CHALLENGE

600 – 21,000 KM²

- WORD OF MOUTH
- INDIGENOUS KNOWLEDGE
- SCOUTS
29%  
>$3,100 \sim >60\%
AFRISCOUT REVOLUTIONIZES THE WAY PASTORALISTS FIND PASTURE AND WATER FOR THEIR ANIMALS USING THE POWER OF SATELLITE AND MOBILE TECHNOLOGY.

LOCALIZED GRAZING MAP
CURRENT VEGETATION CONDITIONS
SURFACE WATER DETECTION
PEER-TO-PEER GRAZING ALERTS
MIGRATION DISTANCE CALCULATION
TERRAIN VIEW TOGGLE
SNAPSHOTS OF PAST CHANGES
IMPACT

- 74% ADOPTION RATE
- 63% CHANGED MIGRATION BEHAVIOR
- 48% REDUCTION IN HERD LOSS
- 99% OF USERS WOULD RECOMMEND TO A FRIEND
• **29 AREAS MAPPED IN ETHIOPIA, KENYA AND TANZANIA**

• **130,678 KM2 MAPPED**

• **513,149 MAP USERS**
BLUE OCEAN MARKET

- NEW, UNCONTESTED MARKET
- 225M PASTORALISTS ACROSS CONTINENT
- 186K IN CURRENT TARGET MARKET
BUSINESS MODEL

- B2C
- 6-MONTH FREE TRIAL
- ANNUAL SUBSCRIPTION
- PROJECTED 3-YEAR BREAK-EVEN
BARRIERS AND NEEDS

- ECOSYSTEM ALIGNMENT
- PARTNERSHIPS
- GAP FUNDING