



MENTEE

Maryanne Gichanga

Founder, CEO, Agritech Analytics



Kenya

Maryanne is a procurement graduate from Jomo Kenyatta University of Agriculture and Technology. She is currently pursuing a second degree in Law from Mount Kenya University. Maryanne has a personal mission to empower smallholder farmers with data-driven insights that enable them to make more informed decisions about their crops and soils leading to higher yields and increased profitability. Maryanne grew up on a 2ha piece of land where she experienced decreased crop yields due to soil degradation, climate change and poor farming methods, birthing her passion for sustainable farming methods. Her innovation has earned her numerous accolades, including Women Empowerment Award by Bayer Foundation, MSME Award, Top 40 Women Entrepreneurs Under 40 and the best in Africa in Youth Adaptation Challenge by the African Development Bank, Global Center for Adaptation and CIF.

Agritech Analytics

AgriTech's innovation combines AI-powered satellite data analytics and data from IoT solar-powered crop and soil sensors. The sensor is installed on the farm to capture soil health parameters (pH, moisture, soil fertility levels, temp, NPK) for precise soil inputs like fertilizers, water or pesticides. It also scans crop leaves and stems to detect up to 63 crop pests and 51 crop diseases. This data is combined with satellite imagery data to produce over 95% accurate alerts/reports sent to small-scale farmers via mobile phones. The innovation reduces the cost of farm inputs by over 65%. It also increases crop yields by 57% in 3-5 months and to over 75% in 1 year. Its scouting feature helps to identify underperforming crops and gives solutions. Additionally, farmers use the over 95% accurate Crop Yield Prediction as collateral to acquire loans from banks, with 198 farmers recently accessing USD 23,900. Farmers also receive 15 days weather forecasts and 20 years' satellite farm data aiding in planning.



MENTOR

Alima Bawah

Co-founder,
Cowtribe