribusiness, bookkeeping and then matches them up with small and medium scale farmers through cooperatives and Non-governmental organization to act as farm managers. Through Agriculture Growth Network farmers have gotten standardized solution of where all the most needed resources for them to prosper are at their door stapes and at affordable price. Through group buying we are able to negotiate with input selling companies to sell at a retail price directly to the farmers. We also introduced to farmers an autosave account where each farmer before enjoying the whole profits, he is asked to save 3% of it so that he can receive insurance cover for

his crops, pay inputs in installments and be able to request for a bank loan without giving out the collateral security. With a day to day coaching and monitoring of crops throughout the whole production cycle of our farmers by farm managers (agromonitors), we ensure to double the production without affecting the quality and secure profitable markets inside or outside the country using our E-commerce platforms and other available markets.

Market segment Our target users are small and medium-scale farmers with a minimum scale of 0.5 hectares of land. These farmers amount to over 3 million in Rwanda alone and they face problems of poor agriculture skills, such as pest management, and crop preservation skills. Their market is limited only to local markets where they sell their crops at a very cheap price due to poor quality. On the other hand, Our customers are buyers who buy crops from farmers such as wholesalers, retailers, and direct customers who buy in bulk.

Our Advantage Agriculture Growth network is a unified environment where farmers and agro-monitors work together in a manner that benefits both of them. Under this environment, the agro-monitors assist farmers to boost their productivity by passing on the agriculture skills they learned. While working hand in hand with the farmers, Agro monitors observe some of the things farmers need of which they immediately notify A.G Network to take action.

Business model

Our business revolves around two business models that have proven to work effectively with other business and puts customer satisfaction at the forefront. The first part of agriculture growth network which involves imparting skills to the youth or anyone who need to learn how to grow any crop. Our online learning platform uses Udemie model. This is where students subscribe for a course that is needed, uptake it in the given subscription period. Each course of ours costs 30 USD and lasts for three months. The crops we focus on in our learning platform is maize, beans, Tomatoes, pepper, cassava and carrots and also courses for livestock mainly pigs, poultry and goats.

The next part of the business that involves connecting our to potential markets uses Market model. This is where we create accounts for our farmers on our E-commerce platform and whatever we sell using our platform we charge 15% on the things that were sold grown under the monitoring of farm managers and 5% on the things we were asked to find clients for alone. We also benefit from the marketing model since our platform is visited by many people to buy products or learn, companies

approach us to advertise on our platforms.

Impact Our target is to transform at least 1000 farmers every year from subsistence farming to agribusiness farming. In the next 10 years, we will have impacted the lives of 15,000 farmers, by helping them increase their productivity and have access to profitable market while creating 12,000 replicating jobs for the youth in entire Africa. This will, in turn, lead to the reduction of poverty and hunger, therefore, boosting economic growth for many African countries.

Our pilot As per now, we have piloted in both countries Rwanda and Zambia, and we have registered 250 farmers who are working with us and also 100 youths who are undergoing the training as well as working with the farmers.

For more information of what we do and updates of what we are undergoing currently, visit our communication platforms. [website](#), [Instagram](#), [Twitter](#), [Facebook](#),
Mobile Phone: +250782665339/+250780749863, and our email address is info@agnetwork.rw.