YOUNG FARMERS & ENTREPRENEURS:
NAVIGATING THE SHARK TANK
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Global Alliance for Climate Smart Agriculture (GACSA)
2023 Annual Forum
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Invest: Nourish

Investment Mechanisms

Overcome challenges and problems

Interactive mechanisms to convene investors to collaborate with young farmers and allied entrepreneurs to provide resources to produce food and nourish local populations

Collaborate
The GACSA Shark Tank Approach to Support Climate Smart Agriculture Innovators

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Climate Smart Agriculture (CSA) Scaling Challenge

**Food Security Gap?**
One in five people in Africa (278 million, 20.2% of population) facing hunger in 2023 (FAO SOFI, 2022)

**Emissions Gap?**
Food production responsible for 1/4 of world’s greenhouse gas emissions (Poore & Nemecek, 2018)

**Adaptation Gap?**
Smallholder farms that produce 1/3 of world’s food (Ricciardi et al, 2018) highly vulnerable to climate change - 33 million smallholder farms in Sub-Saharan Africa (FAO/FAD)

Climate change expected to push additional 39.7 million people into extreme poverty by 2030 in Sub-Saharan Africa (224.4 million + 39.7 million additional) (Jafina et al, 2020)

Leveraging agri-entrepreneurship to scale CSA innovations for food security, mitigation and adaptation in Africa

Customers, Consumers, Beneficiaries, End-Users

Climate Smart Agriculture Scaling
Leveraging Public & Private Climate Financing

CSA Scaling Challenge needs both public & private financing

- CSA Scaling through entrepreneurship (different routes)
  - Startup agri-food companies
  - Cooperatives
  - Existing SMEs (new business lines/models)

Availability of investment to scale businesses?

- Incubators (e.g. AAfIN), Accelerators

Social outcomes of entrepreneurship
- Employment, Empowerment, Human Capital
- Social entrepreneurship

Effective (purchasing) demand for CSA products/services

Enabling environment for agri-business routes for CSA reaching smallholder farmers & communities?
We need GACSA Shark Tank Applicants!

GACSA Shark Tank Competition seeking applications from agri-entrepreneurs (young farmers, startup companies, cooperatives, landscape CSA initiatives etc)

Submissions screened by juries (3-4 people) composed of business experts, investors, academics & public sector against criteria, e.g.

Innovation, Sustainability of Impact, CSA Approach, Financial Feasibility, Scaling Feasibility, Multi Stakeholder Engagement & Partnership, Cross-cutting themes (women, youth and finance)

US$ 20,000 Prize from investors for winner amongst 20 finalists
Global showcasing opportunity for all finalists via GACSA Network
Shark Tank winner will showcase their CSA Innovation at World Food Forum 2023 in FAO HQ.

Shark Tank Challenge approach is a pull-based funding approach
Any idea/innovation can be proposed!

Challenge 1: Sustainable & equitable increases in agricultural productivity and incomes

Challenge 2: Greater resiliency of food systems and farming livelihoods

Challenge 3: Reduction and/or removal of greenhouse gas emissions associated with agriculture

Challenge 4: Female led CSA innovative approaches

What is the scale and speed of impact that can be achieved from your CSA Innovation?

Reflections for GACSA Shark Tank Applicants

How innovative is your CSA innovation / idea? Key to success is your execution plan!

Clear leadership and role definition within your team (max 3 people)

Teams with complementary skills (finance, agri, innovation etc) have higher odds of leveraging investment

Is your CSA innovation at Minimal Viable Product (MVP) stage? I.e. a working or saleable prototype

Are you improving your CSA innovation based on end-user / customer feedback?

Who are the beachhead (1^st) customers for your CSA innovation? Consumers, farmers, intermediaries?

What is your business model for scaling your CSA innovation? Who will pay?

What scale can be reached by your business model in what timeframe?
- number of customers, beneficiaries, end-users?

Is the scaling ambition of your CSA Innovation Business model sufficient to impact on the challenge topic?
Critically Evaluate & Refine your CSA Innovation

Many tools & resources available for supporting entrepreneurs and entrepreneurship

Lean Canvas for Startups

Consider different customer types and perspectives
Customers = those who pay for product or service
Users = those who experience the product or service

CSA Champions & Heroes

The scale of the climate, food security and sustainability challenges facing food and agricultural systems requires
CSA Scaling Champions and Heroes

The Scale and Speed needed for CSA Scaling in Africa is a
Heroic Challenge

GACSA Shark Tank Applicants have potential to be
nominated as Global Farm Heroes!

GACSA Shark Tank winner will be invited as guest to GACSA
Annual Forum 2024 for discussions on latest improvements
of their proposal

GACSA Shark Tank winner will be awarded
as “Farm Hero of the Year”

Thank You!

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