

YOUNG FARMERS & ENTREPRENEURS: NAVIGATING THE SHARK TANK

BY J.B. CORDARO

Global Alliance for Climate Smart Agriculture (GACSA)

2023 Annual Forum

May 5, 2023

Rome, Italy



The GACSA Shark Tank Approach to Support Climate Smart Agriculture Innovators



www.universityofgalway.ie/ryaninstitute

Prof. Charles Spillane
Director of Ryan Institute
University of Galway
Ireland



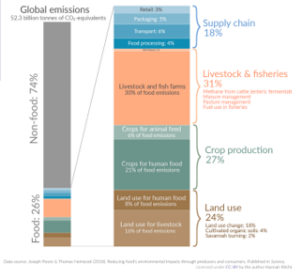
GACSA Annual Forum 4th-5th May 2023

Climate Smart Agriculture (CSA) Scaling Challenge

Food Security Gap? One in five people in Africa (278 million, 20.2% of population) facing hunger in 2021 (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/IFAD)



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) (Jafino et al, 2020)

Levering 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 agrifood companies
- Cooperatives
- Existing SMEs (new business lines/models)

Availability of **investment** to scale businesses?

Incubators (e.g. AAIN), Accelerators

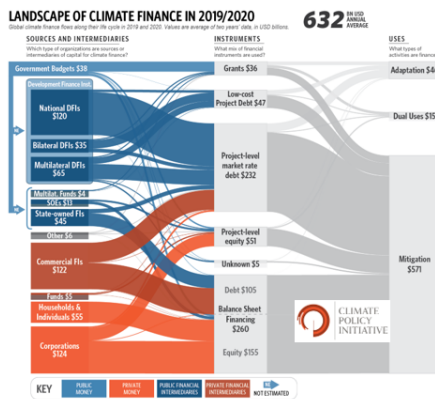


Social outcomes of entrepreneurship

- 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



↑ Agri-Productivity
 Agri-Incomes

*Which farmers?
 Which value chains?*

Challenge 2: Greater resilience of food systems and farming livelihoods



↑ Resilient Food Systems
 Resilient Livelihoods

*How to measure?
 Evidence of greater resilience?*

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



↓ CO2
 CH4
 N2O

*How to measure?
 Largest reductions?
 Fastest reductions*

Challenge 4: Female led CSA innovative approaches



↑ Gender transformative
 Social inclusion

*How to measure?
 Which females?
 Elite capture?*

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 (1st) customers** for your CSA innovation? Consumers, farmers, intermediaries?

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

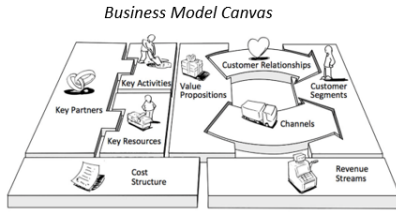
What **scale** can be reached by your business model in what timeframe?
 - number of customers, beneficiaries, end-users?



Is the **scaling ambition** of your CSA Innovation Business model sufficient to impact on the **challenge topic?**

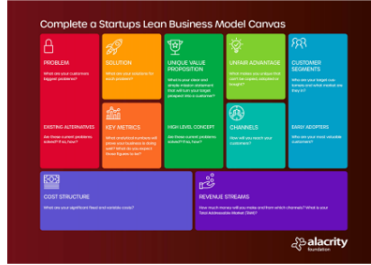
Critically Evaluate & Refine your CSA Innovation

Many **tools & resources** available for supporting entrepreneurs and entrepreneurship



Adapted from "Business Model Generation" by Alexander Osterwalder, 2010.

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"**



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

Institiúid Uí Riain
Ryan Institute



Thank You!

[E]: charles.spillane@universityofgalway.ie



www.universityofgalway.ie/ryaninstitute