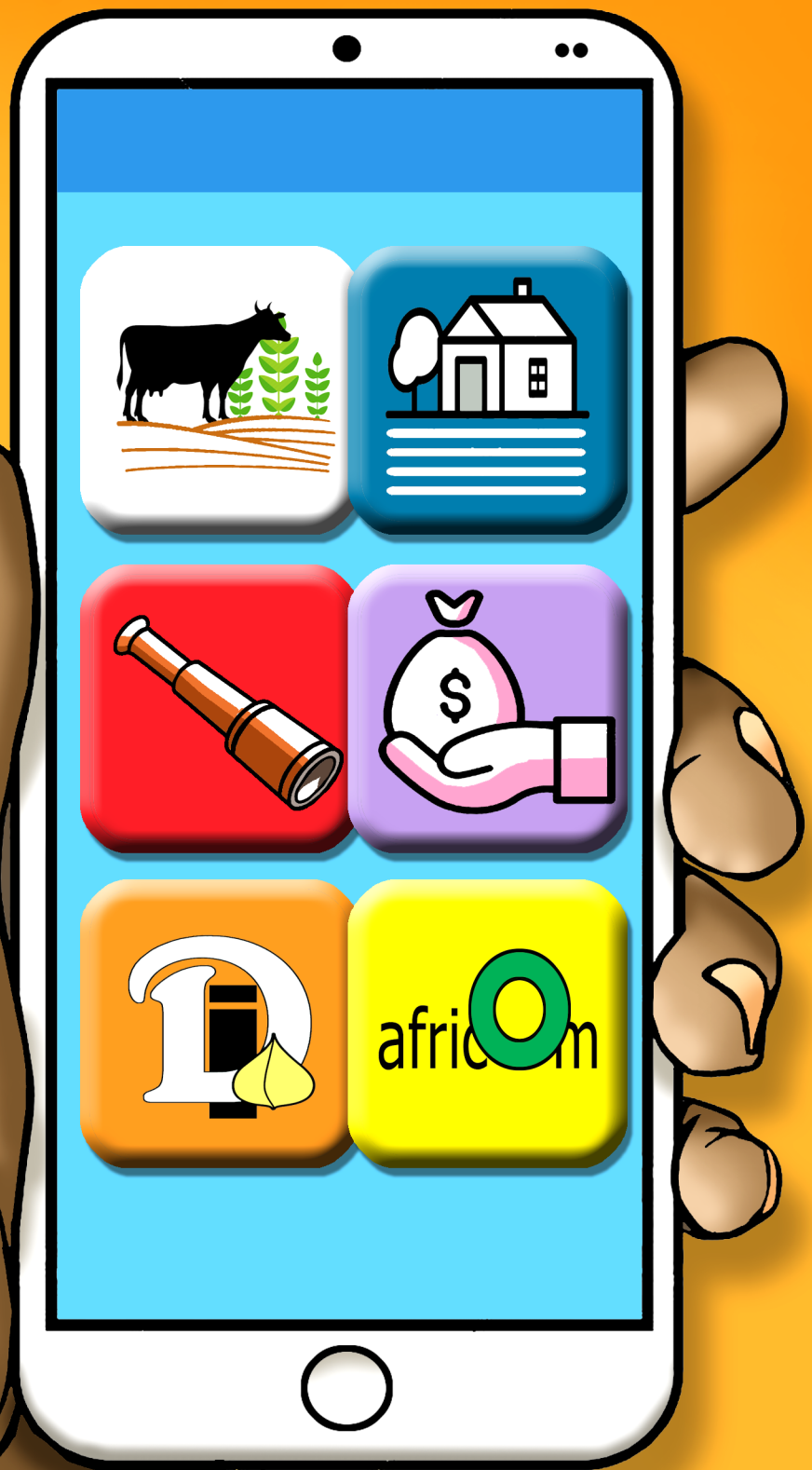


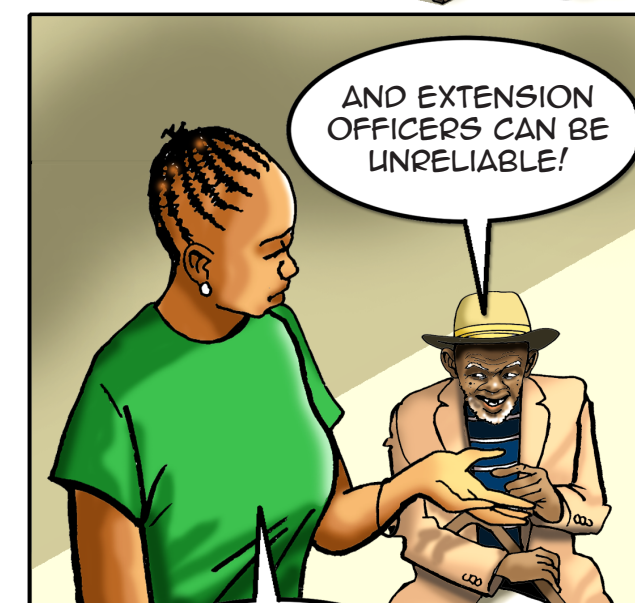
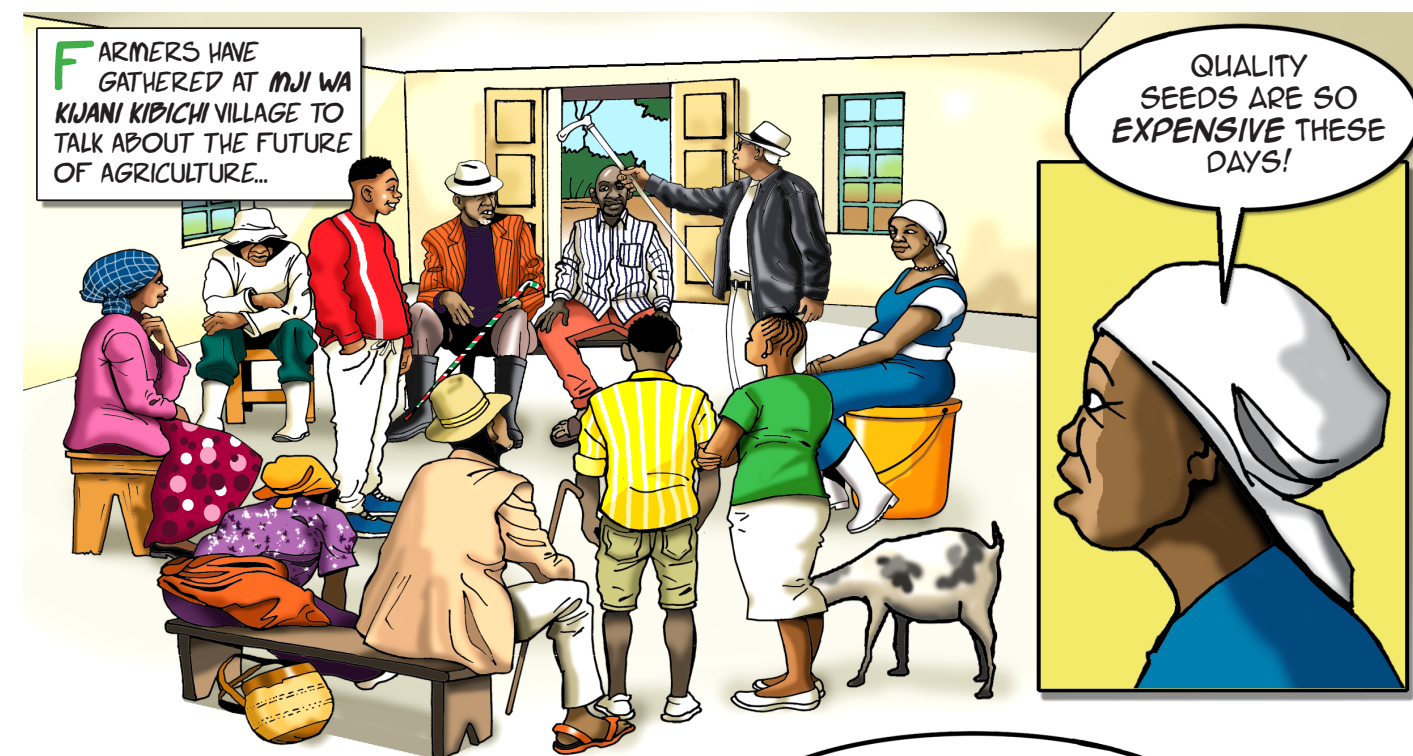
**If a Soup
is Sweet,
it is
Money
that
Cooks
it**



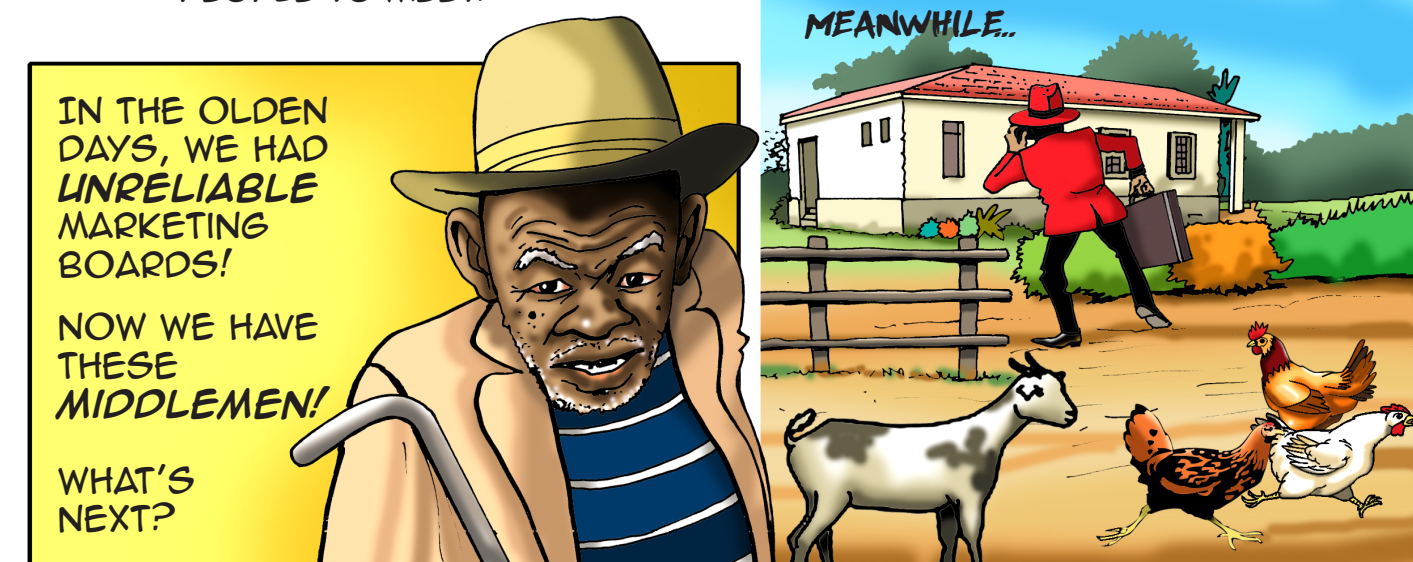
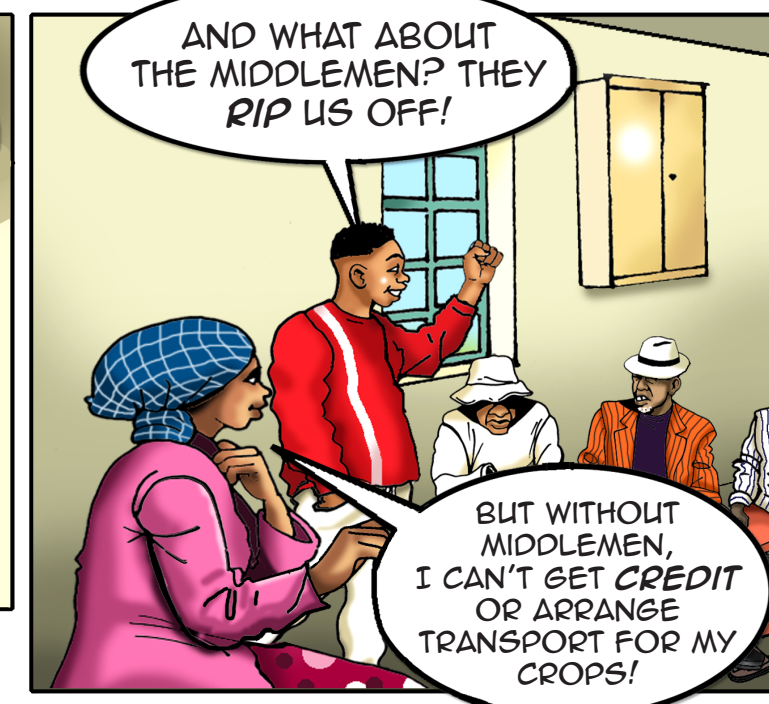
**Digital Platforms and the
Future of Farming in Kenya**

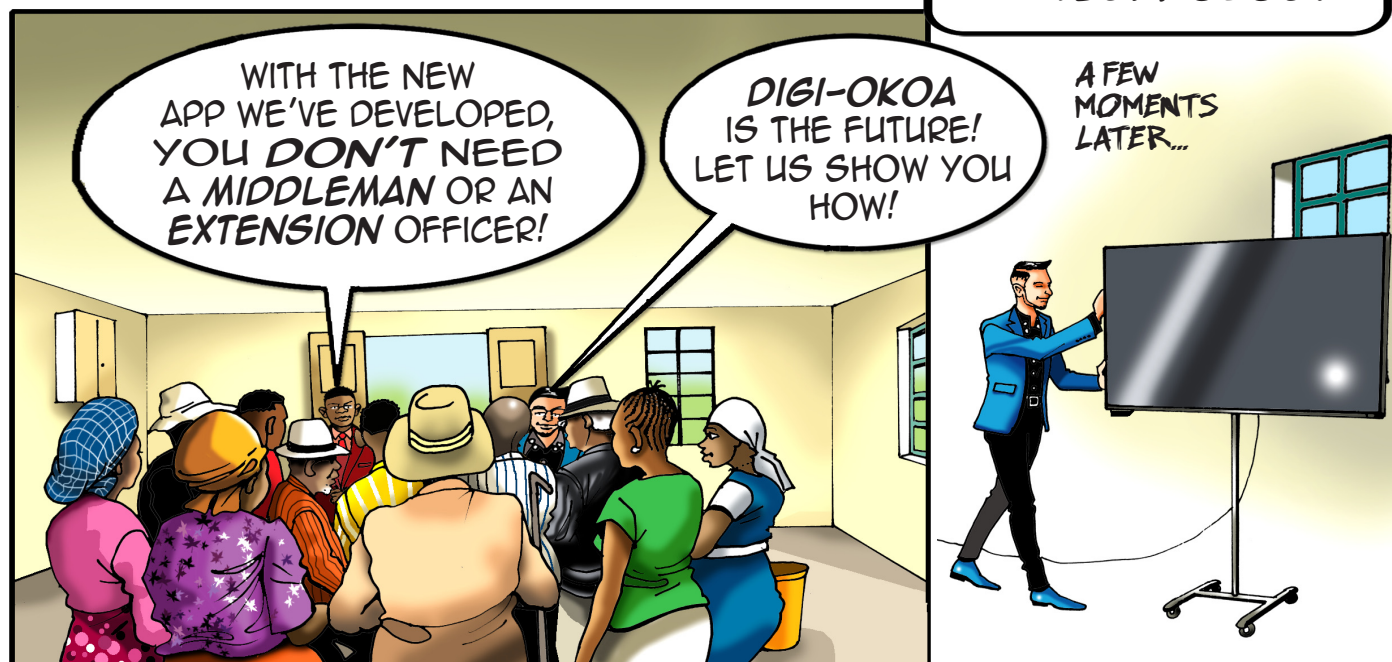
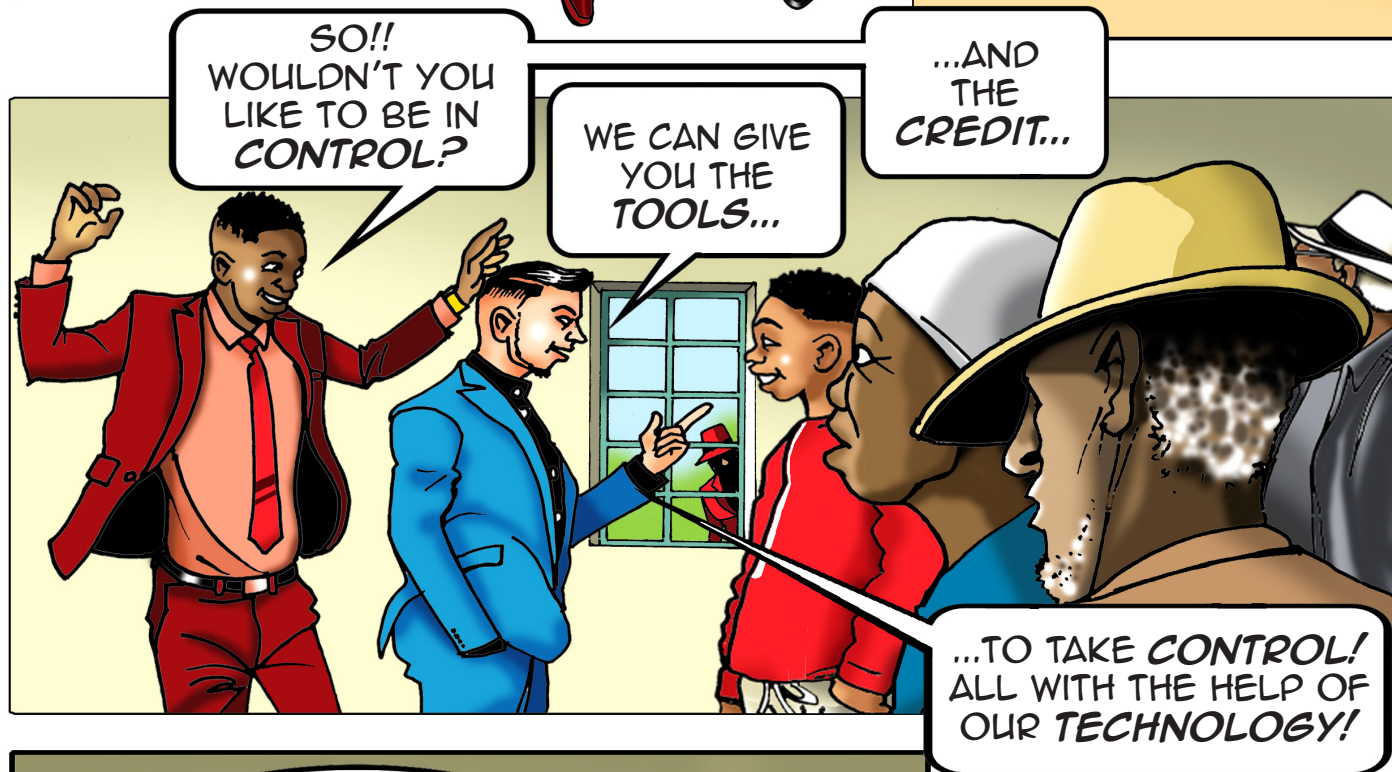
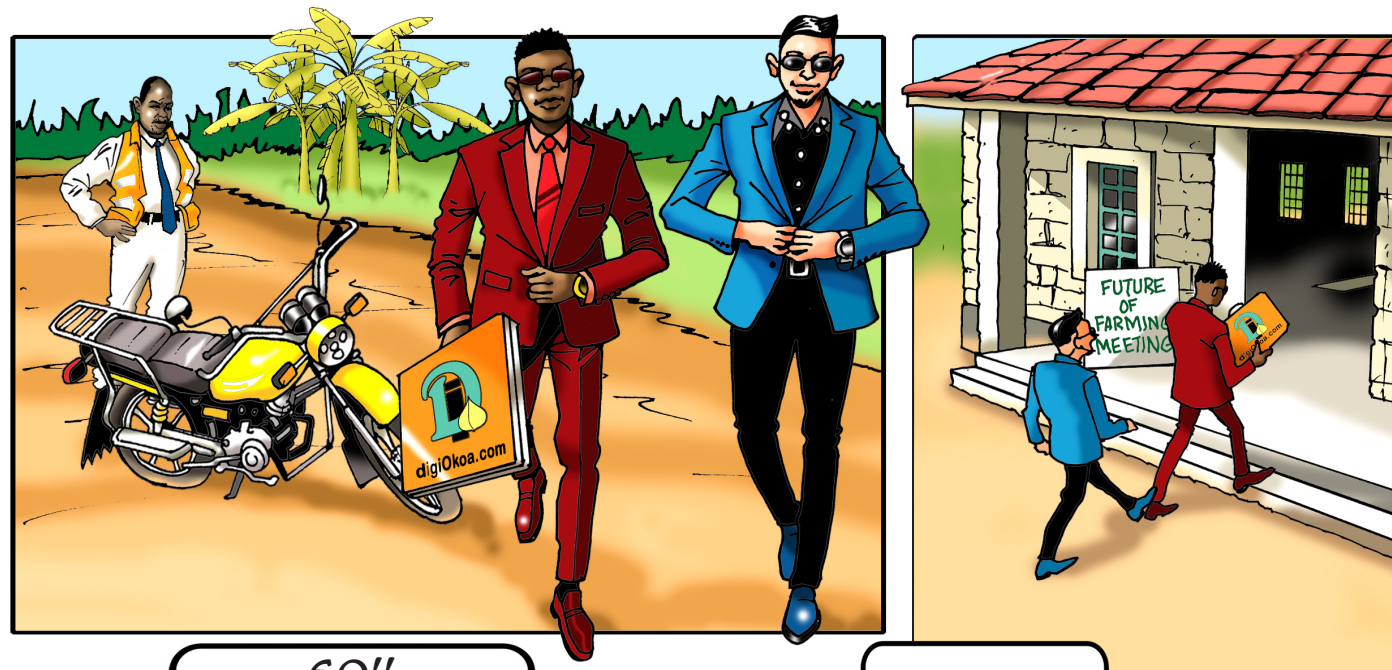
If a Soup is Sweet, it is Money that Cooks it

Digital Platforms and the
Future of Farming in Kenya



THEY HAVE TOO **BIG** AN AREA TO COVER AND TOO **MANY** PEOPLE TO MEET!





WE MAKE ALL THE DECISIONS SO YOU DON'T HAVE TO!

Google
Hybrid seeds
Google offered in: Kiswahili

YOUR LOCATION

CREDIT

OPEN CONTACTS

AT THE SAME TIME, WE GATHER A WHOLE NEW RANGE OF NEW DATA...

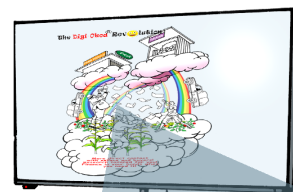
OUR SYSTEM IS BUILT ON A WEB OF RELATIONS.

WE ORGANIZE EVERYTHING FOR YOU - FROM YOUR CREDIT, TO YOUR SEEDS, TO YOUR INSURANCE, TO YOUR BUYER.

FROM YOUR PHONE - YOUR SEARCHES ON GOOGLE, YOUR LOCATION, YOUR FRIENDSHIPS AND CHATS, AND YOUR FARMING ACTIVITIES. WE ALSO DIG INTO YOUR FINANCIAL TRANSACTIONS SUCH AS YOUR MOBILE MONEY DEPOSITS, PAYMENTS AND WITHDRAWALS.

WE HOPE TO LEARN EVERYTHING ABOUT YOU!

OUR ALGORITHM (A MACHINE LEARNING MATHEMATICAL FORMULA) HELPS US TO UNDERSTAND YOU.



The Digi-Okoa[®] Revolution



- MORE DIRECT CONTACT WITH SELLERS AND BUYERS!
- RESEARCH TAILORED FOR YOU!
- FINANCE IN YOUR HANDS WHEN YOU NEED IT!

digiOkoa.co

THIS LOOKS INTERESTING!

YES, IT LOOKS GREAT IF YOU CAN REALLY PULL IT OFF!

WILL THIS WORK ON MY OLD PHONE?

WAIT A MINUTE...

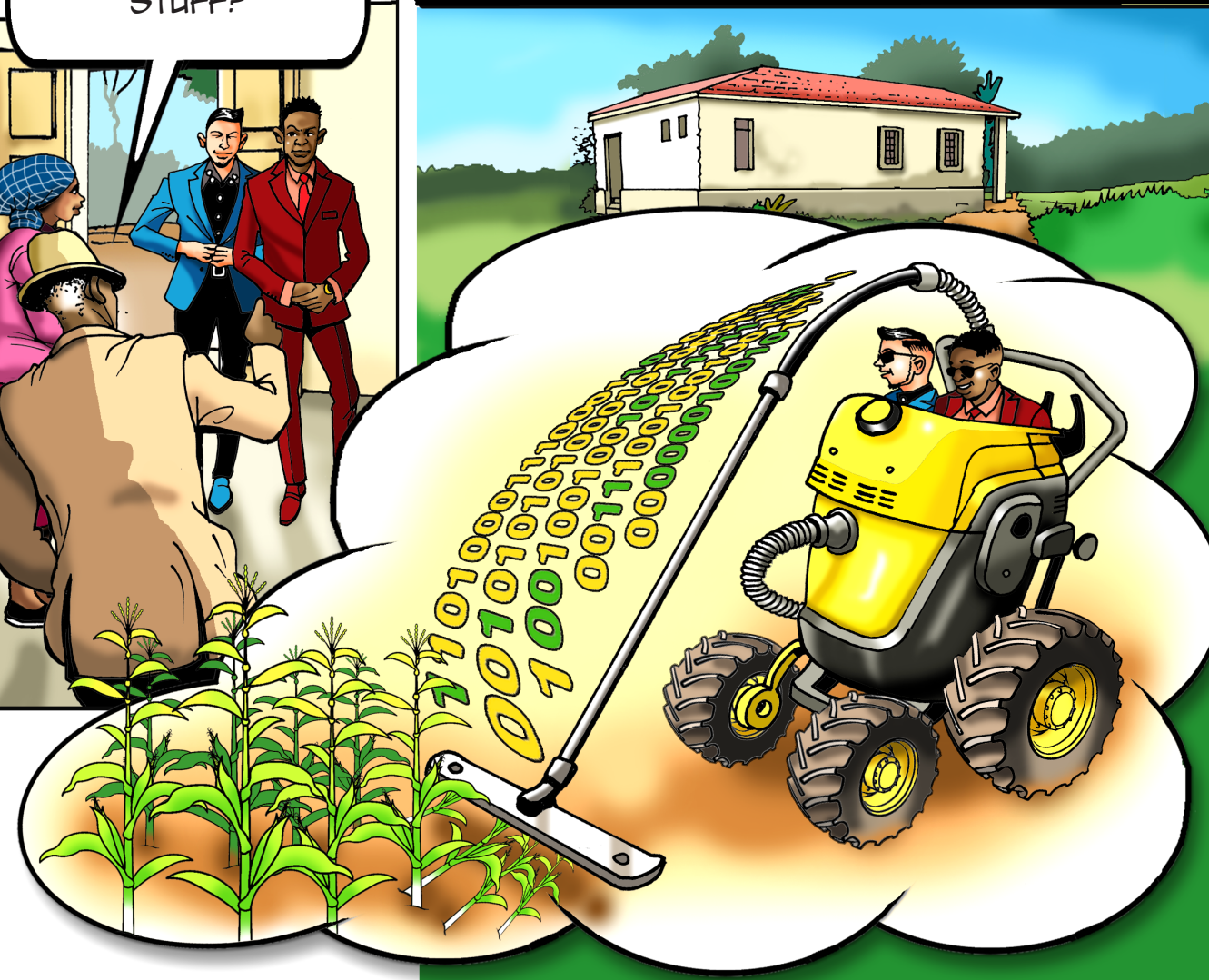


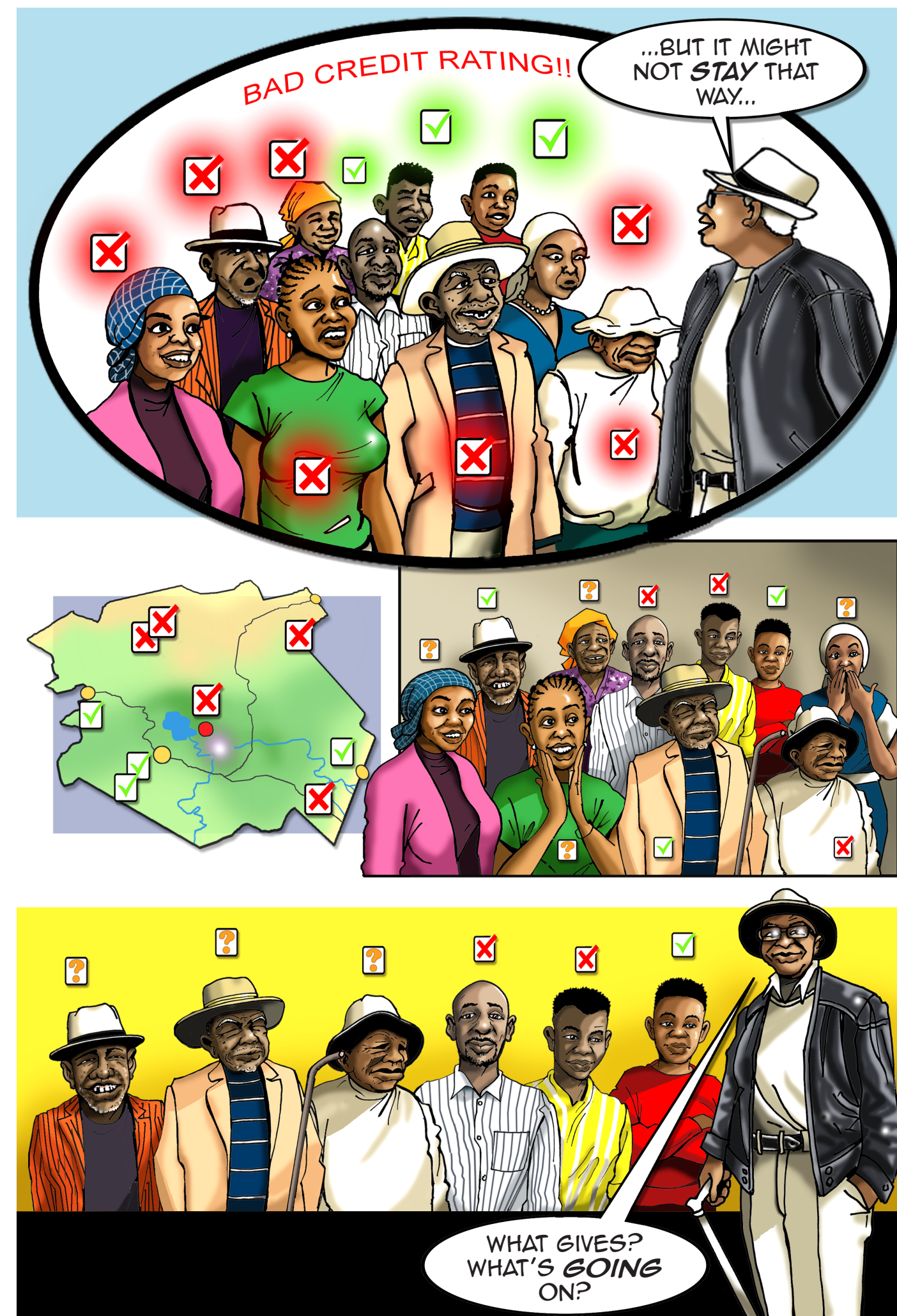
WHAT EXACTLY ARE YOU GETTING OUT OF THIS?

WHO IS PAYING FOR ALL THIS STUFF?

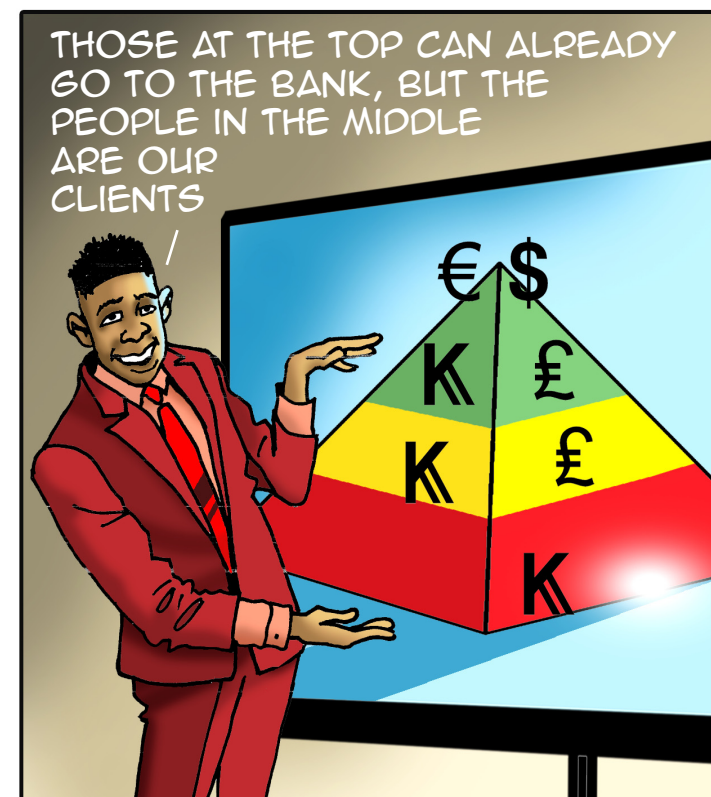
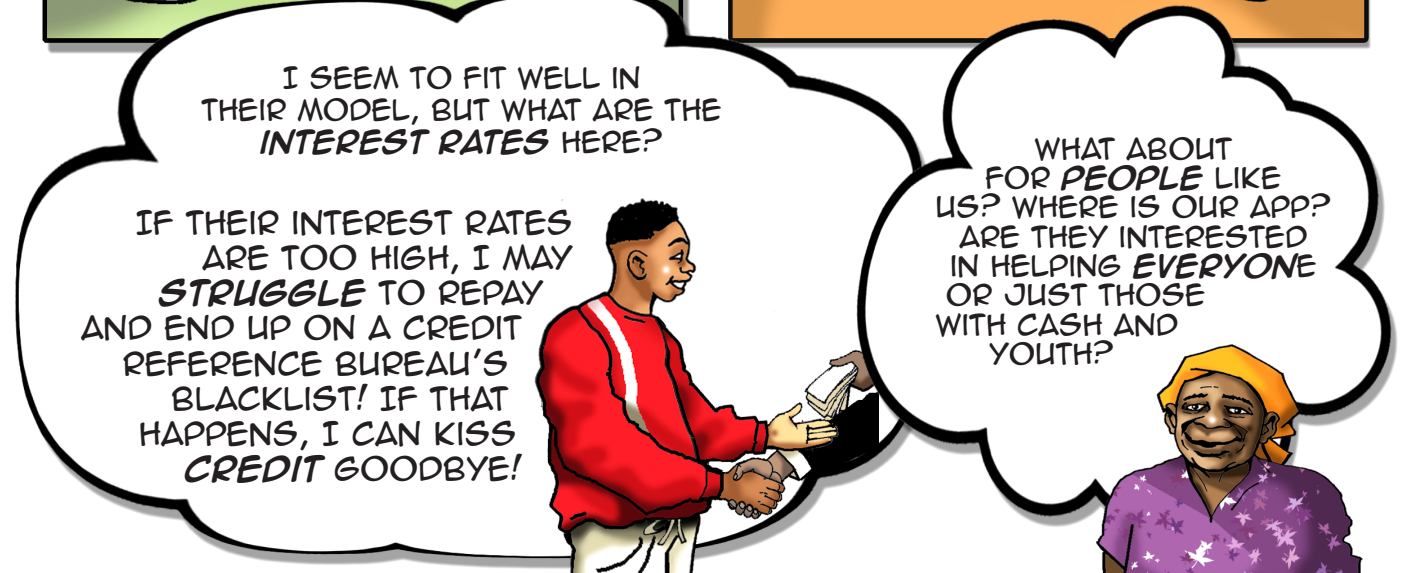
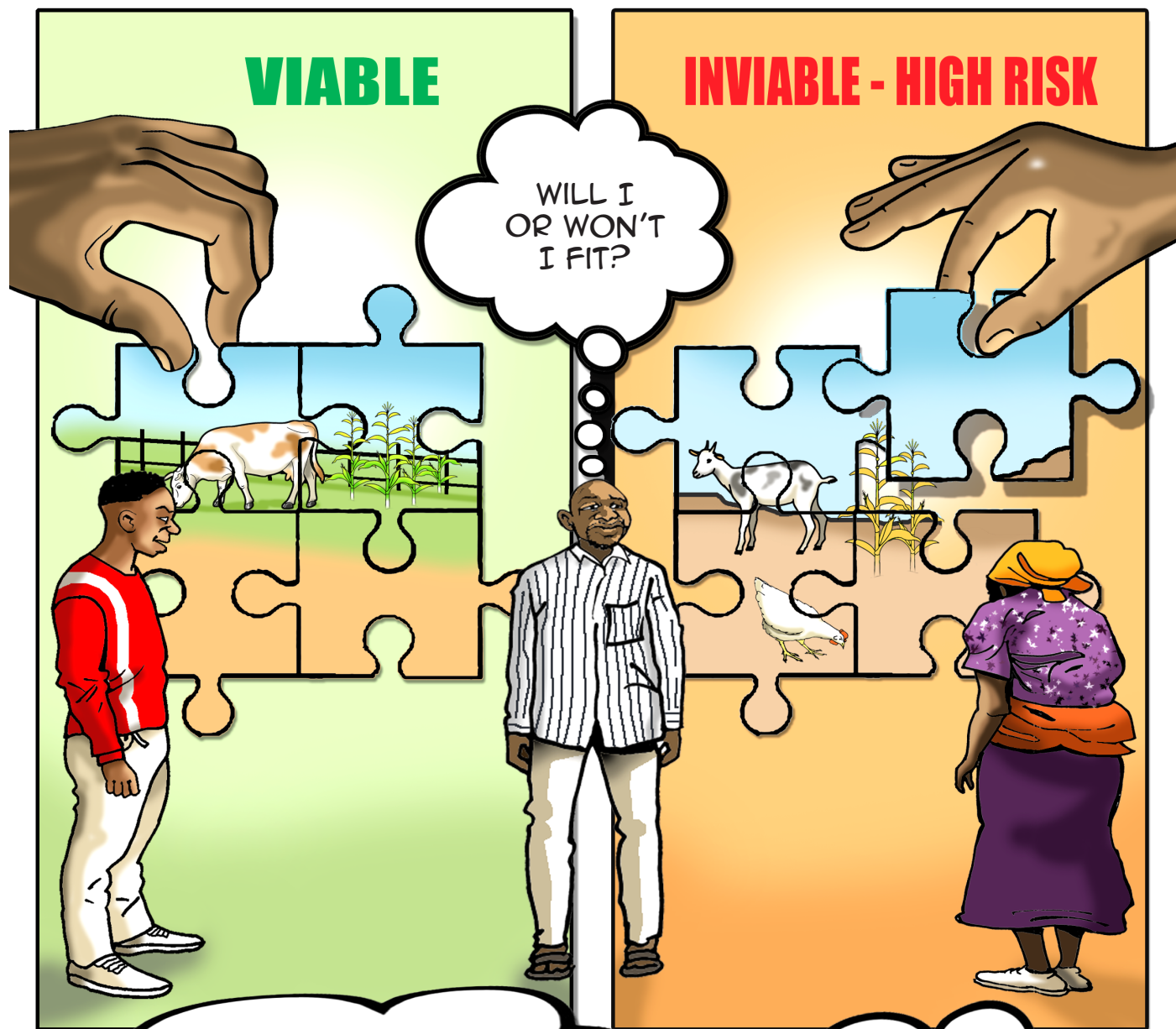
MIDDLEMEN AND EXTENSION OFFICERS AREN'T PERFECT, BUT WE **KNOW** THEM AND WE CAN TALK TO THEM FACE TO FACE.

BUT WITH THESE NEW COMPANIES? WHAT WILL THEY DO WITH ALL OUR DATA? WHAT NEW WAYS WILL THEY FIND TO **EXPLOIT** US?

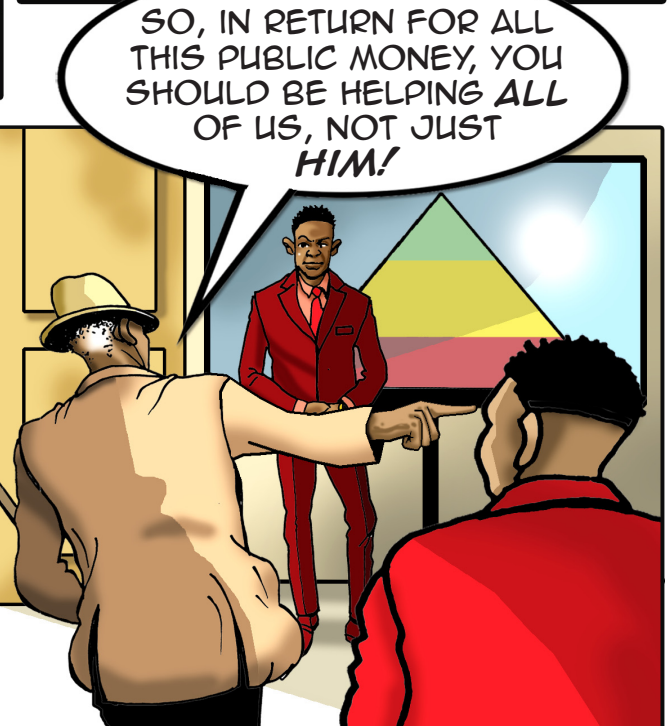


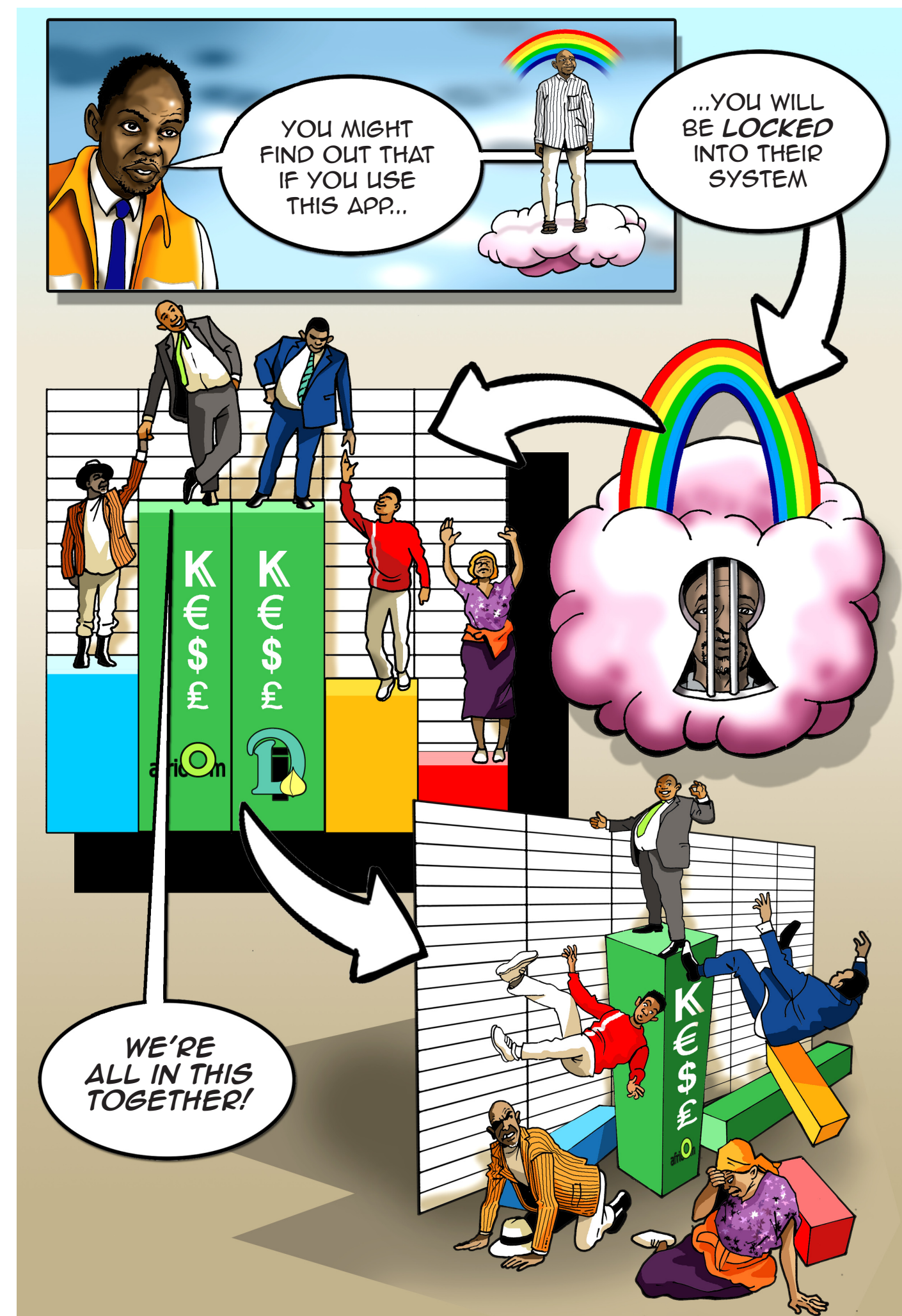
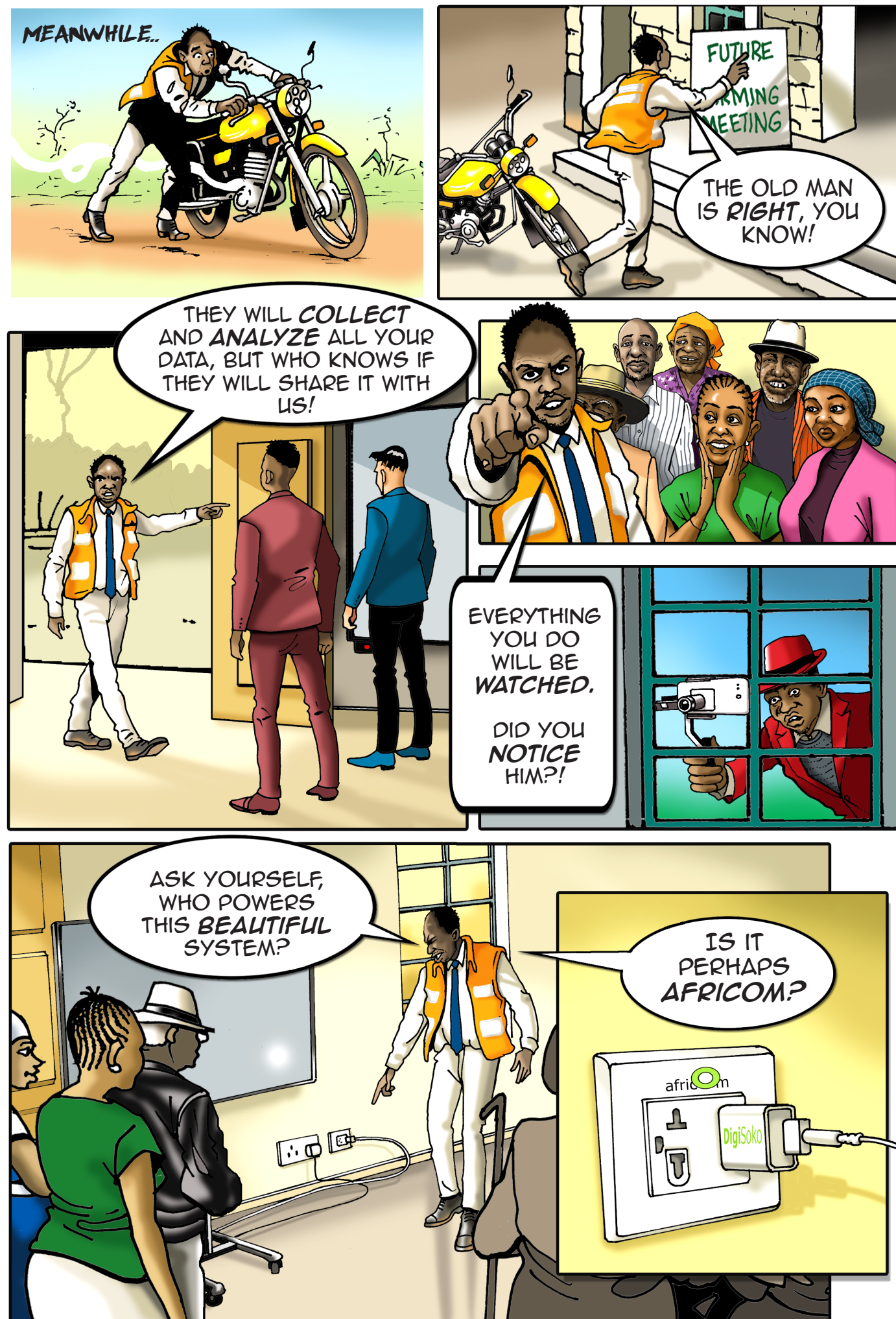


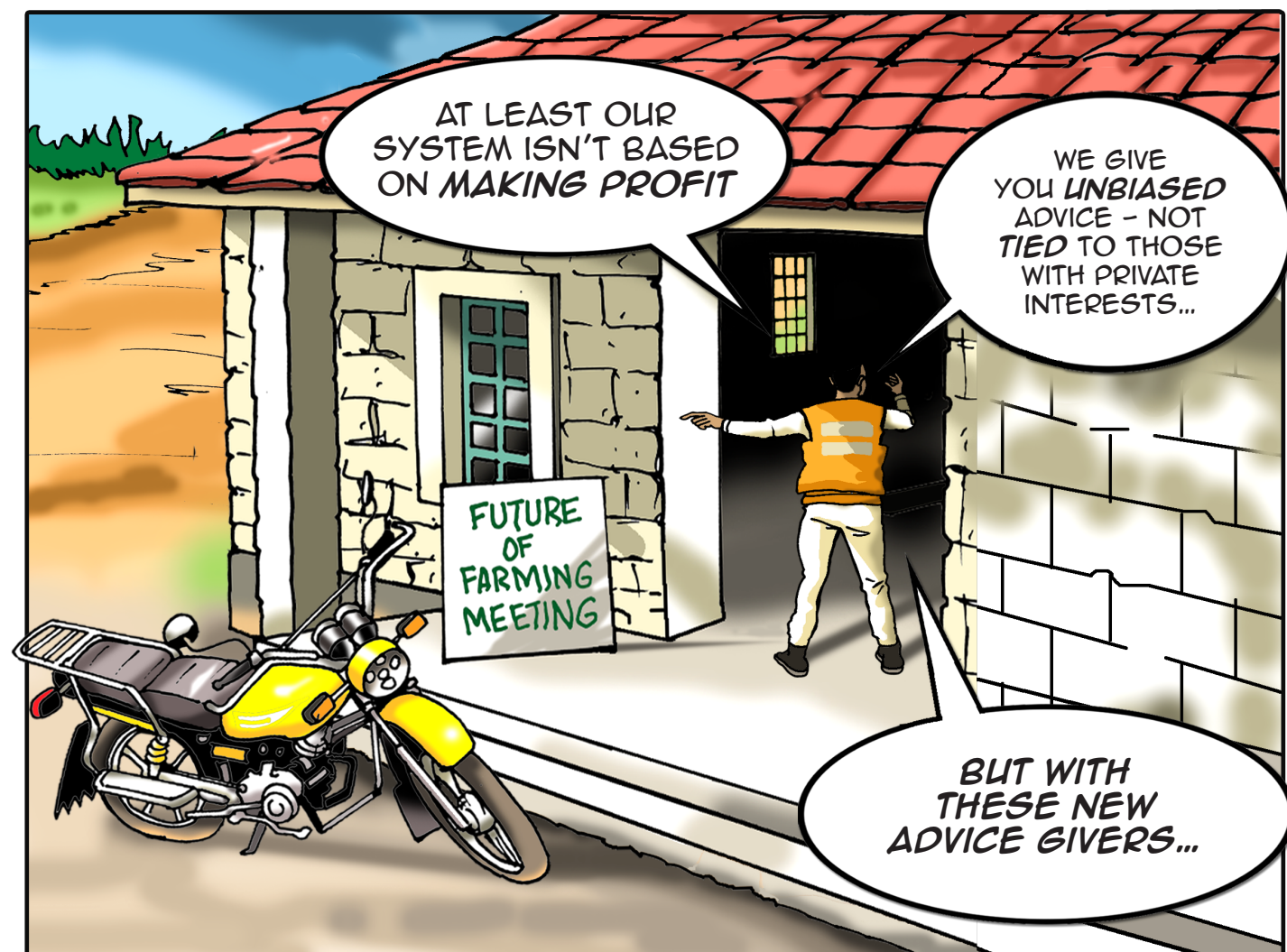
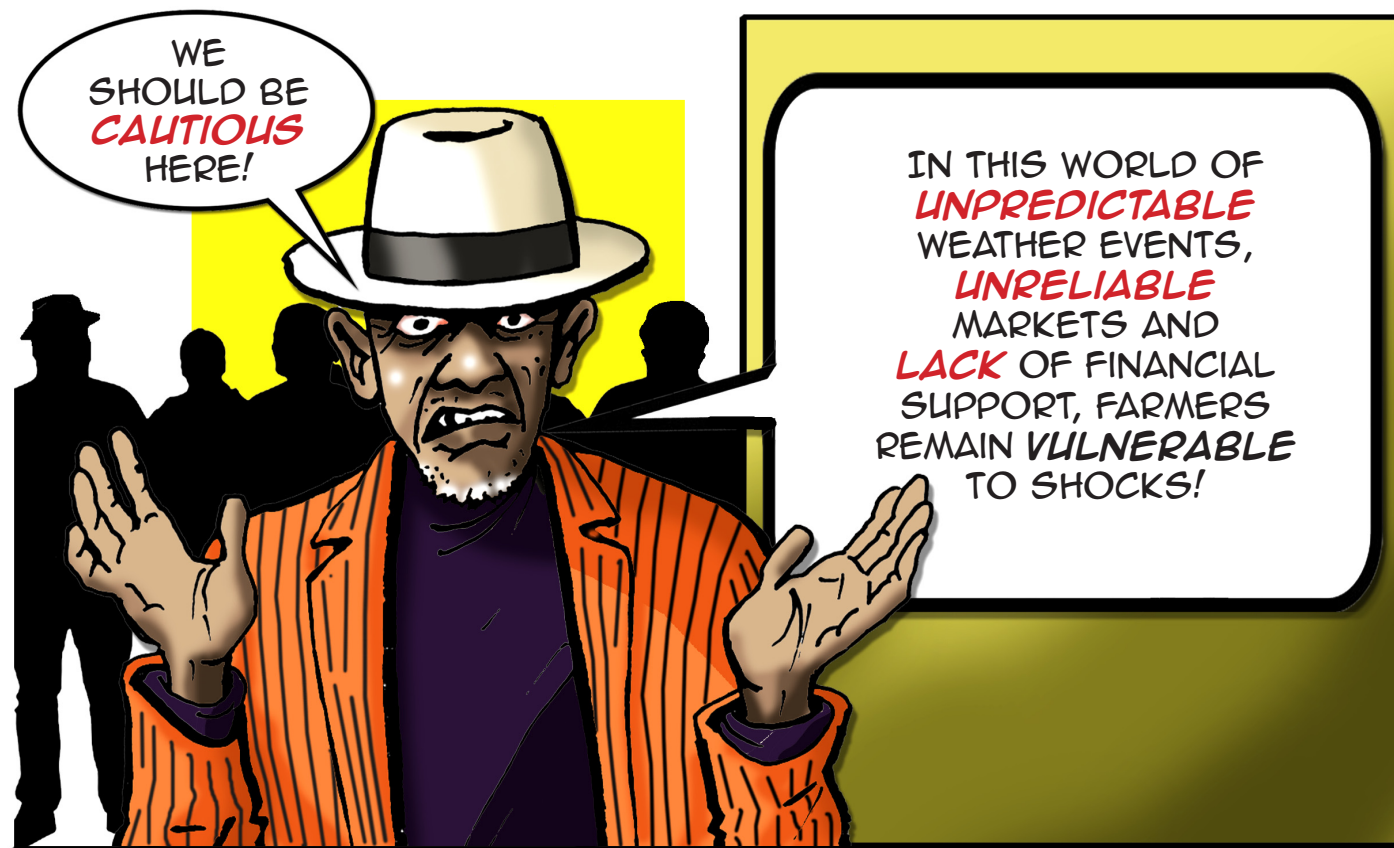
THEIR MODEL IS BASED ON THEIR *IMAGE* OF THE PERFECT FARMER. HE HAS MONEY TO INVEST, AND LOVES RISK. HE IS *HIGH* PRODUCTIVITY, *HIGH* INPUTS, *HIGH* INVESTMENT.



TO SERVE THE YELLOW SEGMENT, WE WORK WITH INTERNATIONAL ORGANISATIONS, AID AGENCIES AND PHILANTHROPIC-CORPORATE ACTORS TO SUBSIDISE THE COST OF CREDIT FOR YOU!







DO THE COMPANIES ASK US FOR **OUR** PERMISSION BEFORE THEY TAKE **ALL** THIS DATA?

ONCE WE'RE STUCK IN THIS WEB, WILL WE HAVE TO USE THEIR SEEDS? THEIR CHEMICALS? SELL TO THEIR BUYERS?

IT IS WORRYING THAT THESE FORMULAS WILL IMPACT OUR LIVES AND LIVELIHOODS - TO SORT US IN THIS WAY WITHOUT OUR KNOWING HOW



WHAT IF THEIR MODELS ARE **WRONG**?

I MIGHT ACTUALLY BE A GREAT FARMER, BUT IF THEIR MODEL SAYS I WILL FAIL, THEN I WILL BE EXCLUDED? WHO WILL KEEP AN **EYE** ON THE TRUTH?

HOW WILL WE KNOW IF OUR DATA IS **SHARED** OR **SOLD** TO DIFFERENT COMPANIES?

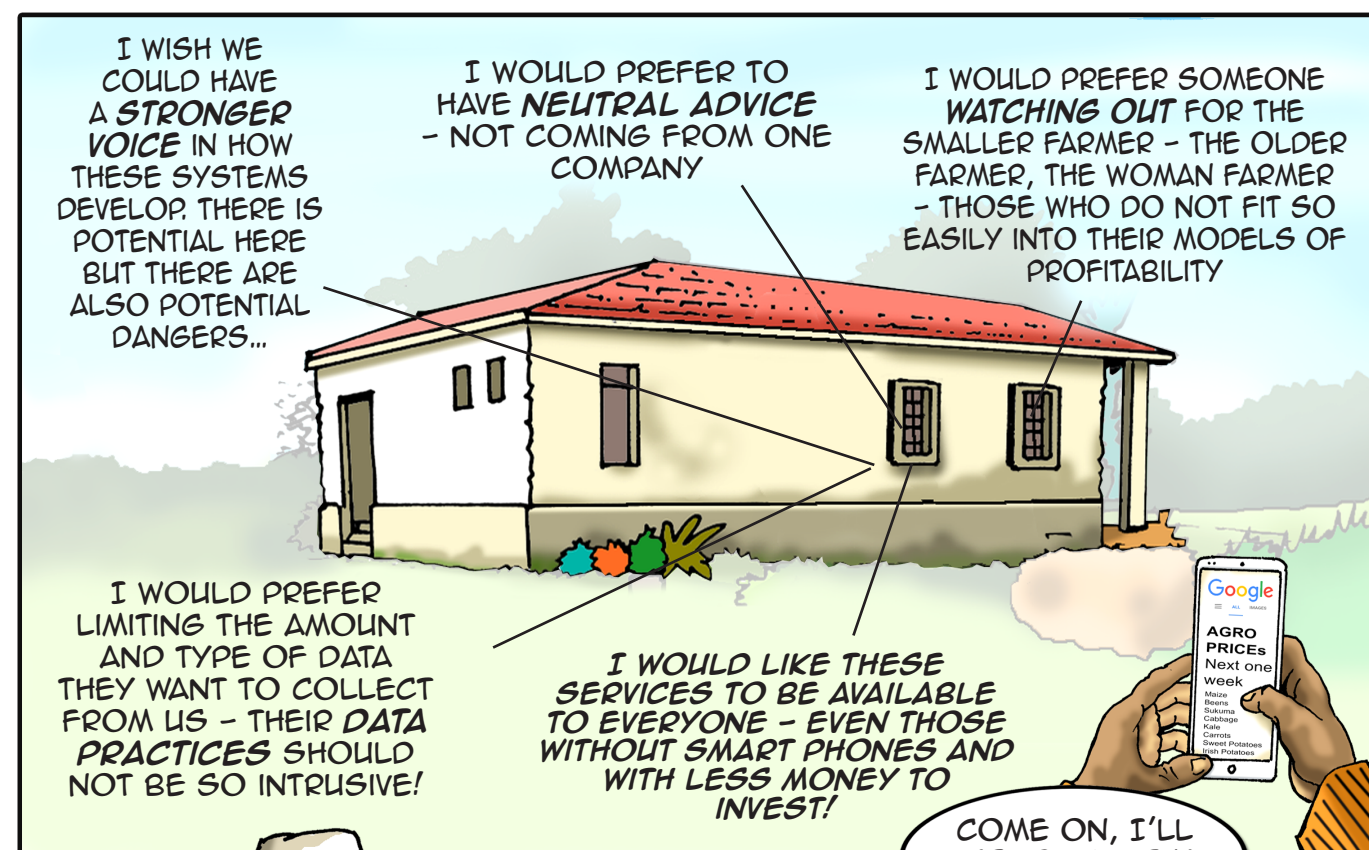
THESE ARE IMPORTANT QUESTIONS THAT NEED ANSWERS.

WE NEED TO KNOW WHO **CONTROLS** THESE SYSTEMS AND OUR DATA!



WELL, WE GAVE YOU **OUR** PITCH. THINK ABOUT IT!

SO, WHAT SYSTEM WOULD YOU LIKE TO SEE?



I WISH WE COULD HAVE A **STRONGER VOICE** IN HOW THESE SYSTEMS DEVELOP. THERE IS POTENTIAL HERE BUT THERE ARE ALSO POTENTIAL DANGERS...

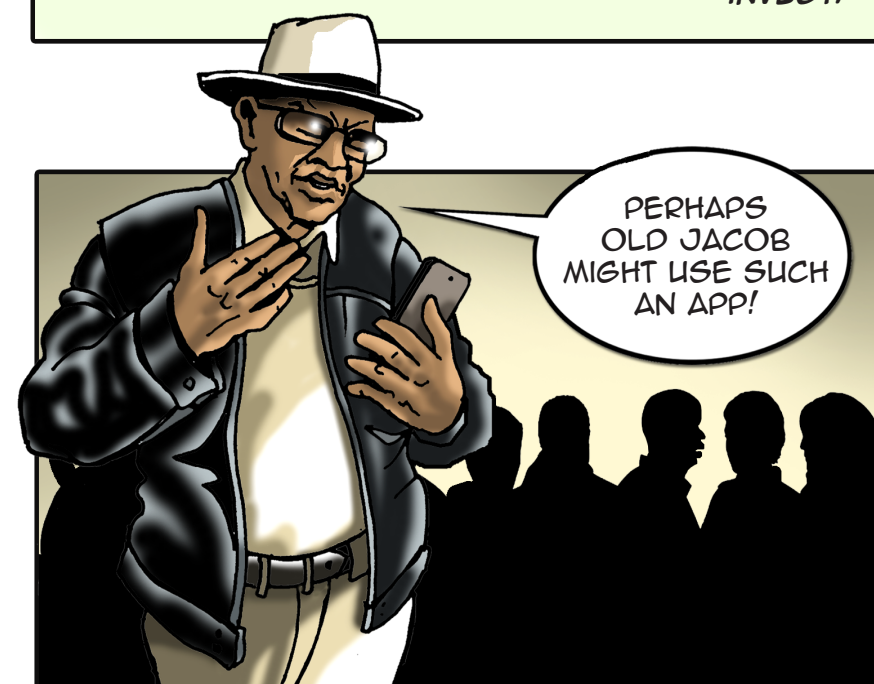
I WOULD PREFER TO HAVE **NEUTRAL ADVICE** - NOT COMING FROM ONE COMPANY

I WOULD PREFER SOMEONE **WATCHING OUT** FOR THE SMALLER FARMER - THE OLDER FARMER, THE WOMAN FARMER - THOSE WHO DO NOT FIT SO EASILY INTO THEIR MODELS OF PROFITABILITY

I WOULD PREFER LIMITING THE AMOUNT AND TYPE OF DATA THEY WANT TO COLLECT FROM US - THEIR **DATA PRACTICES** SHOULD NOT BE SO INTRUSIVE!

I WOULD LIKE THESE **SERVICES** TO BE AVAILABLE TO EVERYONE - EVEN THOSE WITHOUT SMART PHONES AND WITH LESS MONEY TO INVEST!

COME ON, I'LL HELP YOU FIX YOUR BIKE!



PERHAPS OLD JACOB MIGHT USE SUCH AN APP!





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Funded by
The Economic and Social Research
Council, Grant number ES/P009603/1.

