

9 September 2025

Innovations Session N°24

Innovation and technology adoption
by entrepreneurs



INNOVATIONS
SERIES



Innovation & Technology Adoption by Entrepreneurs

Status, Gaps and Call to Action

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Some puzzles related to technology commercialization

01

Why do good technologies fail to be commercialized?



Even after commercialization why do farmers fail to adopt?

02

03

Even after adoption why do farmers fail to consistently use the technology?



Are economic benefits sufficient to sustain the use of a technology?

04

Lesson:

*Technology development and release is a **necessary condition** but **NOT a sufficient condition** to achieve impact....*

Critical statistics: Gaps and Potentials

\$
50B+

Food Import Bill: The amount that Africa spends annually on food imports

<20%

Technology adoption: % smallholder farmers using improved technologies consistently

>400

Digital rise: Digital agriculture solutions that exist, YET adoption remains <15%

22%

Entrepreneurship: Early-stage entrepreneurial activity recorded, one of the world's highest, yet only 20% of start-ups survive beyond 5 years

Africa's agri-sector holds vast entrepreneurial potential, but low adoption and high failure rates retard transformation – How can we turn innovations into scalable enterprises

Pillars of success: Doing things differently

Innovations Bundling

No single innovation can drive transformation: Seed + mechanization + Digital Solutions+ training + market access

Strengthening partnerships

Public-private partnerships and farmer organizations

De-risking investments

Revolving funds, blended finance, insurance

Empower youth & women

Entrepreneurship pathways and digital platforms

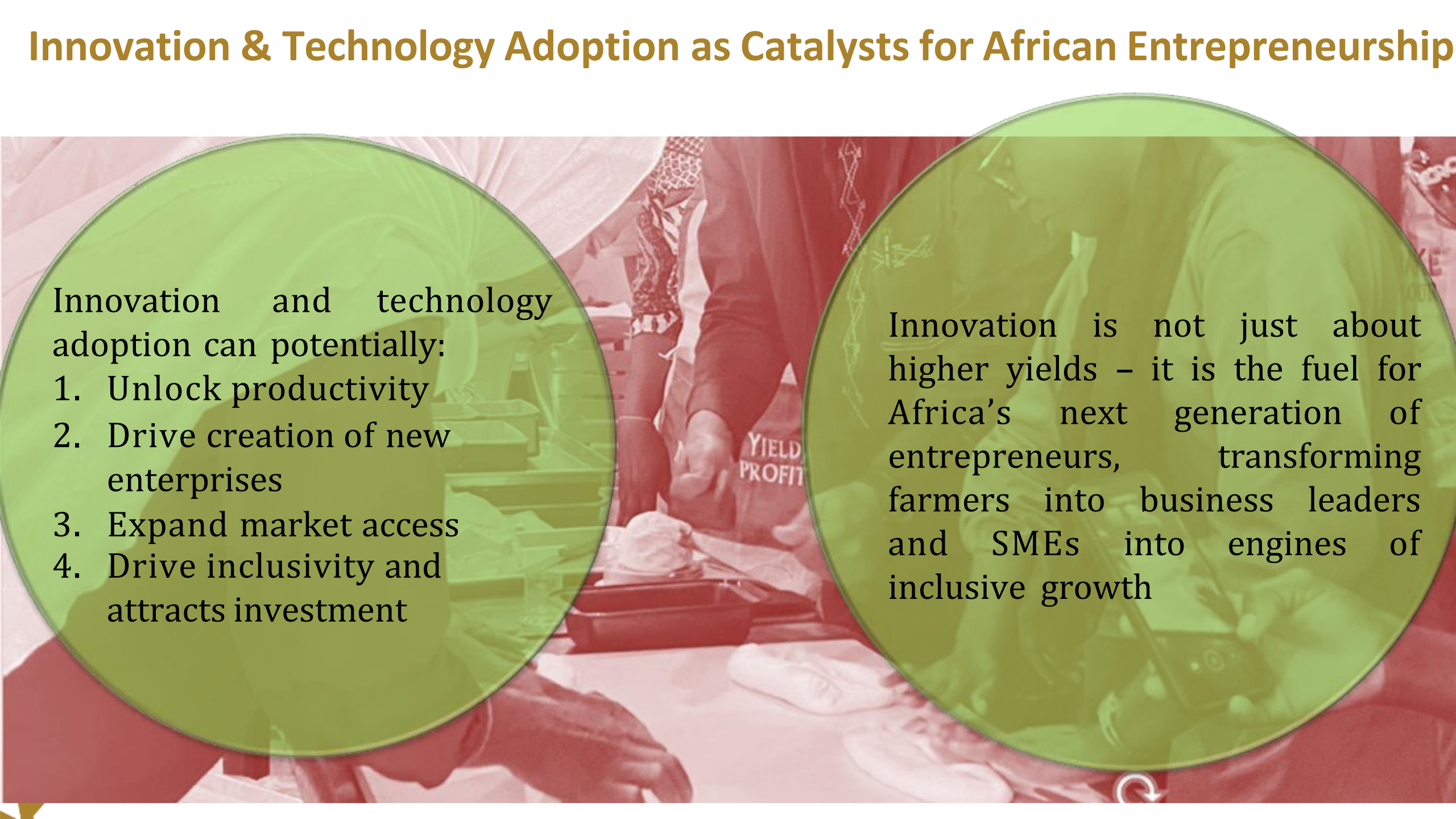
Evidence-driven policy

Create **enabling environment** informed by evidence, linking adoption data to policy reform

NOTE: Integrated approaches [innovation, markets, finance & Policy] create resilient entrepreneurial ecosystems that thrive on technology adoption



Innovation & Technology Adoption as Catalysts for African Entrepreneurship



Innovation and technology adoption can potentially:

1. Unlock productivity
2. Drive creation of new enterprises
3. Expand market access
4. Drive inclusivity and attracts investment

Innovation is not just about higher yields – it is the fuel for Africa's next generation of entrepreneurs, transforming farmers into business leaders and SMEs into engines of inclusive growth

The AATF contribution to the Innovation and Entrepreneurship journey in Africa



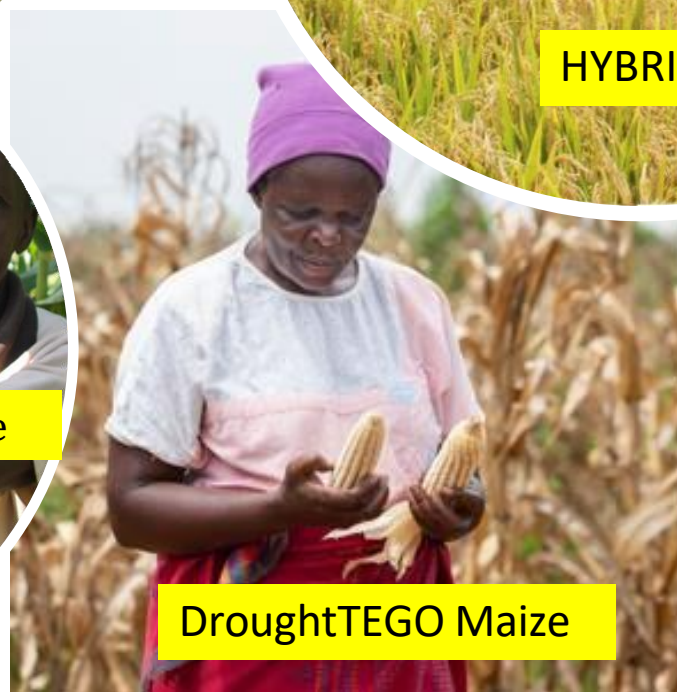
Mechanization Services + Digital tools



HYBRID RICE



Insect Resistant (TELA) Maize



DroughtTEGO Maize



HQCF Processing

Demonstrated technology bundling via cassava mechanization & processing hubs increasing yields by up to 200%

Facilitated policy reforms enabling regional deployment through TAAT Policy

Built mechanization service models through SMEs (Agridrive)

Proved that adoption is faster when driven by business models, markets, finance & trust

Conclusion and call to action

All stakeholders must align efforts to de-risk innovation and scale adoption. **Collaboration** is the cornerstone of transforming innovations into inclusive and sustainable business growth



Entrepreneurs

Scale farmer-centric business models and leverage digital tool

Policy Makers

Create enabling environment:

- Regulations,
- Finance
- Infrastructure

Development Partners

Invest in catalytic funding to de-risk innovations

Farmer organizations

Champion adoption and provide feedback loops



THANK YOU

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Thank you

