

Introduction

Kitovu is a social enterprise that uses data to eliminate guesswork and supply chain inefficiencies from African Agriculture. Our objective is to reduce income inequality among smallholder farmers who make up 75% of all people living on under \$1 a day by enabling them make more money off their farms through increased yields and guaranteed access to markets. We do this by providing an end to end solution for smallholder farmers that enables even the most excluded of them access quality inputs through inputs financing.

Strategy for Measuring, Addressing, and Communicating our Impact

We are very deliberate about the effect our work has on our users; especially smallholder farmers who live in distant pocket locations. As such, we track and measure our impact. To measure our impact, we first take a baseline measurement of farmers in every community we deploy our services in; from average yield achieved, average daily income, and relative ease of access to markets. We then build on that, using those baselines as indicators to signpost what we are solving for, with clear metrics developed to track our progress. Improvements made are recorded and communicated through all our channels, demonstrating our progress and aligning our objectives with what impact funders look out for.

SOCIAL IMPACT STATEMENTS

1. Kitovu Technology Company is committed to raising the income levels of farmers who will work with her, from \$1 per day to at least \$3 a day within two years. We project that we would reach about 2.9 Million farmers in ten years.
2. Every year, Africa loses \$4 Billion to post harvest losses because 40-60% of all commodities produced are lost. We hope to cut down post-harvest losses by 20% in the next ten years by ensuring that farmers grow crops that commodity buyers require in the correct specifications, so as to guarantee off take.
3. Youth unemployment in Nigeria is 63% of all unemployed people; Kitovu is committed to creating 1 million new opportunities for young people in agriculture through our Kitopreneur initiative as well as enabling youths to use our platform to provide services like spraying and equipment leasing for farmers.

Indicators We Measure

Average yield per Hectares

Average daily living income

Prevalence of people living on under a dollar a day

Prevalence of youth unemployment

Metrics

At Kitovu, metrics are very important to us, as they are not only reflectors of the impact our project has on the people we serve; they also help us know how far along we are towards meeting our objectives. These are user, financial, and impact metrics. They include:

User Metrics:

Number of communities reached per month
Total Number of field agents onboarded per month
Total Number of smallholder farmers onboarded per week
Total Number of paying commodity buyers
Total Number of Farmer Based Organisations onboarded per month
Number of commodity buyers onboarded per month
Total Number of smallholder farmers reached
Volume of commodities aggregated by field agents per week
Total Number of field agents onboarded

Financial Metrics:

Revenue generated by Field agents/Week
Average revenue per farmer
Value of commodities supplied per week
Value of FarmPack sold per week
Value of FarmSwap sold per week

Impact Metrics:

Average yield per Hectares
Average daily living income
Percentage Reduction of Post Harvest Losses per Farmer