



Reimagining the future of work for **rural youth**



Kuza One

Kuza creates opportunities for youth, women and small businesses to Learn, Connect, and Grow through Entrepreneurship.

In agriculture, we enroll youth as members of OneNetwork, equip them with skills and mentorship support to create sustainable agribusinesses through our Rural Entrepreneur Development Incubators (REDI).



REDI offers personalised leadership development programs for youth & small businesses by mentoring and enhancing their business, technical, and life skills.



Agripreneurs are enterprising youth from rural villages. Kuza mentors guide them in discovering their interests, talents, aspirations and business opportunities.

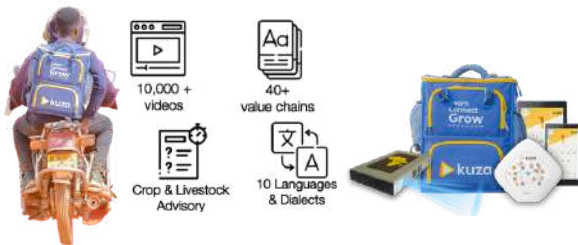
Agripreneurs act as trusted advisors to smallholder farmers by offering bundled services of farm advisory, quality inputs, credit and market linkages. They sustain with the commissions from the sale of quality and affordable goods & services.



"In two years I have transformed from being a farmer to a business owner serving over 400 farmers."

Grace Kwamboka, Youth Agripreneur

Online . Offline . **Bottomline**



Agripreneurs engage farmers using innovative portable digital kits with bite-sized HD videos on good agronomy practices in local languages, dramatically reducing the up skilling and networking costs, making them accessible even in off-grid areas.



OneNetwork, a curated digital marketplace, creates accountable relations between value chain actors & Agripreneurs reducing search cost, driving traceability and transparency.

Impact on **Farmers**

65%

Women
Farmers
engaged

73%

Accessing
product/service
for first time

63%

Cannot find a
good alternative
to Kuza

66%

Improved
way of
farming

67%

Increased
farm
production

55%

Increased
income from
farming

90%

Increased
household
savings

80%

Decreased
household
debt

95%

Improved
quality of
life

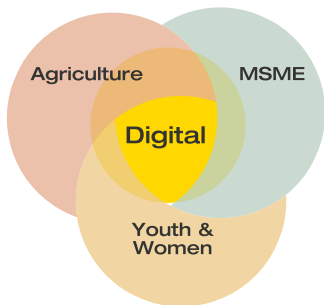
Insights from an independent evaluation done by the
World Bank on Kuza farmers in Kenya.



"Thanks to the support from my Kuza Agripreneur, my Tomato farm yields & income have doubled in one year.

Anna Wairimu Maina, Kenyan farmer

4P Ecosystem Approach



Our Ecosystem approach to convene, catalyse, and co-create with the Public, Philanthropy, and Private sector actors onto One Platform is driving systems change and long-term sustainability.

We are operating at the intersection of Youth, Women, MSMEs, and Climate Smart Agriculture Technologies, leveraging Digital Platforms to drive inclusive access to knowledge, markets, finance & dignified jobs.

Who we **work** with



Governments



**Development
Agencies**



Corporations



Rewiring the communities

We have spent the last decade listening to communities & partners to solve local problems with a global mindset. Our deliberate strategy to invest in people, processes, and digital technologies has impacted over 6.2 million people, created 150,000 new jobs, and contributed to 10 UN Sustainable Development Goals.

We are looking for collaborations with mission-aligned partners to co-create sustainable solutions for the communities.



“The transformative power of technology will work only when the assumptions of the past are forgotten.”

Tom Goodwin, Author of Digital Darwinism

Impact on **Communities**

250k

MSMEs
impacted
with positive
economic growth

4million

Youth & Women
advanced careers
with Mentorship
support

1million

Tuberculosis
patients
received timely
treatment &
care

750k

Smallholder
Farmers got
extension &
market
linkages

5k

Youth
Agripreneurs
incubated &
connected to
opportunities

150k

Jobs
created for
youth &
women

75

Private sector
partners

30

Government
partners

25

Development &
NGO partners

+1

“We believe, if every micro-entrepreneur
can employ just one other, we can
eliminate unemployment.”

Sriram Bharatam - Kuza Founder



Learn
Connect
Grow

www.kuza.one

Kenya | Rwanda | Tanzania | Uganda | India | Bangladesh



an
unreasonable
company

This company meets the highest standards of social and environmental impact.



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