

# ALLOYSIUS ATTAH

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Farmerline Ltd

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Co-Founded with Emmanuel Owusu Addai

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2014 Global Fellow



## BIG BOLD IDEA

Provide important and timely information for small-scale farmers in Ghana by sending voice messages in their local language via mobile phone.

## ORGANIZATION OVERVIEW

Farmerline builds mobile voice services that provide timely and improved agricultural information access and better communication channels for small-scale farmers and agricultural workers through their mobile phone in any local language. As a service specifically focused on smallholder farmers and organizations that need more access to these farmers, we are able to use our technology to connect farmers to markets, finance, weather forecast, new farming tips, inputs dealers and equipment services. This helps farmers to increase their yield and income. Our vision is to empower small-scale farmers across Africa to become financially prosperous and more entrepreneurial in their farming ventures.

## PERSONAL BIO

Alloysius Attah leads Farmerline, which works with thousands of small-scale farmers in Ghana to increase access to agricultural information, productivity and income. At five years old, Alloysius parents divorced so he moved to stay with his aunt, who was a small-scale farmer in rural Ghana. While staying there, he experienced the challenges small-scale farmers go through to produce food and support their families. Upon making it to college, he became determined to give back to the people who supported him. This led him to start two companies, Alloyworld (a photography and video production startup) and iCottage Networks (Web and Mobile startup) in college. In 2013, Alloysius launched Farmerline with Emmanuel Owusu Addai to support small-scale farmers to increase their yield and income. He is committed to empowering small-scale farmers like his aunt who are facing similar challenges across Africa. Alloysius spoke about his work at the Social Capital Markets Conference, 2013 and Mobile World Congress 2014. He is a winner of the World Bank and InfoDev mAgri challenge, World Summit Youth Award and Apps4Africa competitions.

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### Organization/Fellow Location

Kumasi, Ghana

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### Impact Location

Africa

Zimbabwe

Ghana

Nigeria

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### Organization Structure

For-profit

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