



Generation Africa Fellowship Program 2024

IMPACT STORIES



Startup: Mad'Arom
Country of Operation: Madagascar
Email: andriatsitohainah@gmail.com
Website: www.madarom.net



Solution: Trains small producers in Madagascar to cultivate aromatic plants within agroforestry systems, such as spices, fruit trees, and shade trees. Collects these plants to produce essential oils for export or local industries, aiming for high-quality and quantity.



Goal beyond the program: Continue scaling the business, improving operational efficiency, and expanding into new markets



Andriatsitohaina Hasina Henintsoa

“The program helped me refine my scale-up strategy by providing valuable insights and frameworks. It also gave me a fresh perspective on how to approach my short-term objectives more effectively, allowing me to prioritize and align them with my long-term goals.”

“The most transformative part of the Generation Africa Fellowship Program for me was having a dedicated mentor to share my business challenges with. Having someone who not only listened but also suggested practical solutions and helped me navigate through these challenges made a huge difference. This support enabled me to address key obstacles in my business, find new approaches, and ultimately strengthened my problem-solving abilities. It created a space for collaboration and constructive feedback, which was invaluable in my personal and professional growth.”





Startup: Tanzania Viable Farms
Country of Operation: Tanzania
Email: mcrescentia86@gmail.com
Website: tanzaniaviable.com
Socials: [X\(Twitter\)](#)



Solution: Use advanced methods such as tissue culture technology and apical cutting for high-quality potato seed production



Goal beyond the program: Expanding market reach, enhancing the training programs for farmers, and securing funding to scale our initiatives.



Crescentia Mushobozi

“The program has enabled me to define my solution more clearly by helping me identify my target audience and understand their specific needs. It has shaped my niche, allowing me to differentiate my offerings from competitors. Additionally, I've gained valuable insights into effective marketing strategies and delivery methods, which have refined my approach to reaching the market. This comprehensive understanding has positioned me to create a more impactful and sustainable solution that resonates with my customers.”

“The most transformative part of the program for me was the masterclasses and the opportunity to discuss problems with my fellow entrepreneurs. Hearing their experiences made me realize that I am not alone in facing challenges. This shared understanding fostered a sense of community and provided valuable insights, empowering me to approach my own challenges with renewed confidence and innovative solutions.”





Startup: Dudu Masters
Country of Operation: Kenya
Email: muthikejannifer@gmail.com
Website: dudumasters.com
Socials: [X\(Twitter\)](#)



Solution: Converts organic waste into sustainable farming inputs like Kijanni Vermicompost and insect farming kits, boosting agricultural productivity and environmental sustainability for small-scale African farmers.



Goal beyond the program: Offering insect farming turnkey solutions across Africa.



Jannifer Muthike

“Through the program support to attend the AFS 2024, I met and connected with two clients in Cameroon that we are collaborating on the insect farming business.”

“The Fellowship program facilitated an Industry site visit, in Arusha, Tanzania hosted by Bayer. I got to learn first-hand how to go about the farmers' training which was quite an eye opener for me.”





Startup: Mbeu Yedu

Country of Operation: Zimbabwe

Email: donaldmudenge@gmail.com

Website: mbeuyedu.com



Solution: Digitizes Community Seed Banks, providing smallholder farmers access to diverse seeds, agronomic information, market linkages, and financial inclusion through decentralized finance (DeFi) protocols



Goal beyond the program: Grow the business and expand beyond Zimbabwe borders



Donald Chainda Mudenge

“

The investment readiness support enhanced my skill development and personal growth as an entrepreneur. The practical knowledge and the hands-on advice was instrumental in that it can be applied to real world scenarios. I was able to change my investment approach and how I structured my equity which led to better deals for the company.”

“

The [peer to peer] sessions have impacted me in that the sessions promoted critical thinking, cultivated my collaborative skills, was able to get diverse perspectives and increased my overall motivation.”

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Startup: Sesi Technologies

Country of Operation: Ghana

Email: isaac@sesitechnologies.com

Website: sesitechnologies.com



Solution: Provides affordable in-house agritech solutions to help african farmers reduce post-harvest losses, improve productivity, and enhance food security



Goal beyond the program: To streamline our business, make some tough decisions and put ourselves in the position to be profitable soon.



Isaac Sesi

“The program helped us identify gaps in our team and HR processes, and develop a framework with which to get the most of our team.”

“The international go to market strategy that we worked on together in the program has become the framework with which we are using to find distributors for our products internationally.”



Startup: Radava Mercantile
Country of Operation: Kenya
Email: oadeti89@gmail.com
Website: radava.co
Socials: [X\(Twitter\)](#)



Solution: Connects African smallholder farmers to financial markets through a digital commodity exchange platform, and provides access to secure warehouse and alternative financing solutions.



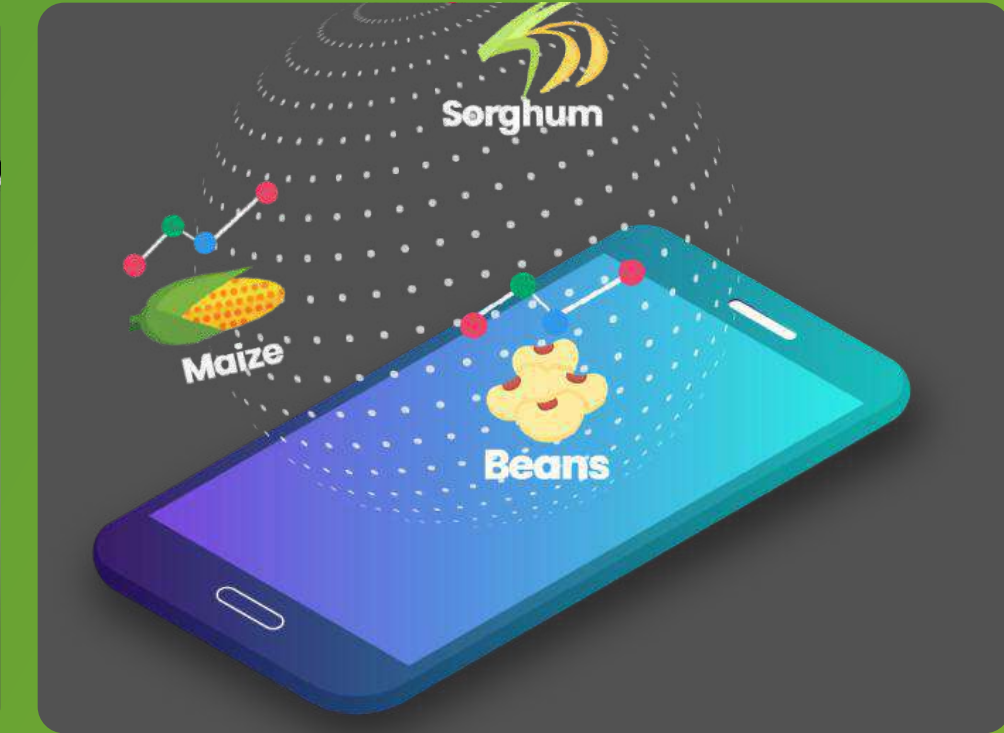
Goal beyond the program: Grow the team and expand market reach



Josephine Adeti

“Through the coaching sessions, I have revised my business plans and now have a clear growth strategy that is investor-ready.”

“From the support, we developed a marketing strategy that has already led to preliminary discussions with potential partners. Furthermore, I have increased my level of confidence in meeting and engaging with investors.”



Startup: Pollen Patrollers
Country of Operation: Kenya
Email: pollenpatrollers@gmail.com
Website: pollenpatrollers.com
Socials: [LinkedIn](#)



Solution: Combats bee colony collapse with IoT-enabled hive monitoring systems, using AI to enhance bee health, optimize pollination, and promote sustainable agriculture in Africa.

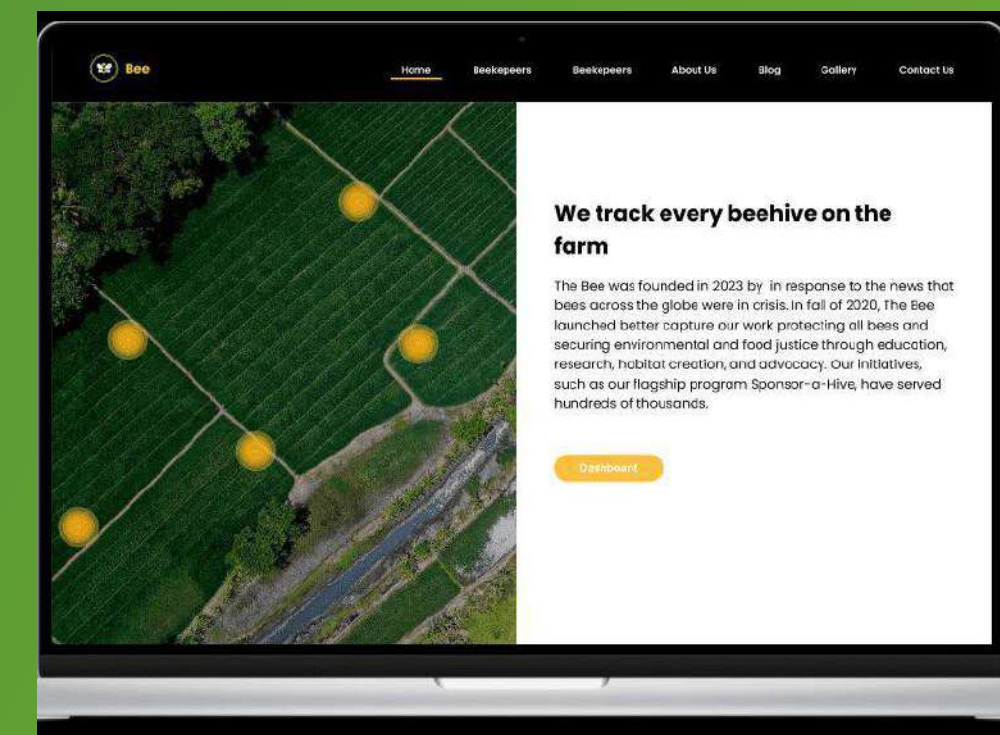
Goal beyond the program: Scale our solution and approach investors



Margaret Wanjiku

“*The coaching sessions have helped me to improve our customer payment model, and as a result, we have seen a 20% increase in our profits.*”

“*The leadership masterclass has shaped the way I lead my team now, understanding that everyone has an important role to play in the company and that we are equally important despite our positions.*”





Startup: Eco-friendly Rechargeable Incubator

Country of Operation: Sierra Leone

Email:mdainbaquee@gmail.com



Solution: Develops eco-friendly rechargeable incubators, processes locally sourced animal feed, breeds crossbreed chickens, and produces organic fertilizers, advancing sustainable, cost-effective, and environmentally friendly poultry farming



Goal beyond the program: Expand market reach and enhance product offerings.



Martin Dainbaquee

“The most transformative part of the program was the coaching sessions. Engaging with experienced leaders offered fresh perspectives and practical advice that challenged my thinking. Their guidance helped me overcome obstacles and refine my approach, instilling greater confidence in my abilities and a clearer vision for my venture’s future.”

“I implemented a more structured strategic planning process and revamped my marketing approach based on the coaching. As a result, I’ve seen a 30% increase in customer engagement and improved sales figures.”





Startup: AfriCereal
Country of Operation: Benin
Email: mayadohou@gmail.com
Website: www.africerealgroup.com
Socials: [X\(Twitter\)](#) | [LinkedIn](#)



Solution: Empowers African farmers by integrating services through its AppCereal mobile app, offering training, mechanization, input supply, storage, and transportation. The platform streamlines operations with equipment rental, block-chain based traceability, and data tools for weather and pricing, boosting productivity, reducing post-harvest losses, and increasing farmer incomes.



Goal beyond the program: Capture a targeted market share of 4%, and strengthen our local presence by providing quality services and establishing partnerships with farmers.



Maya Dohou

“All parts of the program were transformative, offering specialized knowledge that had a real impact on Africereal. I particularly benefited from the coaching sessions, where I was guided to focus on specific areas of my business, including marketing and pitch refinement. Additionally, networking during the summit allowed for meaningful connections.”

“The coaching sessions revealed that I needed to streamline our business operations by focusing on one main activity and introducing others over time. This advice helped us focus our marketing efforts and refine our pitch deck, making it more appealing to potential investors.”



Startup: Achievers Foods
Country of Operation: Ghana
Email: acfoodsltd@gmail.com
Website: achieverfoods.net



Solution: Empowers smallholder women farmers to cultivate climate-adaptive turkey berries, transforming them into organic teas, powders, and juices that combat anemia, promote nutrition, and enhance food security.



Goal beyond the program: Access new markets and raise funds



Millicent Agidipo

“The program has given visibility to our work and also given us the opportunity to network and share our views to shape Africa's food systems.”

“The industry site visit showed me how to build meaningful engagement with smallholder farmers and have a lasting impact on their livelihoods.”



Startup: Biomassr Ltd

Country of Operation: Egypt

Email: omar@biomassr.com

Website: biomassr.com

Socials: [LinkedIn](#)



Solution: Transforms organic waste into renewable energy and fertilisers while promoting sustainable farming. The Rafik app connects farmers to waste management, clean energy, and fertiliser suppliers, empowering women to grow and sell organic products locally and globally.



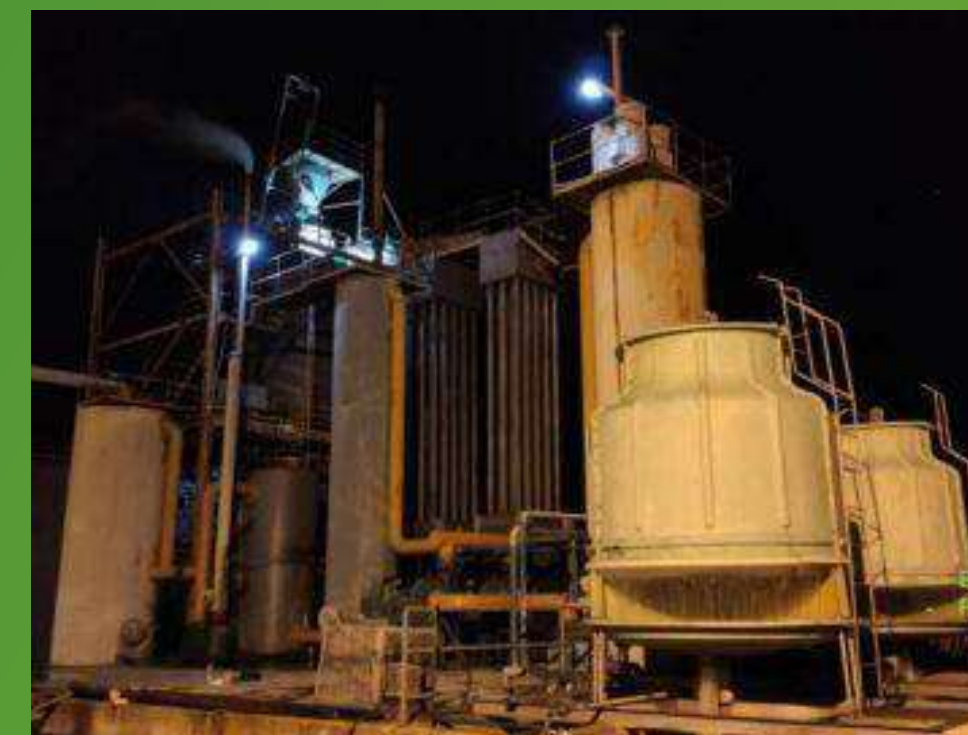
Goal beyond the program: Work towards scaling our solution and product across borders



Muhammad Omar Barakat

“The industry visit was inspirational as we witnessed how large organizations work with farmers. this is a model that we will try to replicate as we scale our solution.”

“The support to attend the AFSF 2024 was beneficial - we were able to connect and engage with new clients to export our products to.”



Startup: Patvention Limited

Country of Operation: Kenya

Email: patvention@gmail.com

Socials: [X\(Twitter\)](#) | [LinkedIn](#)



Solution: Repurposes plastic waste into durable, pest-resistant beehives, empowering farmers, especially women, through training to adopt modern beekeeping for better pollination, crop yields, and bee product production.



Goal beyond the program: Market expansion to other countries



Patrice Wachira

“Engaging with my coach was very transformative, I have refined my business model and improved my pitch deck and this has improved my engagements with stakeholders and investors.”

“As a result of refining our business model and introducing a new product line - venom collecting devices, we are witnessing 139% increase in sales.”



Startup: Rhea

Country of Operation: Kenya

Email: info@rhea.africa

Website: www.rhea.africa

Socials: [LinkedIn](#)



Solution: Empowers farmers with IoT soil analysis tools and workshops, enabling sustainable farming and optimized crop yields through real-time soil data



Goal beyond the program: Solidify our offering and impact more farmers



Priscilla Wakarera

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The industry site visit allowed us to visualize how other companies that have built large corporations in Africa and work directly with farmers and learn from them in terms of customer acquisition strategies and in amplifying our value proposition.”

“

We have been able to grow internally by streamlining our processes, and have also worked on our financial data and have gone through investment readiness support that has allowed to open our pre-seed funding round.”

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Startup: eAgro

Country of Operation: Zimbabwe

Email: ronaldchikwereti@gmail.com

Website: eagro.co.zw

Socials: [X\(Twitter\)](#) | [LinkedIn](#)



Solution: Empowers smallholder farmers with AI-driven tools like CropFix for diagnosing crop issues and alternative credit scoring to enhance financial inclusion, boosting productivity and resilience.



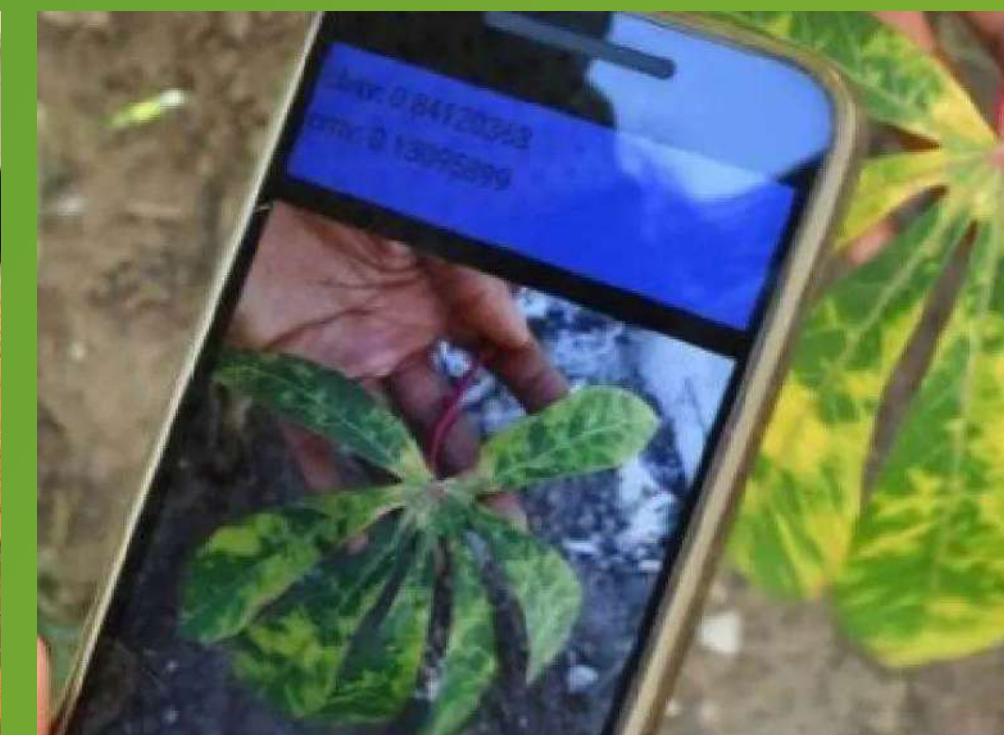
Goal beyond the program: Scale our solution and impact more farmers



Tafadzwa Ronald Chikwereti

“The fundraising and pitching sessions opened doors we never had access to, helping us raise USD 200,000 and actively pursuing further growth funding.”

“The program has been instrumental in transforming our team management, hiring, and fundraising strategies. The support has helped us achieve milestones that seemed out of reach for us before.”



Startup: Farmavi Agro
Country of Operation: Nigeria
Email: farmaviagro@gmail.com
Website: farmavi.com.ng



Solution: Upcycles agricultural and wood waste into mushrooms, biofertilisers, and animal feed, addressing poverty, malnutrition, and climate change while creating jobs for women.

Goal beyond the program: Create more synergies and partnerships for the business.



Rashidat Ayoola Oluwafemi

“*For me, the leadership masterclass has helped me change my leadership approach. I pay attention to my workers and understand their needs and wants. I have also curated a program for team bonding which enables us to connect deeply to our roots for good working relationship.*”

“*The investment readiness support opened my mind to the fact that investors will invest in your business as far as you have a great offering. I also learned that data and record keeping is an essential part of investment readiness.*”



Startup: eSusFarm Africa
Countries of Operation: South Africa, Eswatini, Uganda, Nigeria
Email: ronaldchikwereti@gmail.com
Website: esusfarm.africa
Socials: [X\(Twitter\)](#) | [LinkedIn](#)



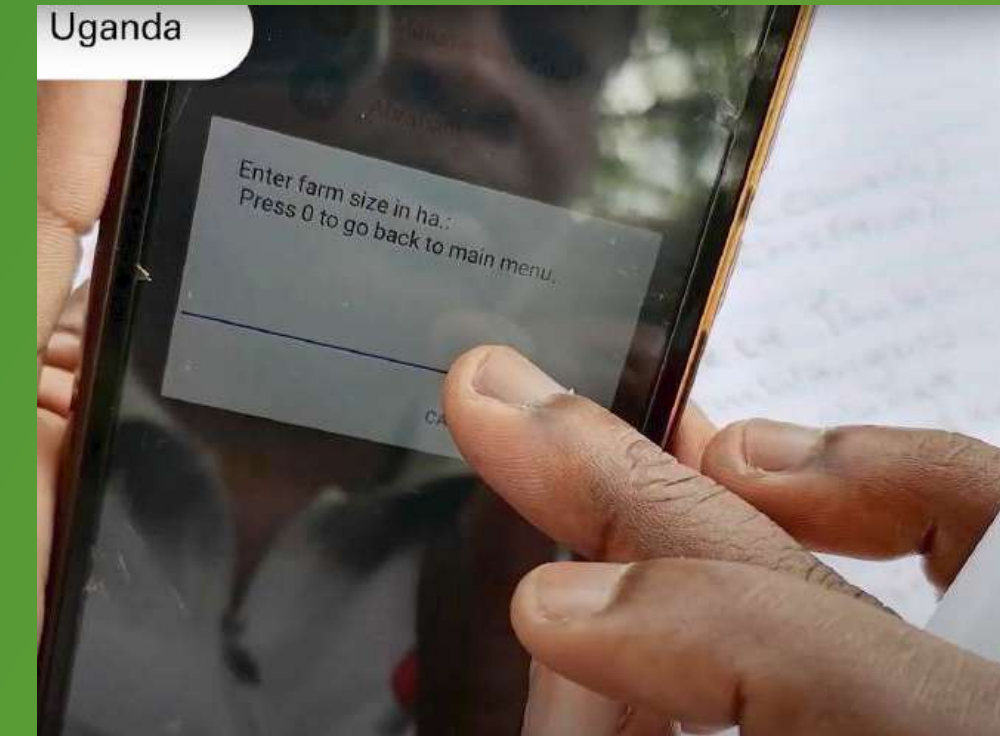
Solution: Empowers smallholder farmers with tools and insights to boost productivity and financial sustainability using blockchain, mobile money, and data analytics.

Goal beyond the program: Increase partnerships with at least 3 international firms involved in agriculture to further expand our pilots



“ We learned a lot especially about how to create demand for our products in rural areas through targeted and personalized marketing activities that include locals and appreciate local culture. ”

“The program support to attend AFSF 2024 was very helpful because we were able to meet our two of our potential partners and learned what their pain points are. ”





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