

6 November 2023

# Innovations Session N°15

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



INNOVATIONS<sup>📶</sup>  
SERIES



Welcome to

# BioLife Tech

Cultivating the future of agriculture in West Africa with today's technology



[www.biolifetech.bj](http://www.biolifetech.bj) \* [contactbiolifetech@gmail.com](mailto:contactbiolifetech@gmail.com)

Abomey-Calavi, Opposite Mairie de Calavi \* +22964816991

November 2023

BioLife Tech develops innovative digital solutions to meet current and future agricultural challenges in West Africa

Market access

Precision farming

Traceability and ecology



# e-pineA solution

**e-pineA connects growers with buyers using a dynamic map that maps pineapple fields in Benin and their level of maturity using different colored markers. It's also an online business platform for food processors and service providers, offering visibility and expansion opportunities.**

## Key services provided



Technical data



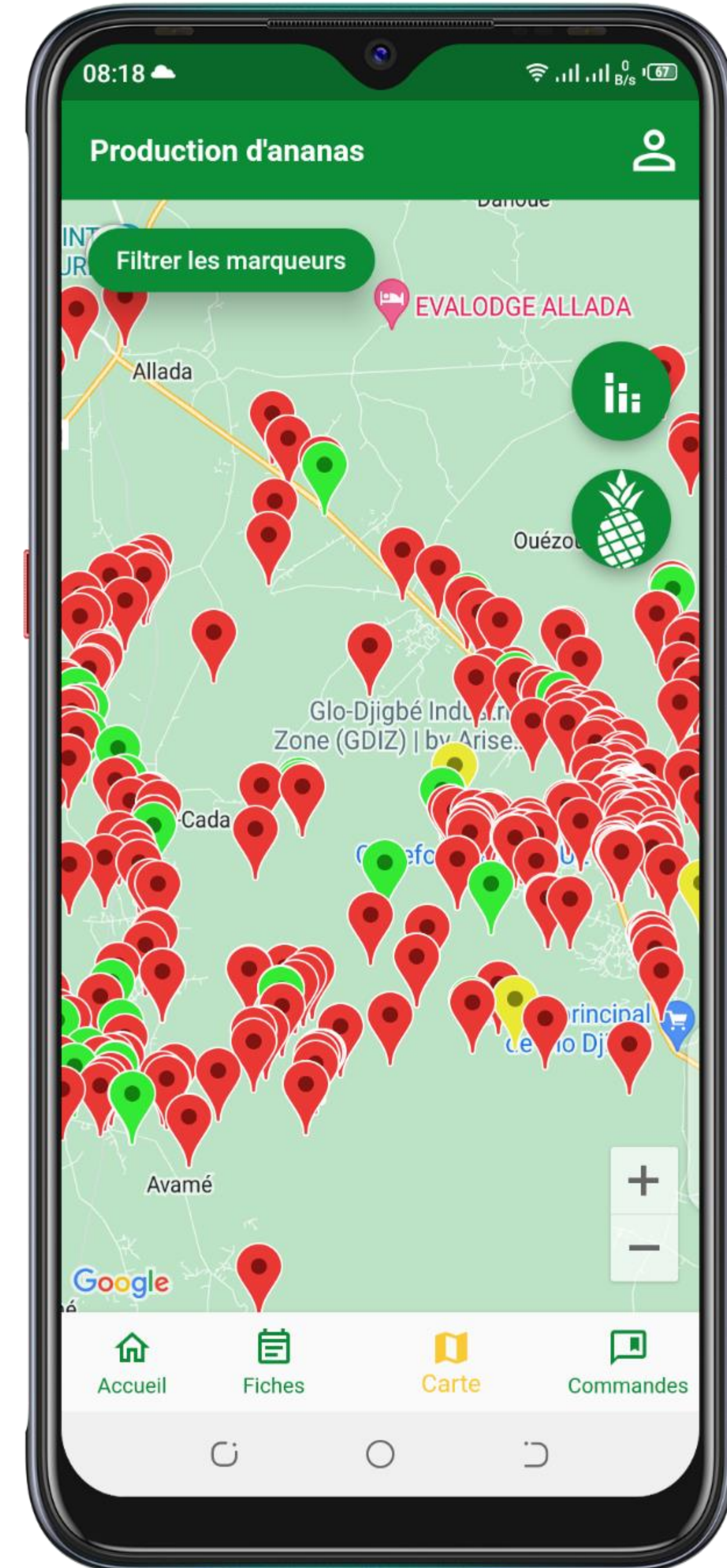
Real-time availability  
and networking



Virtual store



Transport and  
logistics



# ClusterApp solution

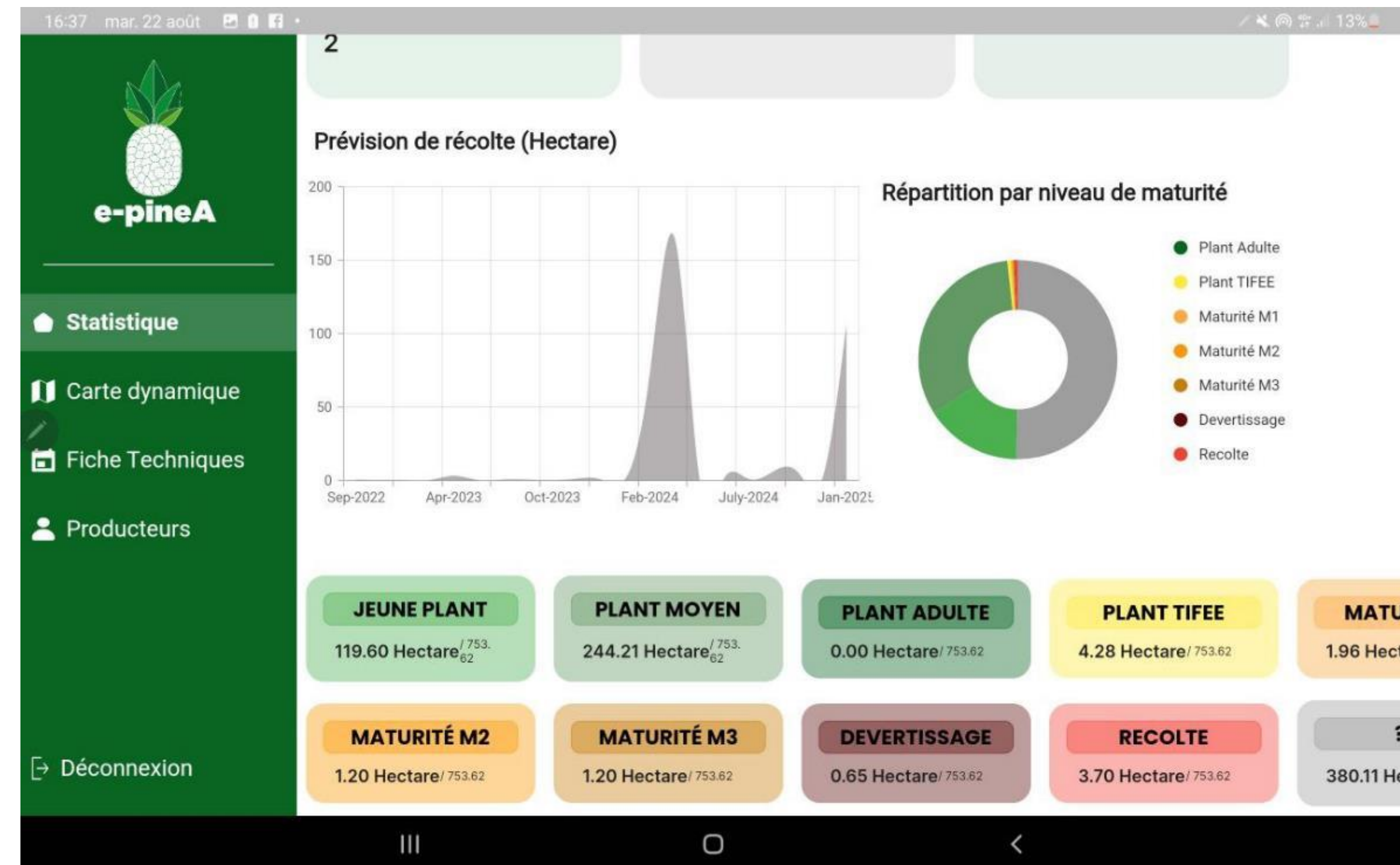
ClusterApp is an advanced technical monitoring application for pineapple farms, enabling growers and organizations to track farming activities in real time, and plan and manage harvests and sales.

## Key services provided

Advanced tracking of certified fields

Harvest forecasting and tif management

Harvest and sales management



# Business Model

## Subscription



- **\$10 / year**
- **\$5 by creating a data sheet**

## Commission



- **\$8 / tonne of pineapple sold**
- **5 - 10% per transaction**

# Our actions in the field



Sensitization of the actors in Zè center



Training and field registration at Zè Tango



Meeting the merchants



Sensitization of producers in Zè Aifa



Training and registration of fields in Tori



To the mastery of e-pineA by Tori producers

# Traction

## User adoption

**Over 1,800 users**

- 1200 producers
- 250 food processors
- 50 service providers
- 35 carriers
- 200 single users
- 70 retailers

## Sales operations

**Over 700 transactions**

- +400 fresh pineapple sales operations (550 tons)
- +150 sales of processing equipment, pineapple juice, ...
- + 150 deliveries



# Roadmap



2024

## OBJECTIVE 1

- Reach 40% of Benin's domestic market
- Add traceability and climatic parameters

2025

## OBJECTIVE 2

- Conquer 15% of the regional market
- Adapting the solution to other sectors

2026

## OBJECTIVE 3

- Reach 5% of the European market.

# The team

---



***Ulrich Djido***  
***President/Agricultural  
engineer***



***Lucien Medjiko***  
***General Manager/IT  
Engineer***



***Éléonore Semevo***  
***Financial  
Manager/Software  
Engineer***



***David Mignanhouande***  
***Technical Manager***



*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

