



SOIL SOLUTIONS

farmers total soil solutions

WWW.SOILSOLUTIONS.CO

STATEMENT OF PROBLEM

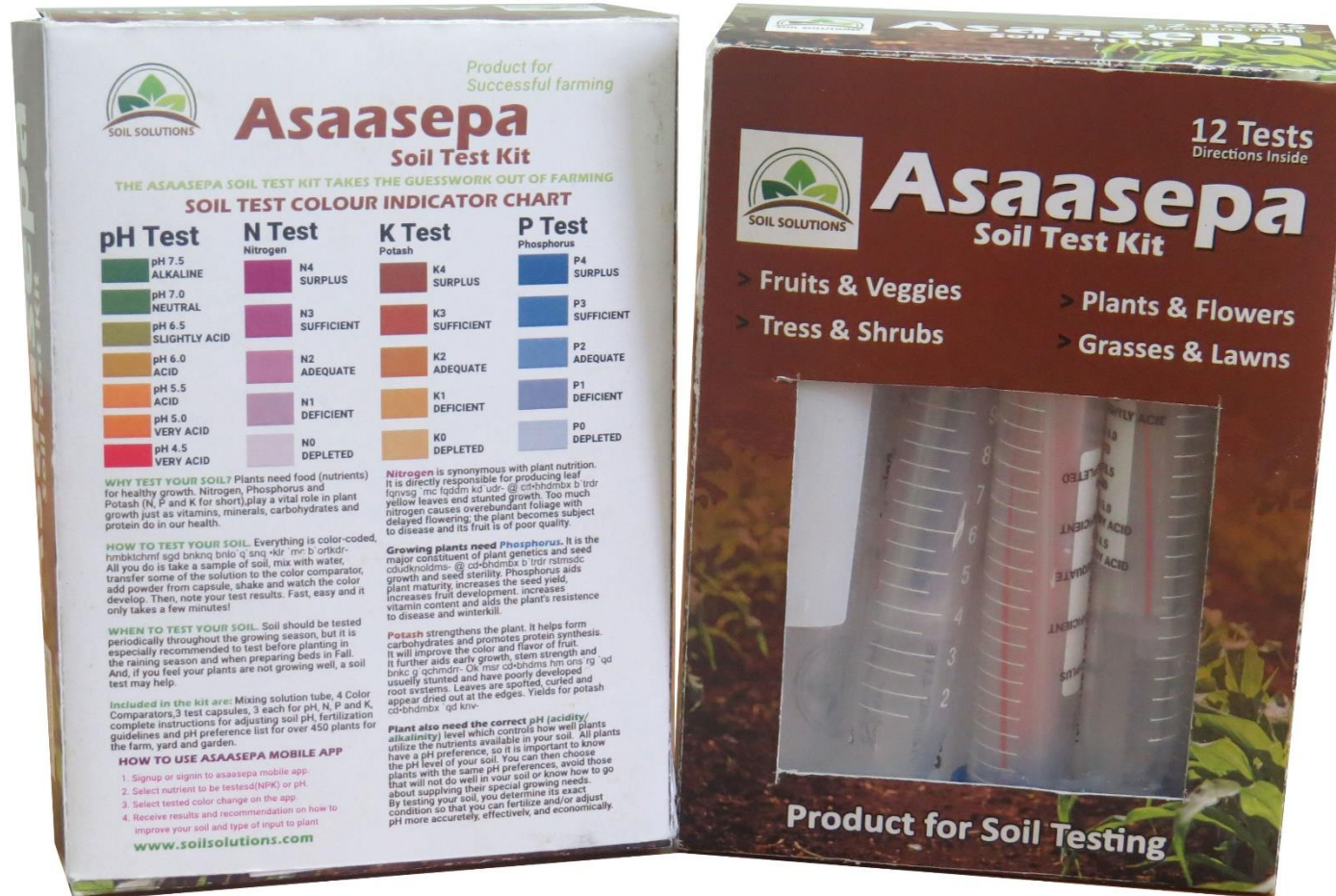
Smallholder farmers in Ghana do not have access to affordable soil nutrient analysis tools, leading them to make poor decisions on crop type and fertilizer usage. This translates into high production costs and low yields.



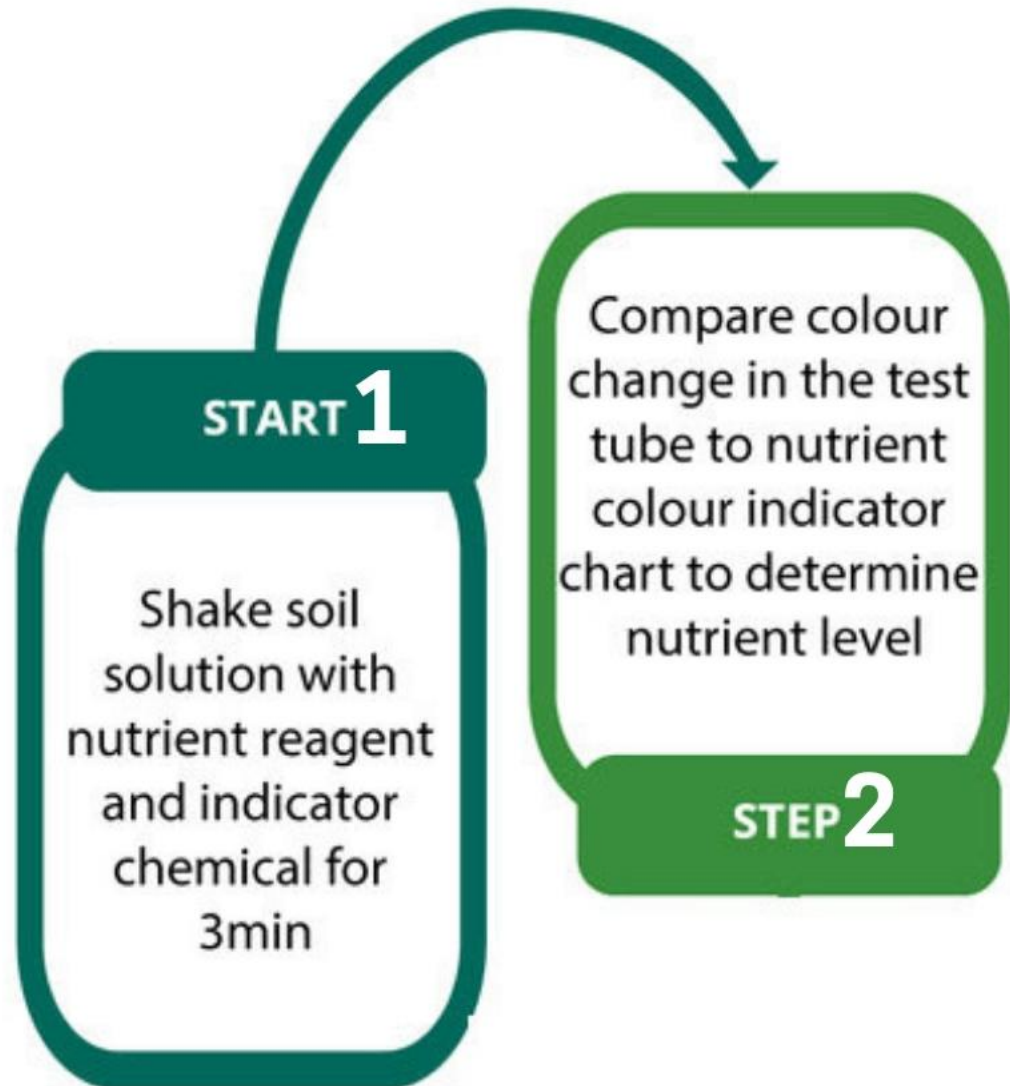
SOLUTION STATEMENT

- We provide an affordable '**do it yourself test kit**', that test for basic nutrients (NPK and pH).
- Uses reagent that changes color to determine the presence or lack of nutrients in the soil.

ASAASEPA KIT



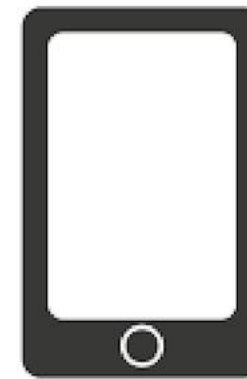
HOW IT WORKS



'Do it yourself test kit'



'Leave to settle for 1hour'



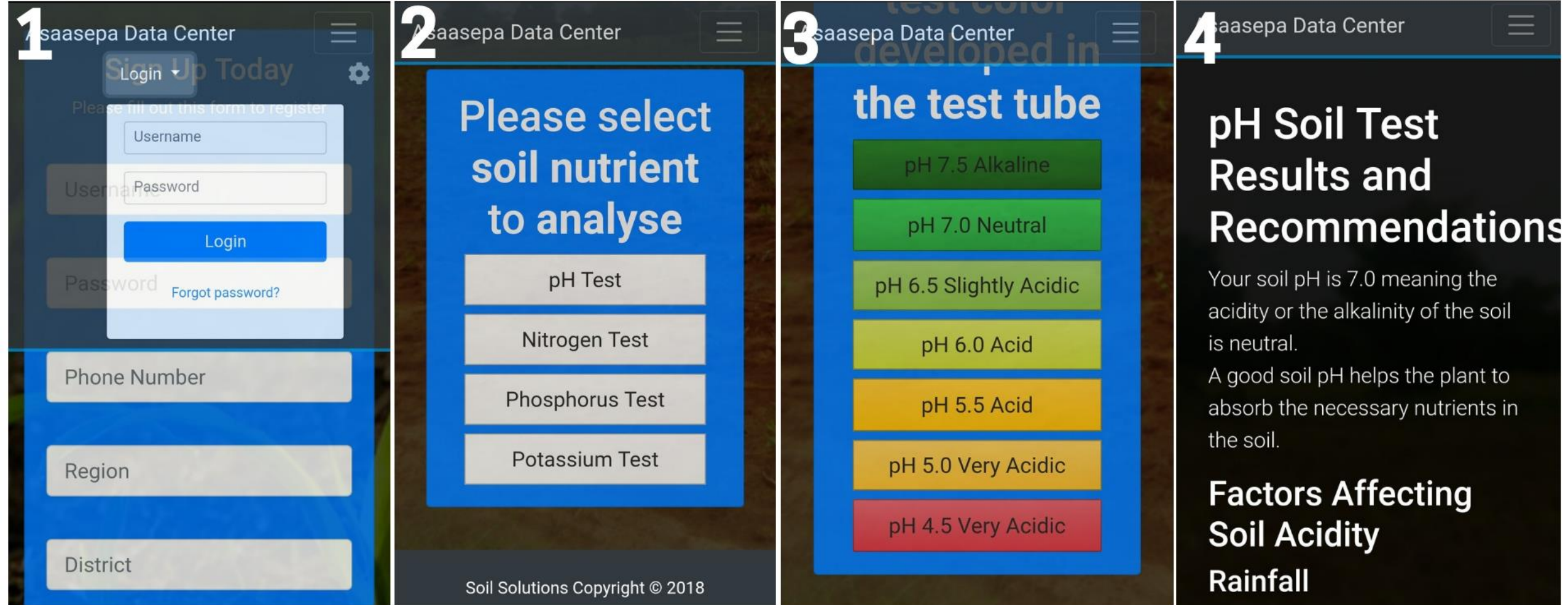
APP



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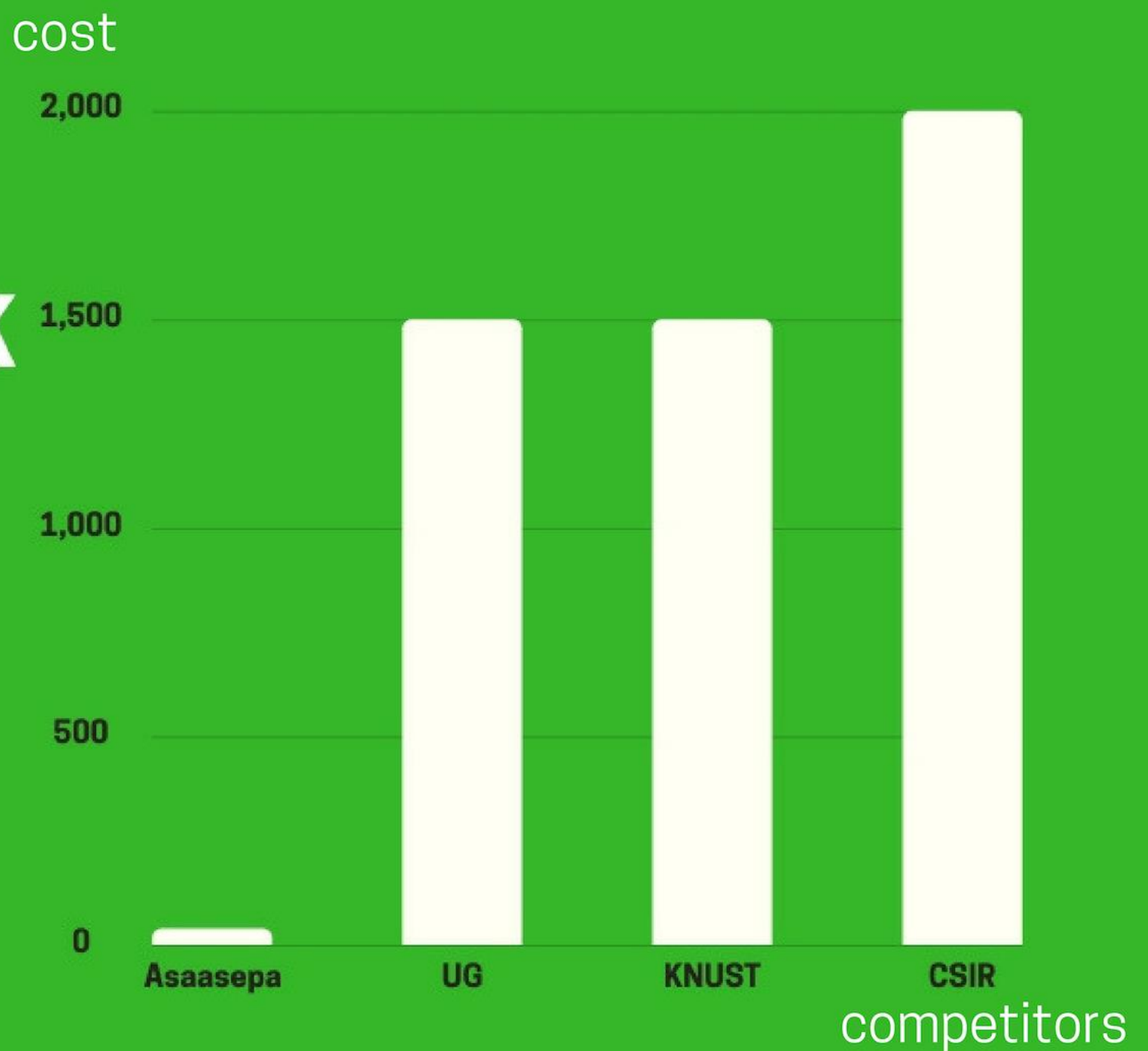


ASAASEPA APP



Estimated Cost for Testing N,P,K & pH at Various Soil Research Institutions

N,P,K & pH (1 acre)



VALUE PROPOSITION



AFFORDABILITY

**(COMPARED TO
COMPETITORS)**



SAVES TIME

(2 MONTHS OF TIME)



CONVENIENT

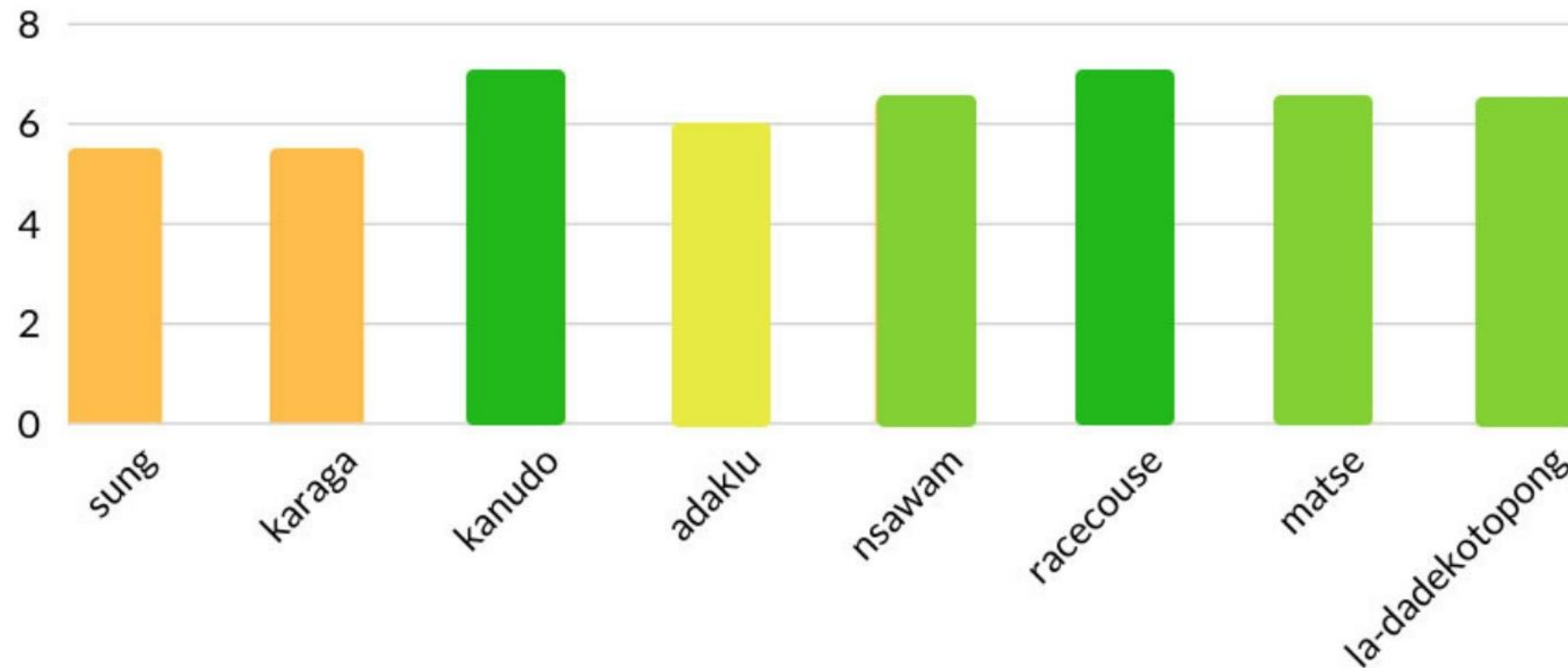
**(CAN BE TESTED
ANYWHERE)**

FIELD WORKS

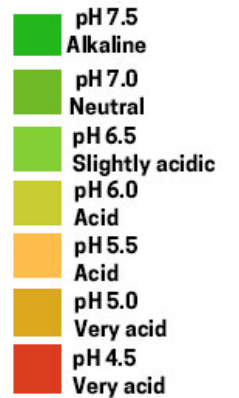


COMPARING SOIL PH VARIATIONS FROM VARIOUS FIELDS

pH levels

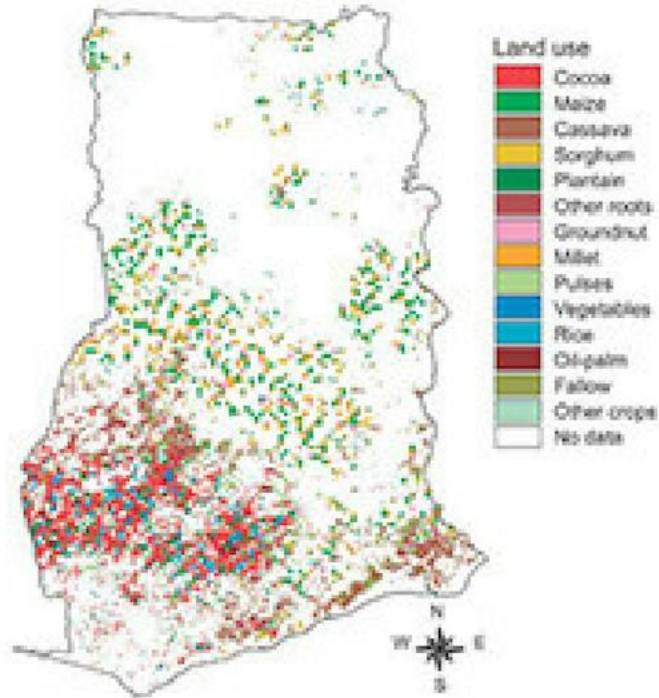


Districts: 7
Regions : 4



farms

MARKET SIZE



10m Farmers
GLS Report 2015



8m
Agra Report 2018



800k

GO-TO-MARKET

Agribusiness operators

Extension officers

**Smallholder
farmers**

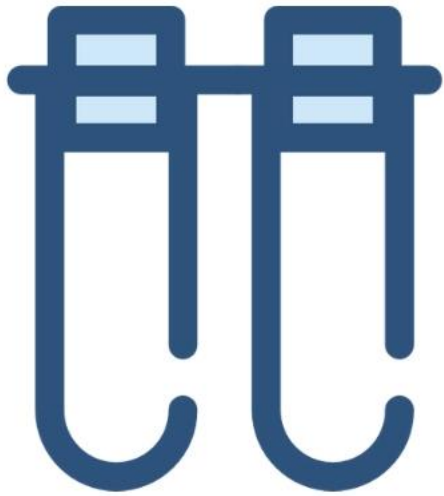
Input dealers

**Agric development
partners**

Soil research institutions



REVENUE MODEL



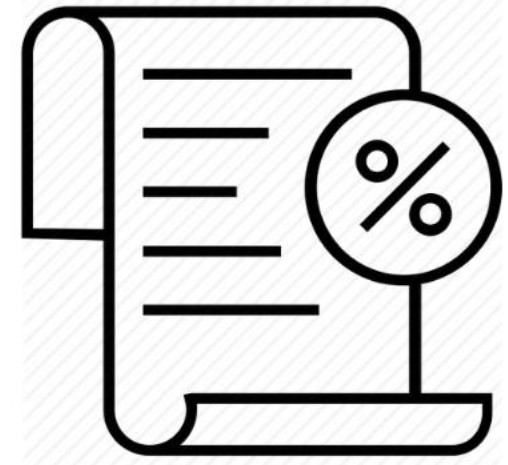
sales of test kit

50%



sales of data

40%



commissions

10%

REVENUE



14000
FARMERS



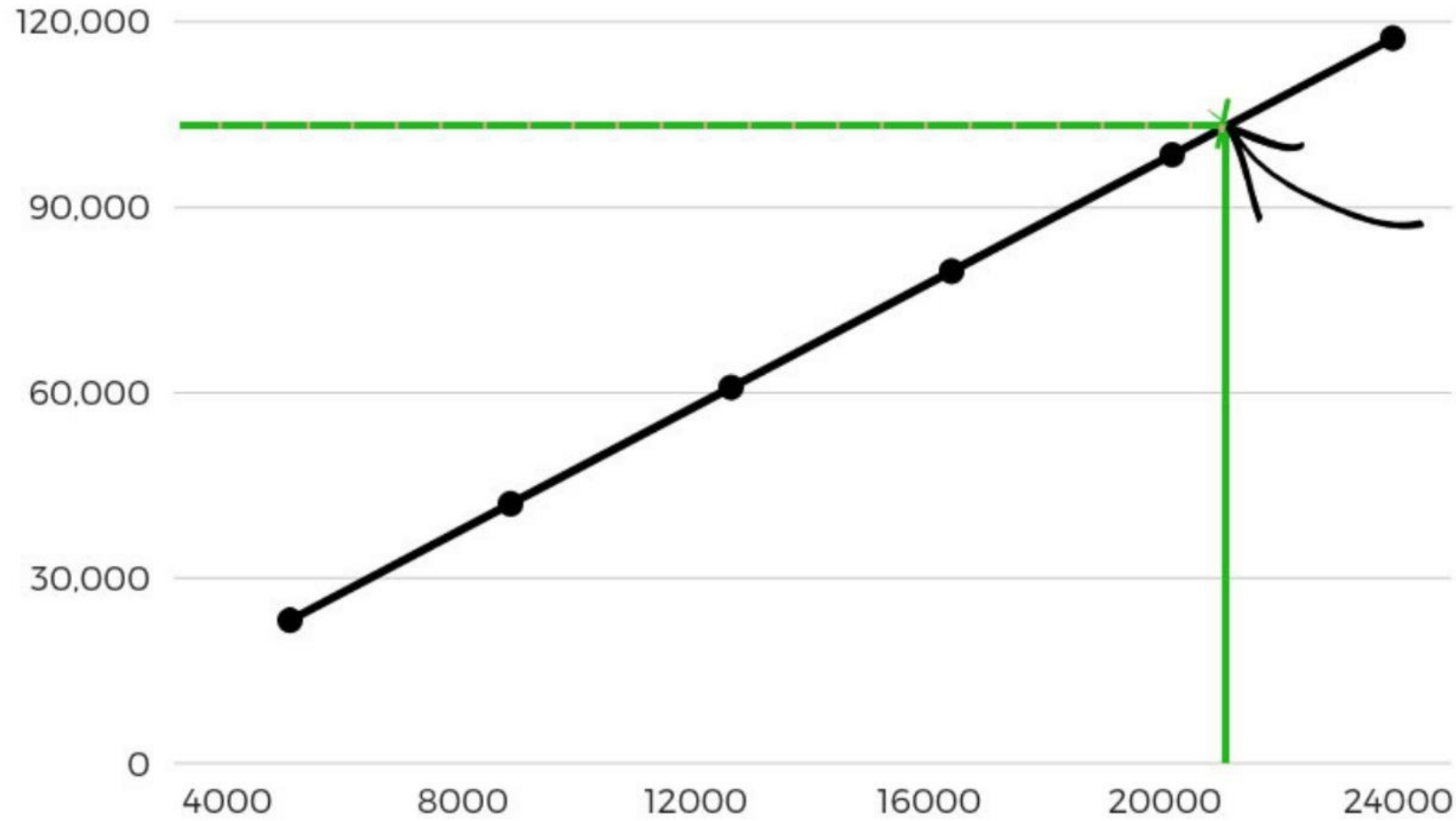
6500
TEST KITS



\$30K

FINANCIAL PROJECTION

amount(\$)



break even point

- amount = \$94,600
- quantity = 22,000pcs
- Break even period- 6-8months
- **UnitPrice: \$4.3**

PARTNERS



- GIZ - Introduction to Agribusinesses for sensitization and education



- Introduction to Agribusinesses under MADE-GHANA



- Partnership to put Asaasepa Test Kit in fertilizer bags

PARTNERS



- Expression of interest. Buying 1400 kits next season



- Expression of interest. Supports over 10,000 smallholder farmers



- Expression of interest. Supports over 5,000 smallholder farmers



- Sales of Asaasepa on Qualimart



MINISTRY OF
FOOD & AGRICULTURE
REPUBLIC OF GHANA





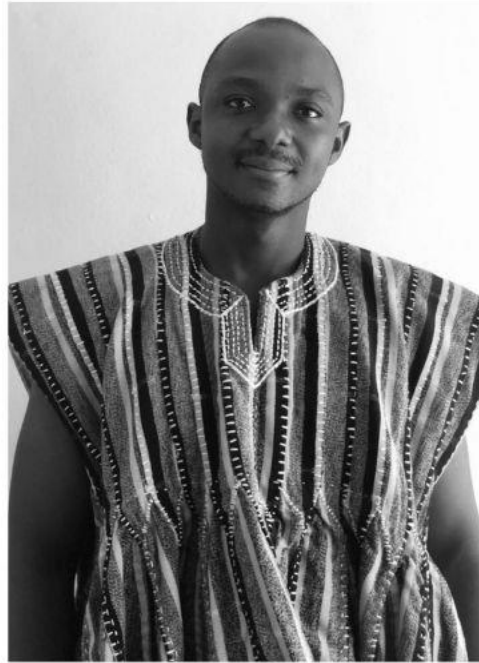
GOOD SOIL HIGH YIELDS

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TEAM



Moses Samanhyia
Team Lead



Prosper naa Wereh
Operations Lead



Henry Brandoh
Tech Lead

ADVISOR



DR T. A. ADZADEH

**SENIOR LECTURER
U. G. SOIL SCIENCE DEPARTMENT**

Expression of interest



No. 14 Narku Ipan Road, near
Nyaho Clinic, Airport Residential Area.
P. O. Box 7593, Accra - North
Web: www.rmgconcept.com
Tel: +233 302-776 447
+233 302-773 458/9
Fax: +233 302-772 239

Our ref: MTN/mtn

Your ref:

October 9, 2018.

Team Lead,
Soil Solutions,
Kosmos Innovation Centre,
PMB 65 KIA, Accra-Ghana.

Dear Sir,

RE: REQUEST FOR PARTNERSHIP/COLLABORATIONS

I acknowledge receipt of your letter with the above subject.

Based on our previous discussions and information provided by your team, we in RMG Ghana Ltd are interested in future collaborations in getting a DIY soil test kit to help farmers in the solving their soil testing issues.

As a company who prides itself as a leader within the agricultural industry of Ghana with all its products offered to the farmer sourced from Research and Development intensive manufacturers across the globe. We are poised on offering solution oriented agricultural inputs to the farmers so as to increase their productivity and assure them of high level of yield.

It is worth noting that a successful partnership with RMG Ghana Ltd. will offer your product 'Asaasepa Soil Test Kit' to farmers through all our distribution networks.

Yours faithfully,

RMG GHANA LTD.

Martin Tetey Nartey

Business Development Manager



Market-Oriented
Agriculture Programme

Market Oriented Agricultural Programme

Letter of Commendation

Soil Solutions

Asaase Soil Test Kit

We herewith would like to express our appreciation of the proposal of Soil Solutions regarding an affordable "do-it-yourself" soil test kit.

Although we are not currently promoting such mobile soil test kits we can see a future role for them with the input providers we are training in providing advisory services to the farmers.

Rather than the farmer him-/or herself testing the soil, an input provider would instruct the farmer how to take a proper soil sample, carry out the quick soil test and translate the result into fertilizer recommendations. The input provider could then offer to provide the necessary fertilizer.

It is important to close the whole chain. Just providing a soil test result is not enough. It needs to be translated into fertilizer recommendations. Furthermore, the recommended fertilizer has to be available.

An Agricultural Extension Agent could carry out the testing and the recommendations but would have little control over supplying the actual fertilizer required.

We see the input provider ideally positioned for offering the whole service.

For this service the Asaase soil test kit would be a valuable and affordable product.

Holger Kahl, MSc. Dip.T.

Agricultural Training Expert

Market Oriented Agriculture Programme

AFC Agriculture and Finance Consultants GmbH

IOAP Main Office, GIZ Green Building, Airport Residential, Accra, Ghana, P.O. Box 9698 KIA Accra, Tel.: 0501 620 126 / 129

Expression of interest



Soil Solutions
Kosmos Innovation Center
PMB 65 KIA
Accra – Ghana

Dear Sir,

EXPRESSION OF INTEREST IN SOIL TEST KIT

We wish to express our profound interest in the soil test kit solution proposed by Soil Solutions under the KIC Agri-Tech Challenge.

We have interacted with Soil Solutions and they have explained the problem they identified and the solution they are proposing which is fundamental in the Agricultural sector. We see their solution to be revolutionary in the sector and we believe it solves the problem of misapplication of fertilizer by farmers without any scientific test of the soil to ascertain the nutrients level before fertilizer application is done. It is also very affordable, convenient and generates immediate response compared to the analysis done at research institutes like SARI & CSIR.

On this basis we wish to express our unreserved interest in the solution and will jump on it when it is finalized and rolled out.

Batbak Services is an Agribusiness company based in the Northern region of Ghana and operating in Four districts of the region. We also reach out to other regions on a need base. We provide services to over one thousand two hundred (1200) farmers, and currently have 800 registered outgrowers who receive input credit from us. Our core operations are in the areas of Agricultural Mechanization Services, Certified and Foundation Seed Production, Agro Outgrower Scheme, Produce Aggregation and Agribusiness advisory services. We also have farms on our own.

We therefore find this solution proposed by Soil Solutions very relevant to our farmers.

Thank you for reaching out to us and we remain expectant in this mission to improve the Agricultural sector in Ghana.

Sincerely,

Samuel B. Bakaweri
Gen. Manager

What we do:

Mechanization Services | Business Advisory Services | Certified Seed Production | Produce Aggregations

P.O. BOX TL 2521. | TEL: +233 (0) 547770985 | +233 (0) 208377732
Email: batbakservices@gmail.com | batbaksum@gmail.com
Locate us @ Butajai, East Gonja

Our Ref: Batbak/18/..... Your Ref:.....
Date: 31st May, 2018



Soil Solutions
Kosmos Innovation Center
PMB 65 KIA
Accra – Ghana

11th June, 2018.

Dear Sir,

EXPRESSION OF INTEREST IN SOIL TEST KIT

We wish to express our profound interest in the soil test kit solution which is proposed by Soil Solutions under the KIC Agri-Tech Challenge.

We have been in communications with Soil Solutions and they have explained the problem they identified and the solution they are proposing which is fundamental in the Agricultural sector.

We see their solution to be revolutionary and will also be very convenient in the sector and we believe it solves the problem of misapplication of fertilizer by farmers without any scientific test to ascertain the nutrients level before fertilizer application. It is also very affordable, convenient and generates immediate response compared to the analysis done at research institutes like SARI & CSIR.

On this basis we wish to express our high interest in the solution and will want to have it when it is finalized and rolled out.

Dynamic Agro Processing and Marketing Company Limited is an Agribusiness company based in the Northern region of Ghana and operating in over Ten (10) districts of the region. We also sell farm produce such as maize, rice, groundnuts, soya beans, cassava etc.


We provide services to over ten thousand two hundred (10,200) farmers, and currently have over 10,000 registered out growers who receive input credit from us. Our core operations are in the areas of Agricultural Mechanization Services, Agro Out Grower Scheme, Produce Aggregation and Agribusiness advisory services.

We also have farms on our own of 1,200 acres and will be establishing a high quality cassava processing factory in Wulensi Nunumba south district.

We therefore find this solution proposed by Soil Solutions very relevant to our farmers.

Thank you for reaching out to us and we remain expectant in this mission to improve the Agricultural sector in Ghana.

Yours faithfully,


Managing Director.

DYNAMIC AGRO PROCESSING & MARKETING COMPANY LIMITED.

P.O. BOX 351 TAMALE - TEL: +23354 666 2473
E-mail: dynamicagroinc@gmail.com
Loc:

RHINO SEEDS AND AGRICULTURE SERVICES (RHINOSAS)

C/O P. O. BOX 1, YENDI, NORTHERN REGION, GHANA
MOB: 0247910688 / 0262834792
EMAIL: rhinoseeds@yahoo.com

SOIL SOLUTIONS
KOSMOS INNOVATION CENTRE
PMB 65 KIA
ACCRA – GHANA
17th AUGUST, 2018.

Dear Sir/Madam,

Expression of Interest in Soil Test Kit

We wish to express our profound interest in the soil test kit solution which is proposed by Soil Solutions under the KIC Agri-Tech Challenge.

We have been in communication with Soil Solutions and they have explained the problem they identified and the solution they are proposing which is fundamental in the Agricultural sector.

We see their solution to be revolutionary and will also be very convenient in the sector and we believe it solves the problem of misapplication of fertilizer by farmers without any scientific test to ascertain the nutrients level before fertilizer application. It is also very affordable, convenient and generate immediate response compared to the analysis done at research institutes like SARI & CSIR.

On this basis we wish to express our high interest in the solution and will want to have it when it is finalized and rolled out.

Rhino Seeds and Agriculture Services (RHINOSAS) is an Agribusiness company based in Yendi in the Northern Region of Ghana.

We provide services for over five thousand (5,000) smallholder farmers (SHFs) across three districts in the Northern Region namely Yendi, Saboba and Chereponi (in the Eastern Corridor). These SHFs mainly grow soybeans, maize, groundnuts, rice and tuber crop like yam as their major crops and grow sorghum, millet, cowpea among others as minor crops.

Our core operations are in the areas of General Agriculture Extension Delivery, Agro Out-Grower Scheme, Produce Aggregation, Agribusiness advisory services. We are also into Seed Production and distribution to smallholder farmers among others.

We therefore find this solution proposed by Soil Solutions very relevant to our farmers.

Thank you for reaching out to us and we remain expectant in this mission to improve the Agricultural sector in Ghana.

Yours Faithfully,

