MYAGRO is a nonprofit social enterprise that enables smallholder farmers to use their mobile phones to pay on layaway for high quality inputs (seeds, fertilizer) and agricultural training. These investments allow farmers to produce 50-100% more food each season, significantly improving the food security of farm families and helping them move out of poverty. MyAgro is on track to serve 1 million smallholder farmers by 2025 and increase their income by at least $1.50/per day to move them out of poverty. Learn more: www.myagro.org

OPPORTUNITY IN WEST AFRICA

MyAgro works in Mali and Senegal in West Africa. 70% of the population earn their livelihood from agriculture and an equal percentage live below the poverty line of $2 per day. Mali is the 6th fastest growing country in the world and farmers have large amounts of land (5+ hectares). This means that there is a significant opportunity to move farmers out of poverty — farmers can move from small-scale to mid-size farms to serve the expanding market.

Worldwide the annual need for smallholder financing is estimated at $450 billion (Dalberg). Only 3% of this need is currently being met through traditional banks and microfinance institutions. MyAgro’s mobile layaway platform has real potential to close this financing gap because farmers invest their own money into their farms to increase their incomes.
HOW WE WORK

myAgro’s unique mobile layaway platform allows farmers to pay on layaway, whenever they have cash available, using their mobile phones. myAgro’s system is a smart twist on how people in developing countries buy “airtime” for their cell phones: just as farmers go to their village shop to buy scratch cards for pre-paid phone minutes, they can now buy myAgro cards and layaway $1 to $50 to purchase seed and fertilizer for the planting season. When a farmer buys a myAgro card, a text message with the card’s code and amount is sent to myAgro’s database, and myAgro allocates the amount to the individual farmer’s account. myAgro then purchases high quality seed and fertilizer in bulk and, at planting time, delivers them to farmers along with technical training. myAgro farmers see a 50-100% increase in harvest yields, which translates to $150-$350 in net income. myAgro’s program is an easy, transparent, and scalable way for farmers to increase investment in their farms and increase their income.

FY2015 MILESTONES & ACHIEVEMENTS

- 10,000 Farmers planted with myAgro
- Built a field management structure supporting 200+ field staff

Awards & Recognition
Millennium Challenge Corporation, Youth and Technology Award
SalesForce, Force for Change Award
Silicon Valley Tech Awards, Tech Laureate

- 80% of farmers used the myAgro planting method — microdosing fertilizer in small amounts per plant to maximize yields
- Created an efficient, replicable field district model — drove down cost of service delivery from $200/farmer in 2012 to about $60/farmer in 2015.

DRIVING TOWARDS SUSTAINABILITY

myAgro will be sustainable at 225,000 farmers by 2021. In FY2015, myAgro increased sustainability to 38%, up from 30% in FY 2014. Currently for every donor dollar invested in the field program, the ROI is $2.60. myAgro is driving towards 100% field sustainability and overall ROI of greater than $5:1 for every philanthropic investment.

<table>
<thead>
<tr>
<th>Metric</th>
<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
<th>FY2015</th>
<th>FY2016(E)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCALE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmers Planted with myAgro</td>
<td>240</td>
<td>1,292</td>
<td>3,500</td>
<td>10,000</td>
<td>15,000</td>
</tr>
<tr>
<td>Field Agents</td>
<td>3</td>
<td>14</td>
<td>28</td>
<td>67</td>
<td>78</td>
</tr>
<tr>
<td>Vendors</td>
<td>4</td>
<td>12</td>
<td>90</td>
<td>226</td>
<td>312</td>
</tr>
<tr>
<td><strong>IMPACT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Yield Increase</td>
<td>80%</td>
<td>30-100%</td>
<td>50-100%</td>
<td>(Dec. 2015)</td>
<td>(Dec. 2016)</td>
</tr>
<tr>
<td><strong>SUSTAINABILITY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Sustainability</td>
<td>14%</td>
<td>24%</td>
<td>30%</td>
<td>38%</td>
<td>45%</td>
</tr>
</tbody>
</table>
PARTNERSHIPS

Oxfam: In 2015, myAgro kicked off a pilot partnership with Oxfam America’s Rural Resilience Initiative (R4 program) in the Tambacounda region of Senegal. Out of the four risk management strategies—risk reduction, risk transfer, prudent risk taking, and risk reserves—that R4 utilizes, myAgro is implementing risk reserves through mobile layaway to help farmers build resiliency and enable them to pay for myAgro fertilizer & seed packages. This partnership enables myAgro to scale at a lower cost point by leveraging Oxfam’s already existing savings groups. Over 550,000 women participate in weekly savings groups in Mali and Senegal.

Maimouna Ndao is putting her weekly payments towards a 1/8 hectare of peanuts and is also collectively saving with her group for an additional ¼ hectare package. With six children and 20 grandchildren to support, she was under constant pressure from her family to use any extra income for daily needs. After joining a savings group and enrolling in myAgro’s program, Mariam saw a difference in her ability to ease financial pressures and invest in her farm:

“I joined myAgro because I can save little by little by buying scratch cards as soon as I have extra cash. Being able to pay via myAgro for inputs benefits not only me, but also my family in the long run… If you have a good harvest, you have many choices.”

CGAP/Dalberg: myAgro recently partnered with Consultative Group to Assist the Poor (CGAP) and Dalberg Design Impact Group to use human-centered design methods to improve myAgro’s ability to serve farmers via the mobile layaway platform. Initial insights include: 1) Farmers have a strong appetite for additional packages from myAgro—diversifying package options can smooth farmer cash flow during the hunger period; 2) Vendors, who sell myAgro cards, can be better sellers if they also get a few tools to measure their sales progress along with farmer payment progress; and 3) Using creative games and loyalty programs may motivate farmers to “graduate” to larger investments as they get more experience with myAgro.

“myAgro brings several unique and innovative ideas to the world. The most important to me is the concept of “savings layaway,” which is a totally under-exploited class of financial tool. This helps poor people aggregate money for big purchases by saving up for them, as opposed to taking a loan. The model drives this innovative idea with rural farmers in West Africa, thereby bringing several new innovations at once.”

— Andrew Youn
Founder & Executive Director, One Acre Fund
FOUNDER’S NOTE

We reached a major milestone by planting with over 10,000 farmers this year! We’re very thankful to our team, our farmers and our partners for myAgro’s growth to date. In the last year, we tripled the number of farmers we serve, doubled our field team and made significant progress in building the systems and processes that will support our organization to scale and provide our farmers with excellent service. We also brought on new leadership capacity by hiring our first CFO, Director of Development, and Country Director. This was also a year of seeing what partnerships might help myAgro scale more effectively. In Senegal we partnered with Oxfam’s Rural Resilience Program to plant with over 1,200 farmers, increasing our customer density 3X in a very remote, challenging area of eastern Senegal. We also partnered with CGAP (from the World Bank) and Dalberg to use design thinking to inform how we increase usage of myAgro’s layaway platform as a farmer works over multiple years with myAgro. These questions really excite me - it shows that our team has the basics down, and we can now pivot to look at how we both increase depth of impact per farmer and also increase scale through direct service or via partners. These are some of our top priorities in the year ahead and we look forward to sharing our progress along the way.

In gratitude,
Anushka Ratnayake, Founder & Executive Director

BOARD MEMBERS

Anushka Ratnayake, Founder & Executive Director, myAgro
Brendan Cullen, Managing Director, Draper Richards Kaplan Foundation
Casey Cline, Director of Impact Investing and Operations, Shared Interest, Former VP, Allen & Company
Evan Marwell, CEO & Founder, EducationSuperHighway, Criteron Capital Management
Jim Anderson, Country Director, Boma Project, Former President, Silicon Valley Bank
Katherine Downing, Former CEO & Publisher, LA Times (myAgro Board Chair)
Naomi Baer, Former COO of Net Impact, Former Sr. Director of Global Partner Operations at Kiva.org

TOP SUPPORTERS & PARTNERS

VILLAGE LEADERS ($500,000+)

Pershing Square Innovation Lab

FARMER LEADERS ($100,000 - 499,999)

Mulago Foundation
Anonymous (2)
SalesForce Foundation
Segal Family Foundation
Syngenta Foundation for Sustainable Agriculture
David Weekley Foundation
Draper Richards Kaplan Foundation
Lampert Family Foundation
Jasmine Social Investments
Peery Foundation
Sall Family Foundation

FELLOW FARMERS ($25,000 - 99,999)

Horace W. Goldsmith Foundation
Bohemian Foundation
Jester Charitable Trust
The Tech Awards

MAJOR SUPPORTERS ($5,000 - 24,999)

Kathryn Downing
James Anderson
The Ratnayake Family

SPECIAL THANK YOU

Thank you to the following people who have generously given their time and support in the last year:

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Michelle Chan
Nick Giordano
Nidhi Chanani
Ravi Chatpur
Rich Leimsider
Sidley Austin LLP
Stephanie Hanson
Tricia Backelin

Currently, every $1 dollar invested in the field program has a ROI (return of impact) of $2.60. $8,000 helps myAgro serve 2 villages in rural Mali and Senegal and will generate over $20,000 in impact for those communities. We’re looking for investors and partners at numerous levels to support myAgro’s scale to 100,000+ farmers by 2020. To get in touch, please contact Anushka Ratnayake, Founder & CEO: (Anushka@myagro.org) or Tamara Chao, Director of Strategy & Partnerships: (Tamara.Chao@myagro.org)

www.myagro.org