Sustainable Impact via Mobile-Based Innovation in the Value Chain

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Keynotes: We need <u>systemic</u> innovation for the farmer

Farmers lack reliable **technical assistance**

Farmers often face unacceptable **risks of shocks**



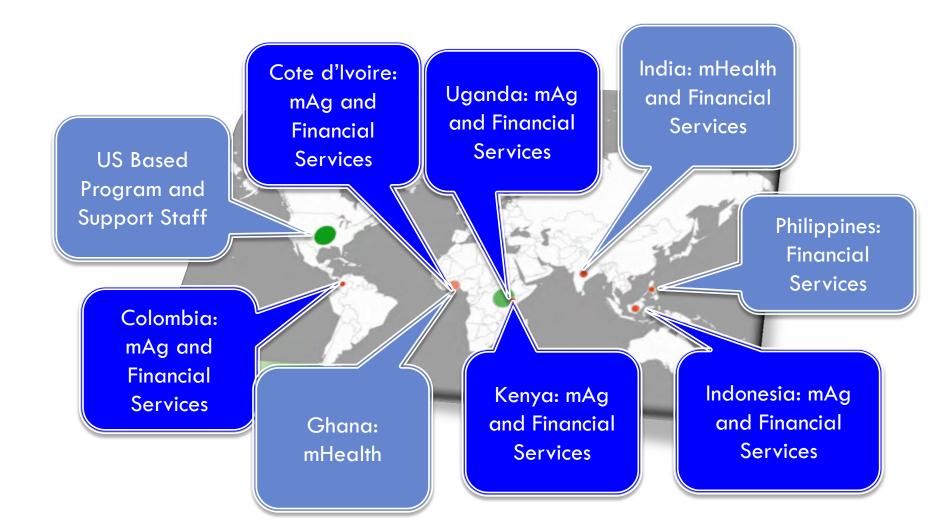
Farmers often make short-term decisions

Farmers lack appropriate **financing**

Farmers are isolated from markets



Grameen Foundation is an innovation catalyst





Innovation is: tools for effective two-way communication



Analytics & Real-Time Decision Support



Field Force Management Mobile Financial Services

Register farmers & establish baselin)	Register	farmers	8	establish	baselin
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Priget	
Cuales cultivos tiene finca? (Pueden elegir que uno)	
1	

NW Gerveys - Fairtrade Access Fund Dan

Cafe

Banano

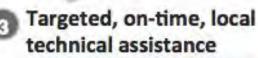
Cacao



Yield Management > Crop Production What amount of your production did you sell to Traders last season?



Survey Tools PPI[®] Survey





Search & Workflow Tools

Regular data collection & monitoring

Innovation is: access to adoptable Information

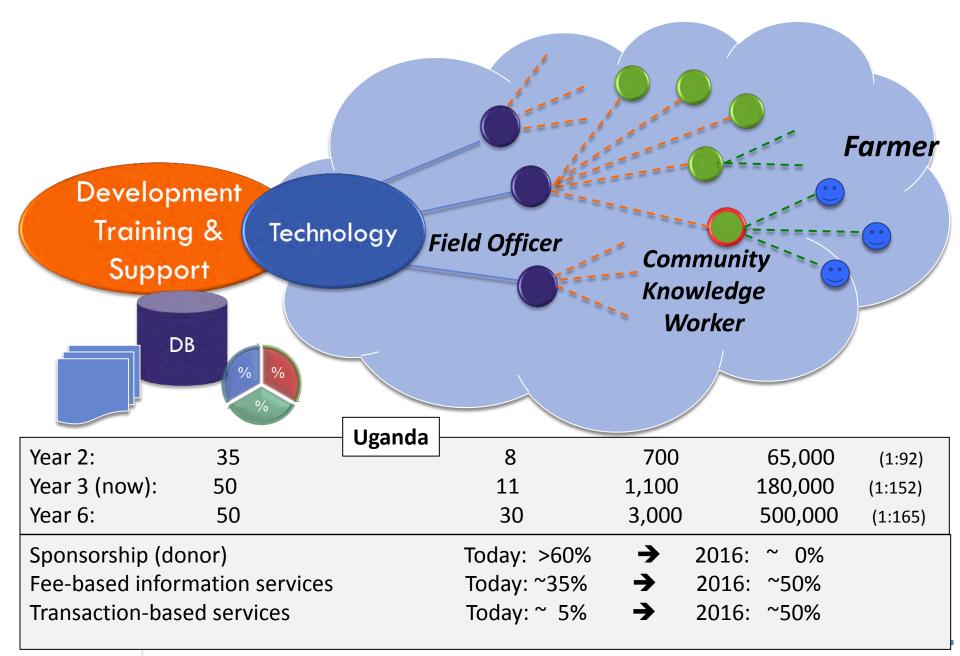


- Cash crops, Staple crops, Livestock
- Weather, Prices, Mapping, Field Force Management
- eWarehousing, mSourcing, Certification data collection

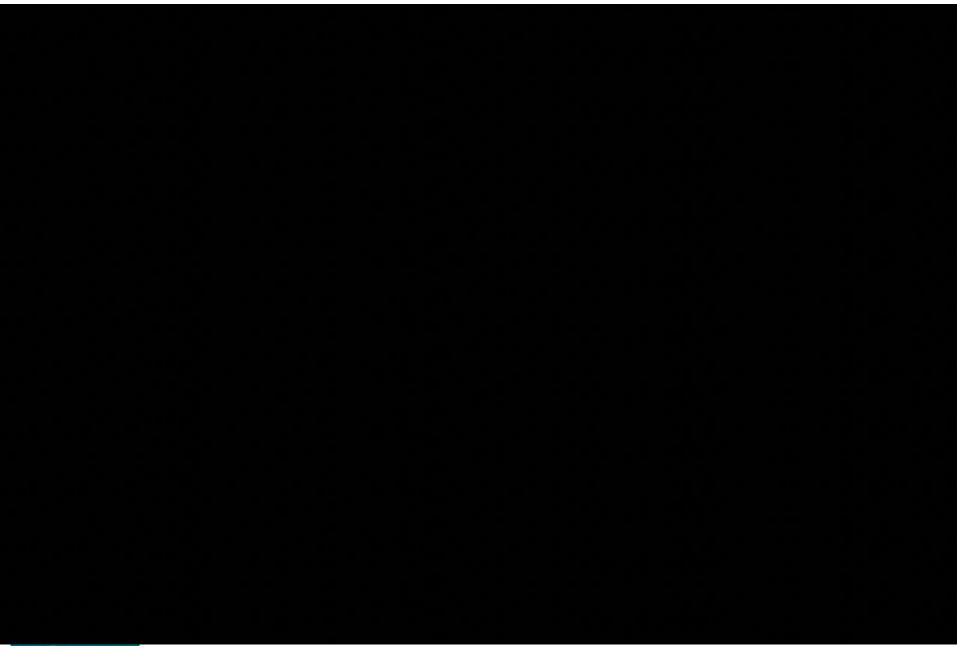
Innovation is: the Community Knowledge Worker



Innovation is: Business Models for Scaling



Innovation is: Measuring and Sharing



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THANK YOU.

