



Evolution and Diversification

From Rwanda's First Licensed Drone Company to Multi-Industry Leader

Teddy Segore

Introduction

Charis UAS began in 2014 as Rwanda's first licensed drone company.

Initially focused on aerial imagery for intelligent decision-making in agriculture.



Drivers of Diversification

Technological Advancements:

Rapid evolution in drone technology and geospatial data analytics.
AI and high-resolution 3D data facilitated new market entries.

Market Demand:

Industries like construction, mining, health, and energy needed reliable solutions.

Charis UAS leveraged existing technology to meet these needs.

Environmental and Societal Impact:

Mission to tackle urban planning, health, and climate challenges.
Focus on sustainable development.

Evolution of Service Offerings



Agriculture

- crop variability detection
- Providing accurate 3D-information of the land cover, area cultivated and status of crops farming to financial institutions
- Crop spraying



Health

- Reducing malaria via drone larvicide spraying.



Construction

- Site monitoring
- 3D visualization
- Progress tracking
- Topographical survey



Environment

- Accurate 3D imaging
- digital elevation models



Energy

- Asset inspection for solar panel, power lines, telecom towers

Bundling Solutions

Combined drone services with advanced data analytics

- Project Progress Tracking
- Multiple Measurements on site
- AI Integration for Agriculture projects

Welcome to Charis Analytics



Impacts of Diversification

- **Business Growth:**
Expanded operations to nine African countries.
- **Employment:**
Increased staffing, focus on youth and gender inclusion.
- **Market Positioning:**
Leader in drone tech and geospatial analytics.
- **Financial Stability:**
Diverse revenue streams
- **Community Impact:**
Enhanced agricultural productivity, public health, and conservation



Conclusion

Charis UAS's strategic diversification led to growth, resilience, and impactful community contributions.



THANK YOU

Diversification:

Farmerline's journey of Growth, Innovation, and Impact



FARMERLINE



Farmerline overview

- Farmerline is a company founded in 2013, a leading Agritech company in Africa using technology to accelerate climate-financing to facilitates access to resources by farmers to help increase yield and realise more profit.
- Our marketplace combines digital tools, logistics, field agents, farm resources and agribusiness partnerships to support African farmers.
- Our technology platform Mergdata is licensed or white labelled to development partners, global food traders and governments who use its customisable tools to improve the lives of farmers around the world.

Our Mission

Creating lasting profits for farmers everywhere

Funding Partners:



Key Statistics



3.2M acres of farm under management



\$35M total funding



3000+ partners



2.2M farmers



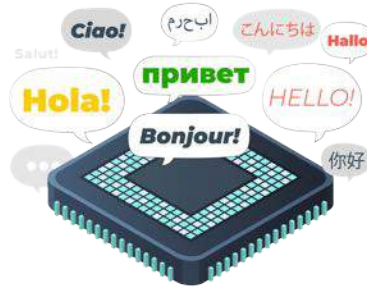
Drivers of Diversification

Market Needs



Increasing demand for integrated solutions, closing the financial inclusion gap in the face of climate change, regulations and compliance to access fair and transparent markets

Technological Advancements



Convergence in mobile technology, remote sensing, data analytics, and data interpretation, is revolutionizing communication and service delivery in agriculture.

Strategic Partnerships



Collaboration with NGOs, Government, Private Sector etc... is unlocking resources, expertise, and market access which facilitate scaling and enhancing service delivery



Evolution of Service Offerings

Early Services



Digital Extension

Outbound Messaging: (Good agronomic practices, weather forecast, Market information ... in the any local language)

Expanded Services

Darli AI

- an innovative conversational IVR and helpline with Q&A
Sentiment Analysis
Remote data collection



Grow MD

AgChat for answering farming processing and KYC, Create Scoring, Monitoring & Recovery
Sales Digitization
Farm Monitoring
Sourcing crops
Ordering input



Collect MD

Farmer Profile
Mapping
General Data Collection,
M&E Reporting



Terra MD

Know your Food
Land Use Forest
Cover Climate
Change Traceability
& EUDR Biodiversity
Water Management

Current efforts in promoting Climate Smart Innovations

Farmerline's innovative model provides bundled solutions that can help farmers mitigate the impacts of climate change while improving their productivity and resilience.



- Comparatively, farmers using our services achieved a **2.5-fold increase in yield** and a **3.3-fold increase in income**.
- Mergdata, has digitized **2.2 million farmers in 50 countries**, **financed \$30 million in inputs**, and **trained nearly 1 million**.
- **93.3% of 3.2M acres of farms are EUDR compliant**. Monitoring 280 million acres of nationally protected areas and forest zones in Ghana, Nigeria, Ivory Coast, Ecuador, Peru, and Indonesia



Business Impacts of Diversification

Business Growth & Financial Sustainability:

- Robust business models & diverse revenue streams
- Expansion into new markets and impact on more farmers

Employment Creation:

- Increased employment opportunities
- Focus on youth and gender inclusion

Market Positioning:

- Strengthened position as a leader in agri-tech





Practical Suggestions

Focus: Align diversification efforts with your core mission and values

Understanding market needs, pilot and iterate:

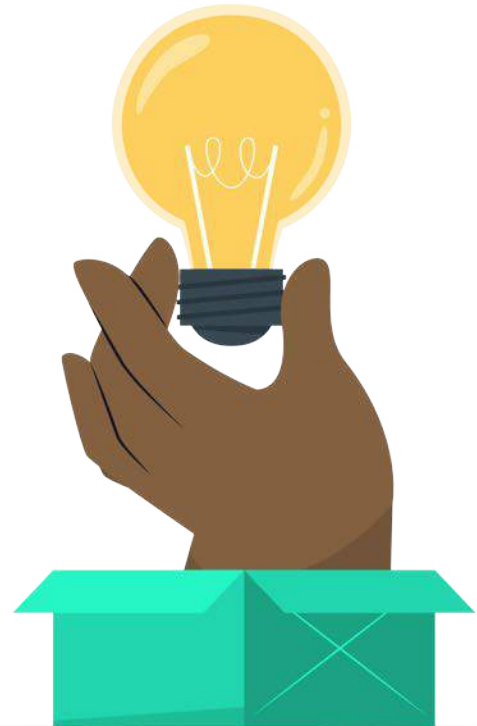
- Market research and engage with end-users for feedback
- Continuously refine based on results and feedback

Leverage Technology & Innovations:

- Use scalable and adaptable technology solutions (AI/ML, Remote sensing)

Strategic Partnerships:

- Collaborate with other organizations for resources and expertise





Thank you



TO DIVERSIFY OR NOT TO DIVERSIFY

Anne Jorun Aas, June '24



FARMFORCE AND ME



The sustainability, compliance, and operational excellence partner for every agri-commodities first mile stakeholder.

65+

Global Customers

32

Countries

16

Languages

1.3M

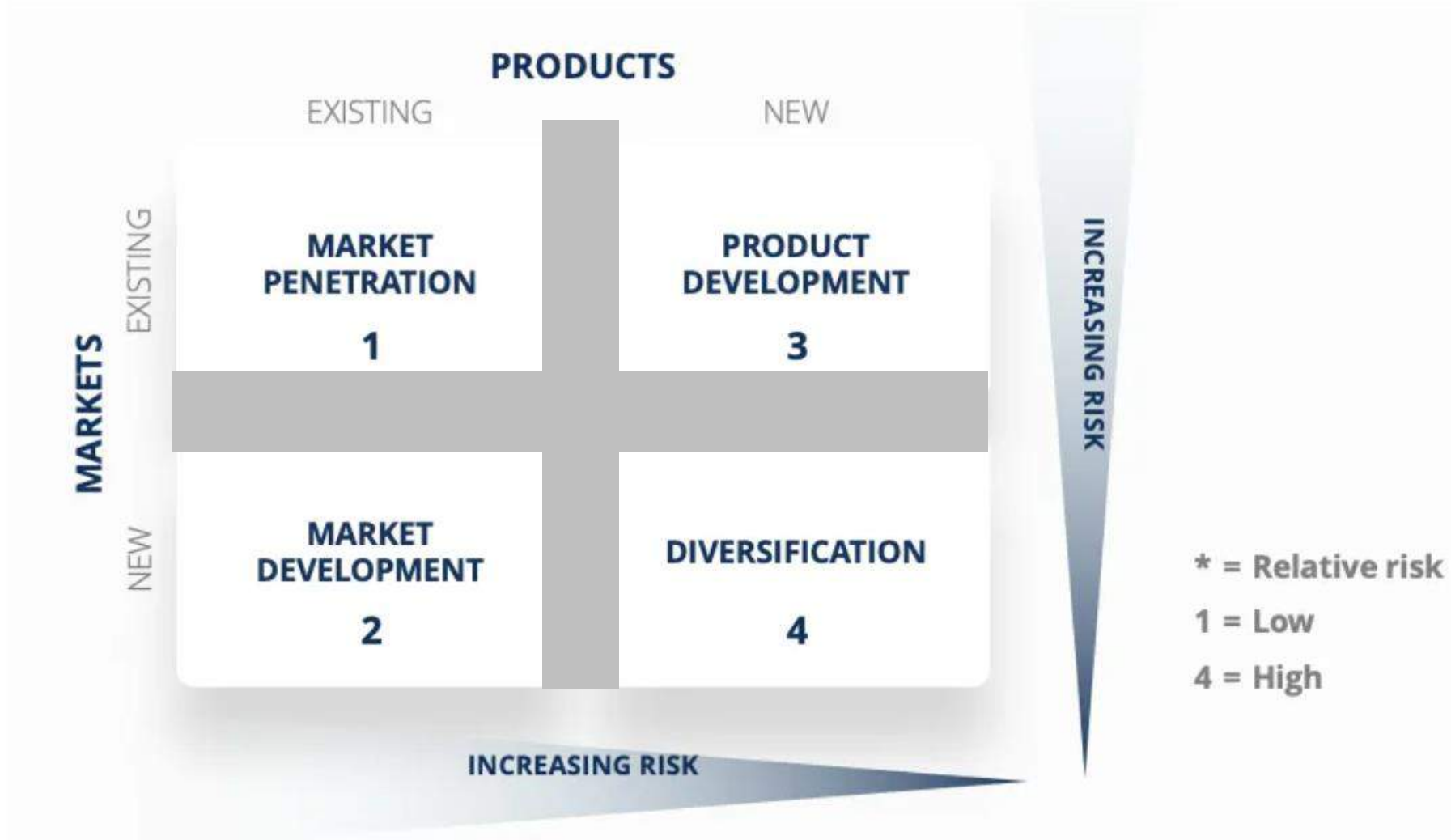
Farmers as of June 24



ANNE JORUN AAS



DIVERSIFICATION AS A GROWTH STRATEGY



DIVERSIFICATION AS A GROWTH STRATEGY



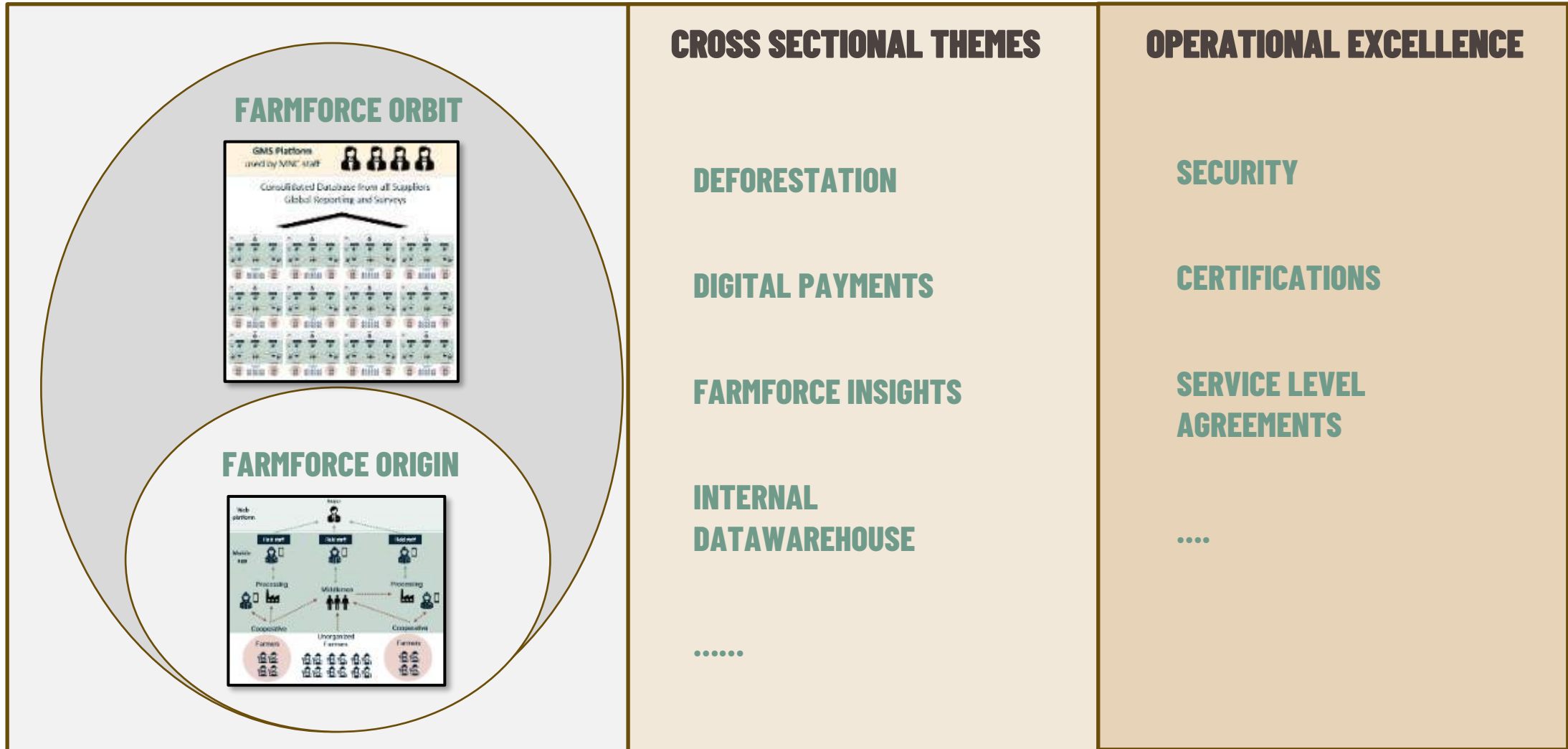
Diversify Vs Focus

Use how value is created and distinctive capabilities to generate new growth

Strengthen current business by enhancing capabilities or value proposition

OUR PRODUCT DIVERSIFICATION STRATEGY

Driven by customer demands or regulatory landscape. We ensure crop agnostics solutions



EXAMPLE - OUR TRACEABILITY BAROMETER

2023



THE FIRST MILE TRACEABILITY BAROMETER

Deforestation Monitoring & EUDR Compliance

Farmforce | 2023



2024

2024 Innovations in First Mile Traceability Barometer, Powered by Farmforce, in Partnership with Sueden.

“Is Your Supply Chain Ready for 2024? Take the New Traceability Barometer Survey!”



ENDING WORDS

Sustainable growth through focus *AND* strategic diversification

Focus Beyond Narrowness

- Diversified companies can be focused
- Utilize Strengths & Capabilities

Ensure you diversify for the right reasons

- Strengthen Core Business
- Enhance Capabilities
- Enhance Value Proposition

Breaking the Cycle

- Diversify for your core business, not away from it
- Focus drives successful diversification.

THANK YOU!

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OUR OFFICES

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End-to-end solutions for profitable harvests

Streamlining agricultural value chains

De-risking agricultural financing

Funding & Insurance

Storage & Trading

Climate warning system

Boosting farmer's productivity

Technical Support

Market

Credit scoring

Advanced KYC

Machinery

Supply

