Transforming Smallholder Agriculture in Kenya,

Agricultural services and innovations,

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
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
Why is Ag. not innovated in a big way
Innovators have to answer

WHY?

WHO?

HOW?
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…….
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
Innovations that hold great promise
Desirability: Market

Feasibility: Technical and organization

Viability: Financially practical
Awareness and knowledge
Value preposition
Adoption
Productivity

Diffuse Innovations
Thank you.