

COMPANY PROFILE





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About Company

Africa Instore Solutions is a for-profit social enterprise registered in Kenya in 2013 with the goal of creating economically empowered rural communities with sustainable agricultural trade and investments. At AIS we conceptualize, design and implement agricultural and renewable energy programs that unlock commercial viability for small holder farmers across Africa to enable them reap profitably from their farming investments. We achieve this by enabling small scale farmers access quality inputs, receive extension services and support last mile agripreneurs and micro entrepreneurs with digital tools to automate their businesses.

AIS is a woman-owned and woman-led organization that serves as a nexus between agriculture and renewable energy. We provide market-based solutions for inclusive and sustainable economic transformation for communities and enterprises across Africa.



Executive director's **STATEMENT**



Jennifer Githinji
Founder & Executive Director

At AIS, we recognize that smallholder farmers, while only a limited contributor to greenhouse gases, are highly affected by climate change given that their livelihoods depend on climate-sensitive ecosystems and resources. We therefore provide necessary linkages to help communities accelerate their transition to renewable energy to improve their agricultural production and post-harvest value addition.

We strive to enhance the livelihoods of rural communities. Our focus lies in empowering communities to 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 toward economic developments that are gender, financial, and technologically inclusive.

Our Target Groups

Farmers

We strive to enhance the livelihoods of rural communities. Our focus lies in empowering communities to 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 toward economic developments that are gender, financial, and technologically inclusive.

Women and Youth

Supporting women and youth as service providers in agriculture contributes to new sources of income generation, employment creation, and development of rural communities. Engagement of young people in agriprenuership has the potential to contribute to food security and curb the exclusion of young people within agricultural livelihoods.

Micro and Small Enterprises

AIS offers tailored business development and entrepreneurship training and mentorship to Micro and Small Enterprises (MSEs) 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 and improve their supply and market efficiencies.



Targeted solutions

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

Meet The **TEAM**



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.

Jennifer Githinji

Founder & Executive Director





Michael Kimani
Program Manager



Janet Kitukuyu
Program Manager



Wangui Ngugi
Finance Manager



Carolyn Mburu
Accounts & HR



Solomon Vulimu
Marketing Manager



Lucy Mweni
Communication



Joseph Njau
Data Analytics



Lois Sanaipei
Farm Coordinator



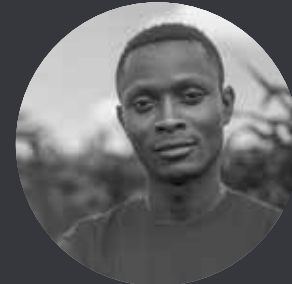
Priscilla Watitu
Monitoring & Evaluation



Francis Njenga
Farmers outreach



James Mbutia
Solar energy Champion



Eric Ngei
Solar Energy Champion

Our Focus AREAS



Food systems



Food Security and nutrition:

We work towards the transformation of sustainable and inclusive agrifood systems that are more resilient, delivering a lower cost of nutritious food and affordable healthy diets for all.

Agriculture value chain development:

We work with various agricultural actors including governments to aggregate farmer producer organizations efforts in channeling their output to profitable markets. We partner with other value chain players like financial institutions, input suppliers, transports, and off takers to ensure farmer produce achieves highest quality levels in competitive markets.

Environment



Promotion of renewable energy:

Energy and food systems are deeply entwined. We promote renewable energy solutions that directly promote environmental conservation and food security while raising productivity and incomes, minimizing food losses, conserving the environment, and increasing entrepreneurial efficiency.

Set up of climate-resilient villages:

AIS is instrumental in facilitating the establishment of climate-resilient villages. Organized community members are galvanized, and trained on climate adaptation strategies. AIS provides the communities with relevant linkages: credit finance, technology, and technical expertise to support the implementation of sustainable large-scale renewable energy projects that serve the community.

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 enterprises to embrace sustainable business models.

Clean Energy For Rural Resilience

Our goal is to support communities transition to sustainable green energy. Our approach centers on providing decentralized energy solutions tailored to the needs of households, community projects, social institutions, and Micro and Small Enterprises (MSEs). We work with strategic partners such as government entities, private sector stakeholders, and community-based organizations.

To fuel economic growth, we facilitate access to a range of green energy technologies including solar, biogas and clean cooking solutions. These technologies serve as profitable commercial investment opportunities for women and youth, thereby stimulating sustainable entrepreneurship opportunities.

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



Our Work

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



30,000 farmers

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



100,000 tonnes

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



9 Counties

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

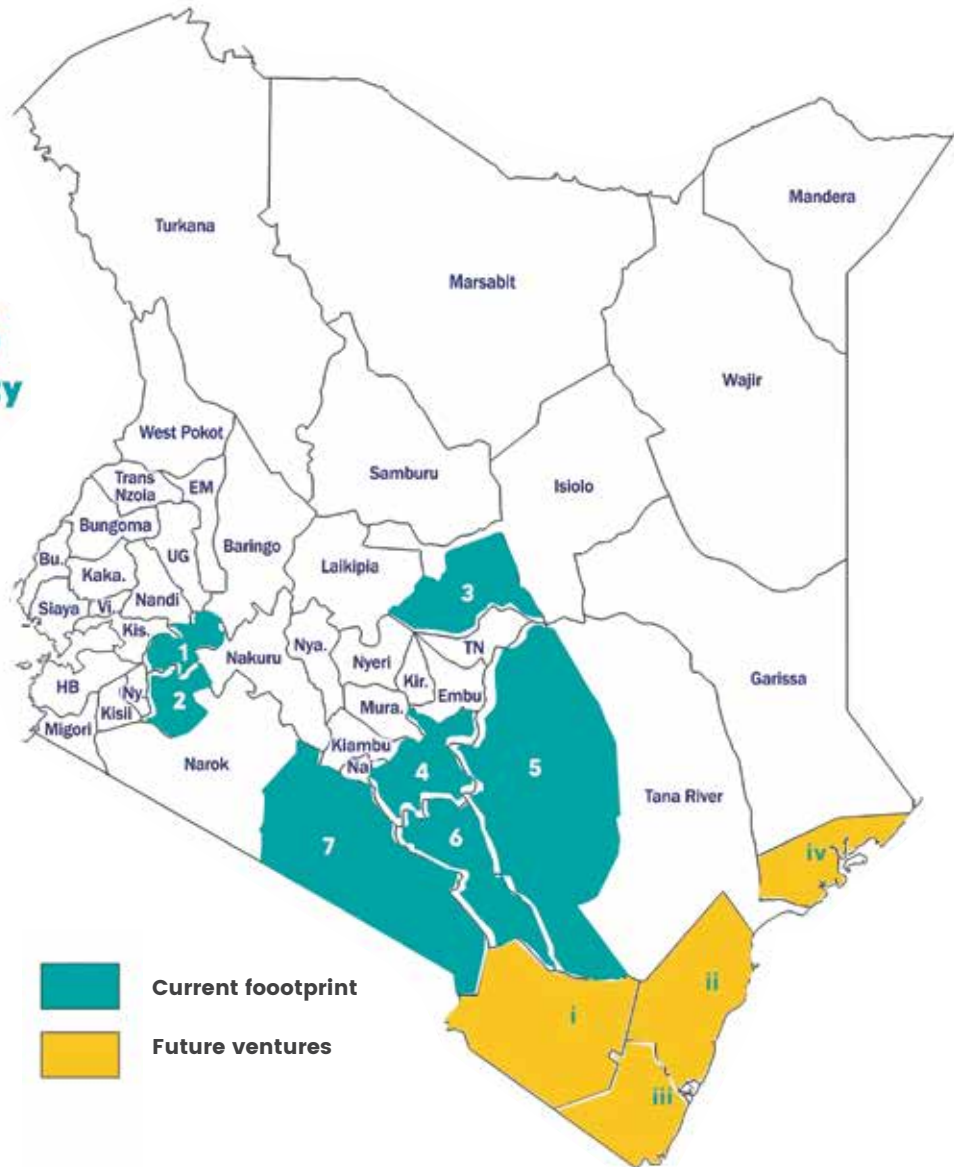


AIS FOOTPRINT IN KENYA SERVING SMALL HOLDER FARMER



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

AIS plans to expand our operations to the East Africa market. We intend to drive the implementation of sustainable agricultural interventions in **Tanzania, Uganda, Rwanda, Burundi, and Ethiopia.**

With our extensive knowledge and insights serving rural communities, we aim to support innovations, technologies, and interventions that drive economic growth for women and youth.

OUR

PROGRAMS & PROJECTS

01

The Wezesha Agri program



In partnership with Safaricom Foundation and GIZ- Endeavor program, we implemented the Wezesha program – an agribusiness economic empowerment program targeting women and youth in Kajiado County. In a region where drought poses significant challenges to farming, we established a 7-acre demonstration farm, serving as a model for sustainable agricultural practices.

The curriculum focuses on climate-smart agricultural approaches and renewable solar technologies, equipping farmers with the tools to build resilience against climate change while creating entrepreneurship opportunities.

Achievement:

The program has trained over 2,300 farmers and 1,600 successfully graduating. The program introduced poultry value chain in the county, through the introduction of solar egg incubators. The new business opportunity that has been embraced by over 50 women and women groups. Wezesha program has provided over 200 youths with employment and incubated 10 small agribusiness ventures managed by women and youth groups, fostering sustainable entrepreneurship, and driving innovation in Kajiado county.

Furthermore, the program has facilitated the solarization of two major community irrigation projects, benefiting a total of 1,400 households and a primary school with over 600 pupils. Building on this success, we have expanded our impact by establishing two satellite demonstration farms in neighboring sub-counties, extending our reach to empower more communities.



02

Digitally empowering last mile agripreneurs



In a program funded by IKEA Foundation and coordinated by AGRA, AIS in partnership with Cereal Growers Association (CGA), participated in the implementation of the "Scaling out Regenerative Agriculture through the Development of Pulse Value Chain in Makueni County" project, running from July 2020 to September 2021. This initiative aimed to boost food security among smallholder farmers through conservation and regenerative approaches. Leveraging on the sustainable Village-Based Advisor (VBA) Business Model, which empowers village level agripreneurs, and fosters closer access of sustainable agricultural practices to farmers.



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 to make data-based informed business decisions regarding their daily operations and profitability levels.

03 Driving agri micro insurance uptake for farmers



Acre Africa designs and implements innovative risk mitigation solutions that protect farmers against weather based risks like droughts, floods, and excessive rainfall. AIS collaborated with ACRE Africa to develop a village champion model to promote and educate farmers on agricultural microinsurance. The assignment was focused on building agricultural resilience among smallholder farmers through uptake of micro-crop insurance.

Achievements:

AIS executed a hybrid of successful initiatives that resulted in an increase in farm-level investments as a result of agro-insurance product awareness.

Supporting green business ventures 04

Climate Launchpad is the world's largest green business ideas competition with a mission to unlock the world's cleantech potential that addresses climate change. In partnership with Climate Launchpad, AIS continues to provide 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 green innovations that challenge the current business models.

Achievements:

We have supported over 150 startups and facilitated boot camps in various countries: Kenya, South Africa, Uganda, Tanzania, Mauritius, Nigeria, Ghana, Angola and Myanmar. In 2019, one of the startups 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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