



Miller Center

for Social Entrepreneurship

Name of social enterprise: Agroma

Mission statement: bringing digital innovation to small & mid-size farmers for inclusive & climate-smart agricultural value chains

Webpage: <https://desarrollo.solidaridadsouthamerica.org/servicios/#solucionesdigitales> (under review)

GSBI 2020 business plan presentation: <https://www.youtube.com/watch?v=PISdlzXoxks>

See also <https://www.youtube.com/watch?v=JkFkse4oUO4>

Headquarters location: São Paulo, Brazil

Location(s) of research: Brazil

Background: Agroma is a Brazilian social enterprise spinoff from the international NGO Solidaridad <https://www.solidaridadnetwork.org/region/south-america/>. It deploys a suite of digital solutions to enhance farmers' efficiencies and supply chain transparency, thus mitigating risks for large buyers of agricultural products. Agroma perceives new business opportunities by engaging cooperatives of family farmers, which compose an underserved market. To realize these opportunities, Agroma needs a business development plan and to strengthen its own entrepreneurial competencies.

The challenge: To collaboratively design and develop a new business strategy for reaching a new market: cooperatives of family farmers.

Action research products needed:

1. A business development plan, based on market research, that will help Agroma scale by serving cooperatives of small family farmers.

Student skills needed: Market research, market assessment, business development, professional writing, multi-cultural competencies.

Keywords: Agricultural value chains, Brazilian family farmers and cooperatives, agricultural mobile apps, market research.

Regardless of the pandemic, the fellowship will run in 2022, with or without international travel. We have designed 2022 action research projects to be conducted via remote engagement (e.g., via Zoom) without the immersive component of travel to the field. All applicants should enter and proceed through the application process with the assumption that no international field placements are currently planned. For more information, please attend a fellowship info session.