

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### AgriShare

Collaborative platform for renting agricultural machinery.

#### IDEA N°12

TYPE OF OPPORTUNITY:

**Digital technology: Web and mobile platform.**

#### CHALLENGE:

Limited access to agricultural machinery for small and medium-sized farmers, due to its high cost, leads to under-use of available equipment, which is often seasonal, and hampers the efficiency of farms.

#### IMPACT ON THE VALUE CHAIN:

**Upstream :** Better use of available agricultural equipment, reducing wasted investment.

**Downstream :** Increased agricultural productivity and reduced operating costs for farmers.

#### SOLUTION:

**Creation of a digital platform that enables :**

- Bringing together owners of agricultural machinery and tenant farmers by region.
- Management of payments, deposits and insurance to ensure secure transactions.
- The offer of additional services such as the availability of qualified operators or mechanical assistance in the event of breakdown.

#### BENEFITS OR EXPECTED IMPACT

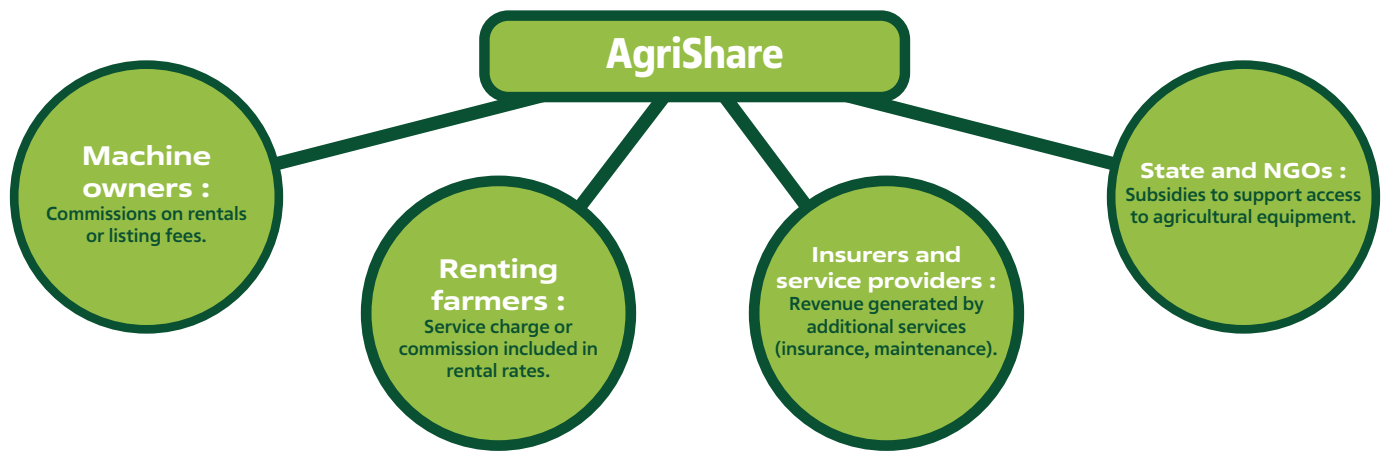
- Optimisation of resources: better use of existing farm machinery.
- Cost reduction: Offers a cost-effective alternative to the purchase of expensive equipment.
- Increased security: Management of contracts, payments and insurance directly on the platform.
- Flexibility: hire on demand, with or without an operator.
- Simplification: Intuitive interface to make searching and renting easier.



#### SOLUTION COMPONENTS

- Geolocation directory: Listing of available machines by region.
- Transaction management: Secure payments, deposit management and insurance.
- Support services: Emergency mechanics and provision of qualified operators.
- Evaluation module: Rating, opinions and feedback from users to guarantee the reliability of owners and tenants.
- Mobile interface: Accessible application for easy booking or rental.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## EXEMPLES RÉUSSIS

### Hello Tractor

Application connecting tractor owners with farmers looking for mechanised services.

[CLICK HERE](#) ➔

### Maschinenring

Maschinenring is a German cooperative network that facilitates the sharing and rental of agricultural machinery between farmers, while offering complementary services such as technical assistance and manpower support. This model promotes optimised use of equipment, reduces costs and encourages collaboration between farms.

[CLICK HERE](#) ➔

### Europe Agriculture

The Europe Agriculture platform offers a farm equipment hire service, putting farmers in touch with suppliers of equipment available for hire. This service facilitates access to specific machinery for one-off requirements, optimising investment costs while boosting agricultural productivity.

[CLICK HERE](#) ➔

### TroTro Tractor

TroTro Tractor is an innovative solution supported by GIZ, giving farmers access to tractors via an on-demand rental service, similar to a car-sharing application. This initiative aims to reduce equipment costs, increase farm mechanisation and improve productivity on small farms through shared use of machinery.

[CLICK HERE](#) ➔



## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Feasibility study :**  
Identification of regional needs and analysis of available capacity

### PHASE 2:

**Technical development :**  
Design of the platform and its key functionalities.

### PHASE 3:

**Pilot launch :** testing of the platform in a targeted region with a limited group of users and POC.

### PHASE 4:

**Full roll-out :** Gradual extension with integration of additional services.

#### COMPLEXITY



#### LEVEL OF INVESTMENT NEEDED

