IMPACT STRATEGY 2025-2030

iSDA virtual agronomist

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LETTER FROM THE TEAM

Dear partners, collaborators and change makers,

We're an ambitious team—most of us African—that believes in the power of science, data and digital tools to transform how smallholder farmers across the continent access the agronomic knowledge they need to thrive.

We launched Virtual Agronomist just over a year ago with a big question: *What if every farmer could have a personalised, season-long advisory service in their pocket—no matter where they live, what they grow, or how much land they have?*

In 2024, we started small—just a few counties in Kenya and Uganda. By the end of the year, more than 30,000 farmers were using the service. As of mid-2025, over 200,000 smallholders across seven countries have used Virtual Agronomist to manage more than 260,000 plots. That momentum reflects not just the scale of unmet need, but the value of what we're building together.

This briefing paper outlines the next chapter: our Impact Strategy to reach 10 million farmers across Africa in five years.

It's not a vision paper. It's a practical, open blueprint —designed for funders, collaborators and critical friends. It lays out what it will take to scale this platform responsibly and sustainably. It explains how we'll maintain scientific rigour while expanding, and how we'll keep the service inclusive, community-based and adaptable to the realities farmers face every day.

It's also a call to partners: we can't do this alone. Virtual Agronomist is still young—but it's built on decades of research, bold thinking and the tireless work of agronomists, engineers, translators, lead farmers and local champions.

Together, we're creating a new model for digital advisory in Africa: low cost, high scale, science-first and deeply rooted in the continent.

Thanks for reading. We hope you'll join us on this journey.

WHO WE ARE AND WHAT WE'VE ACHIEVED SO FAR

WHY WE EXIST

Smallholder farmers drive African food systems, producing as much as 80% of the continent's food. Yet despite their central role, most still lack access to the precise, timely agronomic advice they need to adapt, thrive, and build climate-smart livelihoods.

Public extension systems are overstretched, with one officer often serving 2,000 farmers —even the FAO's recommended 1:500 is too stretched to deliver tailored advice. As a result, support is often generic and out of step with farmers' local realities. And as climate risks mount, the gap between need and access is growing.

MISSION

Virtual Agronomist was launched by iSDA in 2024 to bridge this gap by delivering AI-assisted, customised farming guidance via a simple WhatsApp tool.

Farmers register their plots, answer some key questions and receive season-long support – from soil-specific fertiliser plans to pest diagnosis – all through their mobile phones. In just over a year since launch, the platform has grown exponentially. It started in March 2024 with pilots in Kenya and Uganda, and by the end of that year had reached 30,000 farmers across 7 countries. Growth accelerated in early 2025, with tens of thousands of new users joining each month.

As of today, over **260,000 plots managed by more than 200,000 smallholders** have been empowered with data-driven advice, spanning Kenya, Uganda, Tanzania, Zambia, Malawi, Ghana and Rwanda.

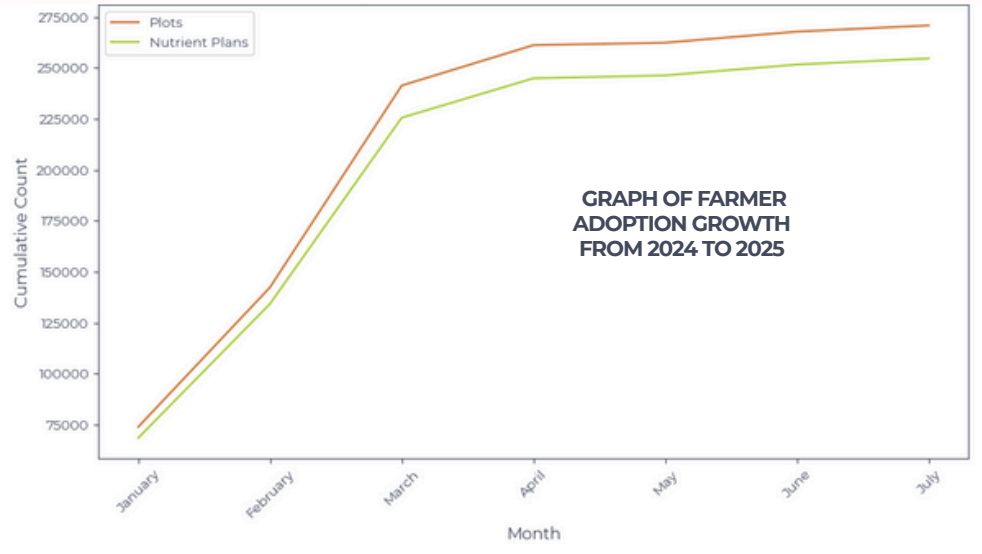
This rapid uptake underscores the immense demand for accessible agronomic knowledge. In some regions, adoption has been especially remarkable.

For example, in Kericho County, Kenya, over 78% of maize farmers have adopted Virtual Agronomist, with more than 50,000 farmers registering their plots – a testament to the service's value and viral growth via word-of-mouth.

Initial impact data are equally encouraging: farmers using Virtual Agronomist consistently report higher yields and better crop performance. Controlled trials show yield increases on the order of 1.7× for maize in Uganda and 1.9× for sorghum, compared to traditional practices. Early adopters like those in Bulambuli, Uganda have seen around 66% gains in maize yield after one season, validating the platform's effectiveness in real-world conditions.

Just as importantly, farmers are improving their long-term soil health and management skills, laying the groundwork for sustained productivity.

These achievements to date set the stage for an ambitious expansion ahead.



Farm plots advised

250,000

Yield Increase

1.7X

Cost

10X Lower

VISION: REACHING 10 MILLION FARMERS IN 5 YEARS

Building on this strong foundation, the vision for Virtual Agronomist is to scale its reach to over 10 million African farmers within the next five years.

This will be achieved by rapidly expanding both the *breadth* and *depth* of the platform's offerings while leveraging partnerships for scale. In terms of breadth, Virtual Agronomist will extend to new countries and regions, aiming to serve farmers in all major agricultural zones of sub-Saharan Africa. Dozens of additional crops will be incorporated beyond the current portfolio (which already grew from 2 crops at launch to 22 crops today), ensuring that whether a farmer grows maize, coffee, cassava, or cotton, relevant guidance is available.

On the depth side, the platform's capabilities will continue to evolve with more advanced features, starting initially with the deployment of a 'Know Your Soil' feature which is designed to equip farmers with detailed insights into their soil's health and composition.

Within the next season, the team plans to integrate weather-based advisory tools – for example, providing planting or fertilisation advice that accounts for seasonal forecasts and real-time rainfall, so that farmers make climate-informed decisions. Pest and disease support will be enhanced over the coming years via image recognition covering all major crops, and the AI chatbot will be given more contextual farm data to improve the relevance of in-season tips.

To reach millions, Virtual Agronomist's strategy is built around a set of key bets: opening the platform for others to build on, ensuring inclusion of women and youth, enhancing climate resilience, forging strong partnerships and establishing a sustainable financial model.

The following sections outline each of these pillars and how they will drive the platform's scale and impact—reaching over 10 million farmers by 2030.

CASH CROPS VS. STAPLE CROPS — TAILORING THE VALUE PROPOSITION

Agricultural advisory needs and business models can differ greatly between cash crops (grown primarily for sale, e.g. coffee, tea, cocoa, cotton) and staple food crops (like maize, sorghum, rice that are often for home consumption or local markets).

Virtual Agronomist's experience so far highlights important differences in farmer uptake and the value proposition across these categories.

Farmers growing higher-value cash crops tend to see a more immediate financial payoff from adopting improved practices – even a modest yield or quality increase in a cash crop directly boosts income. These farmers are therefore highly motivated to use the service and potentially able to pay for premium features. In contrast, many subsistence farmers growing staples like maize initially struggle to turn increased production into profit because of low baseline soil fertility and market prices. For example, a maize farmer on depleted soils may need a few seasons of better fertilisation to significantly raise yields and generate surplus for sale.

Virtual Agronomist addresses this by providing season-by-season guidance that steadily improves soil health and crop management, helping staple crop farmers "climb the ladder" to profitability over time.

The value proposition for these farmers centres on food security, yield stability, and gradual income gains.

ADAPTING OUR MODEL: A DUAL STRATEGY FOR SCALE AND EQUITY

This dichotomy informs our scaling strategy.

- **Uptake:** Cash-crop farmers (often organised in cooperatives or contract farming schemes) might adopt faster through partnerships with agribusinesses, while staple-crop farmers may require more trust-building via demonstrations and peer referrals.

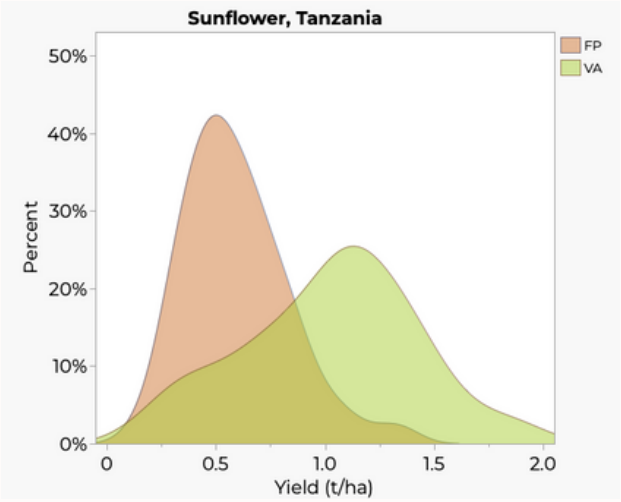
- **Service model:** For cash crops, Virtual Agronomist can offer more specialised advice (e.g. quality improvement, post-harvest handling) and possibly charge a fee bundled with other services (since the added value is substantial). For staple crops, the emphasis is on accessible, free or subsidised advice that maximises yield improvements and resilience.

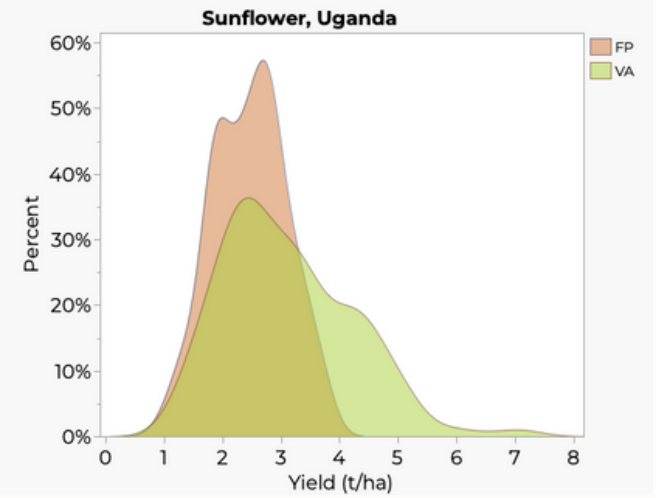
- **Monetisation and sustainability:** Revenues from cash-crop engagements (where agribusinesses, exporters, or wealthier farmers pay for the service) can help cross-subsidise the provision of advisory for staple crops at low or no cost to poorer farmers. This balanced approach ensures the platform can serve broad development goals (food security for staple crop farmers) without sacrificing financial viability, by capturing some value from the more commercial farming segments.

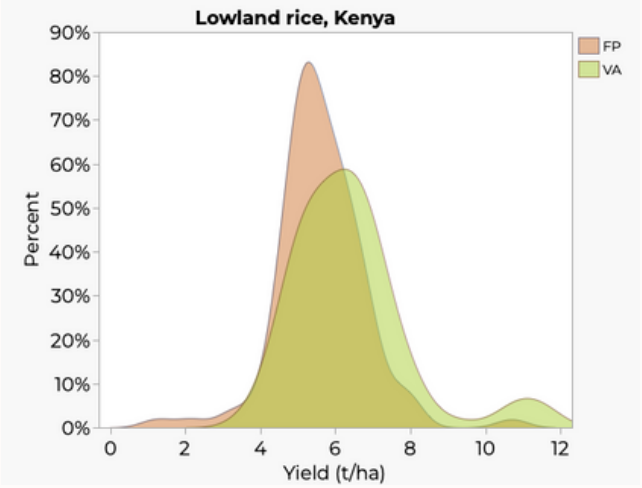
  In summary, adapting the messaging and financing model to the crop type will be key: Virtual Agronomist will drive quick wins in high-value sectors while steadfastly uplifting staple crop farming through incremental gains.

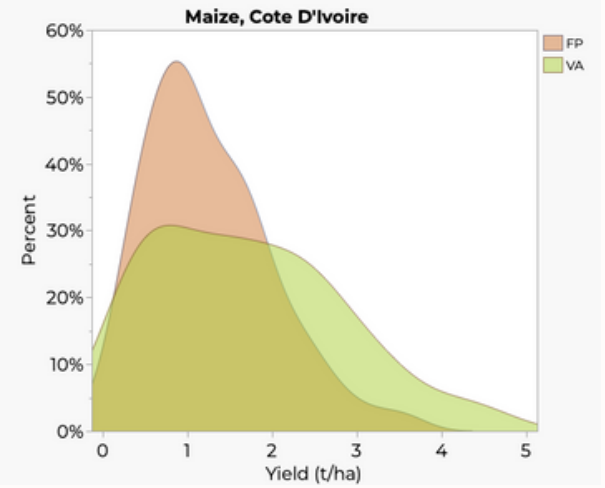
INITIAL HARVEST RESULTS ACROSS CROPS

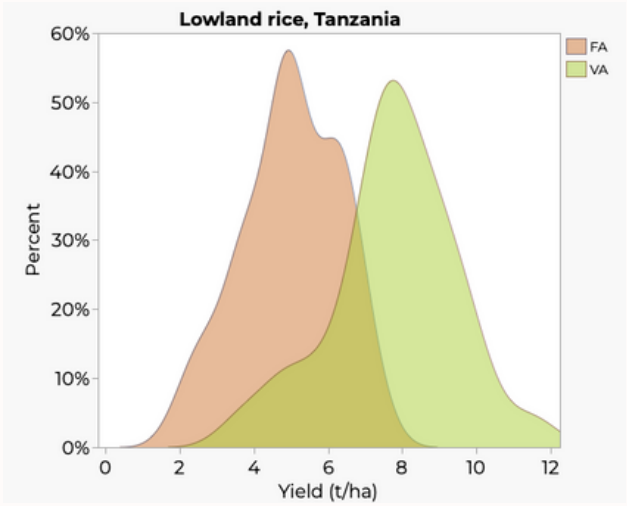
These density plots show the distribution of yield results for Virtual Agronomist(VA) versus traditional farmer practice (FP) on neighbouring plots. Across crops we see an improvement in average yields, and critically far larger numbers of farmers achieving high yields.

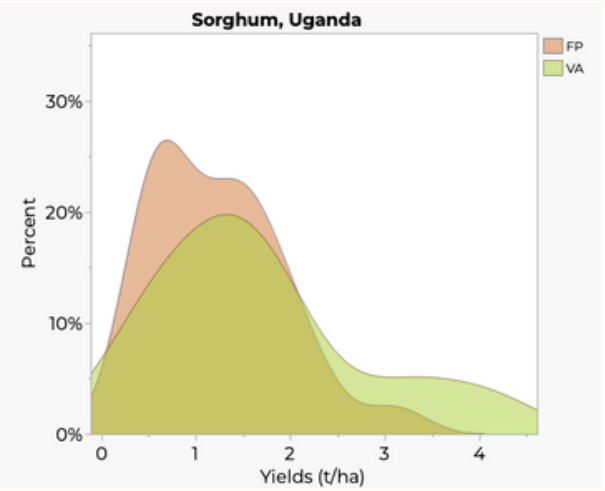












FARMER SUCCESS STORY

DAVID BII, COFFEE FARMER, SARWAT, KENYA

“After the assessment [in Virtual Agronomist], I was able to know the amount of fertiliser and manure needed for my farm. This made me happy.

The tool is good. I see my harvest continues to grow. After using the system, I made some profit - I used this to buy a cow, a water tank and educated my children. Now I am happy, I even opened a hotel business.

Before using Virtual Agronomist - I used to harvest 2000 kilos, and after using Virtual Agronomist I harvested 5000 kilos.”

LANGUAGE ACCESS AND VOICE — ENSURING INCLUSIVE COMMUNICATION

One of the central challenges in reaching millions of rural farmers is language and literacy. Africa's immense linguistic diversity and low literacy levels make digital-only, English- or French-based platforms insufficient – at least for now. Virtual Agronomist's pragmatic solution is a community-first, hybrid model, not just a tech rollout.

At the core of this approach are local lead farmers and community volunteers. These individuals—often younger or more tech-savvy—serve as trusted facilitators, helping others access and interpret digital advice. They host group sessions, translate guidance into local languages, and manage queries via their own devices. This hybrid human-plus-digital model significantly increases adoption—research shows farmer-led, cascade training models enable large-scale, cost-effective diffusion, especially in low-literacy contexts.

Local language delivery is essential. Farmers are up to 60% more likely to adopt new practices when advice is communicated in their mother tongue.

With this in mind, our roadmap prioritises key languages—Swahili, Hausa, Amharic, Zulu, Kinyarwanda and others—with rollout aligned to when AI technology is ready to support them effectively.

LOOKING AHEAD: THE ROLE OF VOICE TECHNOLOGY

While voice-based interaction holds great promise—for farmers who can understand spoken guidance but cannot read—it remains a future option. Given current high costs and low accuracy for many local accents, we're monitoring advances in vernacular AI voice technology. We'll pilot voice features when they become viable and cost-effective.

In the meantime, our lead farmer model fills the gap: peer support in local languages plus hybrid digital delivery maintain low costs (~$1–$1.50 per farmer) while ensuring depth of engagement. This approach isn't just about translation—it's about social reinforcement: farmers who learn together and explain to each other adopt systems more reliably.

Together, community facilitation, local language delivery, and gradual rollout of voice tech make the Virtual Agronomist truly inclusive—built not just to scale, but to be adopted at scale by every farmer, regardless of literacy or language.

PLATFORM OPENNESS AND ECOSYSTEM

To achieve massive scale and diverse local relevance, Virtual Agronomist is not just a standalone product but the centrepiece of a broader open platform ecosystem strategy. The idea is to use Virtual Agronomist as a reference application – demonstrating what is possible with AI-driven agronomy – while gradually opening up the core tools, data, and services for others to build upon.

This approach is described as "T-shaped": a deep vertical stroke representing our core agronomic expertise and robust decision-support engine, and a broad horizontal stroke representing the extensibility of the platform across use cases, geographies, and partners.

OPENING THE ENGINE: ENABLING OTHERS TO BUILD WITH US

In practice, this means that the foundational components powering Virtual Agronomist (such as soil databases, crop nutrient models, pest diagnostic algorithms, and chatbot frameworks) will be made accessible via open APIs or open-source libraries. For example, the rich soil data from our iSDAsoil maps – which provide information on soil fertility and properties across Africa – are already available as open data resources.

Similarly, our nutrient plan API along with our growing library of reference images for crop pests and diseases will be shared openly to aid development of other diagnostic tools. By opening these building blocks, we invite governments, local startups, NGOs, and even farmer cooperatives to create their own localised agronomic advisory services more easily, rather than everyone starting from scratch. One partner might use our engine to build a Yoruba-language cassava advisor for Nigerian farmers; another might integrate our nutrient recommendation API into a smart irrigation app.

PLUG-AND-PLAY PARTNERSHIPS: CREATING A SHARED DIGITAL INFRASTRUCTURE FOR AGRICULTURE

Crucially, iSDA will maintain and continue to improve the core AI advisory engine – ensuring the recommendations are scientifically sound, validated, and updated with the latest research – while encouraging a flourishing of customised interfaces and add-ons by third parties. This balances quality control with innovation. The open ecosystem approach also means Virtual Agronomist can plug into other platforms. For instance, we can integrate with mobile money apps for in-app advice, or with government e-extension portals as an agronomy module.

By being modular and extensible, the platform becomes a horizontal layer that others in the agriculture sector can leverage, forming a collaborative network. Funders can be confident that investments in Virtual Agronomist benefit not just one project but potentially an entire ecosystem of AgTech solutions across Africa, multiplying impact.

In summary, our T-shaped strategy ensures we go deep where we have expertise (agronomic AI) and go wide by empowering others to localise and extend this expertise to every farmer community.

GENDER AND YOUTH: SUPPORTING INCLUSIVE PARTICIPATION

Women and young people play essential roles in African agriculture. Across many regions, women contribute a significant share of farming labour and make key decisions around food production and family nutrition. Yet they often face greater barriers than men in accessing agronomic support and new technologies. Similarly, with the average age of African farmers approaching 60, engaging youth in more modern, tech-enabled approaches is vital to the sector's long-term sustainability.

Virtual Agronomist is designed to support more equitable access by being easy to use, widely accessible, and relevant to diverse users. The service works on basic mobile phones, is being rolled out in local languages, and is structured to accommodate users with limited literacy or connectivity.

We're also working with partners such as women's farming cooperatives and youth networks to help spread the service and support uptake. Many women farmers have become enthusiastic users and even informal champions of Virtual Agronomist- sharing tips with neighbours, introducing others in their community, and using the advice to improve household yields and incomes.

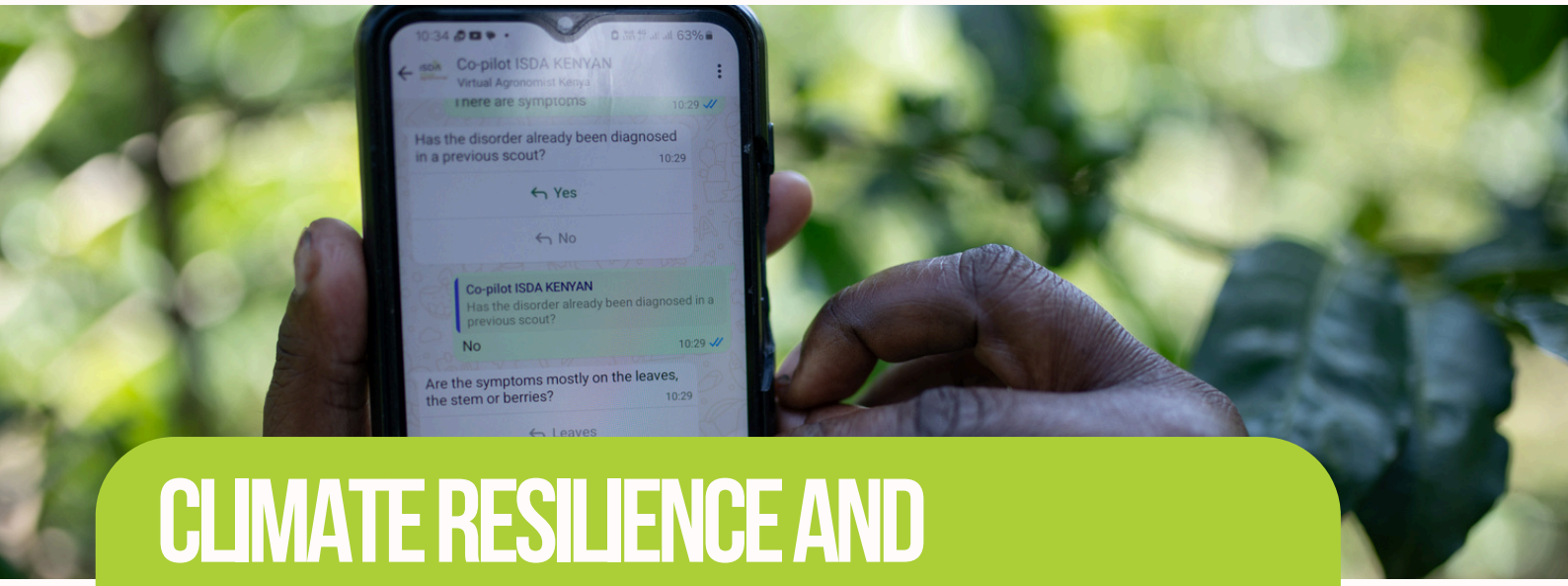
In our user base, 33.1% of farmers with a known gender are women - a figure that reflects both the importance of women in agriculture and the need to overcome ongoing barriers to inclusion. Encouragingly, among lead farmers using Virtual Agronomist - those helping others get started and guiding local uptake - 33.4% are women, demonstrating how, when enabled, women are stepping into visible leadership roles in their communities.

YOUTH AS EARLY ADOPTERS, DIGITAL GUIDES, AND INNOVATORS

Engaging youth has also been a powerful driver of scale. In many communities, younger farmers are the first to adopt the technology and help others get started—acting as lead farmers or digital guides. For some, the platform has become a springboard into experimenting with improved techniques or entrepreneurial agribusiness ideas.

Looking ahead, we are exploring ways to partner with youth-focused organisations and education programs to integrate AI-driven tools like Virtual Agronomist into the next generation's agricultural journey.

By embedding accessibility and inclusion into the core design, and working through trusted networks, Virtual Agronomist is helping ensure more women and young people can engage, lead, and thrive in the future of farming.



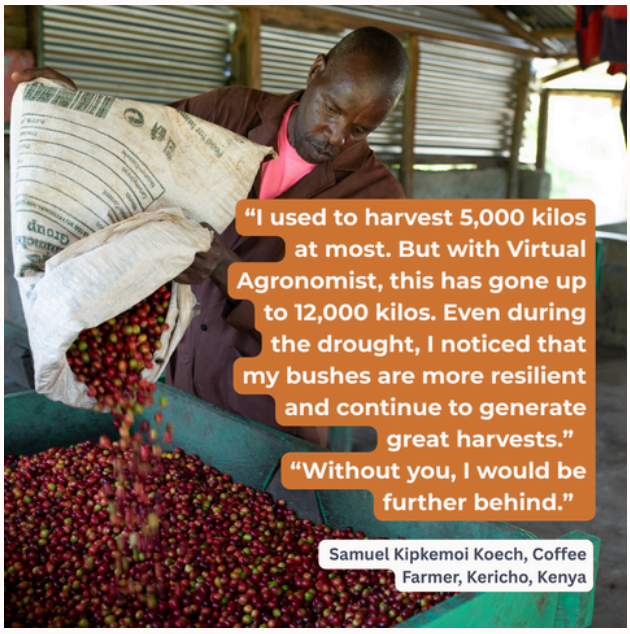
CLIMATE RESILIENCE AND SUSTAINABLE FARMING PRACTICES

Climate change poses an ever-growing threat to smallholder agriculture in Africa, with more frequent weather extremes, shifting seasons, and increasing pest and disease pressures. For many farmers, these challenges are not future risks - they are daily realities. A core pillar of Virtual Agronomist's approach is helping farmers build resilience from the ground up, starting with the fundamentals of soil, water and nutrient management, as well as timely information and adaptive advice.

BUILDING RESILIENCE FROM THE GROUND UP: SOIL, WATER, AND NUTRIENT MANAGEMENT

The platform's advice emphasises practices that improve long-term soil health and on-farm resource efficiency - critical foundations for resilience in the face of climate stress. Farmers receive customised recommendations on using organic matter, rotating crops, and tillage where appropriate - techniques that improve soil structure, moisture retention, and nutrient availability. These practices not only boost productivity but also make fields more resistant to drought, flooding, and erosion.

Virtual Agronomist's fertiliser plans are tailored to soil conditions and designed to be both effective and sustainable, building up soil fertility over time while minimising waste. Water-saving techniques such as mulching or small-scale rainwater harvesting are also promoted where relevant, helping farmers conserve one of their most vital and increasingly scarce resources. Collectively, these strategies help create more self-sufficient, shock-resilient farming systems that can weather both good years and bad.



SMARTER WITH TIME: INTEGRATING CLIMATE PATTERNS AND ADAPTIVE INTELLIGENCE

In parallel, the platform is incorporating climate information into its advisory engine—but with a pragmatic, resilience-first orientation. Rather than focusing solely on short-term forecasts, the aim is to gradually embed seasonal outlooks and broader climate patterns into long-term planning. For example, if delayed rains are expected, the system may suggest more drought-tolerant varieties or encourage farmers to focus on soil cover to reduce evaporation.

If heavy rainfall is likely, farmers might receive tips on erosion control or safe post-harvest storage. These alerts are designed to complement, not replace, the core guidance on sustainable land management.

Importantly, the AI engine powering Virtual Agronomist is adaptive. It learns from real-world results and regional patterns—adjusting advice based on what works under shifting climate conditions. If new pests emerge due to rising temperatures, or if rainfall patterns consistently change in a region, these insights feed back into the system, ensuring that recommendations remain locally relevant and forward-looking.

Over the next five years, the team will explore partnerships to expand the platform's integration of climate data and measure how its use improves resilience indicators such as yield stability, input efficiency, and land use sustainability.

By 2030, the goal is clear: millions of farmers empowered with the tools to farm more sustainably and more resiliently, securing their livelihoods in an increasingly uncertain climate. This doesn't just benefit individual farmers—it supports broader goals of food security, climate adaptation, and environmental conservation.

By increasing yields on existing farmland, the need for expansion into forests and other vulnerable ecosystems is reduced. In this way, Virtual Agronomist contributes to both adaptation and mitigation—supporting nature-positive agriculture that strengthens farmers and ecosystems alike.

PARTNERSHIPS: SCALING THROUGH COLLABORATION

Achieving an impact on millions of farmers will require harnessing the power of partnerships. Rather than trying to reach every farmer directly, Virtual Agronomist's growth model is to collaborate with a wide range of farmer-facing organisations and technology partners, creating a multiplier effect.

PUBLIC SECTOR SCALE: PARTNERING WITH GOVERNMENTS

One key avenue is partnering with governments and public agricultural extension systems. We are in discussions with several African governments to adopt Virtual Agronomist as a complement to (or part of) their national extension programs.

This could mean training government extension officers to use the platform with farmers, or integrating Virtual Agronomist into official farmer information hotlines. Government uptake would be a sustainable way to provide the service at no cost to farmers, given the very low per-farmer cost (on the order of $1/year) of running the AI service. By comparison, traditional extension programs cost far more – for instance, Kenya spends about $50 million per year on extension to reach a fraction of its farmers.

Virtual Agronomist offers a path to amplify extension reach at national scales for a fraction of the cost, which is very attractive for governments aiming to boost agricultural productivity. We will pursue public-private partnership models where initial donor funding can help integrate the platform into national systems, after which governments maintain it as a public good for their farmers.

ON-THE-GROUND REACH: WORKING WITH BUSINESSES AND NGOS

Another critical set of partners are farmer-facing businesses and NGOs – the cooperatives, agribusiness firms, microfinance institutions, and non-profits that already work with large numbers of smallholders. By partnering with these entities, we can rapidly onboard their farmer networks onto Virtual Agronomist. For example, our recent partnership with a fertiliser distributor in Kenya (KPLUSS Fertilisers) is bringing the service to farmers in their network, bundled alongside fertiliser sales. Such collaborations benefit everyone: farmers get advisory support to use products more effectively, the partner organisation sees better outcomes (higher yields, more loyal customers), and Virtual Agronomist gains scale.

We plan to replicate this with seed companies, commodity buyers, banks (to support their farmer clients with agronomic advice tied to loans or insurance), and international NGOs with agriculture programs. Each partnership is structured to be mutually reinforcing – e.g. an NGO can integrate our chatbot in their community training, while feeding local content (like indigenous farming techniques or language translations) back into the platform. One recent example is our pilot with One Acre Fund in Rwanda, where we are rolling out the tool in Kinyarwanda ahead of the upcoming planting season, equipping their field officers and group leaders to support farmer adoption at scale.

ON-THE-GROUND REACH: WORKING WITH BUSINESSES AND NGOS

Equally important is engagement with the broader AI and tech community. We invite other AI product developers and local tech startups to build on or plug into Virtual Agronomist (as outlined in the platform openness section). For instance, an innovation hub might create a voice-driven interface that uses our API to answer farmer questions, or a satellite imagery startup might feed data into our models to refine recommendations.

To facilitate this, we are documenting our APIs and exploring open-source releases for parts of the system. Our team will also host hackathons and developer challenges to encourage creative new services built around Virtual Agronomist. By positioning our platform as an enabler for others, we aim to spark a whole ecosystem of agri-tech solutions that interoperate.

A COALITION APPROACH TO SCALE

In sum, the path to 10 million farmers is through partnership networks: governments scaling it as a public service, businesses and NGOs embedding it in their offerings, and developers extending its functionality in novel ways. Each partner brings unique strengths – large user bases, local knowledge, distribution channels, or technical add-ons – and together, this coalition can achieve far more than we could alone. We will highlight and celebrate these partnerships in our communications (showcasing shared success stories) to reinforce the message that Virtual Agronomist is a collaborative platform open to all who share the mission of empowering farmers.

FINANCIAL SUSTAINABILITY AND BUSINESS MODEL

To assure long-term impact, iSDA is pursuing a multi-pronged strategy for financial sustainability. The goal is to blend different revenue and funding streams in a way that keeps the service affordable (or free) for farmers, especially the poorest, while covering costs and rewarding innovation.

SCALE FIRST: THE CORE ECONOMIC PRINCIPLE

A central premise of our model is that there is fundamentally no sustainable model without scale. With an average delivery cost of less than $1 per farmer, Virtual Agronomist operates in a high-volume, low-margin space. This means our economics only work if costs are amortised over millions of farmers. Any viable financial strategy must therefore begin with one fundamental principle: scale first.

One key pillar of our approach is bundling the advisory service with products and services that farmers already pay for. For example, input suppliers might include Virtual Agronomist access as part of a fertiliser package – the farmer effectively pays for the bundle, and the advisory is subsidised by the margin on inputs.

BUNDLING ADVISORY WITH EXISTING PRODUCTS

We are actively forging partnerships with such companies (e.g., fertiliser and seed firms) where the cost of the digital service is built into their cost of doing business because it improves customer success. Similarly, insurance or microcredit providers can bundle advisory to reduce risk – a better-advised farmer is less likely to default on loans or make insurance claims, so insurers can justify covering the advisory cost. This bundling approach turns a stand-alone cost into a win-win investment for value chain actors – especially at scale, where marginal costs per user continue to drop.

CROSS-SUBSIDY: INCLUSIVE GROWTH THROUGH TIERED SERVICES

Another component is the cross-subsidy model: revenues from more profitable segments or services support the mission-oriented segments. Large commercial farms or cash-crop farmers might pay a premium for advanced analytical features or custom support, generating income that helps fund free advisory for low-income, staple-crop farmers.

We may develop a tiered service, where basic advice is free to all, but a "Pro" version (with extra analytics, or integration to farm management software) is sold to commercial users or agribusiness clients. Likewise, partnerships in high-value export crop sectors (tea, coffee, cocoa) can bring in private-sector funding, which in part underwrites the extension of the service to food crop growers. Again, scale is critical here: the broader the user base, the more predictable and diversified the income streams that can subsidise access for the most vulnerable farmers.

PUBLIC GOOD, PUBLIC FUNDING

At the same time, we recognise that supporting subsistence farmers and staple crops has immense social benefits – improved food security, poverty reduction, environmental gains – that merit philanthropic and public support. We will continue to secure funding from development agencies, foundations, and governments to finance the outreach and adaptation of Virtual Agronomist for staple crop systems. This can be seen as modernising public extension: donors/governments subsidise the advisory for staple farmers much like they subsidise seeds or fertiliser, because the returns to society are huge.

Notably, the cost-effectiveness is extremely high. Estimates indicate that scaling Virtual Agronomist nationwide would cost on the order of $10 million per year to reach millions of farmers – a figure that is only feasible and justifiable because the per-farmer cost is so low. In other words, only by achieving scale can we unlock the full value-for-money potential that funders and governments seek.

A dollar invested in digital advisory can yield many times more in farmer income gains and broader GDP growth – but only if that dollar helps reach thousands, not dozens.

FUTURE-PROOFING: PATHWAYS TO FARMER CONTRIBUTIONS

Finally, as digital literacy and rural connectivity improve over the coming years, we anticipate farmers' ability to pay for digital services will gradually increase. As more farmers use smartphones and get accustomed to mobile payments, there could be opportunities for small subscription fees or pay-per-use models (e.g., paying a few cents for a detailed soil test report via the app). While we do not rely on farmer payments at this stage, we keep the door open to voluntary premium services or community-based financing (such as farmer groups pooling resources to subscribe). Here too, scale plays a pivotal role: only a large, active user base creates the market conditions and incentives for innovation in user-financed models.

BLENDED MODEL, BUILT FOR THE LONG TERM

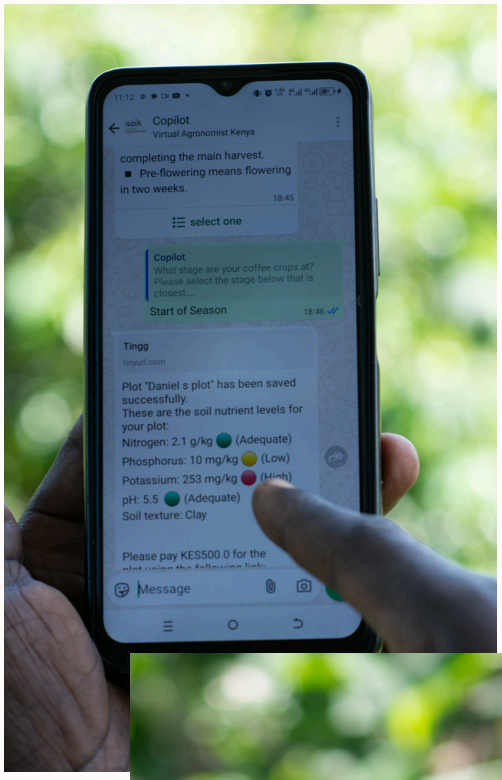
In summary, the financial plan is a blend of service bundling, cross-subsidies, donor/government funding, and future modest user fees – all orchestrated to ensure the platform not only scales to 10 million farmers but can continue operating and evolving for decades to come. Scale is not just the end goal – it's the foundation. By being creative and flexible in our business model, and by prioritising volume from the outset, we intend to make Virtual Agronomist a self-sustaining cornerstone of African agricultural advisory – much like mobile phone networks – a critical service that eventually stands on its own financially while serving the public good.

A PLATFORM FOR PROSPERITY AND FOOD SECURITY

FUTURE PLAN

Virtual Agronomist has demonstrated unprecedented progress in its first phase – hundreds of thousands of farmers with life-changing advice – and is now poised to grow into a continent-wide utility that could benefit tens of millions. Through the strategic pillars outlined above, we will scale up in a responsible, inclusive, and innovative manner.

Our vision is that five years from now, a smallholder farmer in any African country will be able to receive expert agronomic guidance at the touch of a button, in their own language, tailored to their own farm, and connected to a supportive ecosystem of services. This will help farmers substantially increase their productivity and incomes, build resilience against climate and economic shocks, and engage more fully in value chains – ultimately contributing to a more food-secure, prosperous Africa.



PARTNER WITH US

10M FARMERS
By 2030

60+
Crops

AFRICA-WIDE
Reach

WE INVITE OUR FUNDING PARTNERS TO JOIN US ON THIS JOURNEY OF SCALING VIRTUAL AGRONOMIST.

Together, we can empower the next 10 million farmers with the knowledge they need to thrive, unlocking the vast agricultural potential of Africa while ensuring that the growth is equitable

For international funders, supporting Virtual Agronomist represents a high-leverage investment. It combines cutting-edge technology (AI, big data and mobile connectivity) with on-the-ground impact in agriculture, which is the backbone of livelihoods for so many in Africa. Moreover, it aligns with multiple development priorities: from to climate adaptation, to sustainable economic growth. The platform's openness and partnership approach mean that funder contributions do not just fuel one organisation, but catalyse a whole ecosystem and encourage local innovation.

CONTACT US

iSDA

Email/
info@isda-africa.com

Website/
www.isda-africa.com/

LinkedIN/
www.linkedin.com/isda-africa

iSDA virtual agronomist