

30 August 2023

Innovations Session N°14

Climate-resilient practices and
innovations by agrifood SMEs



INNOVATIONS
SERIES





FARMER LIFELINE TECHNOLOGIES

Presented by: **ESTHER KIMANI**

PROBLEMS

- Delayed identification of crop pests and diseases
- Soil degradation
- Deteriorating health conditions from farm chemicals/fertilizers.
- Global emissions from agriculture - 24% of the total Greenhouse gas emissions.
- Low youth employment in agriculture



Why for so long?



Drones **\$100/hr**



Agri. Ext. Officer
\$60/visit
Ratio: 1:1200

SOLUTION



First Solar-powered

Timely detection and identification

Sends notification on text,
97.5% accuracy

Kenyan Patent



REVENUE MODEL



Pay-Per-Use model

\$3 x 3 farmers



Data from
device



Data from Earth
Observation
Technologies

At 96% profit margin

COMPETITIVE ADVANTAGES

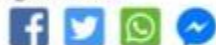
- Device is permanently in the farm
- Scans and take images 600 meters radius thus serving several farmers together.
- Texts the crop disease and crop pest detected to the farmer on his phone
- Also sends recommendations of fertilizers and farm chemicals he should apply as a solution.
- Cuts on costs of agriculturalists.
- Collects and centralizes data from the farmers for big data analytics.
- We have filed for 2 utility patents in Kenya
- We have filed for 1 African utility patent at ARIPO (image attached here)
- We have signed a EMA (Exclusive Manufacturer's Agreement) as no other such a device in the world.

Paul Kagame Honours Innovative Kenyan CEO

By MAUREEN NJERI on 9 September 2022 - 6:07 pm



Rwandan President Paul Kagame TWITTER



Rwanda's president Paul Kagame honored Esther Kimani the CEO and founder of FarmerLifeline Technologies for her innovative



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Date of Request:

18/10/2022

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Subject:

INFORMATION REGARDING PATENT FILING

Attachment:

Form 1.pdf
Form 4.pdf
Patent Form (1).pdf
Patent Filing Information.pdf

Dear Esther Wasayo Kimani,

IMPACT METRICS, KENYA

60,000 Farmers directly and indirectly

17 counties, 5 countries (Namibia, Rwanda, Uganda, SA, Nigeria, Gambia, Italy)
(COMESA, ERNEST&YOUNG)

Targeting 250,000 farmers – PARTNERSHIPS WITH YOU

GLOBAL
CITIZEN
PROGRAMS

WAISLITZ GLOBAL
CITIZEN AWARDS

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Rwandan President Paul Kagame TWITTER



Rwanda's president Paul Kagame honored Esther Kimani the CEO and founder of FarmerLifeline Technologies for her innovative device revolutionizing agriculture.

H.E Paul Kagame, president of Rwanda

"Am inspired to see such an innovation from the EAC. Carbon farming is truly here with us."

Esther Wanjiru, CEO and Founder

"As the founder, I assure all of you, that you shall be proud to have given me the wings to fly".



Thank You

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Thank you

