



# Cradle

Every Acre Thrives





# Who we are:

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- A **Farming-as-a-Service** company that provides affordable, on-demand access to specialized rice farming machinery tailored for small scale farming.
- We aim to increase the **Total Factor Productivity** of rice farming to empower farmers, boost productivity and contribute to food security in Rwanda.

# Context:

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**17,583  
hectares**

Farmed for two seasons  
annually

**4.1  
tonnes/ha**

Yield which is under the  
potential of 7-10 t/ha

**\$136  
million**

surplus rice demand  
met by imports

# Size of the Problem:

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**\$56.5m**  
annual cost

With farmers spending  
**\$1,117 per hectare** per  
season to produce rice.

**70.6%**  
Labor Costs

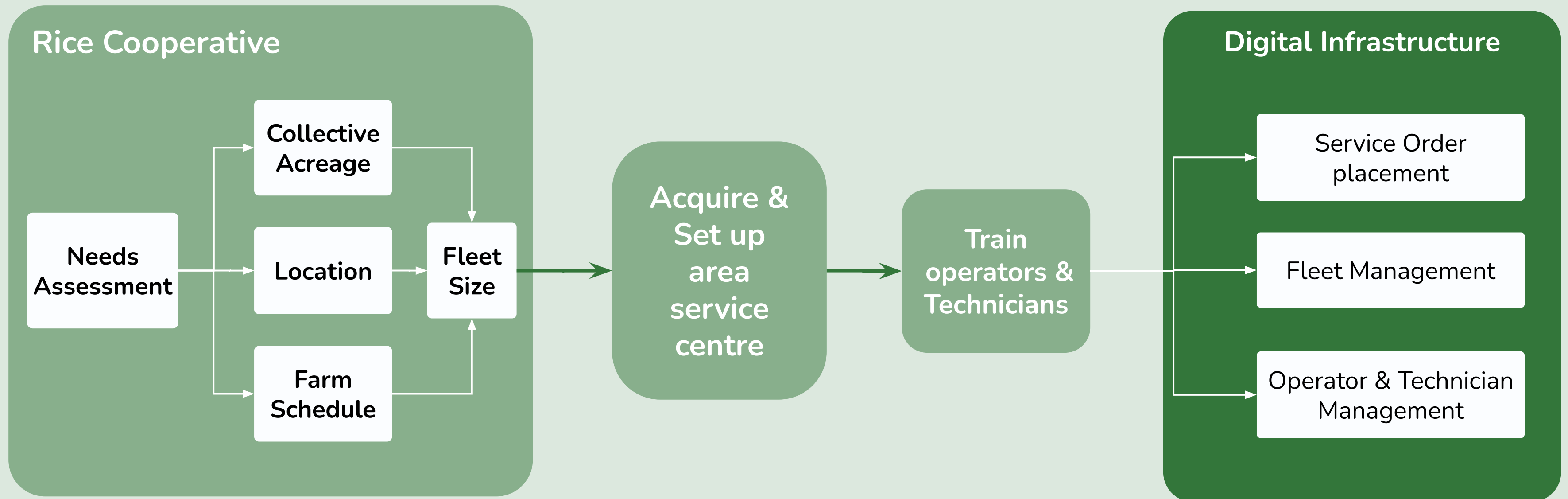
Attributed to land preparation,  
crop establishment, weeding,  
pest & disease management,  
irrigation & harvesting

**100%**  
Manual Labor

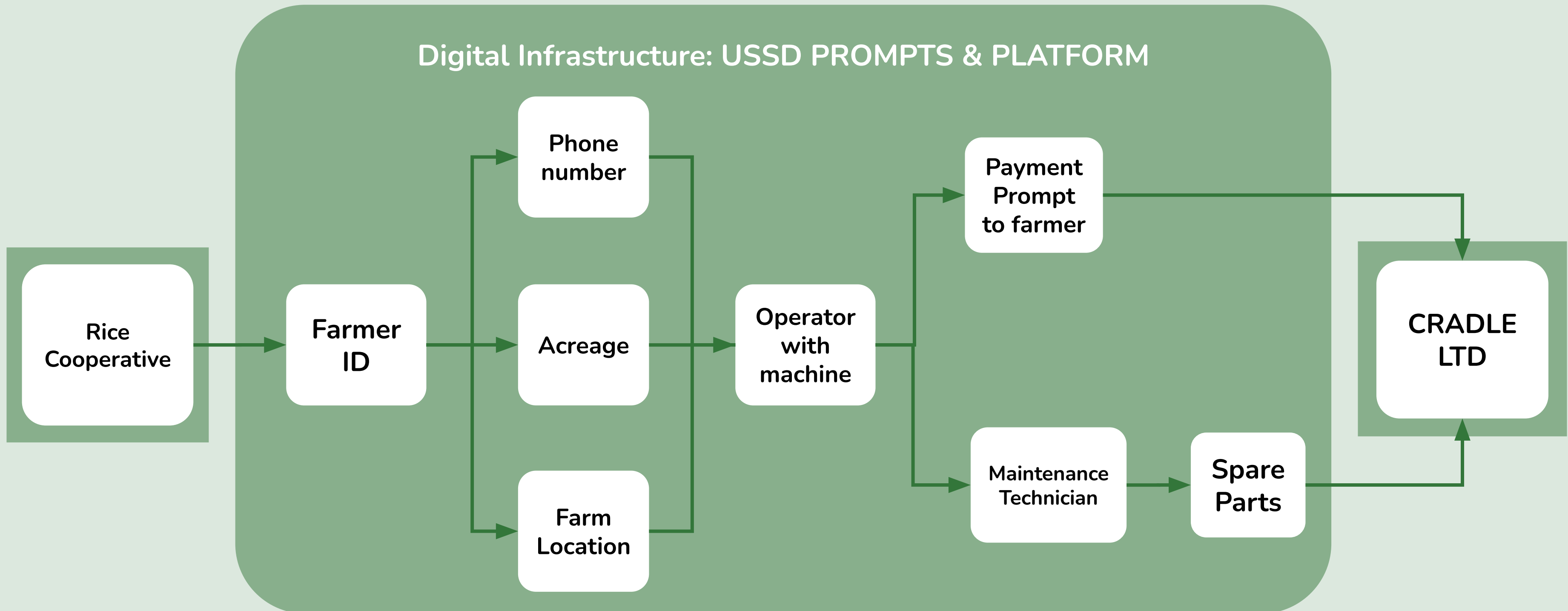
Farmers spend **\$39.9m**  
annually on inefficient  
manual labour

Source: *Sustainable Production Intensification Report (CGIAR)*

# How we deliver value:



# How it works for Farmers:



# Traction:

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## MVP 1 Development

Readapted transplanter to the soil type, terrain & mud depth requirement for Rwanda.

## MVP iteration

Incorporating farmer's feedback & test results to development of a fully functional machine

## Cooperative Outreach

For demonstration on land preparation for when the set arrives in Rwanda.



## MVP 1 Field Tests

Collecting farmer's feedback on iterations to be made to work best for them.

## Land Prep Set Acquisition

Purchase of the equipment set for land preparation best practises

# Next Steps:

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Land prep  
farm demo

Securing a  
cooperative  
contract

Acquire fleet  
& set up  
service centre

Setup digital  
infrastructure

Launch Our  
Farming as  
a Service



# Impact:

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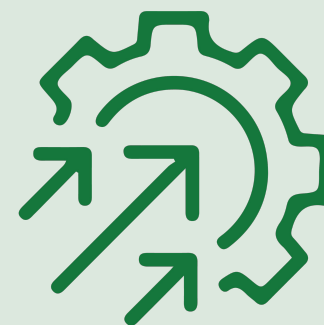
10% cost  
reduction



Skilled  
labor



\$111 cost  
saving/ha



Higher  
Efficiency



31% profit  
margin/ha



\$1,337/ha Gross  
Value Added

# Stakeholders we have:

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Farmers



Farmer  
Cooperatives



Agronomists



Ministry of  
Agriculture

# Venture Governance:

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**Dany Mugisha**

CHIEF EXECUTIVE OFFICER



**Lesley Chege**

CHIEF TECHNOLOGY OFFICER



**Nahom Gebrekirstos**

CHIEF OPERATIONS OFFICER



# Let's Transform Rice Farming Together



Partner with Us!