



2022  
**WACOMP**  
TECH SOLUTIONS  
FOR AGRIBUSINESS

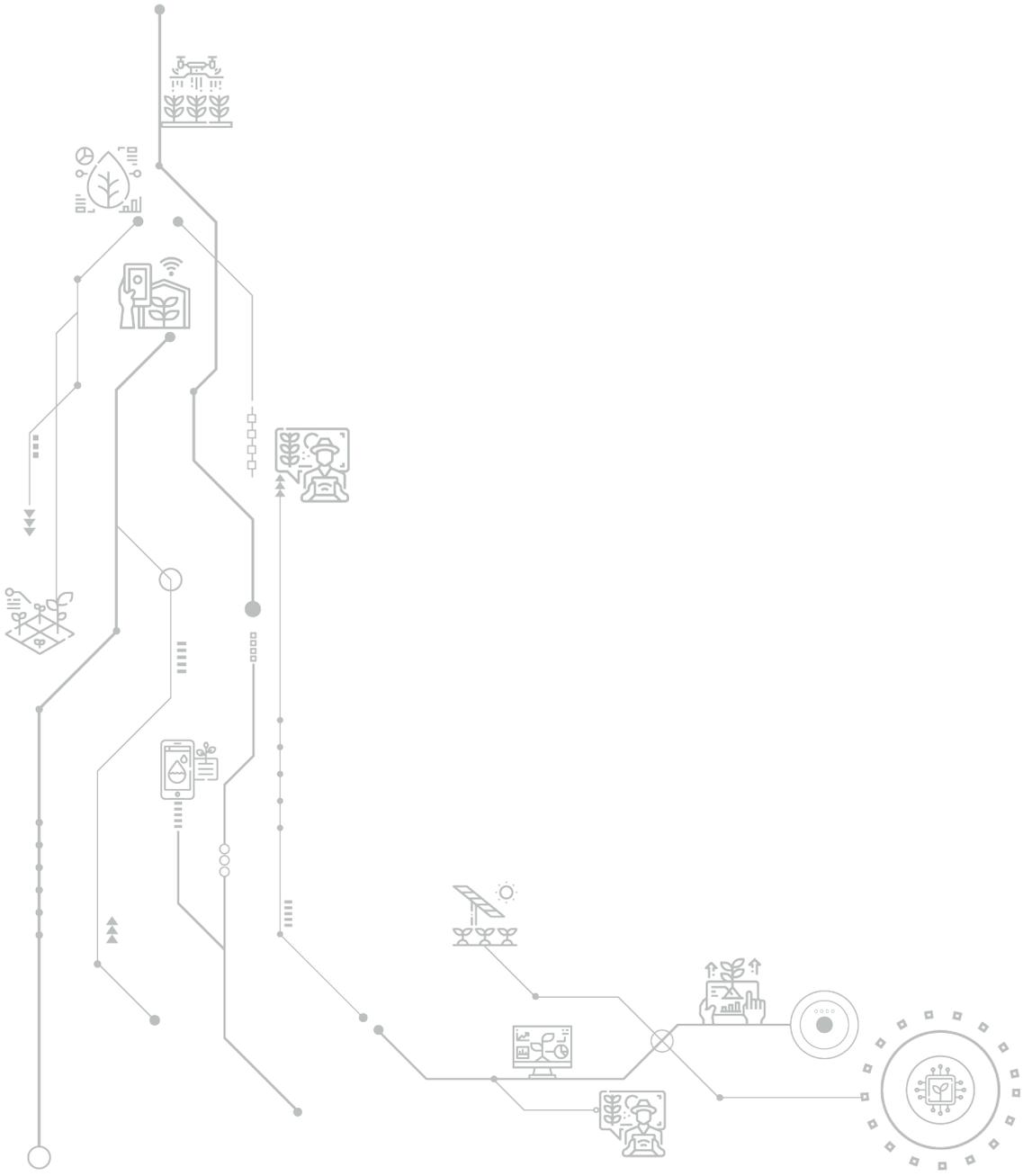
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Implemented By



International  
Trade  
Centre



2022

**WACOMP**

**TECH SOLUTIONS  
FOR AGRIBUSINESS**

THE WEST AFRICA COMPETITIVENESS  
PROGRAMME

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# ABOUT THE INTERNATIONAL TRADE CENTRE

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. It is the only development agency that is fully dedicated to supporting the internationalization of Micro, Small and Medium Enterprises Development (MSMEs).

This means that the agency enables SMEs in developing and transition economies to become more competitive and connect to international markets for trade and investment, thus raising incomes and creating job opportunities, especially for women, young people, and poor communities.

ITC works closely with governments as well as institutional and private sector partners in developing countries across its six focus areas:

- 01 Providing Trade and Market Intelligence.
- 02 Building a Conducive Business Environment.
- 03 Strengthening Trade and Investment Support Institutions.
- 04 Connecting to International Value Chains.
- 05 Promoting and Mainstreaming Inclusive and Green Trade.
- 06 Supporting Regional Economic Integration and South-South Links.

ITC's mission is to foster inclusive and sustainable economic development, and contribute to achieving the United Nations Global Goals for Sustainable Development. ITC works towards creating 'trade impact for good'.

# ABOUT THE WEST AFRICA COMPETITIVENESS PROGRAMME (WACOMP)

The West Africa Competitiveness Programme (WACOMP) is an European Union funded programme, that aims to support a number of selected value chains at national and regional level to promote structural transformation and better access to regional and international markets, while taking into account social and environmental concerns.

Its overall objective is to strengthen competitiveness of West African countries and enhance their integration into the regional and international trading system. Specifically, the programme will work to:

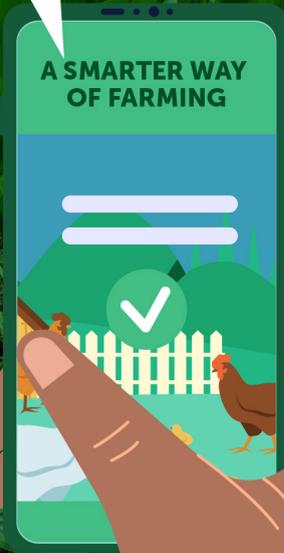
-  Improve the performance, growth and contribution to industry, regional trade and exports of selected value chains, and
-  Improve the business climate at national and regional levels. The WACOMP consists of one regional component and sixteen national components (15 ECOWAS Member States and Mauritania).

The International Trade Centre (ITC) is an implementing agency of the WACOMP programme along with United Nations Industrial Development Organization (UNIDO) in collaboration with the ECOWAS commission.

In the frame work of the WACOMP, ITC has carefully selected a number of IT companies in the ECOWAS countries and Mauritania to participate in capacity building programmes and business matchmaking activities, to promote the West African expertise and potential in the ICT sector. The companies featured in this brochure are part of this selected group.

**SMART FARMING**

A collection of white icons representing smart farming technology, including a hamburger menu, pie charts, a line graph, gears, a bar chart with an upward arrow, and a waveform.





# SMART FARMING

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Name: Esoko

Country: Ghana

### About the company

Esoko is a technology and deployment company that connects rural communities to digital services. Traditionally focused on content services to farmers, the platform now provides powerful data collection & digitization tools that support organizations to survey and provide digitally enabled services such as digital credit, insurance, agricultural advisories and more to rural communities.

### The digital agri-product/service/solution

Esoko offers a platform that support smallholder farmers to be connected into agricultural markets and information services. We do this through two main product lines, Surveys and messaging. We provide technologies that support agribusinesses to profile, survey and provide digital footprints to farmers and a messaging platform that allows these organizations to communicate and engage with farmers through mobile channels of SMS, Voice in local languages, IVR, call centres and digital surveys.

### The product's contribution to the modernization of agriculture

We address the lack of access to critical services by smallholder farmers. Major among them is lack of structured market access and access to inputs but also access to information (agronomic, climate & digital skills) • Lack of transparency in agricultural value chains. lack of visibility into rural supply chains and continued reliance on manual data collection & data management among organizations seeking to work in rural Africa.



Revenue generated  
USD 1.5M



Farmers Supported  
1.6M (from +20 African countries)



B2B partnerships and  
contracts 3

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 [www.esoko.com](http://www.esoko.com)

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Name: Kitovu

Country: Nigeria

### About the company

Kitovu Technology Company is an agtech company that applies remote sensing and data science to provide smallholder farmers with precise inputs, soil, crop health insights, and market linkages. This enables the smallholder farmers to cut down their input costs by 30%, increase yields by 50%, and achieve a 100% sales of their produce.

### The digital agri-product/service/solution

YieldMax is a satellite based mobile app that applies data science to provide personalized agronomic advisory and weekly crop health audits to smallholder farmers, enabling them to increase their productivity and incomes. It lets the smallholder farmers know the right fertilizers to use in the right quantities and their variable application rates. YieldMax which enables the digitization of the agricultural sector is literally your farm in your pocket and has the ability to collect data offline. With YieldMax, smallholder farmers are able to take out the guesswork from their decision making about what to grow that would sell, and how to grow them optimally.

### The product's contribution to the modernization of agriculture

Our suite of products enables smallholder farmers to take out the guesswork from agriculture thereby increasing their crop yields by 30%, cutting down post harvest losses by 20%, and increasing their annual incomes by 40%. They are unlocking the much needed financing and infrastructure required for amplifying productivity of the agricultural sector.



Revenue generated  
USD 232,000



Farmers Supported  
12,407



B2B partnerships and  
contracts 8

#### Contact:



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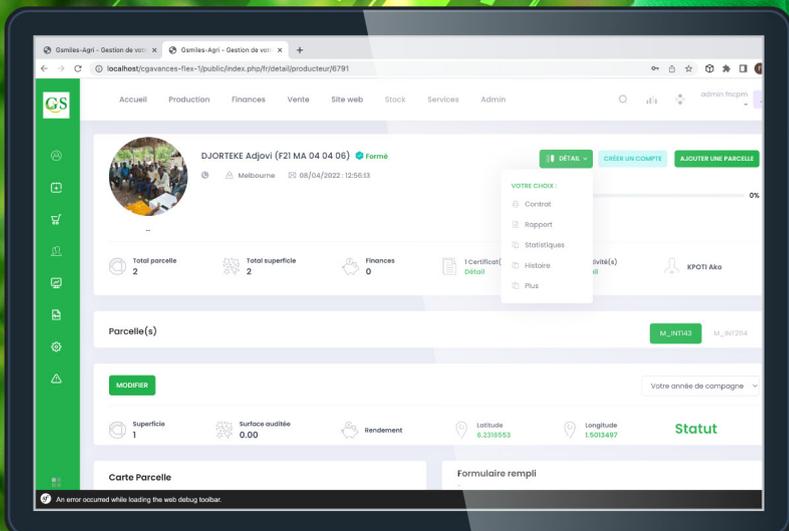
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www.esoko.com



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Sawmill Area, Iseyin, Oyo,  
Nigeria



# AGRI-DIGITAL FINANCE



# AGRI-DIGITAL FINANCIAL SERVICES

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**Name:** Give Smile Solutions

**Country:** Togo

### About the company

Give Smile Solutions combines a know-how in application development with an expertise in the agricultural sector to offer a SaaS digital solution called GSmiles-Agri to agricultural entrepreneurs. At each stage of the chain you can collect data on crops, operators, partners, commercial transactions while taking advantage of predictive analyses.

### The digital agri-product/service/solution

We provide software to link farmers and agribusinesses that can finance their activities. Our platform helps agribusinesses to manage all activities for more traceability. Agribusinesses can keep a central record of their scoop members and their cooperative, plan and monitor production by farmer, by crop and by plot.

### The product's contribution to the modernization of agriculture

We have put in places this feature to help our farmers through their cooperation to be visible. This feature helps them to: promote their activities, present their flagship projects, seek external funding, introduce members of the cooperation to share their lives and experiences, receive purchase orders for agricultural products. We bring tools that help agribusinesses to manage and have a general insight of their activities. This allows them to better finance the activities of farmers to ensure a good yield.



**Revenue generated**  
USD 12,000 (in 2022)



**Farmers Supported**  
10,000



**B2B partnerships and contracts** 10

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# AGRI E-COMMERCE



# AGRI E-COMMERCE

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**Name:** Aywajieune

**Country:** Senegal

### About the company

Aywajieune is the first Senegalese platform that specializes in the listing and distribution of fishery products. It enables fishermen and female fish sellers and processors to sell their products more quickly at competitive prices.

### The digital agri-product/service/solution

Aywajieune is the first Senegalese platform that specializes in the listing and distribution of fishery products. It enables fishermen and female fish sellers and processors to sell their products more quickly at competitive prices.

### The product's contribution to the modernization of agriculture

At a time when digitalization is becoming more and more important, Aywajieune participates in the diversification of sales channels, thus allowing on the one hand a limitation of the risks of unsold products and on the other hand more savings on storage costs synonymous with more competitiveness.



**Revenue generated**  
USD 628,883



**Farmers Supported**  
1500 fishermen and wholesalers



**B2B partnerships and contracts** 22

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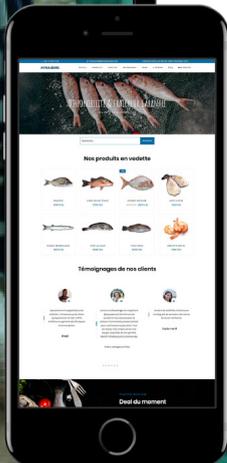
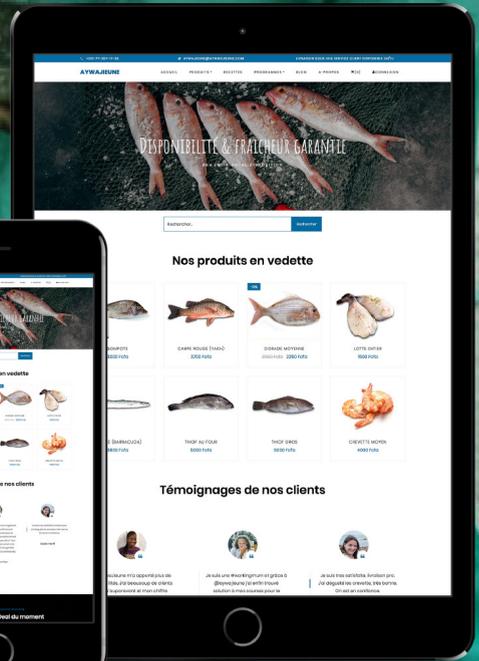
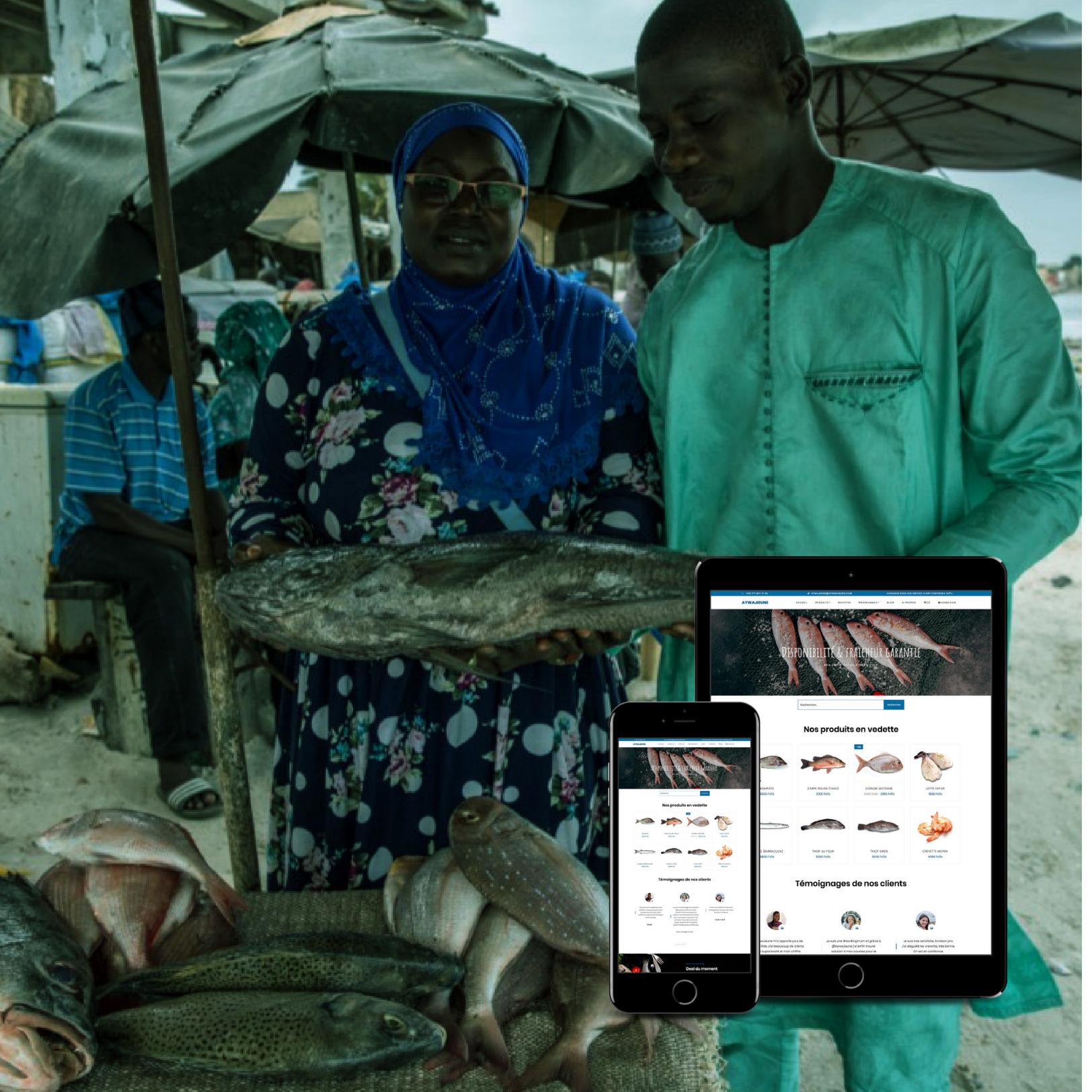
+221 772 671 729



aywajieune.co



Dakar



Name: CS3

Country: Nigeria

### About the company

CS3 is an analytics, Information Communications Technology (ICT), Organisation Effectiveness (OE), support, management and consulting firm. We are an analytical, innovation & digital technology company that creates values for our customers leveraging on technology as an enabler for improved agriculture, education and organizational effectiveness.

### The digital agri-product/service/solution

Agromate is a food security program that drives ICT4 social innovation and is committed to helping achieve SDGs 1 (No Poverty) and 2 (Zero Hunger). As an e-extension service, Agro-Mate seeks to improve the livelihood of farmers by providing up-to-date information on best farming practices for selected crops, access to professional support and also access to farm inputs. AgroMate also provides a platform (e-commerce) where farmers/sellers have access to a wider market thus maximizing their profits and minimizing the negative economic impact of middle-men in the value chain.

### The product's contribution to the modernization of agriculture

We offers technical advice on agriculture to farmers, and also supplies them with the necessary inputs and services to support their agricultural production. Furthermore, we provide easy to use online e-commerce platform to aid buying and selling of agricultural produce online.

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Name: Jinukun

Country: Benin

### About the company

Jinukun is an agritech start-up specialized in the distribution of local African agricultural and agrifood products. The company has an internal e-commerce website called JinukunStore, through which it distributes more than 300 products from more than 200 agri-food producers and processors.

### The digital agri-product/service/solution

Jinukun is an agritech start-up specialized in the distribution of local African agricultural and agrifood products. The company has an internal e-commerce website called JinukunStore, through which it distributes more than 300 products from more than 200 agri-food producers and processors.

### The product's contribution to the modernization of agriculture

We are digitizing the distribution and marketing circuits of agri-food and agricultural products from Benin.



Revenue generated  
USD 65,000



Farmers Supported  
+300 direct producers



B2B partnerships  
and contracts 20

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 [store.jinukun.com](http://store.jinukun.com)

 Abomey Calavi, Benin



Name: Kuinis

Country: Benin

### About the company

Kuinis LLC is the Alibaba for agricultural and artisanal products from ECOWAS countries; the platform was created by women and 80% of products in the platform are owned by woman-owned businesses. We partnered with entities such as DHL Benin, OXFAM QUEBEC in Benin, US Embassy in Benin, Africa-CoWeek, Ekills4Girls, CIR Benin (Integrated and Reinforced Centre), ENABEL Benin, ICT via the FastTrackTech program.

### The digital agri-product/service/solution

It is an E-commerce Marketplace to buy and sell food products, delivered from Africa to the world. We ship worldwide, and had already shipped to 50 countries worldwide on all 5 continents. We train and work on all the processes of online sales: From analysis, packaging, resizing of their products, packaging design, international standards in force for export worldwide.

### The product's contribution to the modernization of agriculture

We are opening up other export markets for producers and processors of agricultural products with the power of e-commerce.



Revenue generated  
USD 25,000



Farmers Supported  
50



B2B partnerships and  
contracts 3

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www.kuinis.com



Vedoko von Funai

# Logidoo

Name: Logidoo

Country: Senegal

## About the company

Logidoo is a digital freight forwarder that connects African markets through a reliable and secure logistic platform. We are working today for Philip morris , Orange , Valdafrique , Clf Senegal , CNN International, Man, Sika.

## The digital agri-product/service/solution

We offer solutions to allow the horticulturist to store and transport their product locally but also internationally, integrating customs formalities.

## The product's contribution to the modernization of agriculture

We allow the farmer to access less expensive logistics and above all to be able to access international markets.



Revenue generated  
USD 400,000 (2022)



Farmers Supported  
9



B2B partnerships  
and contracts 7

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[www.logidoo.co](http://www.logidoo.co)



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**Maatalous  
Nasah**

**Name:** Maatalous Nasah

**Country:** Nigeria

### About the company

Maatalous Nasah is an agritech startup based in Nigeria focused on promoting urban Agriculture and facilitating Agri-Marketing using digital technology. We achieve this via our Agri-Marketing Arm called Farmisphere, which is a web-based application to provide farmers with timely market access.

### The digital agri product/service/solution

Farmisphere, a digital marketplace web platform that combines a cold chain system called Ismart delivery box, to give customers a doorstep delivery of foods grown in the farm-hub systems we created with Agrisiti and other small-holder farmers.

### The product's contribution to the modernization of agriculture

The use of Farmisphere as a digital market place and the use of her Smart delivery box, makes it easy for small holder farmers to sell of their products and for customers to purchase better quality food at the comfort of their home and get it delivered to them with the right quality and temperature.



**Revenue generated**  
USD 94,562



**Farmers Supported**  
120



**B2B partnerships** 3  
**Government contract** 1

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www.farmisphere.com



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Name: Soreetul

Country: Senegal

## About the company

Soreetul is the first digital platform for the promotion and distribution of agricultural products processed by women in Senegal. We enable women who are processors of agricultural products to gain market access via an e-commerce platform where customers order online for home delivery.

## The digital agri product/service/solution

Soreetul is a digital company promoting and distributing agri-food and cosmetic products from local agriculture. Thanks to digital technology, we allow, on the one hand, groups of women processors to have access to a national and international market in order to sell their products, and, on the other hand, consumers to buy a range of processed agricultural products on a single platform.

## The product's contribution to the modernization of agriculture

In Senegal and in Africa in general, agricultural product processing structures generally run by women have few means to market their products on the national and international market. Soreetul therefore comes solve this problem by digitizing processed agricultural products that were not sufficiently known or recognized by giving greater visibility to local products and a permanent counter for large-scale orders while promoting women in agro- business.



Revenue generated  
USD 75,853



Farmers Supported  
2,500



B2B partnerships  
and contracts 35

### Contact:



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5013 Liberté 4





Name: Techflux

Country: Nigeria

### About the company

TechFlux Solutions Limited is an indigeneous Technology driven company centred in Nigeria, whose mission is to bring Technical advancements to the grassroot. This involves applying and utilizing technology in everyday problem solving exercises, developing innovation softwares that enhance human efforts and solving major societal problems.

### The digital agri product/service/solution

Techflux Solutions Limited under our product ZIGAM ERRANDS AND LOGISTICS use our SHOPFORME SERVICES under our digital platforms/software to purchase and deliver to buyers demanded fresh and postharvest produce daily from farmers especially perishable produce, transport and sustainable storage, cold chain logistics with solar powered (in-view).

### The product's contribution to the modernization of agriculture

With our SHOPFORME SERVICES via our digital platform we bridge the gap between buyers and farmers by taking up the farm produce needs of our clients and sourcing them from identified farmers within and beyond our business environment, E-commerce platforms not exempted with a minimal service fee depending on location of delivery hence reducing postharvest losses encountered by most farmers by 30%



Revenue generated  
USD 4,128.70



Farmers Supported  
+20



B2B partnerships  
and contracts +12

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Name: Tic Togo

Country: Togo

### About the company

Tic Togo is an IT company specialized in communication and digital transformation. TIC TOGO today supports young companies in their digital communication, namely:

- 01 Making websites and applications available to them at a lower cost.
- 02 Providing them with digital communication services so that they can be more visible and credible.
- 03 Providing them with an e-commerce platform [www.assivito.com](http://www.assivito.com) free of charge for the sale and promotion of their products and services etc.

### The digital agri product/service/solution

We developed an online platform called [www.assivito.com](http://www.assivito.com) which gives opportunity to agribusiness men and women. It also help people from different sectors to create a free account and sell freely with no charge. The accessibility of electricity and internet will help us reach more farmers as the government is working hard to make them available in many villages.

### The product's contribution to the modernization of agriculture

With this platform [www.assivito.com](http://www.assivito.com) we bring together suppliers, sellers and buyers from different sectors in order to digitalize their products especially in agribusiness.



Revenue generated  
N/A



Farmers Supported  
+20



B2B partnerships  
and contracts N/A

#### Contact:



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[www.soreetul.com](http://www.soreetul.com)  
[www.assivito.com](http://www.assivito.com)



Rte de Segbé, Sagbado

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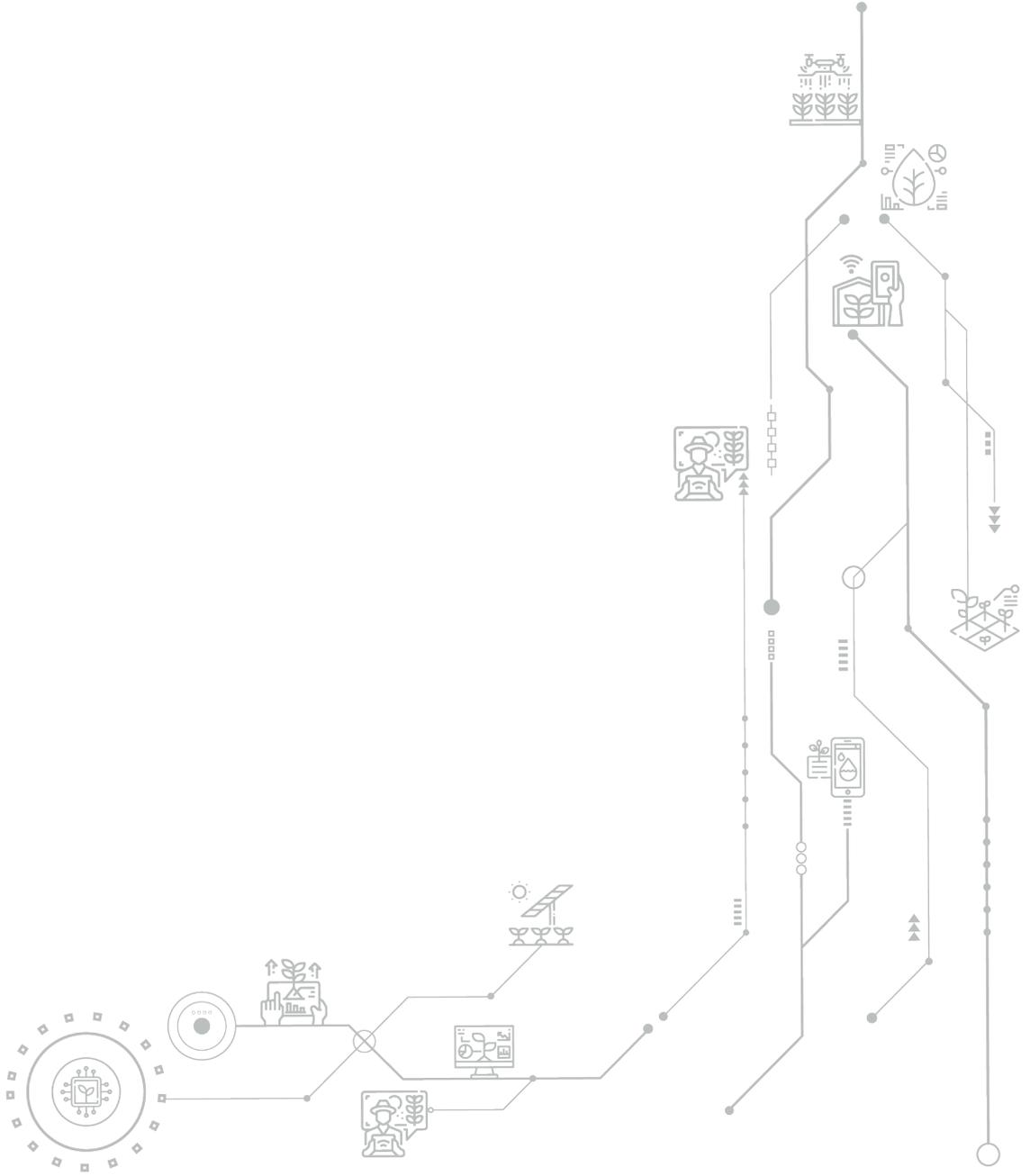
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# WACOMP

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FOR AGRIBUSINESS  
2022