

### KEY ACHIEVEMENTS TO DATE

#### Reach

1.4 million farmers across 17,000 villages in 9 countries

#### Impact

10x more effective per dollar spent than a classical extension system. 21% average improvement in farmer productivity

### OUR VISION OF SUCCESS (FY18-FY22)



Achieve a sustainable **25%** increase in the income of **1.1M** smallholder farmers



#### Today

#### Video-based extension approach

Enhanced public and private development programs



#### Vision 2018-2022

#### AgTech integrated service provider

Increase smallholder farmer income by strengthening our current approach and developing complementary solutions

### STRATEGIC GOALS

#### 01. Strengthen extension approach

Maximizing impact per farmer by taking an active role in shaping messages

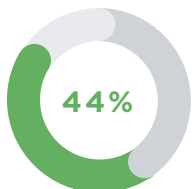
#### 02. Go beyond extension

Leverage network of partners and communities to layer value-added services that boost farmer productivity

### CROSS-CUTTING ENABLERS

- Improve Monitoring, Learning & Evaluation
- Invest in Organizational Development
- Advocate for Government, Donor Awareness and Funding
- Develop and Test Earned Revenue models

### FUNDING



- Secured Funding
- Additional Donor Funding
- Earned Revenue