



# Discussion on Innovation

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Global Index  
Insurance Facility



DAKAR2017  
Global Index Insurance Conference





## NORTH STAR

myAgro's North Star is to work with 1 million smallholder farmers (supporting 10 million family members) by 2025 to increase their income by \$1.50 per farmer per day to move out of poverty.







**MYAGRO'S INNOVATION IS A PACKAGE OF SERVICES  
DESIGNED TO INCREASE FARM YIELDS AND PROFIT.**







## INNOVATION

### › Farmers can Self-Finance

Farmers have small amounts of cash throughout the year, but lack a safe place to save their money.

### › Financial Tool: Mobile Layaway

myAgro helps farmers use their own cash to save up for seeds, fertilizer and tools using what they already have - their mobile phone.







## Mariam Sacko

- Joined myAgro in 2013, started saving \$8/season
- In 2016, invested \$100 in her peanut farm
- Family used to sell off an animal each year to pay for food





"Since joining myAgro, I have been able to help pay for four more cows."

Broulaye Samake, Mali







On the left, Sekou stands in his traditional maize field, planted manually.  
On the right, his myAgro field is planted with a myAgro precision planter.







Marion Doumbia in her traditional okra field (left), and her myAgro okra field planted the same day (right). Her myAgro field will bring in additional income of \$75.





## TRANSPARENT + HIGH IMPACT

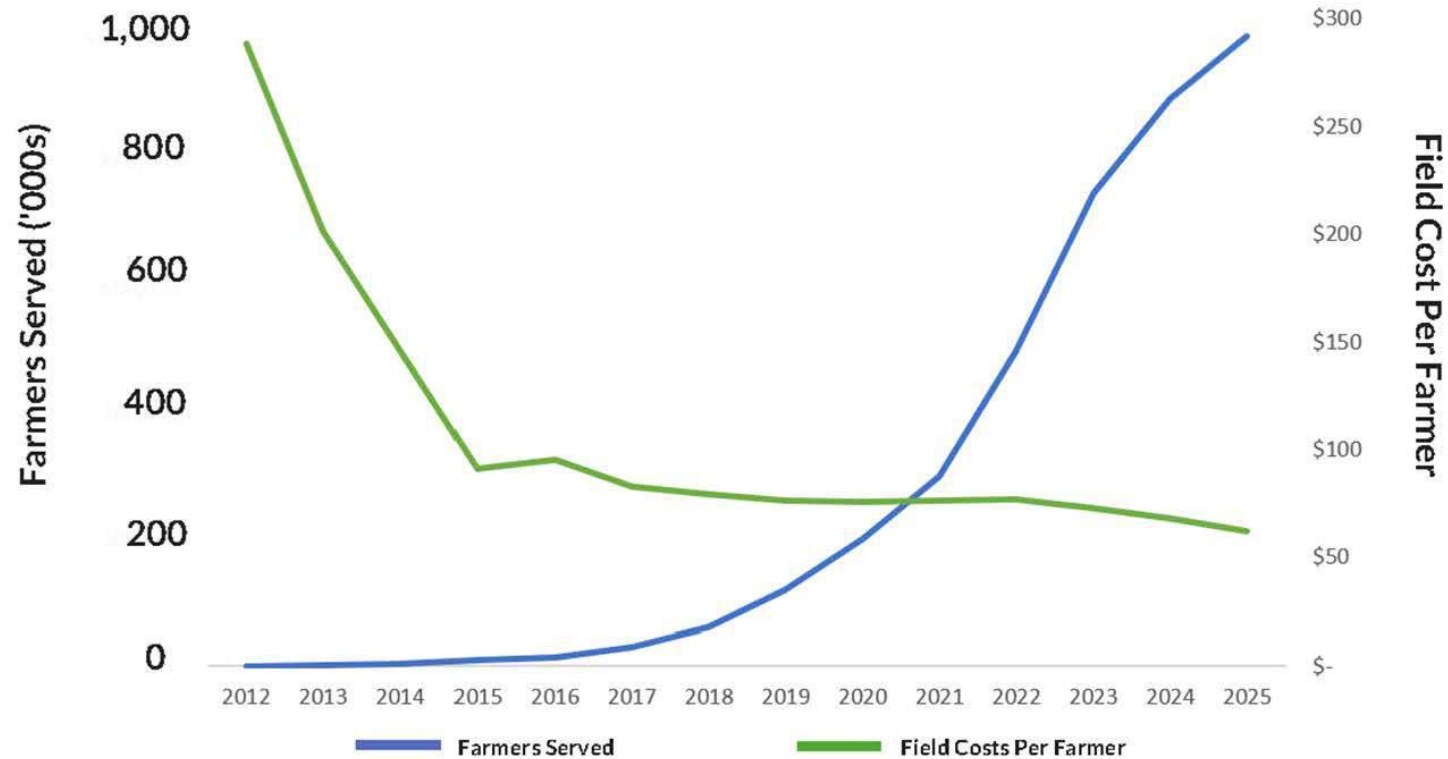
- › Average impact of \$192 per farmer, per season
- › Rigorous, sound methodology:
  - Physically measure + compare myAgro harvests to control farms
  - 50% - 100% increase in yields
  - 50% increase in farm income (\$192/farmer)

## NOTABLE DONORS





# SCALABLE, SUSTAINABLE, IMPACTFUL



## IMPACT



**YIELD INCREASE**  
50 - 100% more than  
control farmers



**INCOME INCREASE**  
In 2016, 60% more than non-  
myAgro farmers (+\$197)





# myAgro: Flexible, familiar, tangible savings for inputs

CGAP Applied Product Innovation for Smallholder Households

**Familiar**

**Flexible**

**Tangible**



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# Example Mobile App

- Streamlines VE's work
  - Bulks individual orders into one process
  - Reduces time from several hours / village to ~10 minutes
- Smart logic → drives adoption and matches group behavior
- Next: Multiple sales channels (VE, Call Center, Weekly Market Sales)



Screenshots from mobile enrollment app





## BUILDING MOMENTUM FOR SCALE

› Partners see the myAgro model as a real, immediate, scaleable solution for solving the smallholder paradox.

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THANK YOU! 

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# Increasing farmer impact



- Cuts planting time by 75%
- Supports 4 additional farmers for every planter sold
- Generates \$150 in net profit in year 1;
- \$250/year, after

