What is your idea?

Inspire Challenges are about solving big problems using next-generation ideas. We're looking for novel high-risk big data and ICT ideas that have the potential to lead to new scientific discoveries, or enhance the efficacy of development efforts. We want to see innovative ideas with promising potential for social impact that use open data to solve development problems faster, cheaper and with greater efficiency.

Use this section to briefly describe your idea.

- Indicate in one or two sentences **in bold** the essence of the idea.

  Farmboek solves food security in Africa through the use of timely, local relevant information, linked to products and suppliers. This information is integrated with aggregated Big Data enabling anyone to farm using a phone.

- Why is the idea an unconventional or creative approach to the problem outlined in the topic?

  Farmboek is a tailor made turnkey solution which combines Big Data with technical information that has the power to enable sustainable farming. Farmboek has a third party approach, thus making food security the ultimate winner!

- Describe the hypothesis for the proposal and why it is expected to succeed.

  Farming is about risk management. The combination of timely technical information and accurate Big Data manipulation, improve farmers' risk management, thus creating a more sustainable environment.

How will you pilot it?

Beyond simply great ideas, we're looking for great impact as well. We want ideas that can be put into practice in a short timeframe - to start making a real difference for real people today.

Use this section to briefly describe how the idea will be put into practice.

- Describe the implementation plan, including any new technologies or tools that will be developed.

  We already have a MVP that has a subscription base of 5000 commercial farmers in South-Africa. We just launched in Zimbabwe and are looking to scale to other African countries. We already have a solid team and will build a full Farm Management system on top of the existing platform. This will help farmers mitigate their risks.

- Explain how the work will be performed within the budget (USD$100,000) and time (12 months) allowed?

  We already have a solid scalable platform that is built to collect and make sense of Big Data. This enables us to cost-effectively build other solutions and within a small amount of time. Because the platform is built across all agricultural industries, we use the same functionality for different purposes.

- What essential data will be generated during this pilot?

  A profile is generated for every farmer. This enables us to better help mitigate his/her risks and provide them with relevant information. Data is generated per location. This gives us the ability to make sense of Big Data in agriculture.

- If the pilot is successful, what are the next steps?

  Scaling into Africa to enable more small-scale farmers to farm efficiently and become commercial farmers, thus ensuring food security.

  You can visit the MVP on www.farmboek.com.