



**Digitalisation of agriculture as a way to
enable/boost local food production**

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Framing Agriculture: the context

Agriculture is a significant driver of most African economies yet productivity remains poor; there is a substantial commercial and pro-poor opportunity to change this.

65

% employment of the African labour force

60

% of the world's unused arable land

23

% of Africa's Gross Domestic Product

7

est. % of SHFs linked to formal value chains (CTA)

20%

African smallholder yields vs. global average (FAO)

FARMER DATA

77m Agri Households in SSA

13% % using D4Ag solutions

\$2.5b Total Addressable Market for D4Ag (2018)*

\$120-160m Estimated sector revenue (2018)*

2-5% % of SSA SHF market accessing credit

\$11b Unmet demand for credit by SHF in SSA

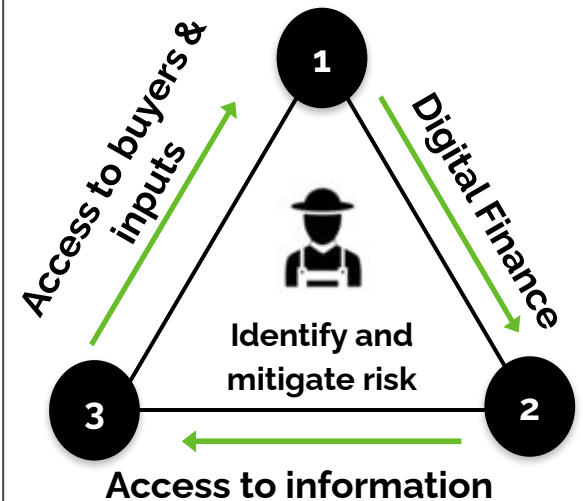
FARMER CHALLENGE

Access to inputs (credit), information, finance and buyers.

SUPPLIER CHALLENGE

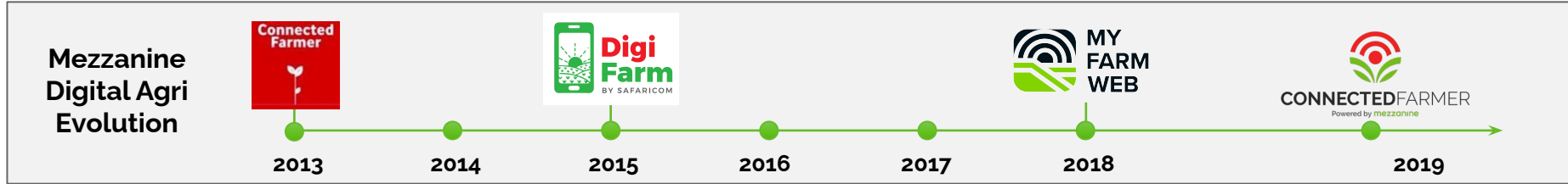
Access to the channel and to data to inform product & service design, pricing and decision making.

HOW DO WE SOLVE THIS?

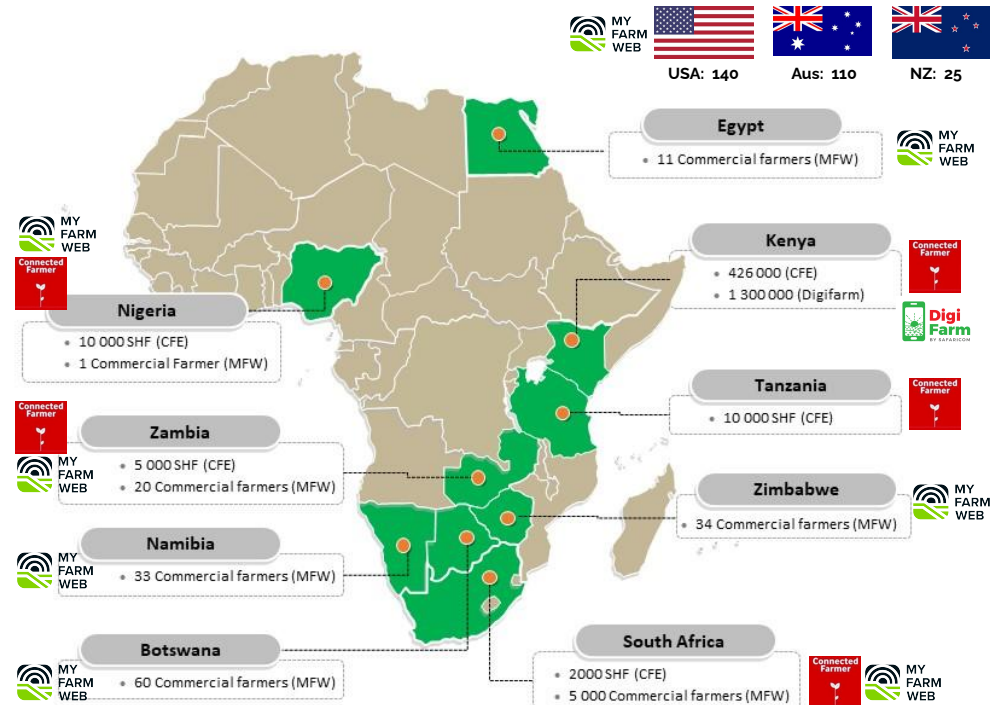
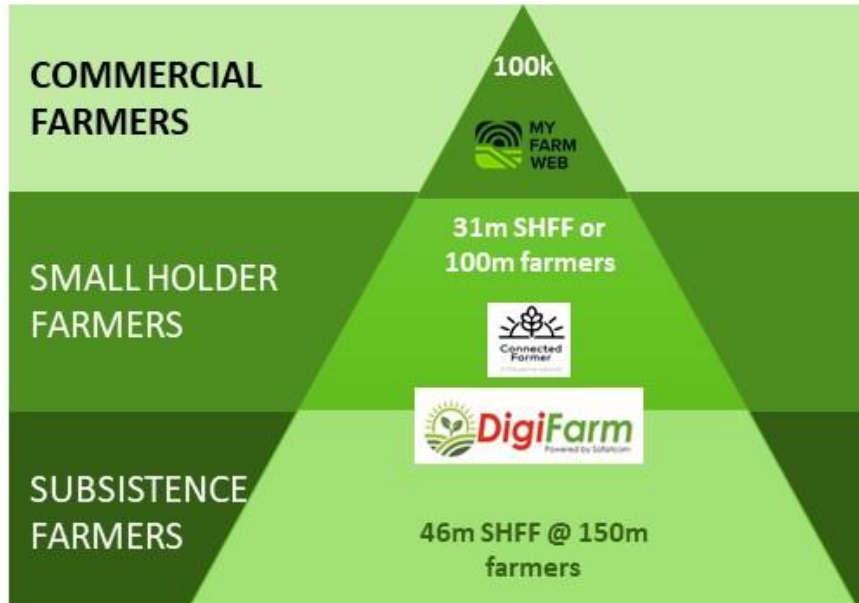


Mezzanine's Agriculture Journey: evolution

Mezzanine is evolving towards marketplace offerings (B2C2B) to complement its B2B 'closed user group' SaaS business models. We utilise an open architecture platform to provide services to all key segments of the market (1) Commercial: 6 000 farms totalling 2m Ha across 5+ countries (2) SHF & SSF: 1.8m registered across 5 countries.



Segments & Size



Business model evolution

Evolution towards a B2C model: provide surplus value to farmers to create a network effect to attract participating enterprises; we will monetise transactions flows between actors.

