



## MENTEE

### Fatma Fernandes

CEO, Quincewood Group Limited



Tanzania

Fatma is passionate about discovering growth opportunities in mobile strategy solutions, particularly in Agriculture, Health, and Women focused initiatives, emphasizing behavioral change. As the Founder of Quincewood Group Limited, a dynamic Tanzanian startup, she is dedicated to leveraging technology to attain progress in vital sectors through behavioral change communications. She excels in Value Added Services (VAS), owing to her immeasurable experience in business development with NGOs and INGOs in East Africa. She showcases her telecom sales proficiency through building relationships with multinational companies. Her unwavering commitment to identifying growth prospects and using technology to foster positive change reflects her profound desire to create a meaningful impact on individuals and communities.

### Quincewood Group Limited

Quincewood is an innovative ICT based company in Tanzania, that aims to revolutionize agroinput verification. Tanzanian farmers currently face challenges in verifying the quality of their purchased inputs, leading to reduced productivity due to unscrupulous merchants selling substandard inputs at inflated prices. To address this critical issue, Quincewood developed a ground-breaking solution, eHakiki which is a cutting-edge agro inputs verification platform that utilises blockchain technology. eHakiki enables farmers to electronically authenticate their agro inputs by sending the PIN via USSD from their phones and receiving prompt notifications of authenticity. eHakiki's main goal is to enhance transparency in the agricultural supply chain, reduce costs and provide a valuable platform for data sharing among farmers. Quincewood's commitment extends to creating a seamless business environment for both farmers and merchants, ensuring fair prices and trust in the market. Ultimately, eHakiki aspires to empower Tanzanian farmers, foster integrity, and contribute to the growth of the agricultural sector and create an environment where farmers can thrive and have confidence in the quality of their inputs.



## MENTOR

### Kianna Wilson

Industry Relations Manager,  
FMC