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The U.S. Government's Global Hunger & Food Security Initiative

Transforming Smallholder Agriculture in Kenya,

Agricultural services and innovations,

Tegemeo Institute.

November 11, 2015.



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KENYA INNOVATION ENGINE



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**Feed the Future Kenya Innovation Engine (KIE)
is a five-year, USAID program**

**Feed the Future Strategy, Kenya's focus: food
insecurity, under nutrition and poverty**



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Identify, fosters, and bring to scale innovative *market led* solutions to food insecurity, under nutrition and poverty

STAGE 01



Seed financing

\$25-100K
6-12 months

STAGE 02



Start-up & testing

\$100-500K
12-24 months

STAGE 03



Transitioning to scale

\$500-750k
12 -24 months



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Why is Ag. not innovated in a big way



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WHY?

WHO?

HOW?



Innovators have to answer



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Policy: Is there a policy?, what does it say /how to proceed?, enforced?, timelines: approvals?



Value chain: support or hinder the innovation, who sorts out the other challenges/ takes advantage of opportunities, what does success look like

Getting hands dirty: Have to walk the full mile, time, effort, public relations.....



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Finances and cash flow: experimentation, innovation modification, functional structure: bottom heavy, seasonality?

Business growth: target market, early adopters, penetration rate for early and late majority?

Determination and focus: Not swayed by challenges/ better prospects



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Innovations that hold great promise



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Desirability:
Market

Viability:
Financially
practical



Feasibility:
Technical and
organization



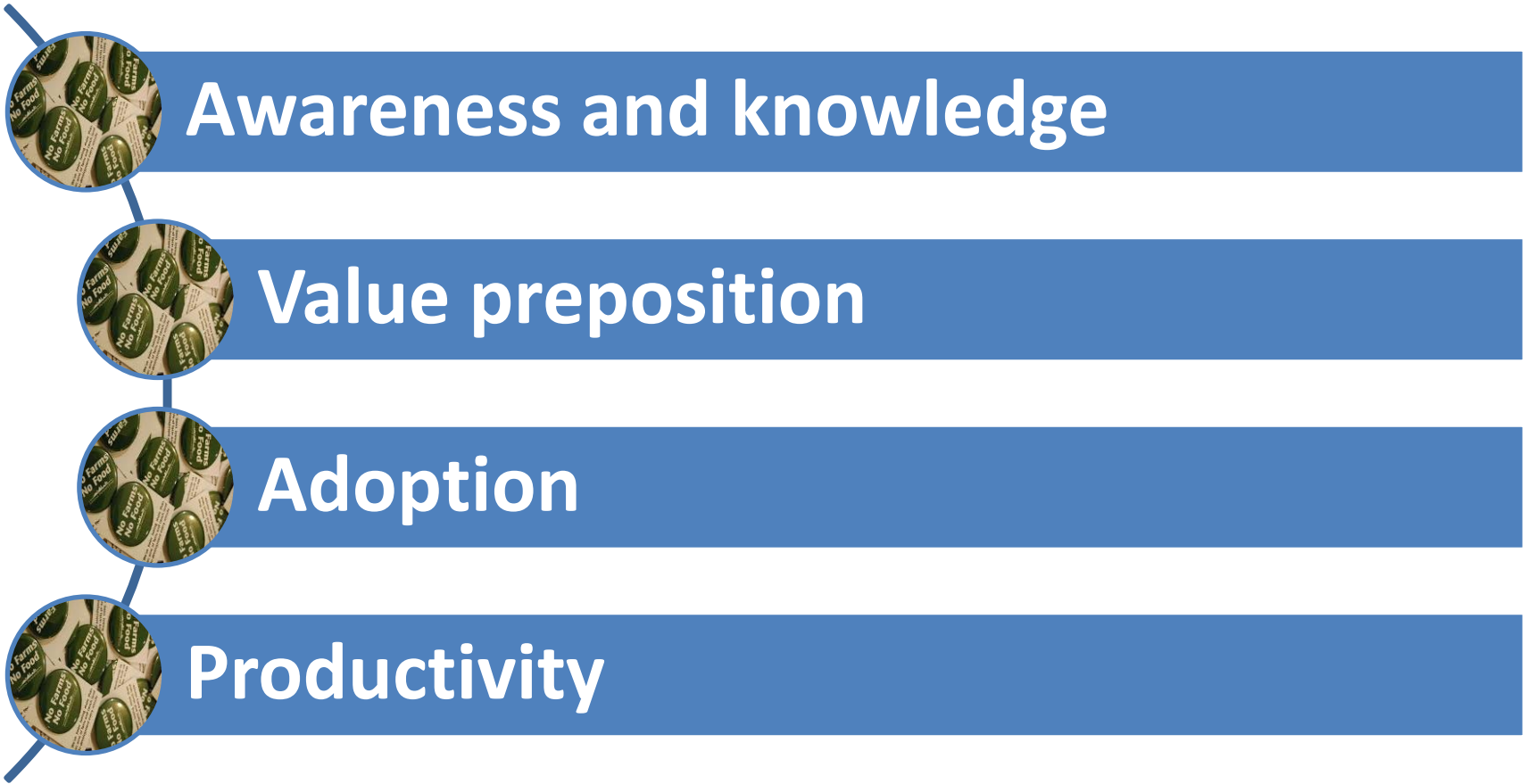
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Diffuse Innovations



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Thank you.



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