



**The one-stop eHub**

**Adly Thoma**

Executive Chairman & CEO

[info@gemini-africa.com](mailto:info@gemini-africa.com)



**Uplift4AgriTech**

**Concept Note**

# Brief

The idea behind the launch of **Uplift4AgriTech** emerged from:

- Africa is on the right track towards using more sustainable, efficient, cost effective, and innovative agricultural habits.
- Start-ups make up the bulk of players when it comes to injecting technology and digital transformation into the African market.
- These small growing businesses, have been better positioned to innovate and take risks larger than established big firms in.
- There is inherent need to bridge the gap between the agribusiness and technology in order to maintain sustainability and uplift one of the most vital areas for human's existence .



# Our Idea

We are proudly launching

**Uplift4AgriTech**

The newest addition to our  
flagship programs

As part of our usual aspiration to  
**Bolster entrepreneurs and startups by  
Untapping business opportunities  
while promoting digital transformation**

# Our Edge

**Uplift4AgriTech** will tackle the uprising need for injecting technology and digital transformation in the agribusiness arena by:

- Investing in creative agribusiness/AgriTech entrepreneurial ideas to bring them to life.
- Offering platforms to provide the right access to reduce cost and increase revenue.
- Filling in the knowledge and information gap.
- Spreading awareness that there are alternative solutions to traditional agricultural techniques.
- Sharing the knowledge and know-how through partnerships in African countries.



# Our Impact

- Development of rural areas by working outside of the centric ecosystem.
- Playing an active role in the implementation of Africa 2060 vision.
- Encouraging investment in AgriTech through the establishment of success models.
- Educating youth and raising a new generation of modernized farmers who can take the agribusiness to a new dimension.

# Gemini Africa Role

This program can be implemented in partnership with other stakeholders in the ecosystem where Gemini Africa offers to be the executive arm for the program following the proven success record by:

- Providing access to the Gemini Africa Entrepreneurial Community in the same business areas of interest for the program.
- Connecting with key players in the entrepreneurial ecosystem for offerings.
- Managing the on-ground activities of the program to offer solutions that tech-enable the agribusiness.
- Leading both the steering committee for applicants screening and the judging panel.
- Offering consultations to develop tailored business models.

# Our Target Audience

**Group:** Gemini Africa Community, Start-ups, Entrepreneurs & SMEs

**Age & Gender:** Everyone is welcome with a special invitation to women and refugees

**Industry:** Tech-based startups contributing to the agribusiness and promoting AgriTech (Supporting industries for the Agribusiness in addition to CleanTech will be considered as well)

**Geo:** Africa (with special focus on rural areas)





# Our Means

**Uplift4AgriTech** will feature a series of a pitching event where applicants propose innovative ideas serving one of the following areas (among others):

- Offering cost reduction solutions through technology in the agribusiness (including production, processing and distribution)
- Creation of learning platforms that are suited for the agribusiness (in terms of language and the exact needed content – Local and African)
- Tech-enabling any of the agribusiness processes or solving an existing weakness (through using AI, cloud-based technologies, Automation, IoT...)
- Creation of legal/financial consultation platforms tailored for agribusiness
- Developing of delivery and networking platforms (for basics of farming delivery, access to exportation...)



# Our Process

## Accepted applications should be:

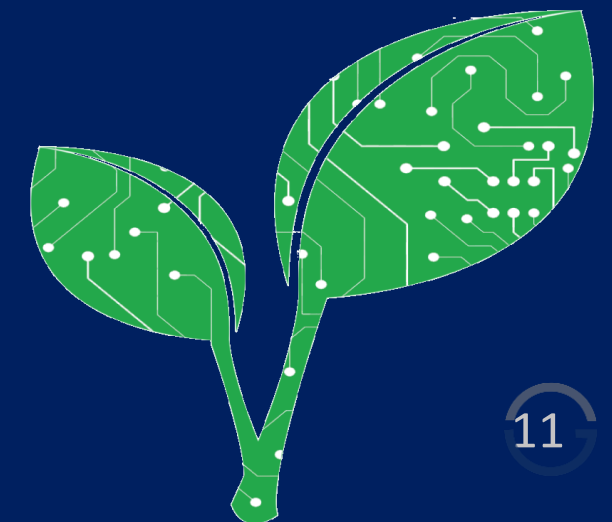
- Innovative and impactful.
- Tech-oriented.
- Entrepreneurial.
- Creative.
- Facilitating one aspect or more in the agribusiness.
- Offering cost reduction.



# Our Process

Selected applicants will join the **Uplift4AgriTech** pitching event where winners will be chosen and offered prizes pillared on Gemini Africa's 3Ms following their assessment by the judging panel after pitching:

- Money (Monetary prizes/Potential investment opportunities)
- Mentorship (Consultations/Mentorship/Coaching)
- Matchmaking (Business opportunities with international organizations, governmental bodies and large corporates)



# Finally...

- **Uplift4AgriTech** winners will receive exposure among field experts in addition to networking, investment & partnership opportunities, and personalized feedback by the judging panel
- **Uplift4AgriTech** winners receive training and personalized feedback prior to pitching
- **Uplift4AgriTech** winners will attend post pitching panel discussions and awareness sessions regarding market trends and uprising needs
- Gemini Africa will consider impressive ventures for partnership, matchmaking, shadowing opportunities and mentorship
- The agribusiness will be uplifted through AgriTech ...



# Contact Gemini Africa

## Visit us!

<https://uplift.gemini africa.com/>

## Facebook:

<https://www.facebook.com/africagemini/>

## LinkedIn:

<https://www.linkedin.com/in/gemini-enterprises-africa-975501184/>

## Instagram:

@africagemini

## Twitter:

@AfricaGemini



## Contact Us!

**Address:** 160 26<sup>th</sup> of July Corridor, Al Agouza

**Phone:** +202 33059971

**Email:** [info@gemini-africa.com](mailto:info@gemini-africa.com)





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**Thank You!**