



## MICROSOFT'S AGRITECH PROGRAMME: APPLICATIONS CLOSE 25th June 2020



Insert Name

As your [Insert Title/Business Relationship], I thought that this might be of interest to you.

Are you an **established, successful and innovative tech company** developing agriculture and supply chain-related solutions in South Africa?

Do you have a great idea that you just haven't had the capital to get off the ground or are you currently developing a solution that needs additional investment to accelerate to completion? Is there a critical piece of the puzzle missing that would allow you to bring something compelling to market or expand your market reach?

**Yes? Then we're looking for you. It is more important than ever that, as a country, we are looking for ways to improve efficiencies in agriculture, and provide much needed solutions for our current food crisis as well as to boost our economy.**

Part of **Microsoft's** Equity Equivalent Investment Programme (EEIP) focuses on how the Fourth Industrial Revolution can have an impact in the agriculture sector, by leveraging emergent and established technologies to improve the performance of **black smallholder farmers** in South Africa. Global trends in agriculture show that feeding the world's growing population will need to happen with minimal new land use and with a focus on improving yields while becoming more efficient in the use of our natural resources, especially water.

We're looking for South Africa's best and most pioneering AgriTech companies to partner with, develop and roll-out various high-impact solutions in the horticulture and animal production sectors that will make our valued black smallholder farmers more competitive and improve their efficiencies. The solutions to be developed should respond to the [identified challenges](#) and focus on the value chains of the horticulture and animal production sectors (from farm to fork, including agro-processing).

See if you meet our **selection criteria**:

1. Are you a majority black-owned technology development company operating in South Africa, with either black male and/or black female owners or shareholders?

2. Do you have a proven track record and sufficient knowledge and expertise in the AgriTech field? Do you have dedicated and skilled resources to focus on the rapid development and delivery of the solution?
3. As a healthy business, do you have solid plans in place and the bandwidth, staff, resources, and cash flow, to commit and prioritise this initiative within your business and not be distracted?
4. Are you willing and able to present your best potential solution to the defined problem statement?
5. Have you identified or developed a relationship with a group of black smallholder farmers with whom the developed solution can be tested?
6. Are you willing to support Microsoft's stack (not exclusively) so we can support you, partner with other organisations to gain market traction, and make improvements post implementation?

If you meet these requirements and are up to the challenge, please **apply here:** [Microsoft EEIP Agritech website](#).

Applications are open until 25 June 2020.

We look forward to working with you to **make a meaningful and economic impact** in the lives of our black smallholder farmers by **accelerating the pace of digital transformation** in the country and enabling every individual to achieve more in the Fourth Industrial Revolution.

Regards,

Asif Valley, National Technology Officer at Microsoft South Africa

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