



Agro-meteorological forecasting and advisory services provider for smallholder farmers

SOWIT data helps banks assess farmers' credit worthiness while supporting farmers through digital advisory services to mitigate risks and deliver best possible results.

Year founded:

2018

Headquarters:

Casablanca, Morocco

Regional Scope:

Operational in Africa

Provider Type:

Climate Risk Intelligence Provider



Climate Risk Tools and Services

Relevance to thesis

Climate Risk Analytics Agriculture Focus Working in emerging markets

Business model overview

Remote-sensing data provider primarily focused on providing weather forecasting and advisory services to farmers, via SMS or mobile application

Climate risk analytics

Partner with FIs and other providers to provide climate and plot health status information and forecasting: this data can help inform development of farmer credit profiles and yield risk

Deliver weather, crop health status and climate analysis for insurance companies to monitor risk of weather events for SHF payouts

Data Sources

European Centre for Medium-Range Weather Forecasts

Sentinel, Landsat, Planet constellations

Models updated daily

Supporting Services

Consulting services

Provides climate change resiliency consultancy services for local authorities and NGOs

Farmer advisory services

Delivers SMS-based and App-based advisory services to SHFs, including agro-meteorological forecasts and agronomic recommendations to improve farming practices

"SOWIT is focused on providing remote-sensing and IoT based advisory services to farmers while also providing risk & performance data to banks in Africa, such as Credit Agricole, Banque Centrale Populaire and the Tanzania Agricultural Development Bank."

from website

Commercial Parameters

Target customers

FI AG Producer GOVT/ NGO AG Buyer/ Processor

Readiness to implement

High

Pricing/Revenue model

Fixed cost + variable cost based on number of farmers

Customization options

Fully customizable App and projects

Data Protection

Does not store client data

Geographic reach

Global, existing work focused on Africa

Crops covered

Crop agnostic

Languages available

French, Arabic, English

Engagement Opportunities

Financial Institutions - BU

Core competency is collecting and disseminating climate and plot health status data for farmers; therefore, engaging with FIs is only on project, software, or API services basis

Engaged with Credit Agricole, TADB (Tanzania), Banque Centrale Populaire

Agribusiness - BU

Services for agri-businesses including information, agronomic recommendations delivered through APP and SMS and IoT sensors to drive irrigation operations and drone spraying to optimize crop protection