GLOBAL EVENT
Johannesburg South Africa
Overcoming the Barriers – Building Infrastructure, Partnerships and Capacities and Mobilizing Investments for Up/Out-scaling Research and Increasing Impact

A NOVEL BUSINESS MODEL

INCREMENTING IMPACT OF RESEARCH ON PRODUCTIVITY AND INCOME OF RURAL POOR

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Invest into Youth!
The AfricaRice approach for scaling innovations

Knowledge

Knowhow

Training

Services

Business

Pillar 1: Experimental sites
IARCs and NARS carry out adaptive research to develop products and protocols facilitating adoption

Pillar 2: Services for out-scaling
Young professionals provide Innovation Support Services in collaboration with experts and local organizations on the basis of prices of the local economy

Foundation: an Information and Communication System for Innovation
✓ Seamless documentation in near real time
✓ Short feedback loops to optimize knowledge generation and knowledge application

A demand and result oriented Business Model
Principle of the business model

Turning the needs of the target group into market effective demand and cut out the middleman

Subsidy of the offer - push -

Investor → Service Provider → Target Group

Contract → Service

Report → Info

Subsidy of demand - pull -

Investor → Target Group

Info → Request → Service Provider

Service fund → Payment upon delivery

Request → Service

Report → Service Provider
### Example of the Information Exchange Service

1. **IARCs / NARS**
   - Design services

2. **Field agent**
   - Records farm data and identifies a problem
   - Earns 10€

3. **Internet café**
   - Quality check, data entry and publication of request
   - www.runetwork.org
   - Earns 10€

4. **Knowledge manager**
   - Interviews expert and publishes an answer
   - Earns 20€

5. **Field agent**
   - Explains answer and evaluates the answer
   - Earns 10€

6. **Service Fund**
   - Controlling and payment of agents upon delivery !!!
   - Earns 9€

7. **IARCs / NARS**
   - Experts analyse data and share results with all actors in the innovation system

**Total 59€**
How to define a service?

1. Ideation on the basis of research results
2. Define the purpose and product
3. Define a workflow (tasks, deliverables, skills, ...)
4. Elaborate procedures and instructions
5. Work out forms and questionnaires
6. Calculate costs based on local prices
7. Optimize according to feedback
## Some other services

<table>
<thead>
<tr>
<th>Service</th>
<th>Products</th>
<th>Unit price (Euros)</th>
<th>Number provided to date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information exchange service</td>
<td>Identify a production constraint Solution from expert Farm-household data</td>
<td>59</td>
<td>&gt; 3000</td>
</tr>
<tr>
<td>Radio program</td>
<td>15 minutes broadcast in different local languages</td>
<td>450</td>
<td>&gt; 30</td>
</tr>
<tr>
<td>Organize and train community teams</td>
<td>Trained field agent and data entry agent assure exchange community &lt;-&gt; R&amp;D</td>
<td>583</td>
<td>&gt; 40</td>
</tr>
<tr>
<td>Site characterization</td>
<td>Agricultural profile providing a detailed information on the agro-ecological and socio-economic situation in a community</td>
<td>471</td>
<td>&gt; 40</td>
</tr>
<tr>
<td>Community Fair and establishment of a local archive</td>
<td>Promote, share and exchange ideas Location where all people can view all information</td>
<td>787</td>
<td>&gt; 20</td>
</tr>
<tr>
<td>Identification of innovation opportunities</td>
<td>Documentation of local practice and assessment of economic performance Innovation opportunities from experts</td>
<td>711</td>
<td>&gt; 64</td>
</tr>
</tbody>
</table>
one stop shop
for innovation support services

Knowledge management
Training
Environment
Technology
Community development
Marketing
Education
Business Development
Investors
Define target group, thematic and geographic scope and development goal

Value Chain Expert Networks
Develop services and training courses, analyze feedback, monitor progress, evaluate impact and provide advice

Agricultural colleges
Train young professionals

Young Professionals & Local Initiatives
Provide development services for training, business development, technical assistance knowledge management and advice

Value Chain Actors
Identify and adopt innovations to realize business opportunities

Communities & Organizations
Create an enabling environment for innovation

Market
Drives development

Information and communication system
for seamless documentation of the process allowing short feedback loops

Happy Livelihoods

Investment funds

Service fund

Payment upon delivery

Various Funding Sources

Viable businesses

Business planning

Products & Services

Income & Expenditures

Framework for Innovation in the Food Sector
Role of the Green Innovation Centre in FIFS

- Mobilize Resources
  - Assist countries and donors in planning of interventions
  - Moderate and assist value chain expert networks

- Assist service providers
- Control quality of services
- Monitor development
- Manage ICT & Knowledge
- Promote Networking
- Viable Businesses
  - Business planning
- Income & Expenditures
- Products & Services
- Manage the service fund
  - Payment upon delivery
- Various Funding Sources
- Invest

- Value added development
  - Agribusiness enterprises
  - Businesses
  - Organisations
  - Communities
- Training of Trainers
  - Develop training curricula
  - Facilitate training

- Information and communication systems
  - For business documentation
  - Process monitoring short feedback loops