



## MENTEE

### Joyce Waithira Rugano

Founder, CEO, Ecorich Solutions Limited



Kenya

Joyce is an enthusiastic agri-entrepreneur focused on improving lives in society by providing solutions to climate change and boosting agricultural farm output. She holds a Bachelor of Arts degree in Business Management and other professional certificates. Her determination to make a change pushed her to start Ecorich Solutions Limited. This business develops artificial intelligence-based food waste decomposer devices that convert food waste into organic fertilizer sold to farmers. The innovation has reduced dumpsites in most urban settlements resulting in lower greenhouse gas emissions, increased food supply due to improved agricultural activities, and reduced poverty through job creation. She holds many accolades including the Ernst and Young Farm to Fork Global Award, Guzakuza Africa Women in Agribusiness Award, and Affirmative Finance Action Women in Africa Award (AFAWA).

### Ecorich Solutions Limited

Ecorich created a proprietary technology, the Wastebot decomposer, the first in Africa, that is able to convert any organic waste into 70% cheaper organic fertilizer within 24 hours. Normally, farmers are forced to either buy expensive synthetic fertilizers or compost their farm waste which takes 9 months. For many years, this has not only delayed planting seasons but also escalated food insecurity and hunger in Africa. With Ecorich's technology, farmers are sure of getting timely and affordable fertilizer resulting in reduced input costs and increased profits. The Wastebots are fitted with sensors that measure the levels of nutrients in the fertilizer produced. This makes it possible for the business to advise farmers on the quantities of fertilizer to use and the type of crops to plant. The organic fertilizer produced is rich in organic matter that helps microbes thrive, making nutrients available for plants thus increasing farm yields by up to 30% per acre. This reduces the use of synthetic fertilizers that kill beneficial micro-organisms in the soil, deplete soil fertility and reduce farm yields.



## MENTOR

### Karimi Thuranira

Country Manager, Kenya  
OCP Africa