Peris Bosire – Founder, FarmDrive
Funding Gap

Financial Institutions ➔ $450 Billion ➔ Smallholder Farmers

Source: *Inflection Point: Unlocking growth in the era of farmer finance*, Rural and Agricultural Finance Learning Lab
FarmDrive Solution

Financial Institutions

Mobile Phones

Alternative Data

Smallholder Farmers

FarmDrive
Alternative Data

Machine Learning

- Mobile
- Satellite
- Economic
- Environmental
- Agronomic
- Socio-Demographic
- Social Network
- Behavioral

GIW 2017 | Machine Learning
Algorithms

Credit scores

[{
  "crops": "Capsicum, Butternut",
  "fname": "Ken Wamaria",
  "age": 35,
  "gender": "Male",
  "location": "-1.2543, 36.6817",
  "character": 0.29,
  "capacity": 0.78,
  "capital": 0.52,
  "conditions": 0.77,
  "OverallScore": 0.64
}]

Creditworthiness Algorithm

Risk Level (High to Low)

Farmer Score

Creditworthiness
- Capital
- Condition
- Capacity
Mobile Phones

FarmDrive helps smallholder farmers to easily access loans and keep better financial records of their farm activities, all through their mobile phones.

**How it Works**

**1. Registration**
- **Steps to follow:**
  1. SMS "FD" to 21342
  2. You will receive a welcome SMS from FarmDrive
- **Notes:**
  - Follow the prompts to add your name and ID no.
  - Accept terms and conditions
- **Information Security:**
  - All SMS are free
  - All your information is kept safe and private

**2. Record Keeping**
- **Steps to follow:**
  1. SMS "FD" to 21342
  2. You will receive the home menu
  3. Reply "2" for Record Keeping
  4. Follow the prompts to add crop, dairy, and poultry records

**3. Loan Application**
- **Steps to follow:**
  1. SMS "FD" to 21342
  2. You will receive the home menu
  3. Reply "2" for Loan
  4. Receive loan application via SMS
  5. Respond to loan application questions
  6. Receive loan funds via M-PESA if approved
- **Instructions:**
  - Keep records for 30 days before applying for a loan

**4. Loan Repayment**
- **Steps to follow:**
  1. Go to M-PESA menu
  2. Select Lipa na M-pesa
  3. Select Paybill
  4. Select "Enter Business no."
  5. Enter "601246"
  6. Select "Enter Account no."
  7. Enter "FD"
  8. Enter Amount
  9. Enter PIN
  10. Enter PIN

GIW 2017 | Machine Learning
# Revenue Model

<table>
<thead>
<tr>
<th>Transaction</th>
<th>Revenue Share</th>
<th>Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Scoring Fee</td>
<td>Revenue Share on profit</td>
<td>Software as Service</td>
</tr>
</tbody>
</table>
Value Propositions

Financial Institutions
- Scalable Portfolio Growth
- Risk Mitigation
- Cost Reduction

Smallholder Farmers
- Access to Quality Credit
- Suitable Loan products
- Increased farm productivity
Early Results

20% Increase farmer clients

26% Increase in agriculture portfolio

55% Increase regional exposure in Kenya

Partnership with largest telco in Kenya for scale
Contact Us

PERIS BOSIRE
FARMDRIVE, KENYA
peris@farmdrive.co.ke