

Project Launchpad

Africa Tech for Trade Alliance

Project: Hello Tractor

Locations: Kenya and Nigeria

Start: October 2023

Overview

Hello Tractor is a digital e-commerce platform where smallholder farmers can access mechanization services and equipment to improve productivity and output.

Through the **Africa Tech for Trade Alliance**, Hello Tractor will co-invest in expanding its booking agent network—aiming to expand access to mechanization services, support entrepreneurship, drive digital transformation in agriculture, and facilitate economic growth in rural communities across Kenya and Nigeria.

Objectives



Employ **300** booking agents



Digitize training curriculum



PAYG tractor ownership



Onboard **1,000** farmers

Impact Areas

Digital Inclusion in Rural Economies: The agent model introduces a digital e-commerce solution to rural economies, creating a bridge between farmers and tractor operators, and eliminating cost-inhibitive capital outlays for equipment.

Entrepreneurship Opportunities: Booking agents experience entrepreneurial opportunities in facilitating mechanization transactions, while also gaining access to asset ownership through a Pay As You Go (PAYG) model.

Affordable Access to Mechanization: More than 650,000 smallholder farmers in Africa have utilized mechanization through Hello Tractor, breaking barriers to access and enhancing productivity on 3.3 million acres.