infoDev's Mobile Innovation Program is proud to announce the mAgri Challenge.

Finalists will be invited to a Mobile Startup Camp in November 2013 for a chance to refine their business plan and practice pitching their businesses to angel investors.

Mobile innovation in the agricultural sector faces at least two major challenges:

• While there is a proliferation of mobile apps that provide market information, few of these have been adopted widely across the African continent, making it difficult to achieve scale and profitability.

• Despite proven benefits of mobile agri apps, the mobile entrepreneurship community and the agribusiness community often suffer from a lack of obvious linkages and ways to collaborate.

The mAgri Challenge, in partnership with Sweden, is an opportunity to identify entrepreneurs developing innovative mobile agri apps in Africa, and provide them with additional resources to grow.

NOT JUST FOR FARMERS!

Many exciting agricultural apps providing market information have been developed. Comparatively, few apps exist in the business-to-business value chain, where they could have significant impact. This translates into a gap and an opportunity for mobile innovators whose potential user-base is large and diverse.
YOU SHOULD APPLY IF YOU ARE AN ENTREPRENEUR...

• With a mobile business based in Africa;
• Who has a working prototype of a mobile agriculture application that has growth potential;
• Who is looking to grow your business both locally and abroad, and;
• Who is interested in innovative business approaches and coaching that could be applied to your business to drive its growth.

HOW TO APPLY

To enter the mAgri Challenge, the following must be sent to zlu1@worldbank.org by August 15th, 11:59PM EST:

Completed Questionnaire: Found at infodev.org/magri, completing the questionnaire will also allow your app to be featured in the GSMA’s online database of mAgri apps.

Pitch Deck: Your business pitch must be submitted in the PowerPoint template, also provided at infodev.org/magri.

Prototype Demo: Upload a 1 minute video to YouTube or Dropbox that demonstrates your product, and include the URL in your submission.

FIVE FINALISTS WILL BE INVITED TO ATTEND THE STARTUP CAMP IN NOVEMBER. ECONOMY AIRFARE AND ACCOMMODATIONS WILL BE PROVIDED.

QUESTIONS?
Email: zlu1@worldbank.org - More info: www.infodev.org/magri