

# DEVELOPMENT OF AGROBUSINESS INNOVATION IN ALGERIA « InnovAgro »

## THE AGRITECH BUSINESS OPPORTUNITIES IN ALGERIA

### AgriAdvisor

Interactive advice and exchange platform for farmers.

IDEA  
N°14



TYPE OF OPPORTUNITY:

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

\*Related to other sheets

### CHALLENGE:

Farmers lack access to specialist advice and support structures tailored to their specific needs.

### IMPACT ON THE VALUE CHAIN:

**Upstream :** Increasing yields, optimising resources, safeguarding production and the environment thanks to tailored, personalised advice.

**Downstream :** Reducing agricultural losses and improving product quality.

### SOLUTION:

**A platform offering interactive training to empower farmers, with a multilingual interface accessible to all :**

- Continuously assesses farmers' needs via questionnaires and data analysis.
- Based on algorithmic learning and AI, it offers personalised advice, online training and exchange modules for farmers.
- Provides real-time support for specific issues, adapted to all media, languages and educational levels.

### BENEFITS OR EXPECTED IMPACT

- Easy access: advice available at any time and on any device.
- Improving knowledge: Strengthening farmers' skills.
- Greater efficiency: targeted solutions tailored to local challenges.



### SOLUTION COMPONENTS

- Needs analysis: Collection and analysis of agricultural data.
- Educational modules: Access to videos, documents and learning materials.
- Direct assistance: chat or videoconferencing services for real-time advice.
- Polyglot & inclusive: Accessible in several languages and at several educational levels.

# WHO WILL PAY FOR THIS SERVICE OR PRODUCT ?



## SUCCESS STORIES

### AGRIVI Engage

AGRIVI offers an AI-driven advice platform that delivers agronomic advice to farmers via white-label WhatsApp or Viber AI assistants. The platform helps agribusinesses engage with farmers by providing tailored agricultural knowledge and advice.

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### AgriCopilot

AgriCopilot is a generative AI knowledge platform designed for agriculture. It deploys multiple AI-powered use cases, including farmer advice and sales support, through a single platform, streamlining operations and reducing complexity.

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### Digital Green Advisory

Agricultural advice platform tailored to local needs.

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### AgriHelp

is a digital platform that centralises and facilitates access to a range of services for farmers. It enables users to find service providers for services such as farm equipment hire, transport and specific farm management services. With its intuitive interface and practical features, AgriHelp optimises farm management and productivity.

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## PROCESS FOR REALISING THE OPPORTUNITY

### PHASE 1:

**Needs study :** consultation with farmers to identify priority challenges.

### PHASE 2:

**Development of the platform :** Creation of an intuitive, multilingual interface.

### PHASE 3:

**Pilot tests :** Deployment in selected regions to gather feedback.

### PHASE 4:

**Extended deployment :** National extension with integration of new functionalities.

### COMPLEXITY



### LEVEL OF INVESTMENT NEEDED



Here are some opportunities that you might be interested in related to yours – Scan QR code

integrated into

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complementary goals

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