

# MARYANNE GICHANGA

AgriTech Analytics Ltd

2024 Global Fellow



## BIG BOLD IDEA

**Increase crop yields for smallholder farmers in Africa by leveraging data from AI-powered satellites and solar-powered sensors.**

## ORGANIZATION OVERVIEW

AgriTech Analytics aims to end hunger in Africa by using technology and data analytics to empower smallholder farmers. AgriTech Analytics' mission is to help farmers increase crop yields, reduce costs, and minimize environmental impact. AgriTech Analytic integrates data from AI-powered satellites and solar-powered IoT sensors installed on farms. The sensors provide accurate soil health analysis, detect crop pests and diseases, and integrate with satellite imagery for precision. AgriTech Analytics' vision is to reverse soil degradation, control crop pests and diseases effectively, and provide farmers with data-driven insights and solutions, ultimately contributing to food security and sustainability.

## PERSONAL BIO

Maryanne Gichanga is the chief executive officer and co-founder of AgriTech Analytics. She is a dynamic leader who is recognized for her dedication to empowering smallholder farmers in Africa. Maryanne's journey began with Mkulima Kwanza Ltd, a company she founded that addressed farmers' challenges in accessing farm inputs and markets. That work exposed her to the challenges that smallholder farmers face. Her passion deepened as she witnessed her family's farm struggle due to soil degradation, climate change, crop pests, and diseases. This experience inspired Maryanne to develop AgriTech Analytics, leveraging AI and IoT sensors to provide farmers with precise data and insights. The data offers accurate reports via phone, aiding in decision-making for higher yields and reduced environmental impact. Maryanne has collaborated with the African Development Bank, the Global Center on Adaptation, the Bayer Foundation, the University of Edinburgh, and Heifer International. She has received numerous awards, including the Presidential Innovation Award 2024 and Agritech of the Year 2023. She's also been named as one of the Top 50 Most Influential Women in Kenya and Top 40 Women Entrepreneurs Under 40 in Kenya.

### Organization/Fellow Location

NAIROBI, Kenya

### Impact Location

Kenya

### Organization Structure

For-profit

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