



TECHNOLOGY AND INNOVATION MARKETPLACE

Profiles of technologies showcased by exhibitors during the RDFS Forum

Connecting the Last Mile

AgUnity is an Australian-based startup founded in 2016 with the goal of helping change the lives of the over 1 billion smallholder farmers in the world.

Overview

The most important challenge in the world today and Goal 1 of the 17 United Nations Sustainable Development Goals (SDGs) for 2030 is “No Poverty,” lifting the remaining billion people above the poverty line. Of those in poverty, the vast majority are in farming, fishing, or part of their usually remote rural communities. Good organizations worldwide are investing trillions to address SDG 1 but struggle to reach and connect with these people efficiently. Poverty cannot be eliminated without addressing financial inclusion, which cannot be done at scale without technology inclusion and digital identity.

AgUnity is helping transform the lives of people in low income rural communities through a mobile and blockchain solution, Axsari. The AgUnity app on the Axsari platform is designed to improve trust and cooperation among smallholder farmers and can address a range of problems, including mobile banking for the financially excluded, and data collection for developed world farmers.

Summary

Building on the success of AgUnity’s first two pilot projects in Kenya and Papua New Guinea, AgUnity is continuing its application development, with a focus in 2019 on validating its Version 3 proof-of-concept. Aside from developing the platform, this phase also aims at standardizing its field deployment, monitoring, and evaluation measures; continuously improving its solution to better serve the needs and challenges that farming communities face; and paving ways for a successful scaling of agricultural network in 2020 and beyond.

Central to the AgUnity solution is equipping farmers with smartphones and IOT technologies, which essentially transfer agency to each individual farmer and empower their collective voice. The app runs on low cost smartphones and connects to a secure and free blockchain cloud service that can be accessed offline. Acknowledging that the information and communication technology (ICT) approach is only part of the needed effort, AgUnity’s ground deployment involves working closely with nongovernment organizations, charities, and aid organizations worldwide who share the same focus on establishing trust and supporting farmers’ cooperatives.

Keywords: banking for the unbanked; agritech; blockchain for the greater good

[Link to ADB Agriculture and Natural Resources Subsectors](#)

- Agro-industry, marketing and trade

[Link to ADB Sectors and Themes](#)

- Agriculture and natural resources
- Finance sector development
- Information and communications technology

[Link to Sustainable Development Goals](#)

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 8: Decent Work and Economic Growth

Resources

- [Video: AgUnity Indonesia Project](#)

CONTACT



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David Davies was named by Future Agro Challenge (FAC) as Global Agripreneur of the Year 2018 for his work as CEO of AgUnity, which helps lift low-income farmers out of poverty.

He is also co-founder and chief strategy officer of EscaVox, an Internet of Things (IOT) and distributed, encrypted data platform that is conducting the world's largest fresh food supply tracking project with Woolworths in Australia, which tracks 250,000 pallets and over \$1 billion of fresh produce.

He was the Founder and CEO of several successful fintech, Software as a Service (SaaS) distribution model, and mobile start-ups and spent over a decade in senior roles at global investment banks such as Goldman Sachs, Lehman, Nomura, and Standard Chartered Bank.

He has a deep understanding of cryptography and distributed crypto-ledger (DLT) technology along with the impact of trust, digital identity, and financial inclusion and is committed to changing the lives of farmers in developing world communities.

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