

# REFLECTION 2022

**The tailwinds of progress are overcoming the headwinds of resistance**

Decades of our efforts to convene, catalyze, and co-create sustainable solutions with private, public and developmental actors hit a tipping point in 2022. We demonstrated that systemic change is possible using **business as a force for good**.

Kuza took to the stage and made a case to bring **youth back into agriculture** at global events like the World Economic Forum, IFAD global innovation day, FAO digital village initiative, the World Bank open learning campus, and COP27.

The success stories of our **young Agripreneurs** and **farmers** continue to inspire our work. According to an independent study, **97%** of the farmers we are working with have, over the last year, experienced **increased productivity, income, and improved quality of life**.

Our efforts continue to be recognized globally. Kuza won the 2022 **Best for the World: Customers\*** award as a certified [Bcorporation](#) for the third consecutive year.



**kuza**®



\*earning US\$ 2 to 4 per day

# REWRITING THE RULES OF THE GAME

**Extreme conditions are fertile soil for extreme innovation**

Our bold efforts to **digitize** good agricultural practices (GAP) for 42 crops and livestock, invest in an **omnichannel digital distribution** system, and the use of technology to provide **on demand, in the moment** mentorship and advisory services (even in areas without internet access) is **revolutionizing agriculture and food systems.**

Our **Leadership Academy** program, powered by **REDI** (Rural Entrepreneur Development Incubator), designed with digital at the core and center, is creating a dependable network of **front line leaders.** Our strategy of identifying enterprising **rural youth Agripreneurs** (through a curated screening and selection process), understanding their strengths, interests, talents, and aspirations, shaping their mindset, and building their capacities is **scaling exponentially.**

Our **ecosystem strategy** of bringing together public, philanthropy, and private sector partners onto a multi-sided digital platform called **OneNetwork**, with a human user interface (Agripreneurs), is creating unique pathways leading to **long term sustainable rural communities.**

# REWIRING COMMUNITIES

**The transformative power of technology will work only when the assumptions of the past are forgotten**

With an open mind and childlike curiosity, we spent the last decade living and working closely with communities to understand their needs, challenges, and aspirations. We worked with multiple partners across Africa and South Asia to conduct rapid experiments to design practical solutions that **solve local problems with a global mindset.**

Our efforts to create an enabling environment through a network of dependable last mile **youth Agripreneurs** who provide rural advisory, information services and facilitate quality inputs, credit, and market access are yielding heartening outcomes for our farmers.

Insights from a lean data study\* on Kuza farmers report that **73%** of them did not have prior access to training similar to Kuza's, **94%** reported **increased crop production** and **money earned** from crops, and **97%** are experiencing an **improvement in their overall quality of life.**

\*Please stay engaged for the full report set to be released in January 2023.

# REIMAGINING THE FUTURE OF WORK

**Empowering ordinary people to do extraordinary things**

Our purpose is to create opportunities for **youth, women, and small business owners** through entrepreneurship. We do this via our flagship program, the **Leadership Academy**, which focuses on building leadership/technical skills, creating accountable relationships and transforming rural youth/small business owners into leaders.

In 2022, we onboarded 2,000 rural Agripreneurs into our Leadership Academy program across five countries. This was in partnership with **27 governments**, the UN World Food Program, Heifer, Yara, and the World Bank.

The **transformative scale** we are witnessing is a result of our deliberate design to invest in people, processes, and exponential digital technologies to create **sustainable rural communities**.

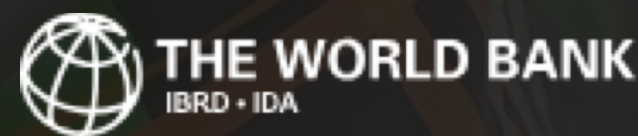


**Leadership**  
academy

# REWARDING EXPERIENCES IN 2022

**Reassuring that we are different to make a difference**

We are humbled and grateful that years of our hard work, coupled with the support from our partners, customers, advisors, and well-wishers, is gaining global acceptance and recognition. We are committed to sustaining this momentum and continue empowering the people who power our planet.



Kuza and UN World Food Program (WFP) signed a long-term agreement to incubate 3,600 Farmer Service Centers (Agripreneurs) in Kenya & Rwanda.

Kuza and Heifer have partnered to incubate and support youth Agripreneurs as Digital Agriculture Champions (DAC) to support small farmers across 11 African countries.

The World Bank's One Million Farmer Platform adopted Kuza's youth Agripreneur model for its Disruptive Agricultural Technologies (DAT) initiative in Kenya with 27 county governments.

Kuza and Yara co-created a program for Africa & Asia to build capacities of agro dealers and farmers. India and Kenya rolled out 1,000 MSMEs (Agripreneurs) in 2022.



B Lab honored Kuza as the top-performing Certified B Corp globally for our impact in serving customers earning US\$ 2-4 per day.

The World Economic Forum featured a case study on Kuza as part of its study on Future Readiness of SMEs: Mobilizing the SME sector to drive widespread Sustainability & Prosperity.

Adoption of Kuza's rural advisory and digital extension model was discussed at the Ethiopia Digital Agriculture Extension and Advisory Services roadmap conference.

Kuza's innovation was showcased at the Mercy Corps Agrifin global annual learning event.



Kuza took the stage at IFAD's Global Innovation in Rome to share its grassroots experiences on how Kuza is revolutionizing the resilience of smallholder farmers through youth Agripreneurs.

Kuza participated in the expert roundtable on partnership initiatives for digital ecosystem development for inclusive rural and agrifood systems transformation of UN FAO 1,000 digital village initiative.

Kuza demonstrated how its solution is bridging the food security gap by crowding in public and private partnerships for boosting hyper local digital agriculture ecosystems at the ICTforAg annual convention.

World Bank's Digital Agriculture Series hosted an exclusive global webinar to share the learnings of public, private, UN and youth Agripreneurs' perspective on how Kuza is transforming the future of agriculture.

# REDI

## 2023

**Let's learn, connect, and grow together**

We are grateful for the lessons learnt and insights gained by incubating **5,000 youth Agripreneurs** who now support **750,000 smallholder farmers** across Africa and Asia. In 2023, Kuza will be scaling its operations across Kenya, Uganda, Rwanda, Tanzania, Ethiopia, Zambia, Ghana, Mozambique, India, Bangladesh, Indonesia, and Thailand in collaboration with its strategic partners.

To date, our work has impacted over **6.2 million people**, creating **155,000 new jobs** and impacting **10 UN Sustainable Development Goals**. With an audacious goal to support and uplift **100 million smallholder farmers by 2030**, we are looking to collaborate with **mission-aligned partners** to co-create sustainable solutions for the food and agribusiness sector.

If you have plans to design or scale your business or social impact programs that are focussed on smallholder farmers, youth, women, climate resilience, carbon credits, creating or strengthening distribution networks, please reach out to us at [interact@kuza.one](mailto:interact@kuza.one).



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Connect  
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