

**GENEPLUS GLOBAL  
LIMITED**



**PROVIDING LAST MILE ANIMAL HEALTH SERVICE USING A  
USSD MODULE**

**Dr. Chris Silali**

## WHO WE ARE

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GenePlus Global Limited; Established 2017.

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An Agricultural Biotechnology Company.

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We provide **High Quality Genetic material** to the rural smallholder and semi-commercial farmers through a well established and **reliable end-to-end Cold chain.**

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We Support on-farm **best practices** to increase farmer **productivity, profitability, and sustainability.**

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We leverage on **global partnerships** to bridge the **technology gap and advancements** in agriculture to enhance access to farmers.



## MARKET GAP



- Most Farmers are rearing **Low Genetic Value Breeds**
- **High costs** of breeding services locks out farmers from getting good quality livestock and this lowers the productivity at farm level.
- Limited **Cold Chain Distribution** To Support Breeding And Vaccinations At Rural Level.

### Ripple Effect

- Low Productivity.
- Low Income.
- Poverty and hunger.

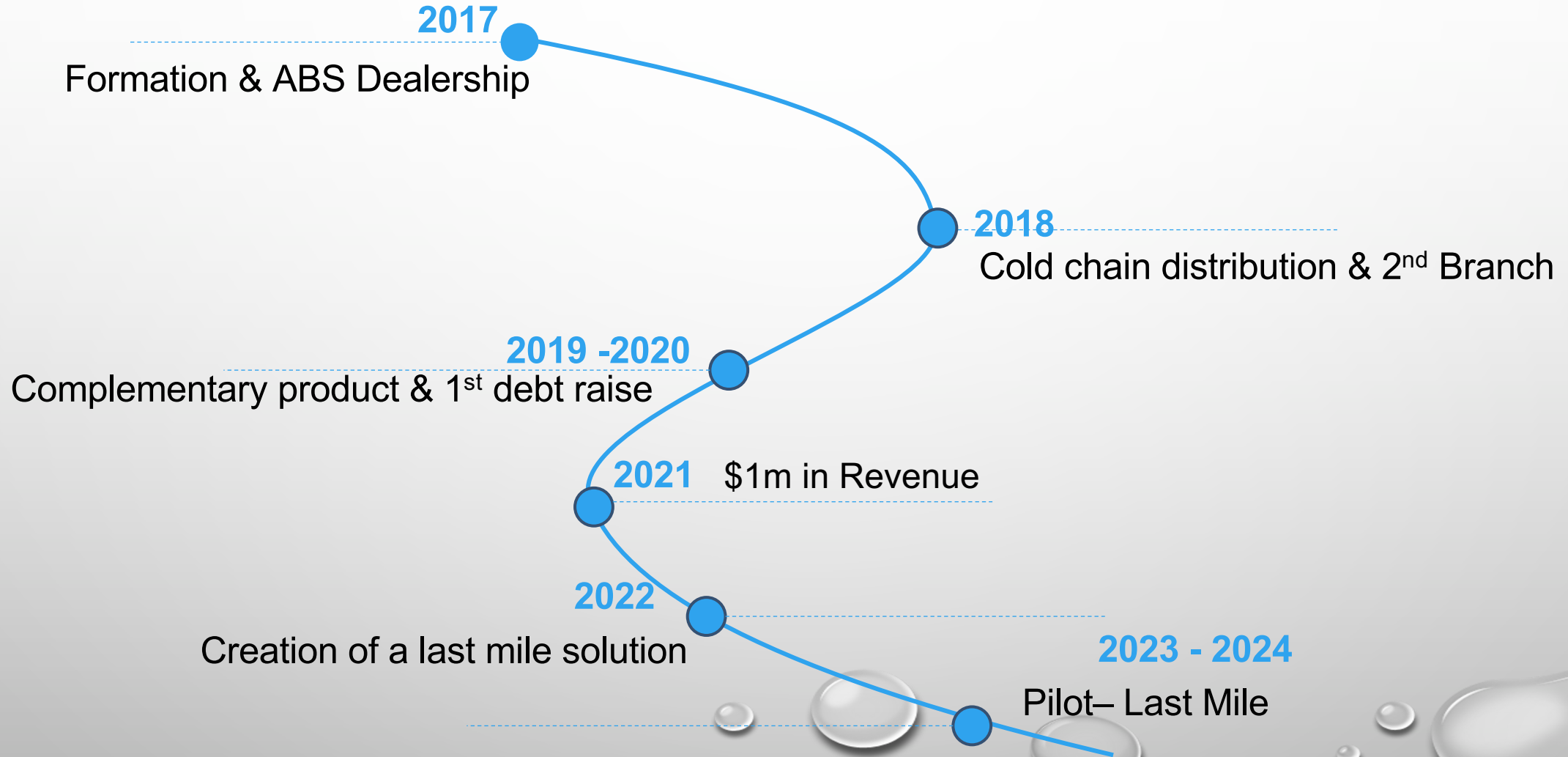
## MARKET STRATEGY

- GenePlus reaches out to farmers through a distribution chain of resellers (Agrovets, AHSPs) across the country
- GenePlus Uses a one-stop shop model of serving Animal health technicians who in turn re-sell the inputs plus a service to the end user (Farmer).
- This model serves a network of about 1893 AISP and 60 subdistributors.

## Traction

Year	2020	2021	2022	2023
Revenue	\$ 0.78M	\$ 0.98 M	\$ 1.13 M	\$ 1.44 M

## MILESTONES AND ACHIEVEMENTS

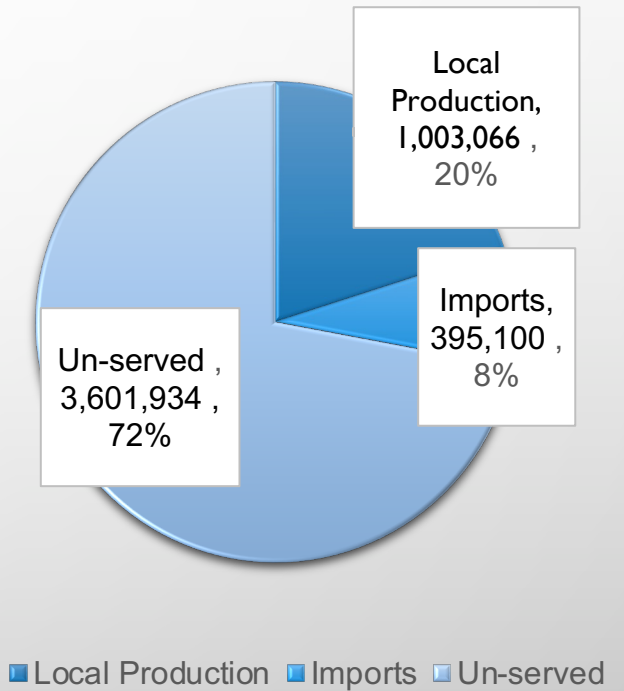
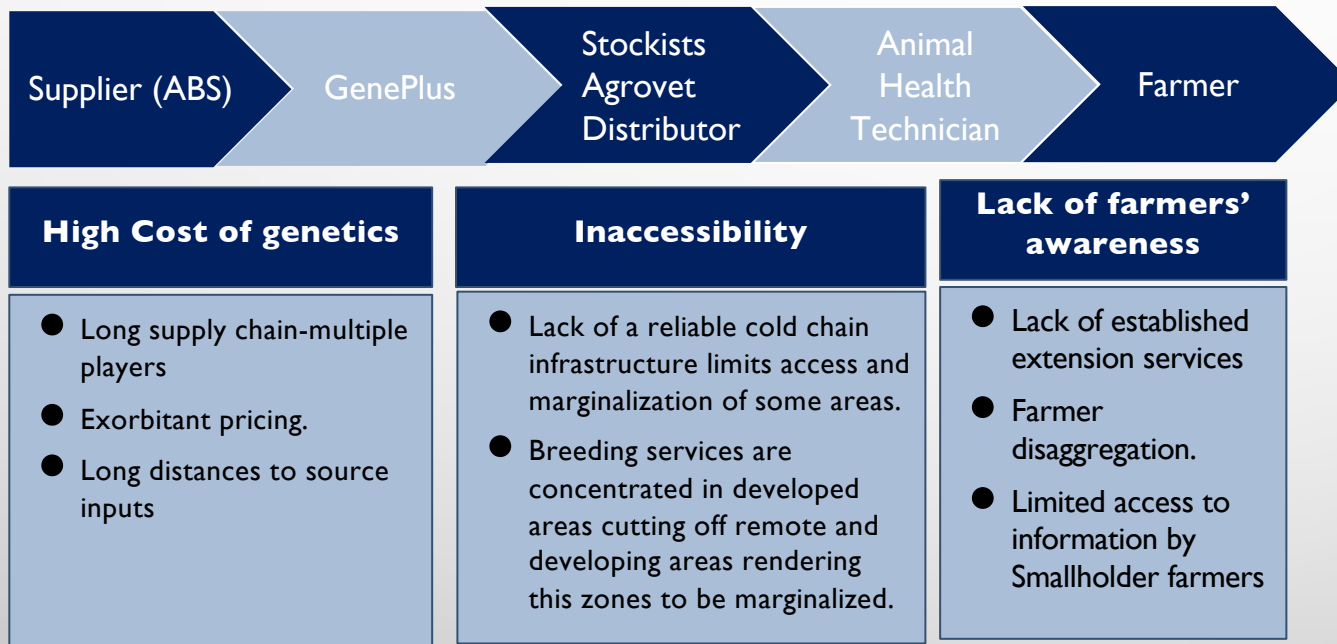




## FOCUS OF PILOT

Low uptake of improved breeding technologies;

**Problem: long and inefficient supply chain leading to high cost of inputs**



## SOLUTION

**Last Mile Delivery Model: Reducing the cost of inputs to enhance uptake by shortening the supply chain**



Animal Health Technician

### Solution

- A digital last mile service delivery model anchored on a reliable cold-chain infrastructure.
- Vets paid on commission-based services rather than reselling.
- 40% cost reduction of services.

### Long term - Impact

- Access to 72% of under-served market.
- Increased milk production.
- Increased farmer income.
- Poverty reduction
- Improved livelihoods.

## GOALS, OBJECTIVES AND ACTIVITY PLAN

This pilot targets to increase uptake of breeding services by establishing local cold-chain infrastructure and leveraging on a simple USSD platform.

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### OVERALL GOALS

- Increase uptake of breeding services; 10,000 farmers registered.
- 1,500 services completed.
- Reduce cost of services by 40%
- Increase overall sales and revenues by \$ 60,000 by end of pilot

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### OBJECTIVES

- 10,000 farmers trained by end of the December
- 5 local cold chain (Cluster Centers) pick up points set up by the end of September
- 10 Vet Technicians trained and onboarded by the end of September.
- Improve USSD module to offer a wider range of services by December



## BUDGET

THEMATIC AREA	KEY ACTIVITY	COST (€)
USSD Improvement	<i>E-extension services</i>	15,000
	<i>Platform upgrade to onboard additional services</i>	
Infrastructure development	<i>Cluster centre set up</i>	12,500
	<i>Cold chain - Dewars</i>	
	<i>Delivery system</i>	
Farmers training	<i>Cooperative partnership</i>	15,000
	<i>Training and registration</i>	
Animal Health Technicians training	<i>Selection of AISPS</i>	7,500
	<i>Training and Onboarding</i>	
<b>Total cost</b>		<b>50,000</b>

## EXPERT NEEDS



Strategy and execution models.



Communication – Letting out the Word



Networking and Linkages – Cocreation



Fundraising for Scaleup.



People Development.

## PILOT TEAM

NAME	DESCRIPTION
Dr. Chris Silali	Founder & CEO Veterinary Surgeon MBA Strategic Management
Dr. Joan Kemboi	Last mile lead - Project Manager Veterinary Surgeon
Audrey Cherop	Regional Manager (Eldoret) Monitoring and Evaluation Expert
Clifford Mwashigadi	Project Assistant Genomic Scientist



**THANK  
YOU!**