



farmbetter

Bringing Digital Advice to Farmers

Benjamin Gräub

Co-Founder & Co -CEO @farmbetter

Expert for Digital Trainings @FiBL

www.farmbetter.io

OUR PROBLEM STATEMENT



Farmers are impacted by the
negative effects of climate change
and need **access to tailored**
knowledge on how to best adapt

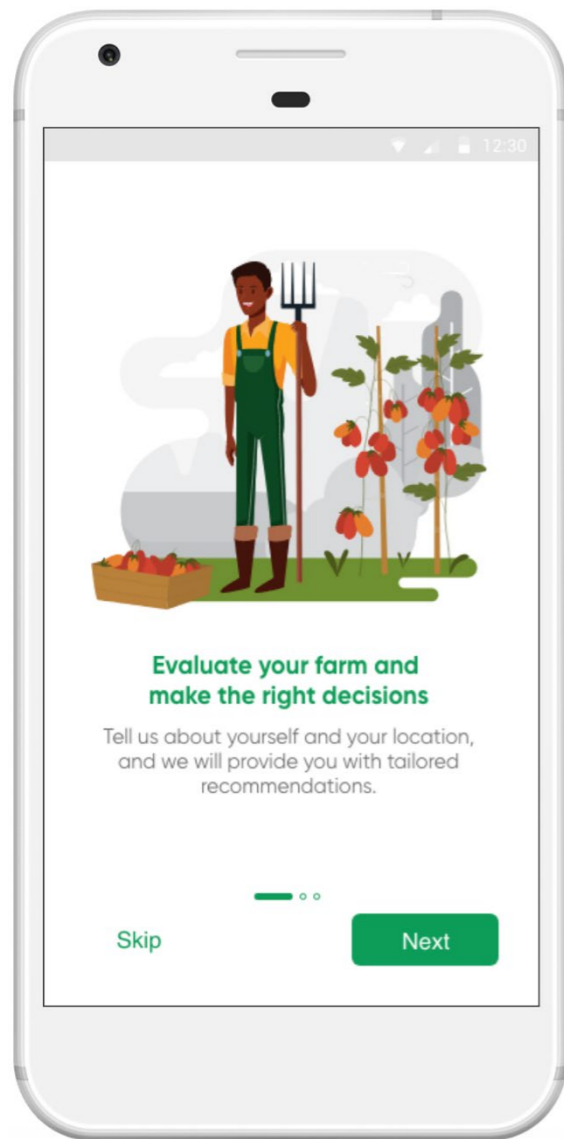
OUR SOLUTION



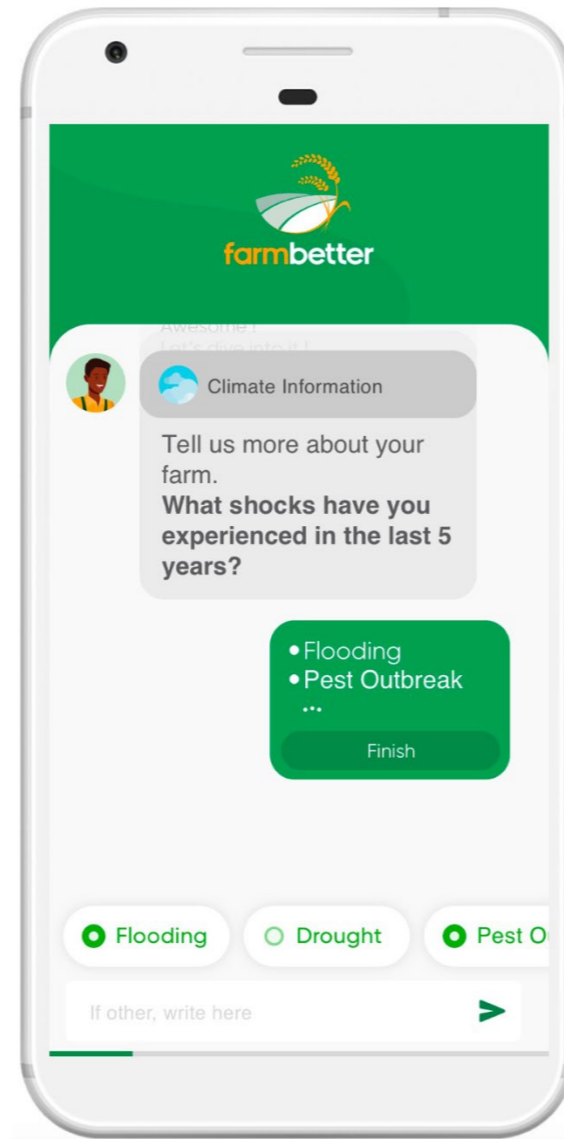
farmbetter

a mobile app that uses farmers' location and metrics to empower them with bespoke, actionable knowledge for climate change adaptation and to improve their resilience

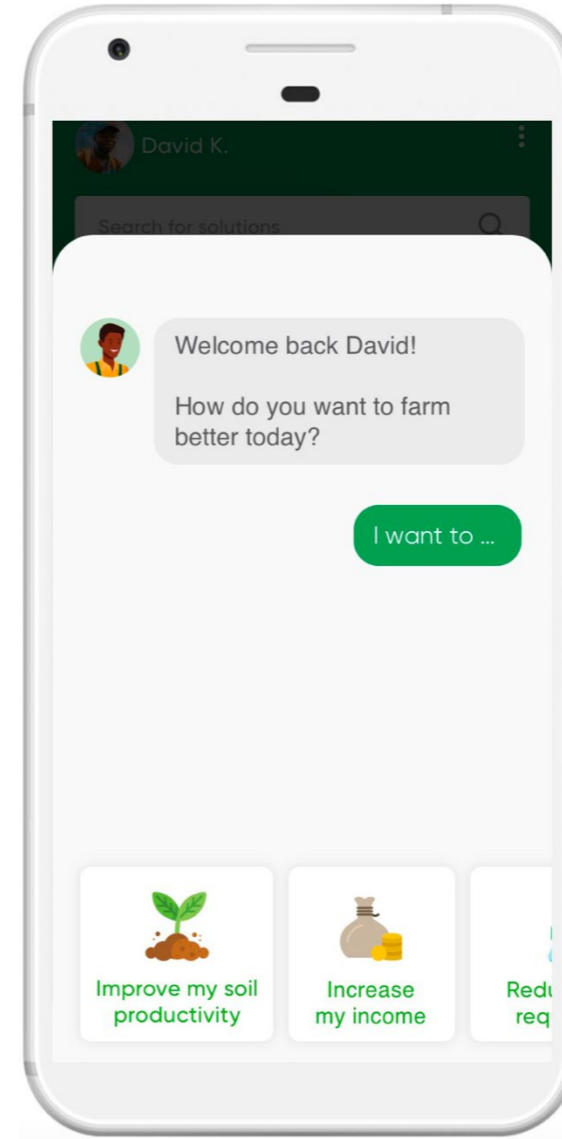
HOW IT WORKS



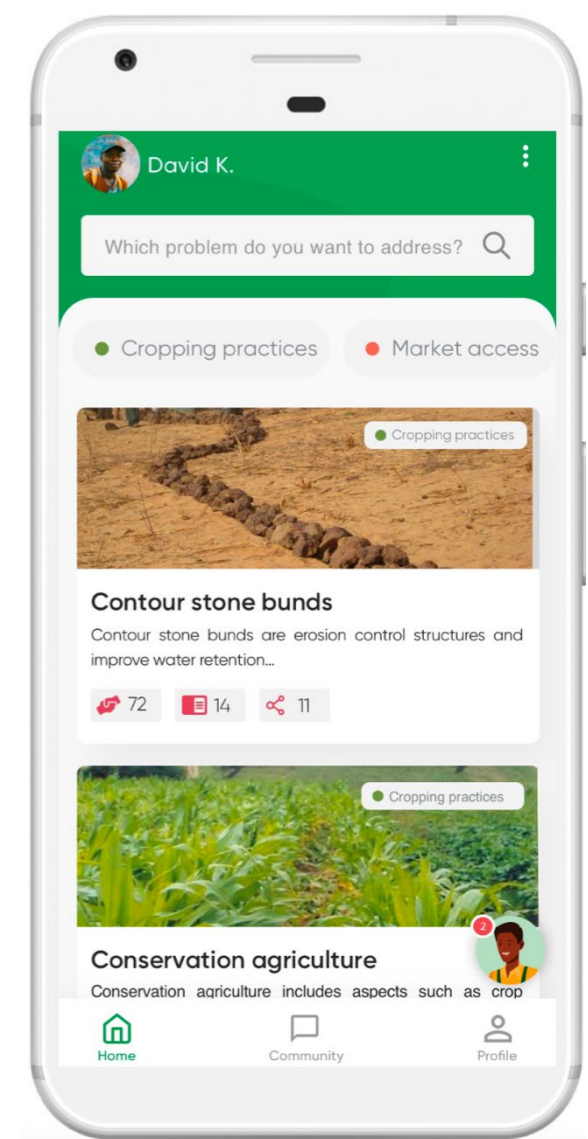
Step 1:
Geo-reference
farmers' location



Step 2:
Survey farmers' resilience

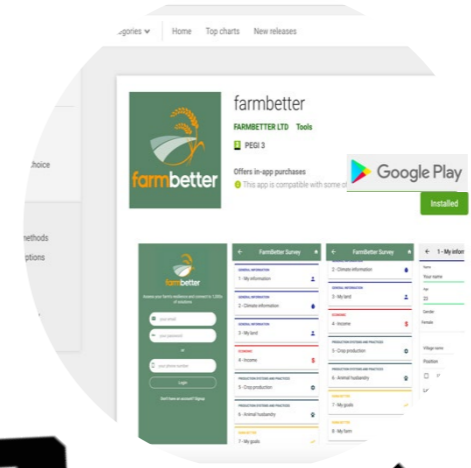


Step 3:
Record farmers' preferences



Step 4:
Match with
solutions from

CUSTOMER JOURNEY



Hundreds of conversations - from NGOs over Swiss reinsurer to Kenyan farmers

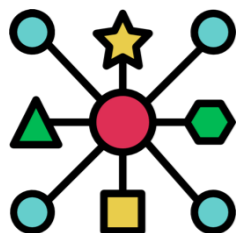
WHAT OUR CUSTOMERS SAY



Willingness to pay & product -market fit proven
How to build trust with customers?



€5.3 billion market in Africa alone
How to reach scale with a pro-poor business model?



NGO partnerships key to reach scale early
Who is the app for? And how to best prioritize farmers' needs?



Cross-selling often needed for a viable business model
Is knowledge enough for the business model to work?
How about market access/data?



Flawless user experience
What new functionalities to prioritize? (e.g. community exchange)

GET IN TOUCH



benjamin@farmbetter.io
benjamin.graeub@fibl.org



www.farmbetter.io



www.linkedin.com/company/farmbetter



www.facebook.com/farmbetter.io

Bringing together expertise in agriculture, resilience, development and IT



John
Co-CEO & Resilience Expert
Background in resilience measurement & project management, PhD

Daniele
Chief Technology Officer
Over a decade of experience in web & app development, MSc



Saemi
Head of Research & Partnership
Assistant Professor of Practice of International Affairs, PhD

Ben
Co-CEO & Lead Marketing & Fundraising
Background in innovation & management, MSc,MA

