



South-South Series: Empowering and Growing Women-led Business

Session 4: Leveraging Technology and Digital Transformation

3 September 2025



Bono Salus

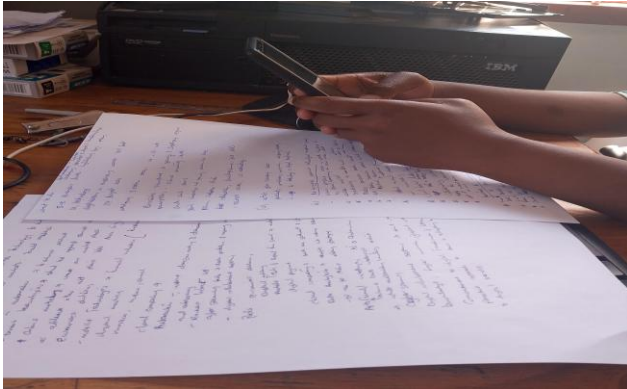
Welcome To Bono Salus
Microgreens Farm



Bono Salus

HOW IT STARTED?

- Research on Google and youtube
- Free Virtual Agritourism



OUR PRODUCTS

SPROUTS, MICROGREENS, HERBS, WEEDS



OUR CUSTOMERS

- Restaurants
- Supermarkets
- Households

HOW DO THEY FIND US? Online Presence
Website. Facebook page.

TikTok



HOW DO WE BRIDGE THE DIGITAL DIVIDE GAP

Invest in technological infrastructure

Use cheap data packages

Using social media for the right reasons

Hunger and quest for new information



Uses of technology at our farm

- Indoor farming and growing technologies
- Networking and collaborating
- Sourcing materials
- Content creation using AI
- Research and development
- Mobile banking, internet banking
- SMM, email marketing
- Data analysis
- Data storage
- Elearning: mentorship



BENEFITS OF ADAPTING TO TECHNOLOGY

Enhances productivity and efficiency

Cost effective

Reach a wider audience

Ease access to markets and opportunities

Increased knowledge

It speeds up financial transactions



THE FUTURE

- Automated Vertical indoor farm
- Create an online market
- Selling digital products



THE END



Thank you

This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).

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