



Connecting a farmer to a buyer in a single platform



eHaho is a digital marketplace
for agricultural commodities.

We're providing mobile based eCommerce platform that connects farmers to the buyers & bringing closer service providers (Fertilizers, Seeds, Vet services) to the farmers.

A decorative header consisting of a series of overlapping triangles in various shades of green, ranging from light lime to dark forest green, creating a jagged, mountain-like silhouette.

Mission statement:

To build long term relationships between local farmers and agricultural buyers, providing convenience and justice to both groups by driving business through innovation and advanced technology.

Problem statement:



The agricultural sector has historically been the backbone of the Rwandan economy. Agriculture still continues to be the largest source of employment, providing jobs to over 80% of the workforce and contributing 33% of the GDP. However, agriculture has been lagging behind in terms of technology.

Addressable issues

- Getting buyers on time
- Locating crops on the market
- Middlemen cut
- Post harvest losses

Solution

Marketplace

Enabling farmer to sell their produce to a wide network of buyer on the other hand providing flexibility to the buyers to locate crops on market.

Farm inputs ordering

We bring closer service providers to the farmers(Fertilizers, Seeds, pesticide, Vet services) By the use of inputs ordering and delivery options on the platform.

Market price info

We real-time price information and alerts to the farmers to get updated on the commodities price changes to secure fair incomes.



Solution



Predictions

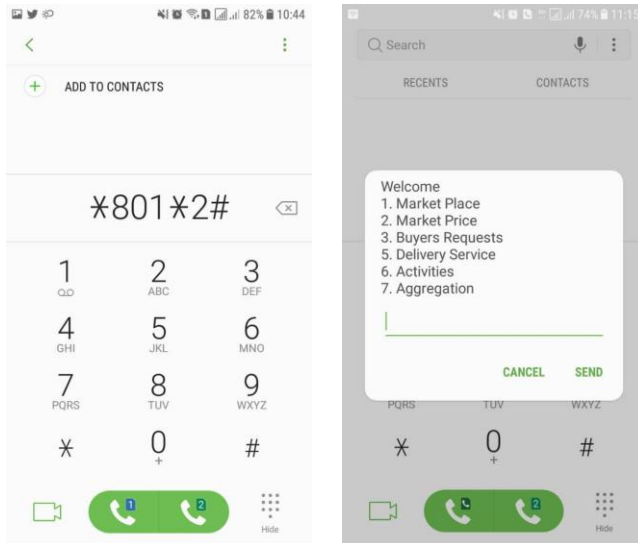
We apply prediction models to estimate farmer's produce on harvest to secure purchase contract and loan qualification.
Data analytics that are relied on to make informed decisions.

Communication Channel

The platform has a mass messaging function that is used to enhance farming information dissemination.
(Communication among cooperative members)

How it works

USSD App



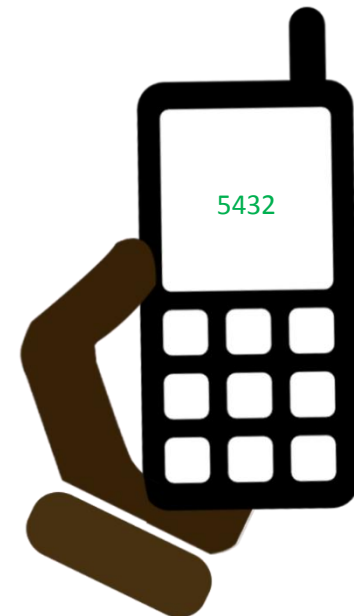
Farmer registration(sms)

Send sms:
*"Register, names,
landsize,"*



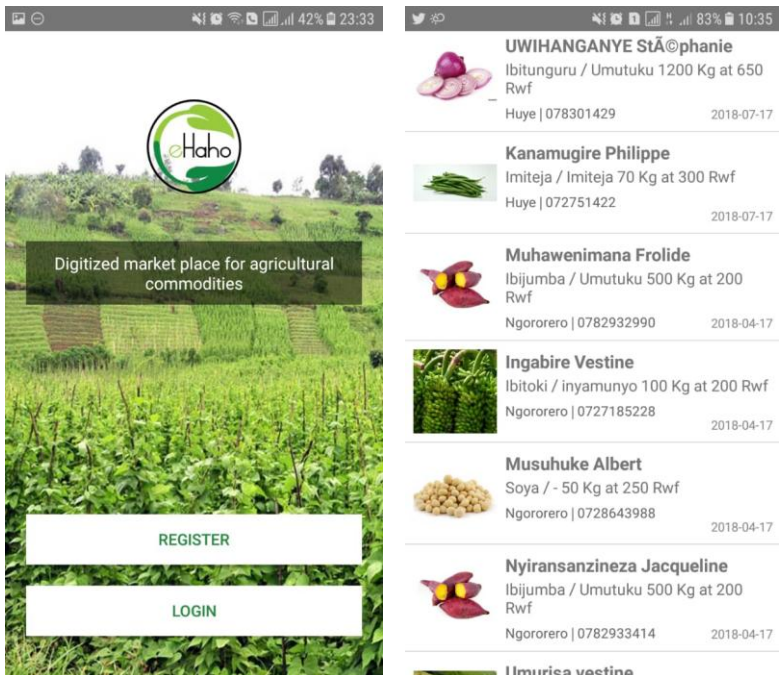
Farmer posting on marketplace

Send sms:
*"Potatoes, kinigi, 200kg,
270Rwf, Musanze,
ibereshi"*

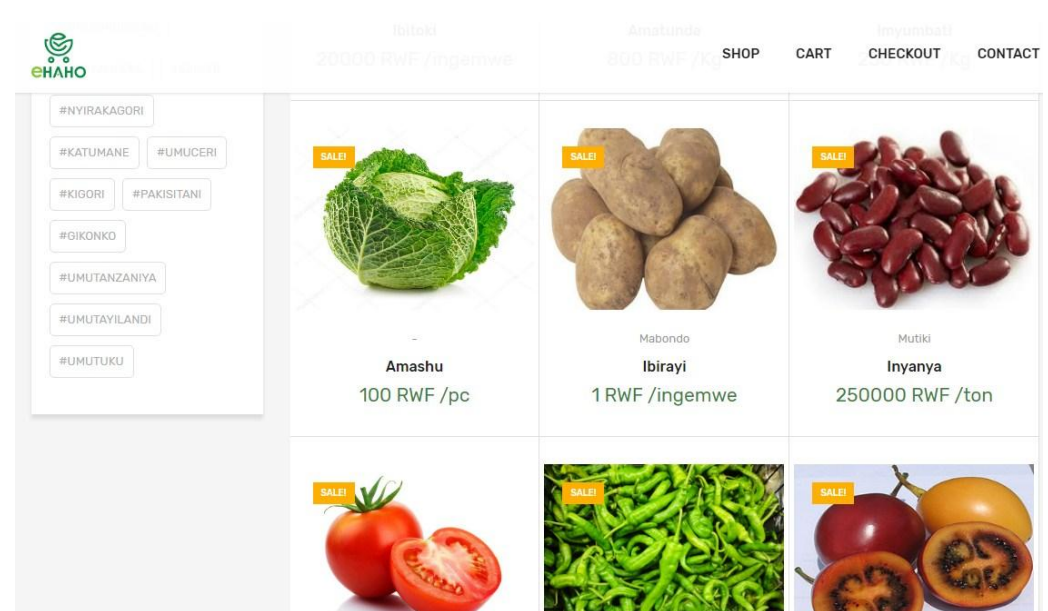


How it works

Android App



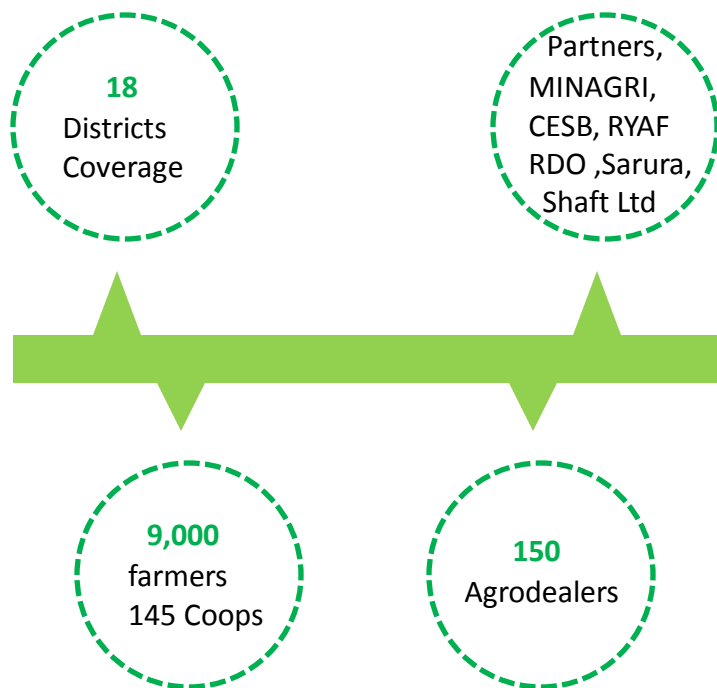
Marketplace posts(web)



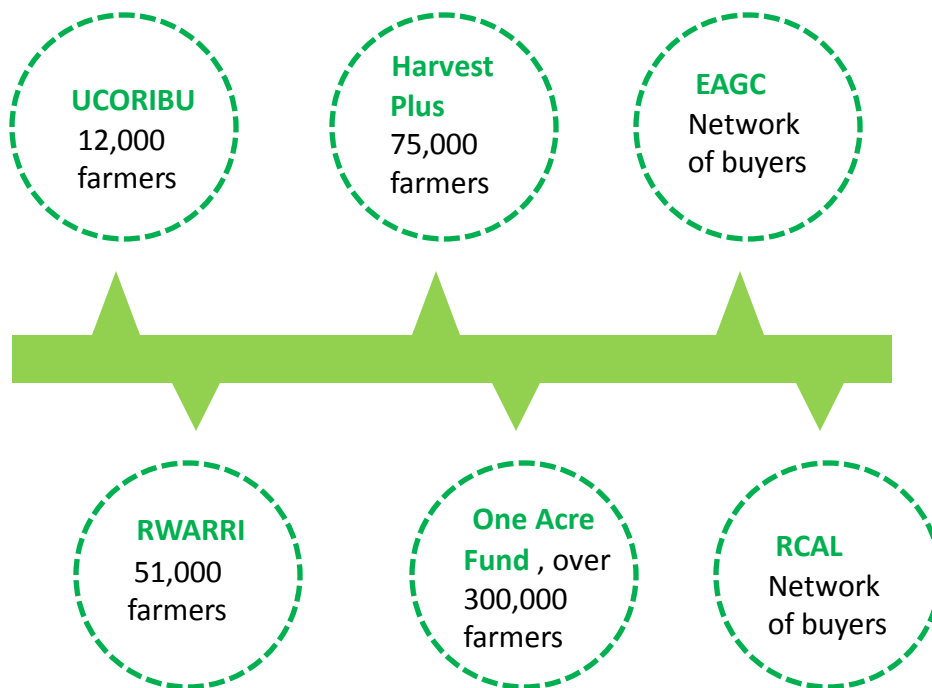
Market size & coverage:

“ A market of more than 2 million farmers “

Current Milestone



Next Milestone



We as well look forward to partner with government institutions like NAEB, MINICOM, RCA,... & PSF

Platform Revenues(Last Year)

Deals	Net Value/Qty	Commissions(RWF)
96 deals	126,640,000	6,332,000(3-5%)
Inputs order & Delivery	740 orders	1,860,000(3000-2000/order)

Revenues proyections(12 months)

On going order supply(to one Exporter client)

Product	Qty/wk	Profit/delivery(3%)
Maize	30 tons	\$260 - \$560
Beans	30 Tons	\$319 - \$600
Farm Inputs	50 orders	\$319
Revenues/Month		\$3,592 - \$5,916
Revenues/Year		\$43,104– \$70,992

Next Investment Plan

Logistics/delivery
(Trucks renting &
Partnership)



- More profit
- Farmer price increase by 20% -30%
- Reliable

Field Agents for
Quality Check &
Produce upload



- Quality check devices
- More field coverage
- Farmer assistance

Market &
branding



- Awareness
- User guide
- Brand visibility

eHaho
Agents



- Aggregation centers
- Retail shop for walk-ins
- Quick order & delivery
- Referral

Team



Platform
Expansion



Partnership Needed



As an eCommerce platform for Farm Produce, it is never easy to tell the quality of the produce by looking at produce, we usually face a challenge of quality assurance and this is a common check every buyer wants to verify before making any order.

Normally we take pictures and upload on the platform to confirm the quality however this is not sufficient to confirm food quality, be farmers don't have other ways to check this and give the real information to the buyer in time.

We are interested in Partnerships with any interested Japanese Company that Manufactures or Supplies Quality Check devices that would be supplied to farmers and aggregation centers to capture some quality data. For instance, devices that would measure Humidity, dryness, Grade,..for cereals like maize or other cereals.

Customer segmentation

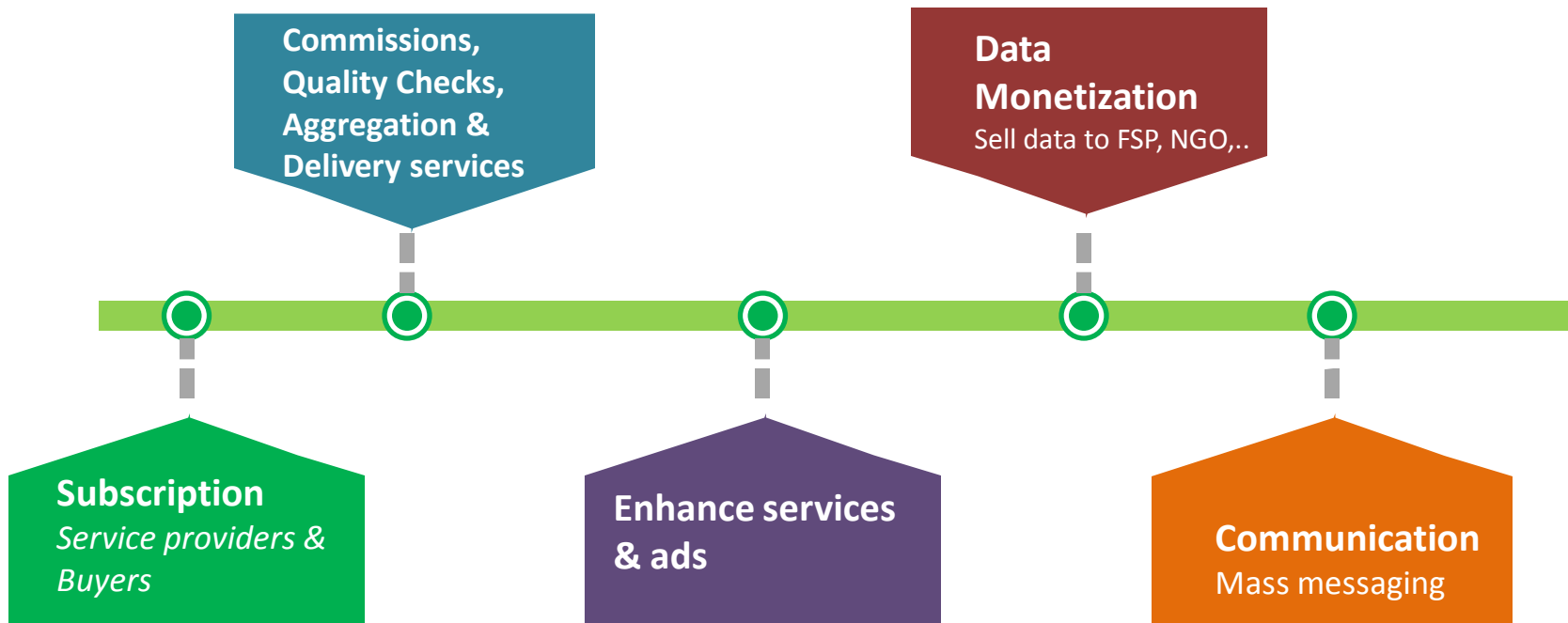
- Farmers
- Buyers
- Agrodealers & Vet services
- Extensions service providers
- NGO
- Government institutions
- Financial service providers

Marketing Channels

- Through Field officers/Agents
- Through partnerships
- Social media and website
- Company awareness(Road shows with Partners and Ex)
- Exhibitions
- Applications(Web, SMS, USSD, Android/iOS), website...
- Radio & TV adverts
- Branding & Promotional materials

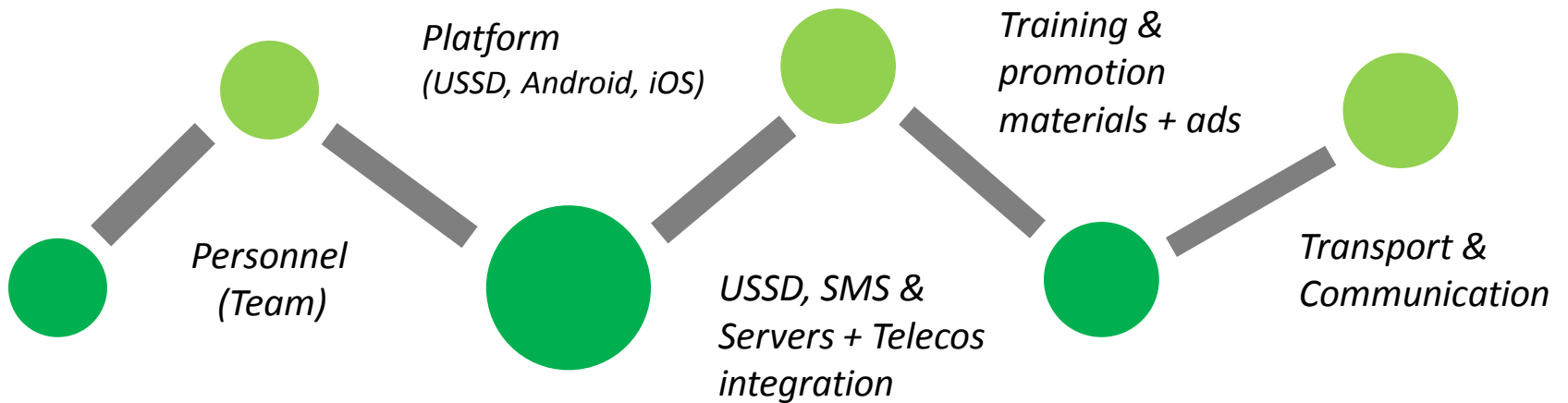
*Currently we have a partnership with the Ministry of Agriculture and Animal resources **MINAGRI**, in which our services get aired through Radio Rwanda Agriculture programs, we also have access to its Call center where we respond to farmer queries related to market access and help them to upload their produce on our eCommerce platform*

Revenue Model



Our revenue channels are: sales commission, Quality check & Control, delivery service, service subscribers, target marketing from service providers, data monetization and mass messaging

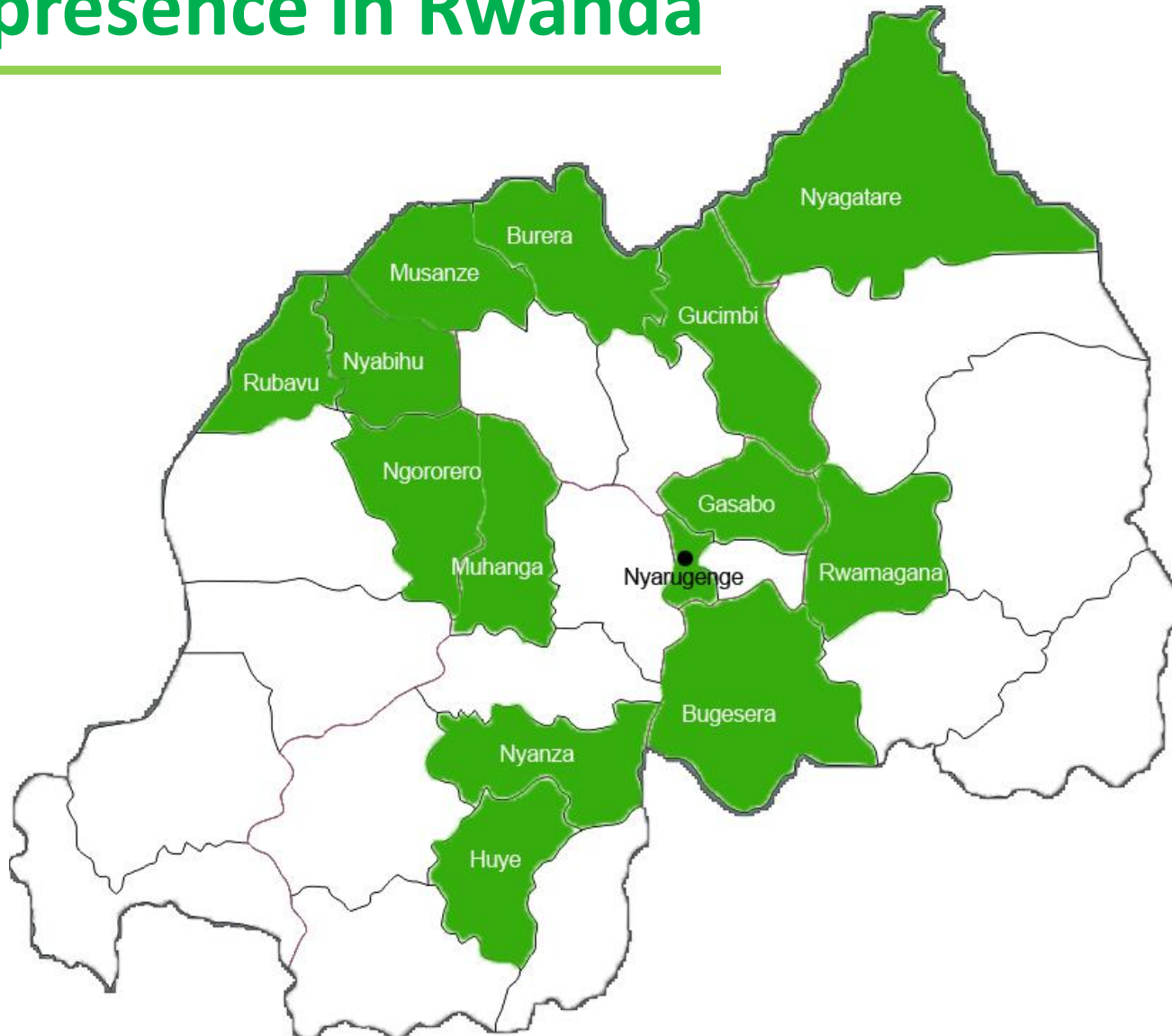
Key Resources



The Team

Staff	Number of staff
Full time developers	3
Part-time developer	3
Marketing and Sales	2
Finance	1
Full time Accountant	1
External Financial advisor	1
Interns(Field staffs)	12

Our presence in Rwanda



Recognitions



ict4ag 



Best ICT & Innovation Made In
Rwanda Expo - 2018

Innov8Agriculture
Challenge

2018



THE TONY ELUMELU
FOUNDATION
ENTREPRENEURSHIP PROGRAMME

2018





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