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## COMPANY PROFLE



# COMPANY PROFILE



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## About Company

Africa Instore Solutions is a social enterprise founded in 2013 with a goal to create economically AIS empowers rural communities with sustainable trade and investments. The company's establishment was inspired by a desire to share private sector global commercial best practices to improve local operational practices and business models of micro and small sized enterprises (MSEs).

AIS is a woman-led organization that advocates the transformation of rural communities and MSEs through inclusive programs that unlocks economic development.



## Executive director's STATEMENT



**Jennifer Githinji**

At AIS, we strive to enhance the livelihoods of rural communities. Our focus lies in empowering communities shift from subsistence production to sustainable enterprises particularly for women and youth. We seek to champion climate change mitigation and adaptation strategies across our work. Through collaborative partnerships, AIS is making impactful strides towards economic developments that are; gender, financial and technologically inclusive.

AIS recognizes the role of agriculture in unlocking the rural economy and thus works to promote rural development through agriculture to spur inclusive growth, reduce poverty and improve livelihoods. We conceptualize, design, and implement programs that unlock commercial viability for small holder farmers across Africa to enable them to reap profits from their farming investments. We achieve this by enabling small scale farmers access quality inputs, receive extension services and support last mile agripreneurs with digital tools to automate their businesses.

# Our Target Groups

## Farmers

AIS recognizes that majority of smallholder farmers are disconnected from modern value chains due to their small size and reach. We collaborate with partners to address these challenges. We provide access to essential services like competitive markets, finance, and market information, helping farmers increase production, adapt to climate change, and achieve profitable returns.

## Women and Youth

Women and youth play a crucial role in the agribusiness sector across the Africa. Agriculture is an important source of employment for women and the rising youth population in Sub-Saharan Africa. At AIS, we champion inclusion of women and youth in the agribusiness workforce throughout different segments of the agricultural value chain.

## Micro and Small Enterprises

AIS offers tailored business development and entrepreneurship training and mentorship to Micro and Small Enterprise (MSE's) and start-ups that provide green energy solutions. They are supported by sharing commercial best practices to build the enterprises core competencies and improve their competitiveness.

# AIS Kilimo app

## Agripreneur Digital Tool

AIS designed and developed 'AIS Kilimo' – a mobile software application in 2021. AIS Kilimo is an enterprise digital mobile technology that enables last mile agripreneurs to formalize and automate their daily business transactions, improve their market and supply chain linkages with agro input suppliers



## Targeted solutions

Stakeholders	Pain points	AIS Kilimo Solution
Agro Input suppliers and anufacturers	<ul style="list-style-type: none"><li>• Limited visibility of inputs reach beyond distributor level</li><li>• Untargeted marketing and sales strategy</li></ul>	<ul style="list-style-type: none"><li>✓ Provide input traceability to farmer level.</li><li>✓ Information that will aid in targeted strategies for sales and marketing.</li></ul>
Last mile Ago dealer Agripreneurs	<ul style="list-style-type: none"><li>• Lack of verifiable business records, including farmer performance</li><li>• Inefficiencies around supplier management</li><li>• High mortality rate and low business scale</li></ul>	<ul style="list-style-type: none"><li>✓ Verifiable digital business records opening avenues of financial inclusion</li><li>✓ Tracking of farmer and supplier performance</li><li>✓ Visibility to daily P&amp;L performance</li><li>✓ Remote access to business operations</li></ul>
Agri funded development Programs - CGA	<ul style="list-style-type: none"><li>• Inconsistent and inaccurate manual program records</li><li>• Lack of a measurement tool post program activities to ensure sustainability</li></ul>	<ul style="list-style-type: none"><li>✓ Improved program efficiency by availability of real time digital reports</li><li>✓ Tool to monitor program sustainability</li><li>✓ Driving digital inclusion and associated benefits</li></ul>
Small holder farmers	<ul style="list-style-type: none"><li>• Targeted selling efforts - unsuitable inputs</li><li>• Delays in getting the right inputs especially during peak seasons</li><li>• Lack of historical records on inputs consumption, pricing etc</li></ul>	<ul style="list-style-type: none"><li>✓ Digital tracker of farm input investments</li><li>✓ Enhanced relationships with last mile dealers offering targeted assistance</li><li>✓ Tool enables exploration of financing solutions at farm level.</li></ul>



Meet The  
**TEAM**



*Jennifer Githinji*

At AIS we believe that our success stems from the collective efforts of our exceptional team members. AIS team is dedicated to delivering excellence in every aspect of our work. Allow us to introduce the individuals who make up the heart and soul of our organization.



*Michael Kimani*  
Head of Project



*Janet Kitukuyu*  
Program Manager



*Wangui Ngugi*  
Finance Manager



*Carolyn Mburu*  
Finance Officer



*Solomon Vulimu*  
Graphic Designer



*Lucy Mweni*  
Founder & Executive Director  
Communication (intern)



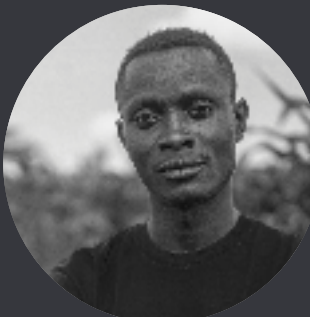
*Francis Njenga*  
Farm Manager



*Lois Sanaipei*  
Asistant Farm Manager



*Amos Ntiati*  
Asst farm manager (Intern)



*Eric Ngei*  
Solar Energy Champion



*James Mbutia*  
Solar energy Champion



Our Focus  
**AREAS**



**Food systems**

**Food Security and nutrition:**

We work towards transformation of sustainable and inclusive agrifood systems that are more resilient, delivering lower cost of nutritious food and affordable healthy

**Agriculture value chain development:**

AIS aims to improve household incomes, food security and resilience through linking modern agricultural value chain to smallholder farmers and providing support to farmers to ensure they realize profitable returns on their investments.



**Environment**

**Promotion of renewable energy**

Energy and food systems are deeply entwined. We promote renewable energy solutions that directly promote environmental conservation and promote food security while raising productivity and incomes, minimize food losses and increase entrepreneurial efficiencies.

**Climate change mitigation & adaptation**

AIS supports climate-smart villages (CSVs) – targeted communities trained on climate adaptation strategies, gradually adopting resilience approaches



**Economic Empowerment**

**Enterprise development**

We offer training, mentorship and coaching to micro and small enterprises (MSEs) and start-ups with a key focus on eco-minded entrepreneurs. AIS provides enterprise development support to enable the enterprises embrace sustainable business models.

**Lighting up  
Rural communities**

Our interventions focus on decentralized energy solutions particularly for households, community projects, social institutions, and MSEs. Our goal is to support them reduce their carbon footprint, minimise their production cost and achieve sustainable operations.

We partner with government, private sector and community-based organizations to build market for energy access. We strengthen the demand for modern energy products and services by raising public awareness and investment.

**Our solar products**

1. Surface water pumps
2. Submersible water pumps
3. Solar Egg incubators
4. Solar sewing machine
5. Public address –PA System
6. Solar Barber shaving kit
7. Solar security Lights

**AIS plays a  
pivotal role  
as the  
nexus  
between  
energy and  
agriculture**





# Our Work

Over the past 10 years, AIS has implemented a number of programs through partnerships with the donor community, government institutions and private sector partners. We have impacted over 30,000 farmers, supported with over 330 MSMEs and aggregated over 100,000 MT of crop produce in 9 counties in Kenya.



30,000 farmers

100,000 tonnes

9 Counties

We have reached and directly supported over 30,000 smallholder farmers with end-to-end support: from access of certified inputs and finance, knowledge and extension services to market linkages

We have set up over 200 village produce aggregation stores and aggregated over 100,000 tonnes of produce valued over USD 600,000 from 7 key value chains: Sorghum, Sunflower, Green Grams, Onions, Beans, Irish Potatoes, Maize

Over the years, we have expanded our footprint serving farmers across 9 counties in Kenya. We have good contextual knowledge and intelligence of the local landscape. We have built strong collaborative partnerships with key agri-actors in these counties.



# AIS FOOTPRINT IN KENYA SERVING SMALL HOLDER FARMER

  
**FARMERS**  
Mobilized per county

- 1 Kericho (8,354)
- 2 Bomet (7,111)
- 3 Meru (9,255)
- 4 Machakos (380)
- 5 Kitui (4990)
- 6 Makueni (420)
- 7 Kajiado (2,435)
- 8 Tharaka-Nithi (6,258)
- 9 Nyeri (108)

## Future ventures

- i) Taita taveta
- ii) Kilifi
- iii) kwale
- iv) Lamu



## Our goal in the next six years is to expand to the East Africa market

our plans to expand our operations to the East Africa market, encompassing countries such as **Tanzania, Uganda, Rwanda, Burundi, and Ethiopia.**

With our extensive knowledge of the local agricultural practices and understanding of the unique challenges and opportunities in each of these countries, we aim to advocate modern farming techniques, and innovative solutions to enhance productivity and sustainable farming practices.



# OUR PROPRAMS & PROJECTS

01

## The Wezesha Agri program



In partnership with Safaricom Foundation and GIZ – Endev program, we implemented the Wezesha program – an agribusiness economic empowerment program targeting women and youth in Kajiado County. The county is predominately semi-arid with drought as the main climatic challenge facing its agricultural sector. Through the program, we established and operationalized a 7-acre demonstration farm which modelled of a farmer field school. Through the program, 1615 farmers have attended trainings at the farm on climate smart agricultural approaches and renewable solar technologies that assist the farmers to build climate action resilience and equally create job opportunities.

### Achievement:

The program has directly provided employment to over 200 women and youth of Kajiado county. Over 70% of the program beneficiaries have adapted climate smart approaches in their respective farms. We have supported solarization of community irrigation projects directly benefiting 1300 households. In addition, based on the success of the program, and upon we have set up additional 4 satellite demo farms in neighboring wards. We have also incubated 10 small agribusiness ventures managed women and youth groups at the farm.

## Scaling out Regenerative Agriculture

02

CGA partnered AGRA to implement "Scaling out Regenerative Agriculture through the Development of Pulse Value Chain in Makueni County" project (Jul 2020–Sep 2021). The intervention aimed at enhancing food security and resilience, using conservation and rehabilitation methods for smallholder farmers. It employed the Sustainable Village Based Advisor (VBA) Business Model

### Achievements:

Through the program, 110 VBAs were impacted with business skills and knowledge. As a result, growth in the VBA model was realized with entrepreneurship, business expansion and diversification recorded.



03

## Digitally empowering last mile agripreneurs



AIS partnered with Cereal Growers Association (CGA) in a project funded by IKEA foundation through AGRA. The 'Scaling out regenerative agriculture through the development of Pulse value chain in Makueni county' aimed at enhancing food security and resilience using conservation and rehabilitation methods. The program supported last mile agripreneurs modelled as village-based advisors (VBAs) to enhance their business skills, set up operational structures and systems for business growth

### Achievement

We provided business and digital skills training to the team of 110 village-based advisors (VBAs) and introduced the agripreneurs to AIS Kilimo mobile app. The app provided digital support to the last mile agripreneurs and enabled them make data based informed business decisions regarding their daily operations and profitability levels.



04

Driving agri micro insurance uptake for farmers



Acre Africa links stakeholders along the agricultural value chain with risk mitigation solutions to unlock access to credit and inputs by de-risking investments from the main climate risks AIS collaborated with ACRE Africa to develop a village champion model to promote and educate farmers on agricultural micro insurance. The assignment was focused on building agricultural resilience among smallholder farmers through micro crop insurance.

**Achievements:**  
AIS executed a hybrid of successful initiatives that resulted to increase in farm level investments as a result of the agro-insurance product awareness.

Going green globally

05

Climate launchpad is the world's largest green business ideas competition. In partnership with Climatelaunchpad, AIS provides training to eco minded entrepreneurs with innovative business ideas that challenge the current business models. We work in collaboration with national team leaders across various countries to identify start ups with cleantech potential that address climate change in a sustainable manner.

**Achievements:**  
we have supported over 100 startups and facilitated bootcamps in various countries: Kenya, Uganda, Tanzania, Mauritius, Nigeria, Ghana, Angola and Mynamar. In 2019, one of Start-ups supported by AIS won the coveted title of global winner.

# Our Partners



THANK YOU

We express our gratitude for taking the time to review our company profile. Your valuable insights and feedback are highly appreciated as they significantly contribute to our continuous growth and success. We genuinely value your support and profound interest in our organization.

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