



TingA
Presentation on TingA



TingA

TingA Approach

TingA is dedicated to providing farmers with access to quality farming equipment, proper storage facilities, distribution channels and financial support for small scale farmers.

Together with our partners ,TingA has been training farmers and doing demos mainly on potato farming to show the potential mechanized farming has,

A well mechanized potato farm yields an average of 14T per acre when done with certified seeds, fertilizer.

Farmgate prices exploit the farmers;

prices per bag at the farm (50 kg bag) = \$ 6

prices per bag in Nairobi (50 kg bag) = \$ 15

TingA Offers transportation solution to the small holder farmers from the farms to the Market.



Small holder farmer problems

- High cost of mechanization at an average of \$30 per acre,

Example 1;

Land size=10 acres

Cost per acre=\$30

Days to plough = 3

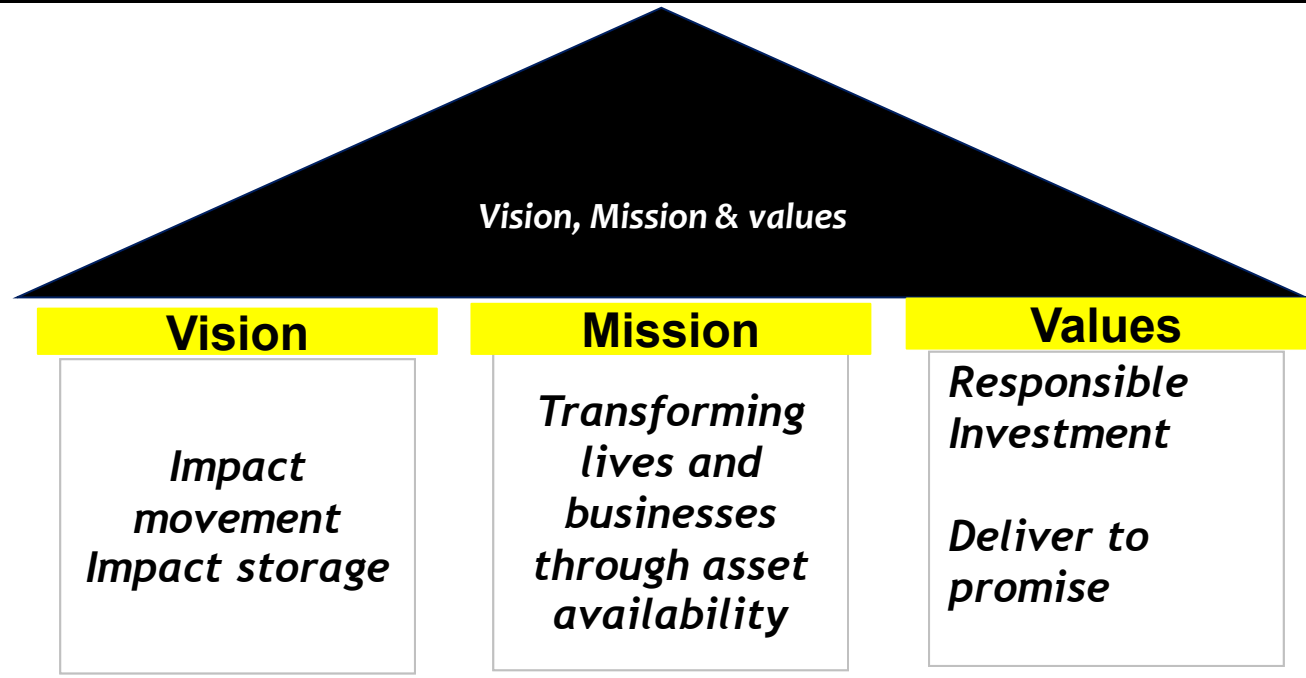
Total cost = (10x30)x3= \$900

TingA leases tractors to farmers @ \$750 monthly!





Vision, Mission & values



TINGA'S SUCCESS

10,000 Small holder farmers trained	1,500 + jobs created	4,000 Farmers impacted with mechanization access	20,000 + Acres of land cultivated
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Agriculture



Agricultural Market

- ❖ Agriculture is the back bone of the Sub Saharan Africa contributing over 14% of the total GDP in the region. In Kenya, Agriculture contributed 33% of the GDP of the country, employing over 40% of the population and over 70% of rural settlement.
- ❖ This has led to involvement of the private sector to improve the nutrition outcomes and strengthen the country's sustainability through programs that will increase food security, build reliance of vulnerable communities and availability of water for irrigation practices.
- ❖ Major challenges experienced by small scale farmers is accessibility of conventional funding from financial institutions due to lack of collateral.
- ❖ The future of the agricultural industry is expected to grow with promotional of food security, to ensure every house hold can access affordable food and eradication of poverty in the society.

Agriculture



TingA impact in the agricultural sector

The Agricultural sector will be affected by trends in global consumption, food market development environmental issues and technology and innovation.

With development of Agricultural technology, TingA has availed valuable equipment for leasing to the farmers for leasing at affordable rates encouraging farmers to carry out efficient and environmental friendly farming as well as enhance agricultural led economic growth.

This has been achieved through:

- ❖ Offering training to more than 10,000 farmers on good agricultural practices and empowering youths and women through job creations directly or indirectly
- ❖ Providing mechanization services to the farmers
- ❖ Act as a link between the farmers and the market, giving the farmers bargaining power and market access for exportation of the farm produce.
- ❖ Training of the farmers on food nutrition, financial literacy and farm management techniques



TingA Business Model



TingA Operations.

- ❖ TingA uses a community model concept which allows farmers to register for mechanization services as individuals and as groups.
- ❖ TingA takes a holistic approach to agricultural mechanization, products and services offered. We offer services across the whole crop cycle, from ploughing, harrowing, planting, spraying and harvesting.
- ❖ The farm produce is then stored in well ventilated and appropriate storage conditions; to ensure minimal loss and the reduction in the product quality.
- ❖ We also offer transportation services from our various hubs across the country to the nearest delivery points to enable farmers access markets for the products easily and efficiently.
- ❖ TingA also offers lease to own basis on equipment to farmers for equipment such as water harvesting & storage solutions, irrigation kits and greenhouses.
- ❖ This will in turn lead to improved yields and quality output which will encourage the growth and demand of mechanization services.



Target Market



Who we serve



Small Holder Farmers – Family based

We are targeting small subsistence farmers and empowering them to be economic farmers as well.



Youth and Women Groups

The youth and women are considered most vulnerable in the society. Therefore we encourage them to register and carry out agricultural projects. This is a form of youth empowerment and reduction of poverty in the society.

NGOs, Chama, SACCO, Co-operative Societies Groups

We also look at the established farmer based groups in different regions where we partner to provide farm mechanization services at subsidized rates.



Competitive Advantage



Easy to access through TingA app

Farmers can easily access mechanization services conveniently and effectively through a mobile app and web-based application. Through the platform, farmers can book, pay and get mechanization solutions to their farm.



Synergies with suppliers

TingA is backed by VAELL, a leading premier equipment leasing company in the region. We also have dealership agreements with companies such as John Deere and BrazAgro thus offering the best equipment to suit the farmers' needs



Collaboration with farm based organizations

Farmers are trained for free about best farming practices and market trends through FBOs. The farmers can also access the market without middle men risks and a bargaining platform. Some of the FBOs we work with are Potato farmers association and East Africa farmers federation.



Holistic approach

TingA offers the farmers mechanization solutions from the planting season to the harvesting season all around the year. We are the farmer's best partner from the start to the finish.



Problems



What TingA opts to address

Inadequate agricultural mechanization and extension services.

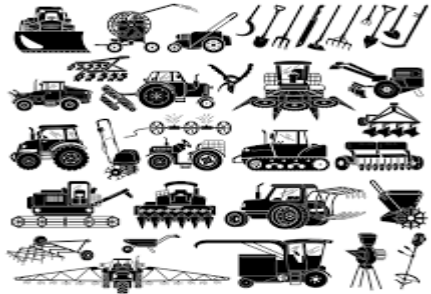
Small scale farmers have no access to modern farming equipment.

High cost of mechanization due to limited access to the equipment.

Lack or little knowledge on good agricultural practices.



Solutions



Mechanization

- Technology must be bundled with affordable financing to help small scale farming.
- Availability of equipment, quality seeds and proper storage of farm produce to transform farmers from subsistence farming to small scale commercial farming.



Partnerships

- Partnerships with local tractor owners from all over the country in ensuring we get many farmers mechanized. TingA provides the tractor owners with every type of implements when they need them. This helps them to continue with service delivery without worrying about buying the implements.

Central data repository

- Collaboration with farmers' association to provide ease access on farming best practices.

Hubs and branches

- Going closer to the farmer minimizing transport costs that farmers have to bear without hubs, different regions will be well covered as we look to have over 100 hubs across the east Africa.



TingA Plans



What do we want to do?

TingA Value Creation Model	Objectives	Impact
Stocking	<ul style="list-style-type: none">Purchase of additional equipment	<ul style="list-style-type: none">Increase the portfolio available for farmers specific need as well as manage rotation amongst Saccos and FBOs
Equipment Accessibility	<ul style="list-style-type: none">Building of hubs in various regions across the country	<ul style="list-style-type: none">Availability of the equipment to the farmers with ease of access at their closest centre
Farmer Funding	<ul style="list-style-type: none">Work with FBOs and Chamas to avail funding and loans to farmers.	<ul style="list-style-type: none">Encourage farmers to upgrade from small scale subsistence farming to economic farming
Dealer partnership	<ul style="list-style-type: none">Seek dealer partnership with high end agriculture equipment manufacturers	<ul style="list-style-type: none">Avail specialized equipment for farmers to rent and offer after sale services such as repairs and maintenance with the availability of spare parts.



Equipment TingA looks forward to acquiring



Combined Harvesters



Tractors and Farming implements



Backhoe loader



Uses in Agriculture

- Digging fencing poles with large anchors holes and irrigation trenches
- Transportation of hay
- Transplanting trees
- Digging up stamps
- Landscaping



Irrigation kits



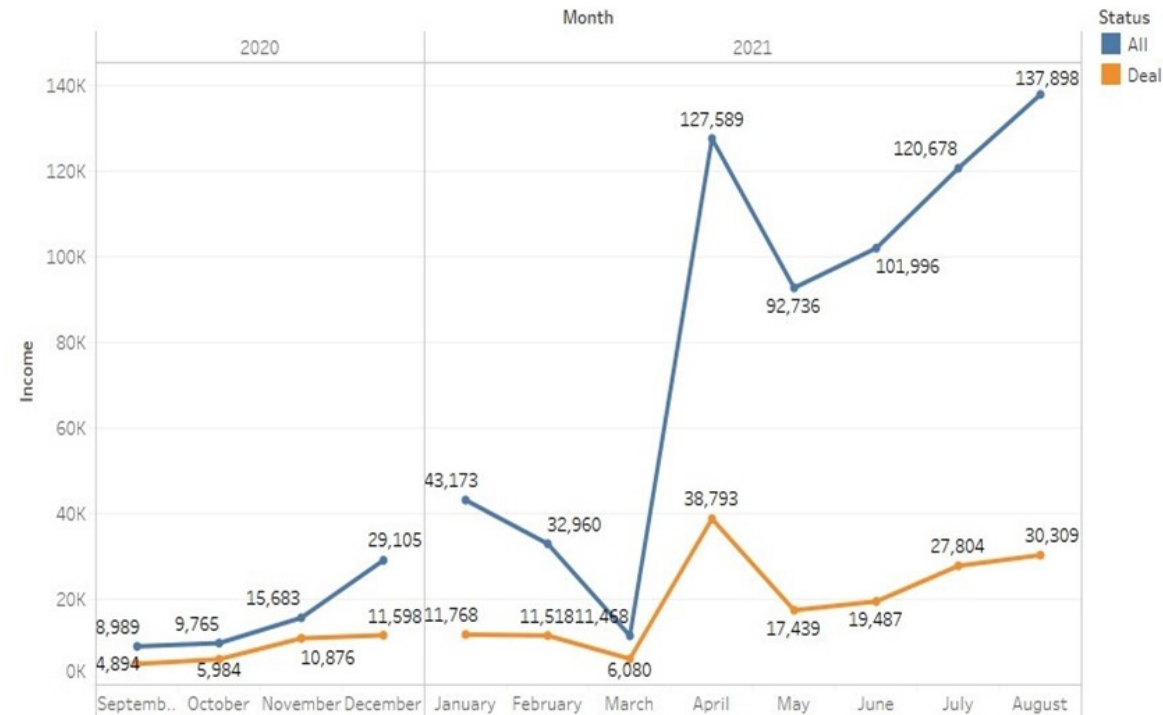
Trailers



Equipment TingA looks forward to acquiring

- There is demand for mechanization in the past year unfortunately due to limited access full potential is not realized.

Trend of inquiries received vs deals closed

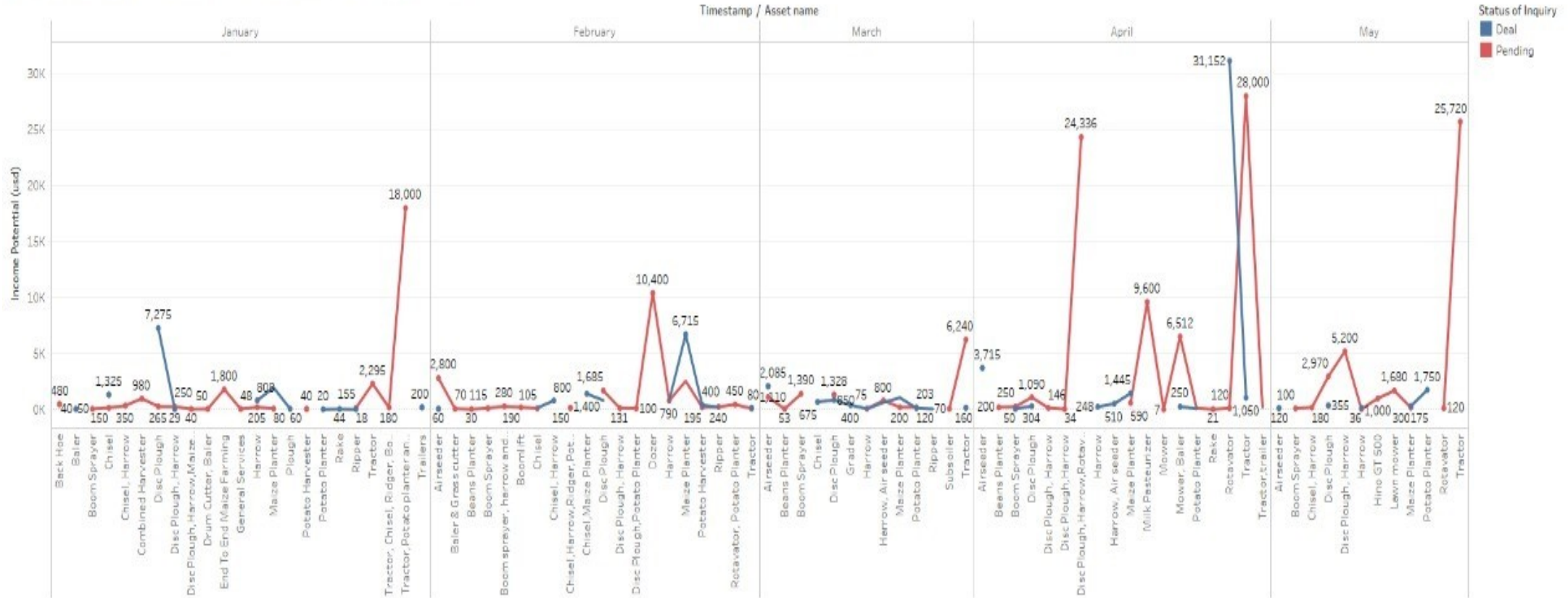


The trend of sum of Income for Month Month broken down by Month Year. Color shows details about Status. The marks are labeled by sum of Income.



Equipment demand curve between January to May 2021

Trend of inquiries received and those closed per asset based



The trend of sum of Income Potential (usd) for Asset name broken down by Timestamp Month. Color shows details about Status of Inquiry. The marks are labeled by sum of Income Potential (usd). The data is filtered on Timestamp Year, which keeps 2020 and 2021. The view is filtered on sum of Income Potential (usd), Timestamp Month and Status of Inquiry. The sum of Income Potential (usd) filter keeps non-Null values only. The Timestamp Month filter excludes June and August. The Status of Inquiry filter keeps Deal and Pending.



Equipment TingA looks forward to acquiring

Proposed No. of additional implements per Hub						
EQUIPMENT	Narok	Kisumu	Nanyuki	Mombasa	Naivasha	TOTAL
Tractors	5	2	1	1	1	10
Disc Ploughs	5	2	1	1	1	10
Harrows	4	2	1	1	2	10
Maize Planters	4	1	1	1	1	8
Potato Planters	3	1	2	1	1	8
Potato harvesters	3	1	2	1	1	8
Chisel Ploughs	2	1	1	1	1	6
	26	10	9	7	8	60

TingA is looking at adding the above equipment and implement to its pool to suffice the demand in its hubs



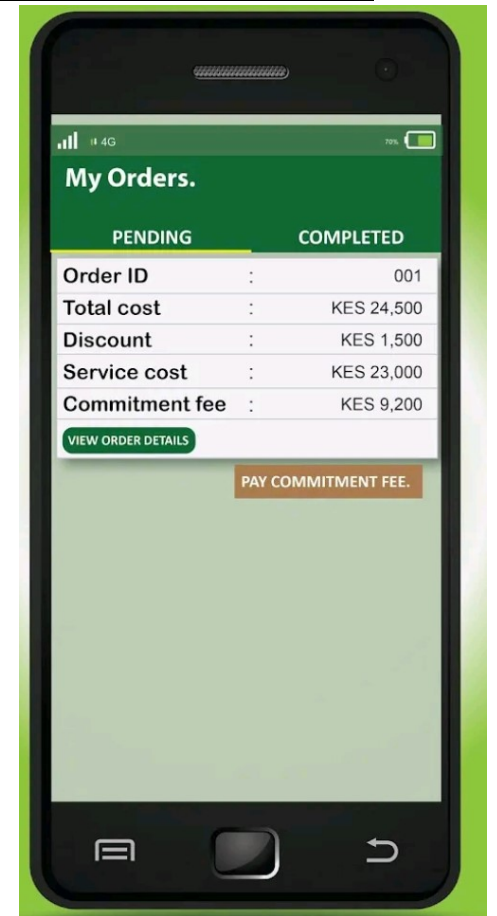
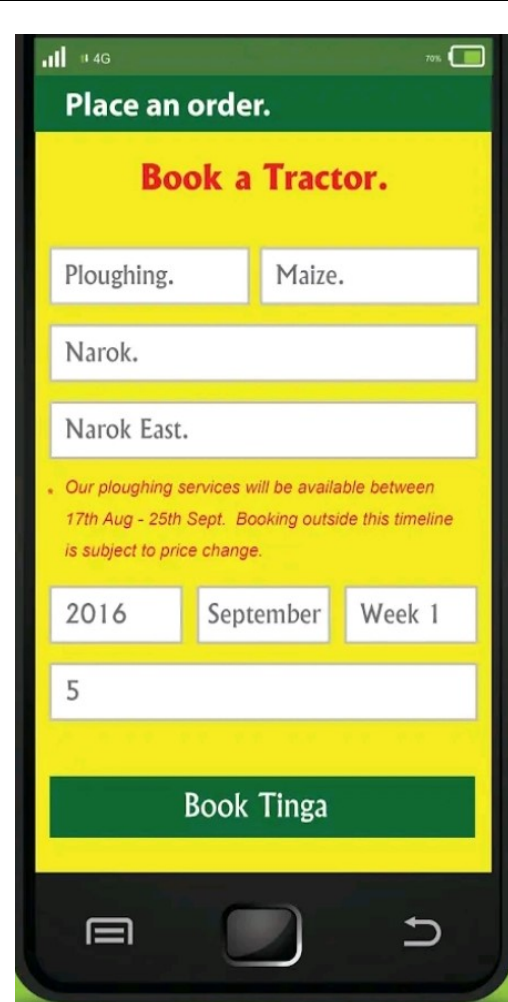
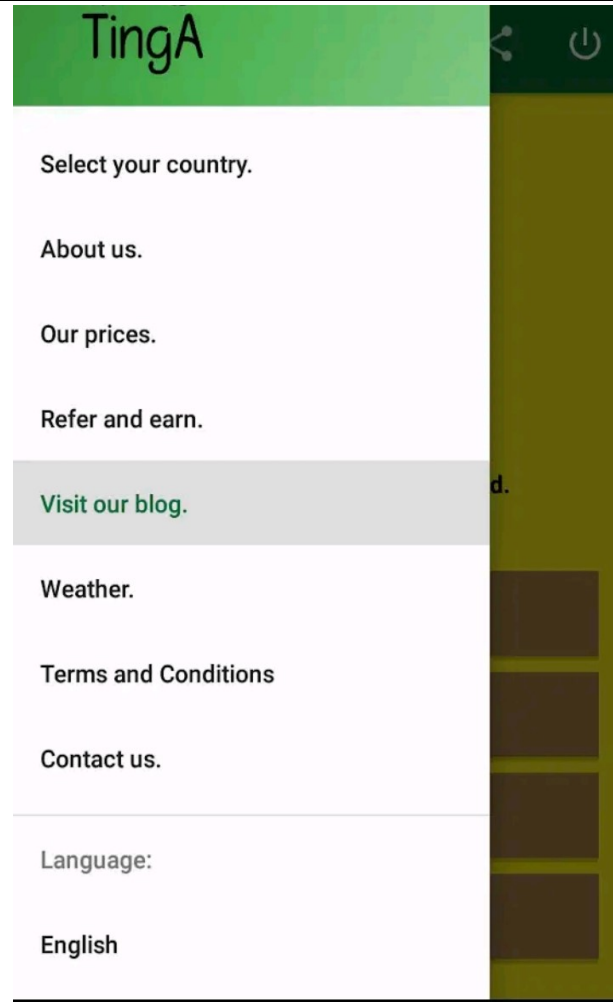
Partners and Clients



Outlook of the App



Easy and efficient mobile application



TingA

About us

- ❖ TingA is a concept that came about after return of assets from Lease. We then identified the gap/need as we got more inquiries from local small holder farmers on short rentals, it is then we decided to open an agricultural wing under Quipbank dubbed "TingA" to handle the mechanization part.
- ❖ TingA employs modern technology channels to allow farmers access farm mechanization. This accessibility enables even small-scale farmers to enjoy farming equipment on short term leases.
- ❖ TingA Community Model Concept works by allowing farmers to register for mechanization services as groups through already established units such as NGOs, Chama, SACCO, Co-operative Societies, or Churches.
- ❖ TingA offers a large and diverse inventory of top brands in the industry for selected products available for rent of a daily, weekly, monthly and yearly basis.





CONTACT US

Or visit us at any of our hubs in;

NAIROBI

NAROK

NAIVASHA

KISUMU

MOMBASA

NANYUKI

MAU-NAROK

TingA Rental Stores

Head Office

Buffalo Mall Naivasha

Nairobi Office

Quipbank Center
Duldul Warehouse,
Mlolongo Mombasa Road,
Kenya.

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