

6 November 2023

Innovations Session N°15

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



INNOVATIONS[📶]
SERIES



Sensors & Analytics-As-a-Service in the African Tea Industry

Inter-Connect Point
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Market-Industry

- 10[^] million tea farmers
- 300[^] tea factories in Africa
- \$12 billion market in Africa
- 1.5 million metric tons pa
- Compound annual growth rate 12% (~CAGR 2023-2028).

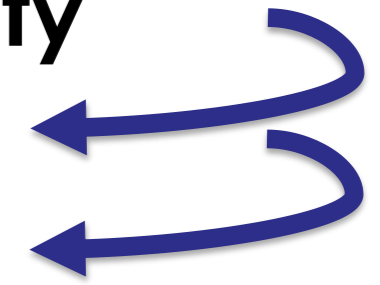
Source: <https://www.statista.com/>





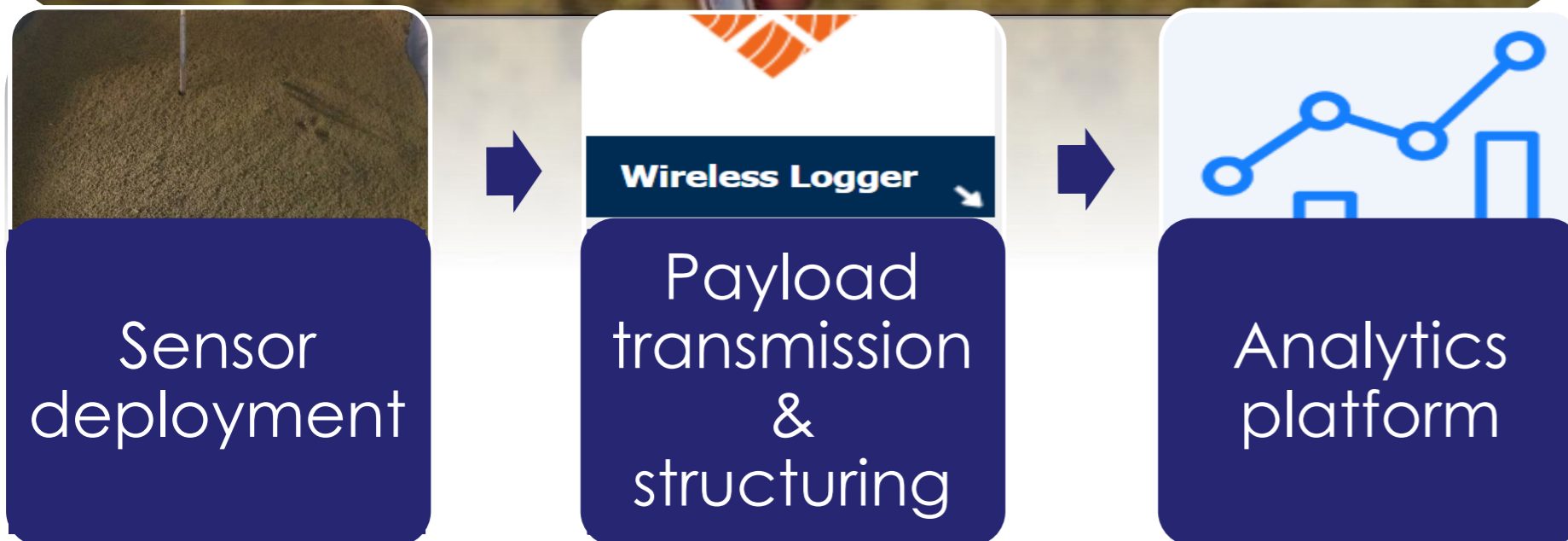
Problem

- Inconsistent tea quality
- Price fluctuations
- Revenue uncertainty

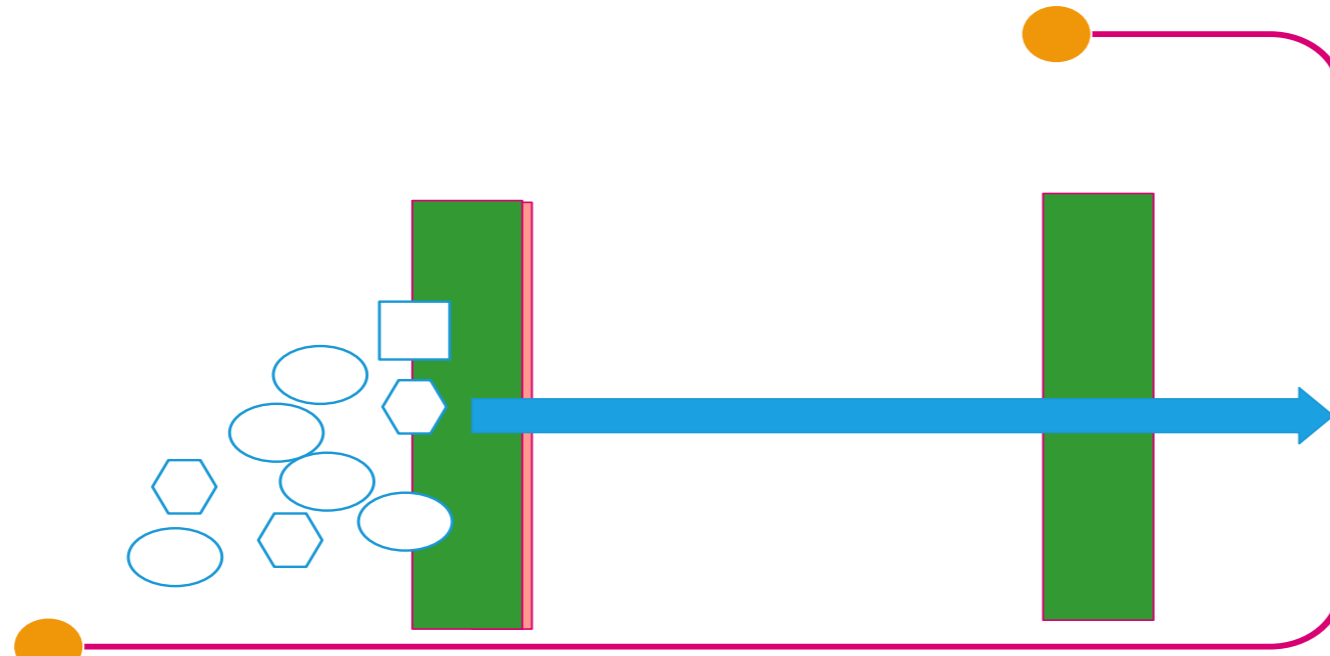
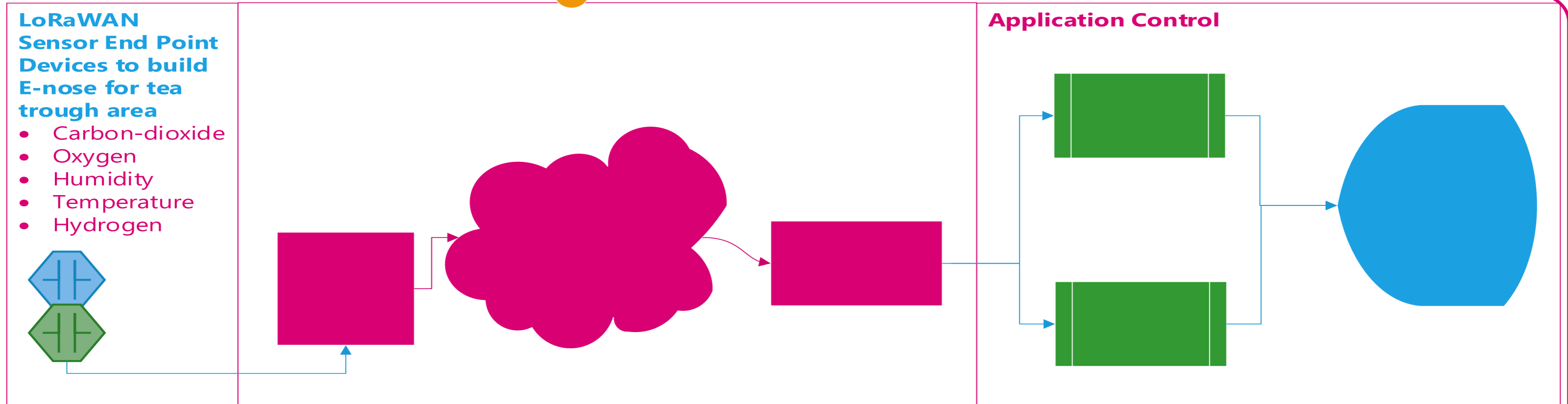


Premise (Why?)

- Variable tea master skills
- Rule of thumb labor with basic hand tools
- No data analytics
- Limited ability to produce consistent quality
- Variable consumer preferences



Solution: Sensors & Analytics-As-a-Service (SAAS)



Consistent quality can improve tea factory revenues by up to 50%
Potential to add an additional \$1.5 billion to in revenue from tea in East Africa

Business Model & The Future



- We offer this to tea factories similar to a **“Sensors & Analytics as a Service”**
- A Tea factory **pays for install** at the outset as well as ongoing analytics so they can refine their processing
- **Pricing** is designed so that a tea **factory** and tea **farmers** could reap **10X** the value of their investment while we still make a healthy profit
- **The Future:** Improve factory design, energy usage, & expansion to improve reliability in other dynamic African agro-industries such as coffee, cocoa, etc.





THANK YOU

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Thank you

