

Empowering Africa with data

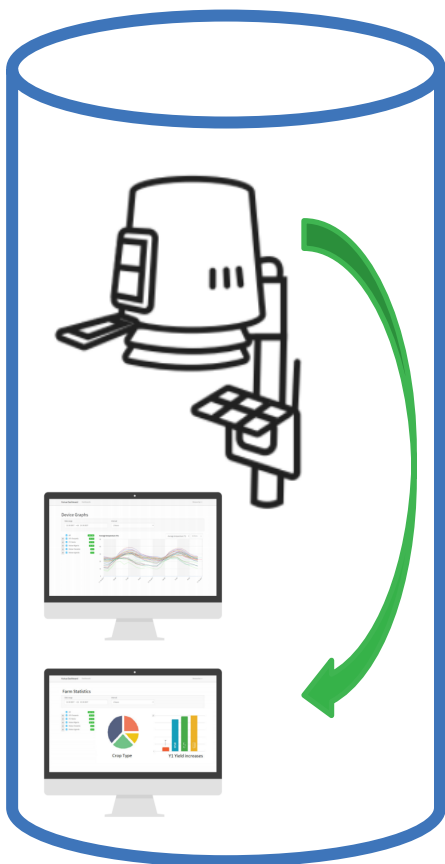
November 2017

kukua.cc



Kukua.
EMPOWERING AFRICA WITH DATA

Kukua's three pillars



I



II



III

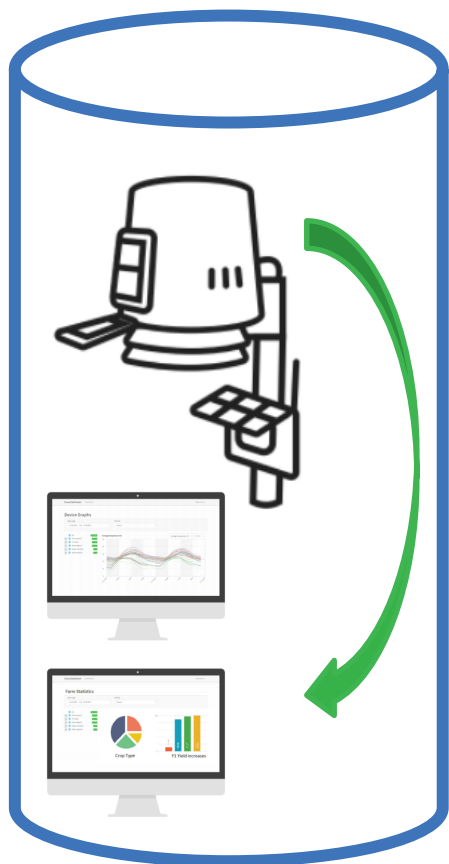
Service:

**Data
Dashboards**

**Forecasts
Agri Advice**

**Engagement
Farmers & Met**

Pillar ONE: Kukua's data platform



**Collection, consolidation
and commercialization
of data services**

**Presentation of data
through dashboards for
medium to long term
planning**



**Data &
Dashboards**

Observations:

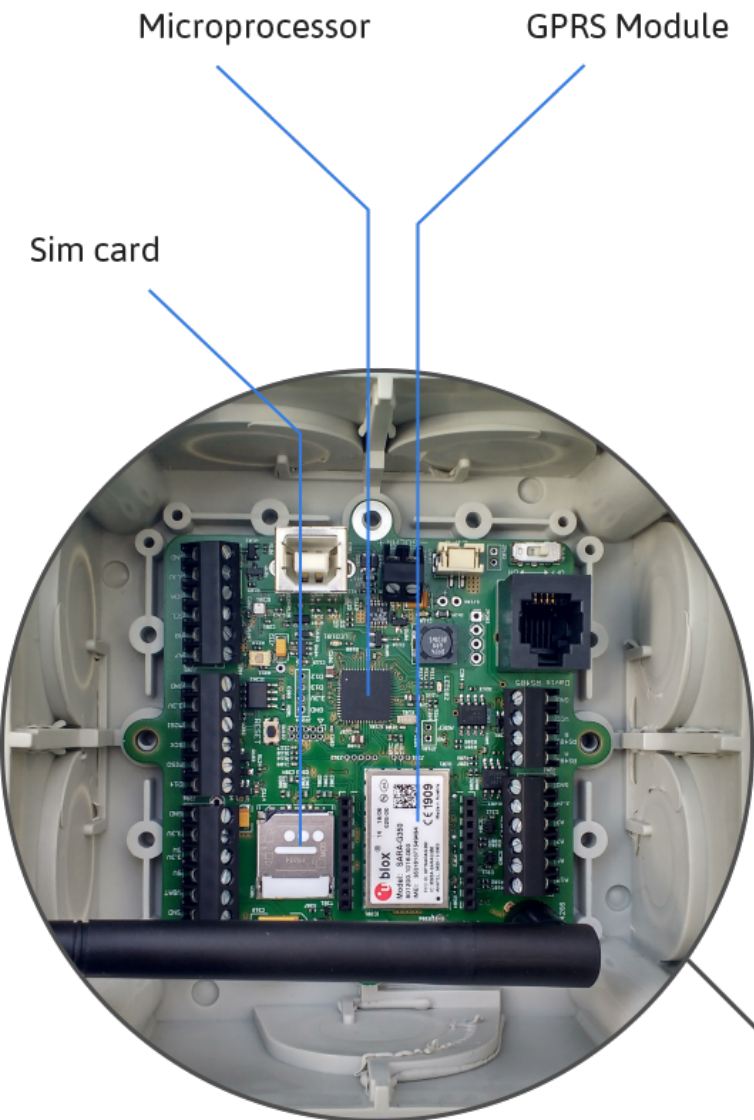
- NGO networks**
- National networks**
- Private networks**
- Commercial networks**



- National Companies**
- Multinationals**
- Agri Suppliers**
- Multiple Stakeholders**

\$ustainability

Weather Station



Microprocessor

GPRS Module

Sim card

Rain collector

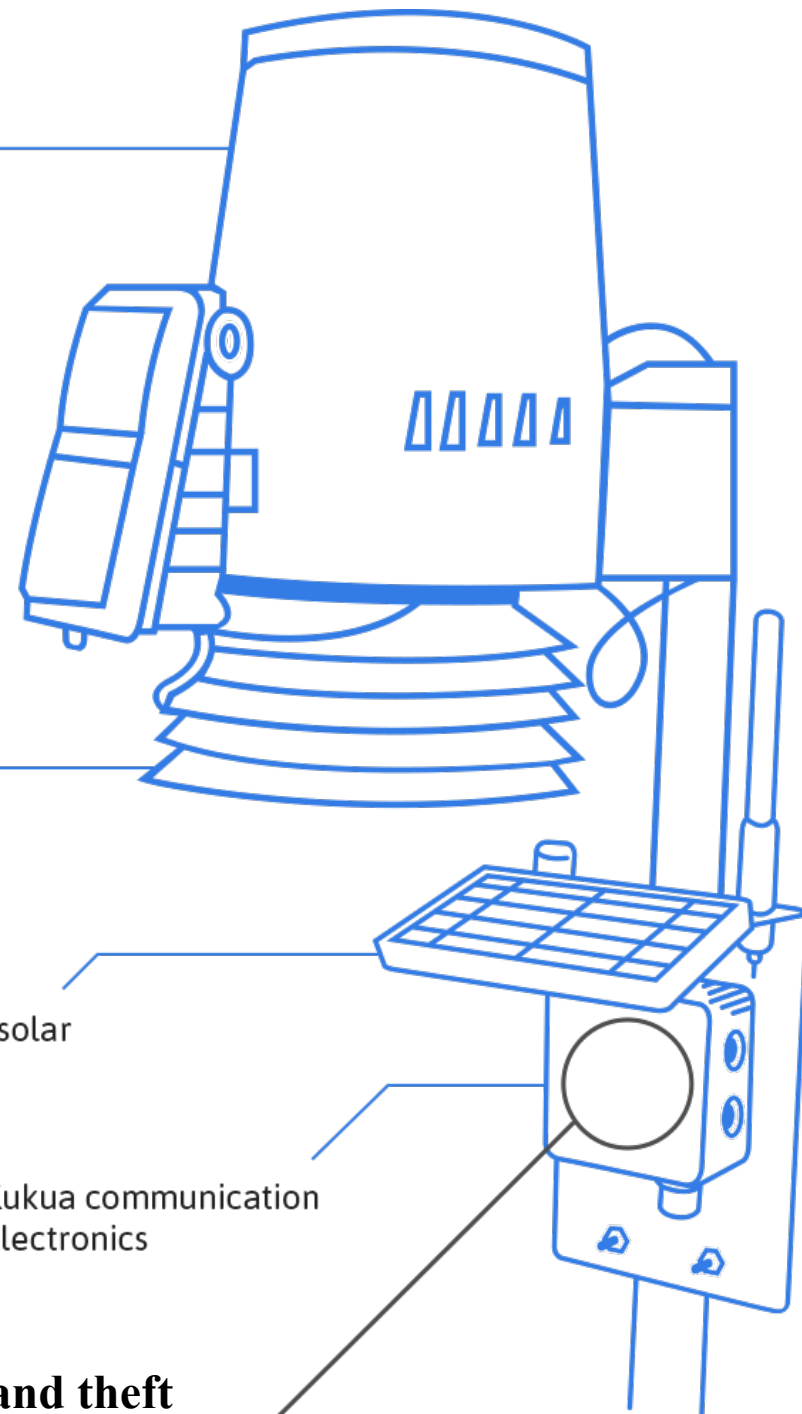
Temperature and humidity sensors

Solar panel and solar radiation sensor

Kukua communication electronics

Solar Panel size and theft

Soil Moisture and Wind



Pillar TWO:



SMS

APP

III

Forecasts
Agri Advice



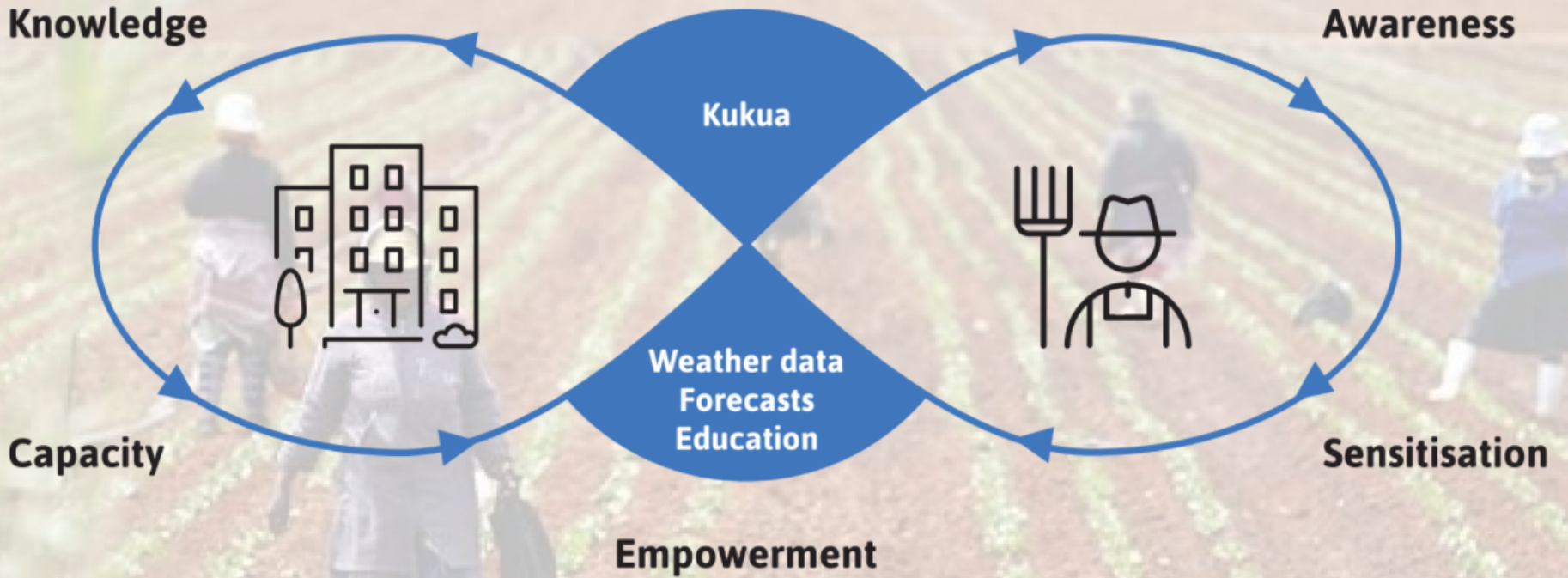
Monday
Morning No rain
Noon Likely to rain
Evening it will rain
Night It will rain

Any Language
Advertising share



Multinational Agribusiness

Pillar THREE: Engagement



WE LEARN FROM EACH OTHER

Putting it all together

1. Conduct field surveys and collect weather information



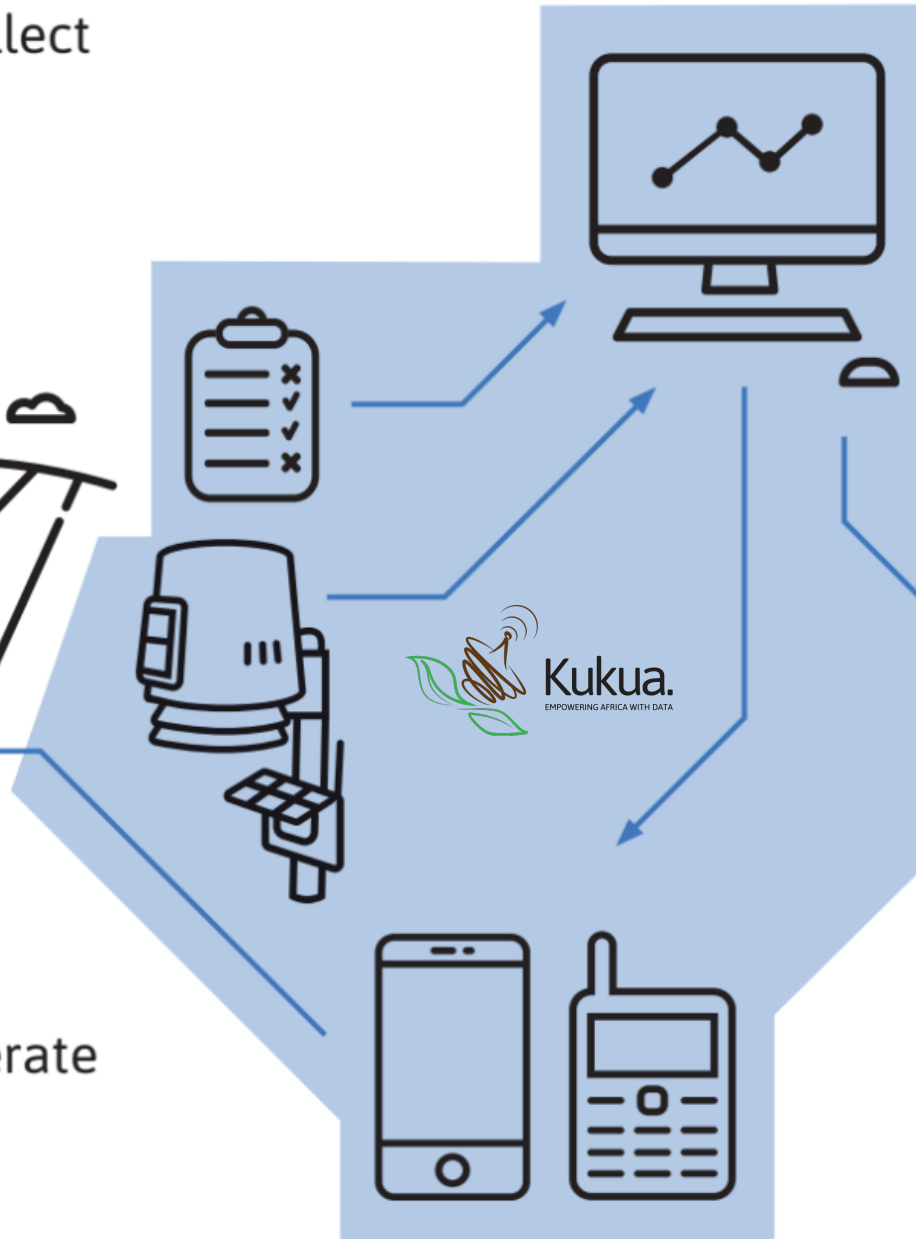
2. Process data, improve forecasts and present in accessible format to industry



4. Learn and iterate



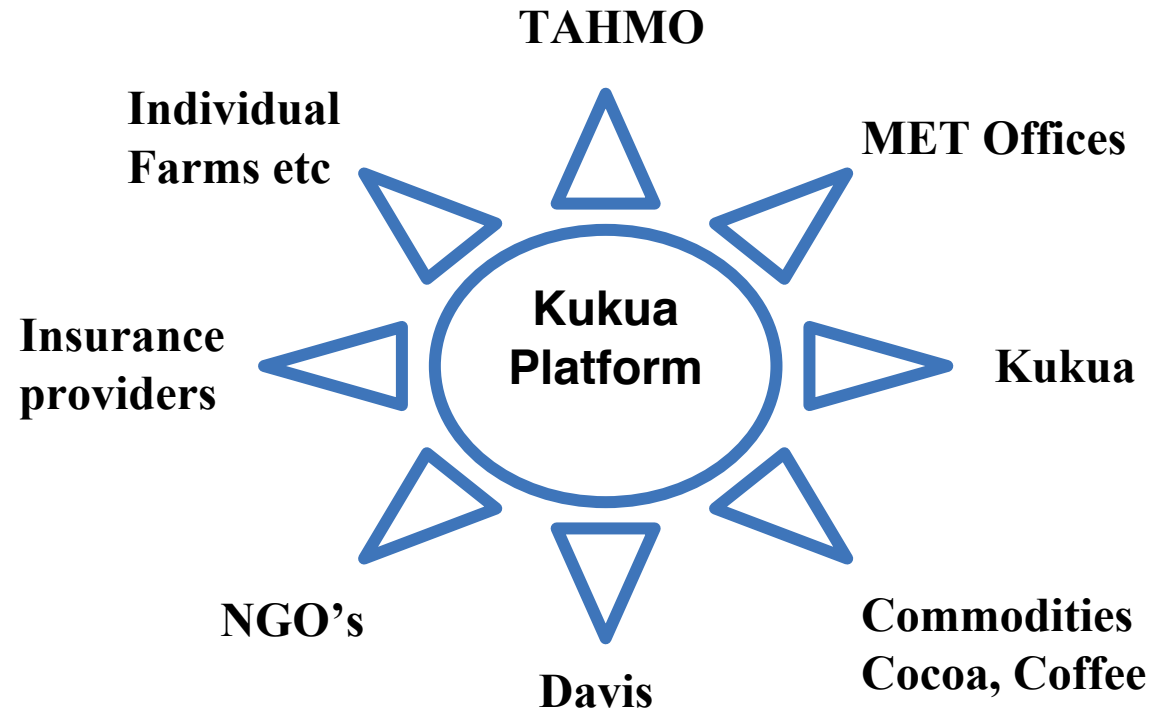
3. Supply farmer with weather forecasts and agricultural advice



Possibilities

The Three Pillars:

- **Carbon Credits**
- **Weather Index Insurance**



The Platform:

- **API controlled payments for all data contributors**
- **Micro credits to equipment hosts etc**



Social Impact

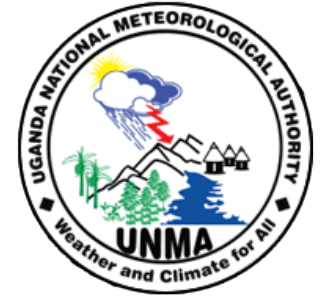


Our Market and Impact



Current Network: 80+
2018: 250+
2019: 1000+

Partners



Pathways

**How can Kukua work with you to ensure sustainability,
long term viability, and ongoing impact**

Important:

Our Data has been checked and approved by the ECMWF

We do not compete with Met Offices

We share the data with Met Offices

We share revenue with Met Offices

Services created from data is sold

Our SMS and APP users do not pay

We focus on barter agreements with partners

Further Observations: Soil Moisture, Pollution?