

6 November 2023

Innovations Session N°15

Technological innovations in the
agrifood sector:
adoptions by SMEs and entrepreneurs



INNOVATIONS[📶]
SERIES





www.clinicagro.net

Innovations for Sustainable Agriculture.

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CLINICAGRO SARL

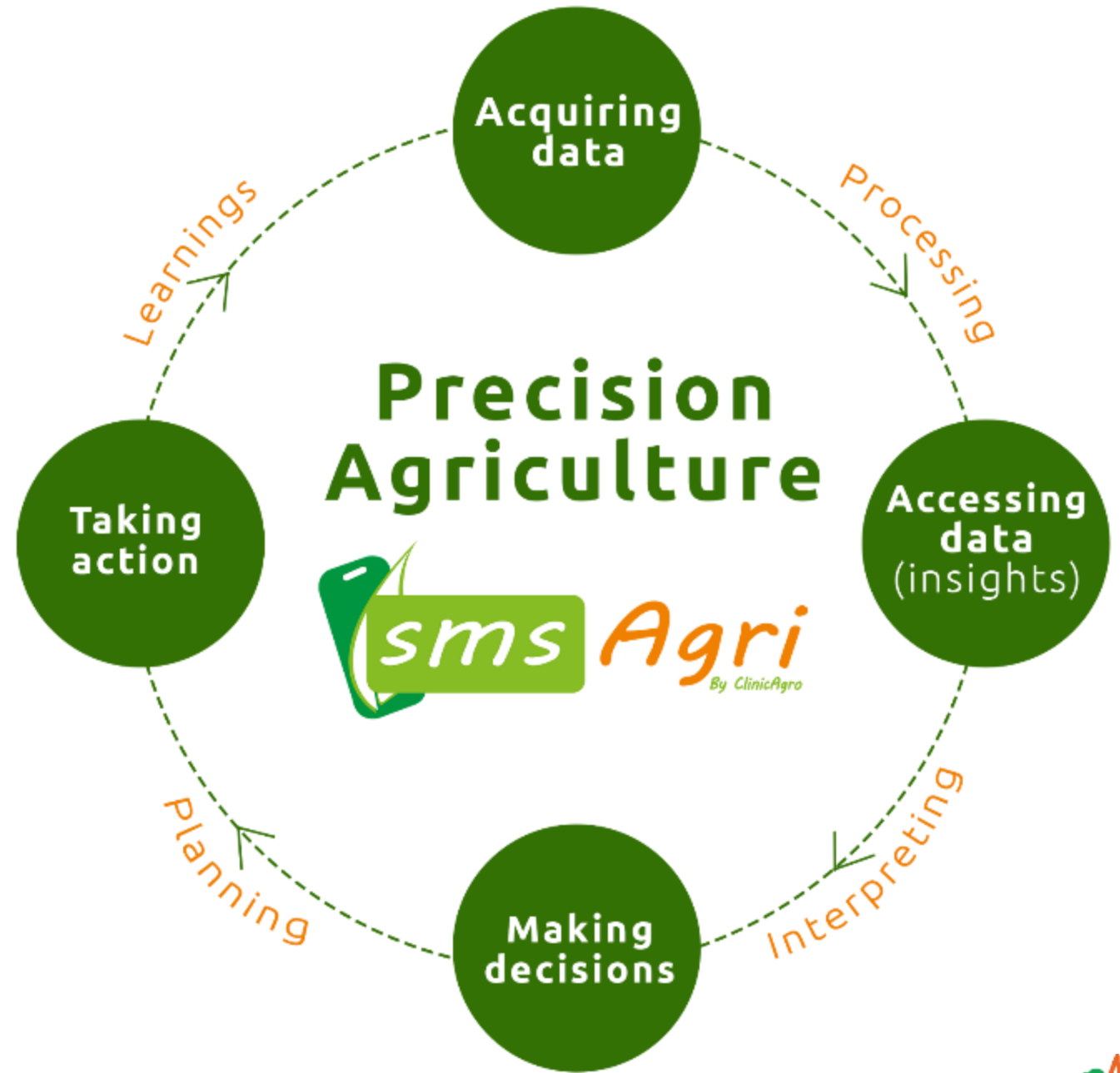
CLINICAGRO SARL is a startup that puts its technological expertise at the service of agropastoral activities (agriculture, livestock breeding) to optimize farm profitability, increase productivity and food quality, and better manage resources.

It is a multi-person limited liability company under Cameroonian law, with its registered office at DOUALA-AKWA PARIS DANCING. It is registered in the Trade and Personal Property Credit Register of the Douala - Bonassama Court of First Instance under number RC/DLBB/2021/B/324, with **Pyrrus KOUDJOU KOUOPLONG** as the acting manager.



The need

Farmers need continuous, reliable information to make the right decisions.



Customers Capturable targets

+20 million micro-farmers in French-speaking Africa.



Our solutions

Clinicsol kit

- Connected soil analysis tool

smsAgri

- Plant tracking platform

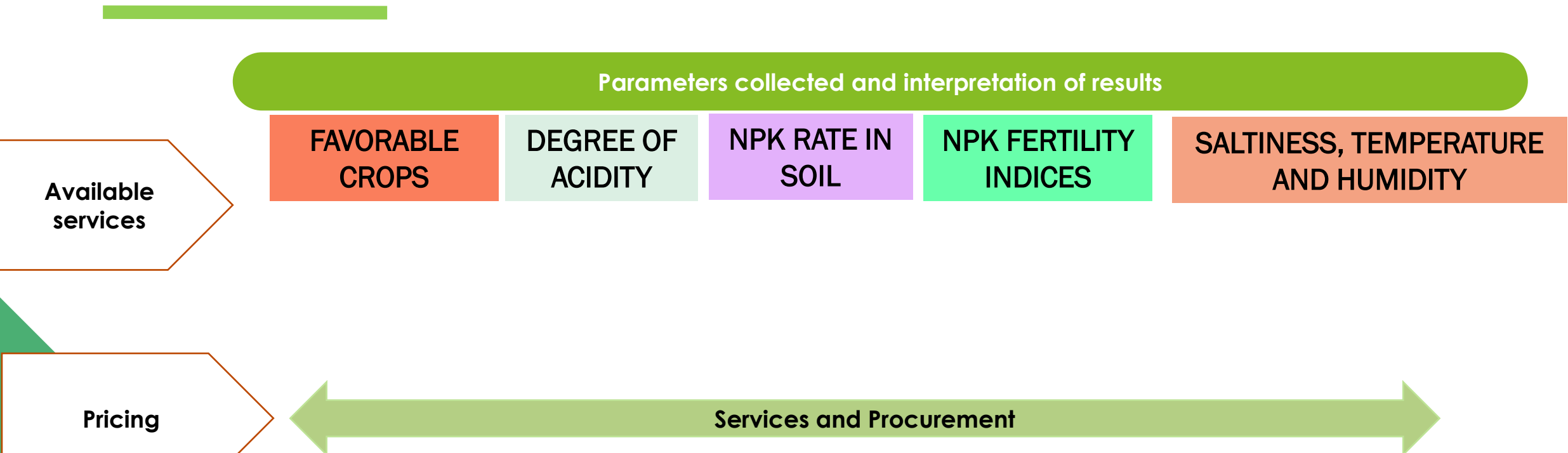
evaAgri

- Assessment and rating platform for agricultural projects,



Soil analysis service (<https://clinicagro.net>)

Connected soil analysis kit.

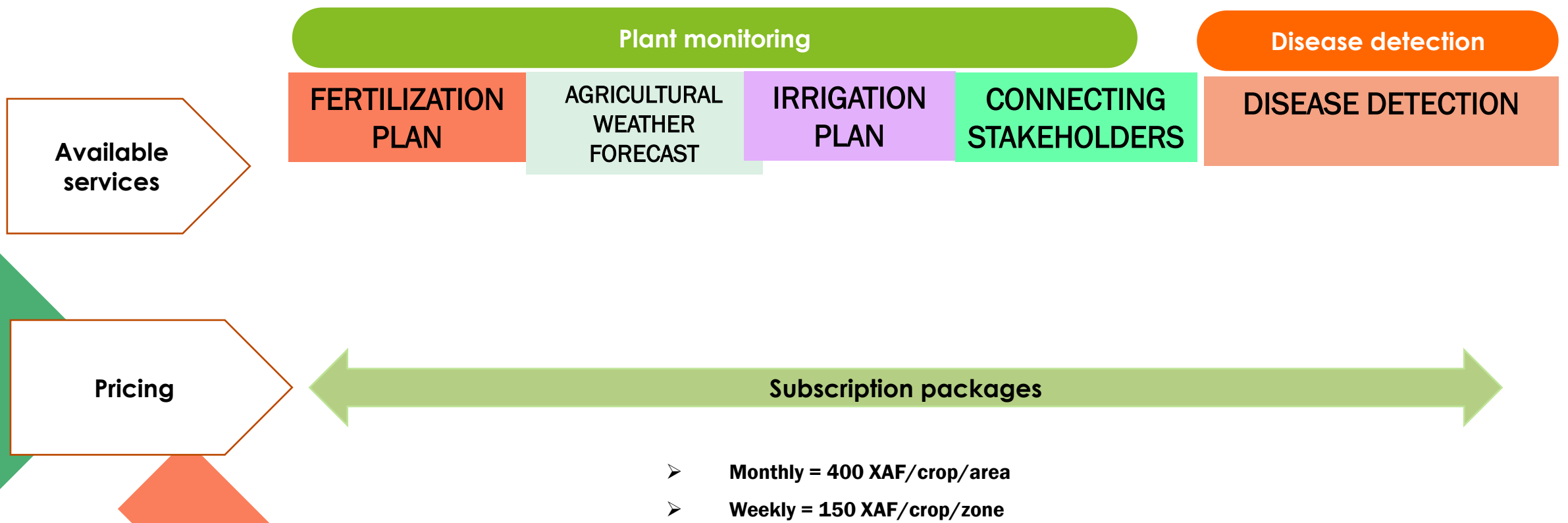


- Analysis service = 10,000 XAF/hectare
- Cost of kit = 500,000 XAF



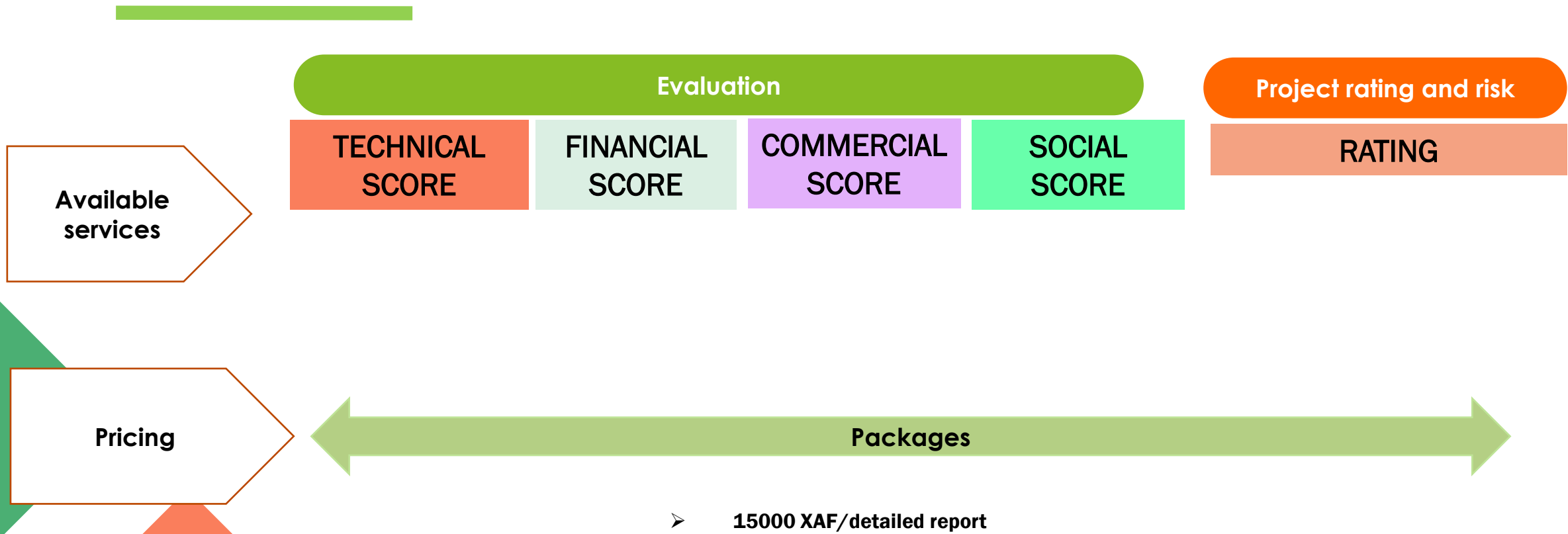
smsAgri service (<https://smsagri.com>)

Powerful analysis and precision tools for improved agricultural productivity and profitability.



evaAgri service (<https://evaagri.com>)

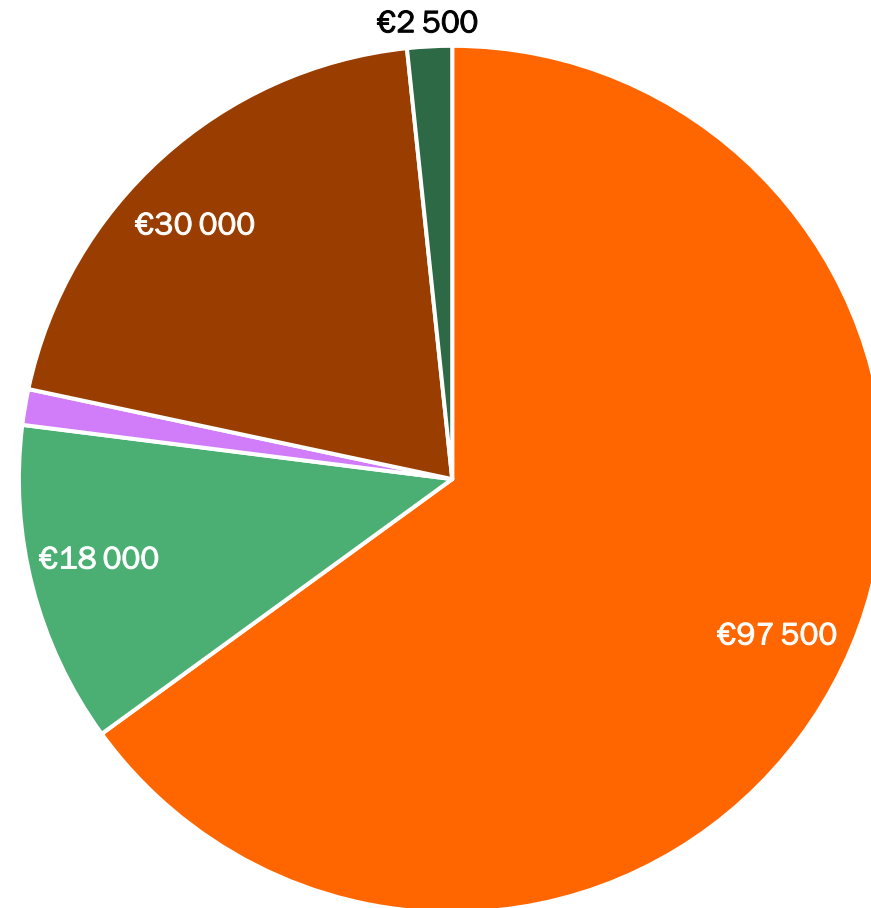
Powerful evaluation and rating tool for agricultural and livestock projects.



Our need

Financing of €150K

- Collecting traffic data
- Marketing/communication
- Hosting and server security
- Development staff
- Start-up costs



OUR ROADMAP

Design

6 months

Data collection and validation
Platform design and production
Deployment and testing with 150 Cameroonian farmers

Pre-launch

6 months

Validate the concept with 1000 farmers
Launch of the platform in the following countries:

- Democratic Republic of Congo
- Senegal
- Guinea Conakry
- Ivory Coast
- Benin
- DRC
- Mali
- Cameroon

Launch

12-18 months



We are here

Fundraising 150,000 euros
Signing of a partnership agreement with an operator
Collecting data to improve advice
USSD code acquisition
Mobile application development
Integration of USSD technology

Launch

24 months

500,000 euros raised for deployment in Nigeria and Uganda.



Our team



Pyrrus KOUDJOU
FOUNDER & CEO (07 yrs exp)

Social Entrepreneur,
Agripreneur and Artificial
Intelligence Expert



Erik WAGNA
Associate (15 years exp)

Project Manager -Business
Relation Management



Corentin NJABO
Operations and MARKETING
Manager

Teacher and Digital Marketing
Expert



Strategic partners
8 Agricultural engineers



Thank you

**An agricultural campaign is being
prepared,
it can't be improvised!**



*This series of events is organised by PAFO and COLEAD.
COLEAD operates within the framework of development cooperation
between the Organisation of African, Caribbean and Pacific States (OACPS)
and the European Union.*

Thank you

