



DEI HUB
digital economy innovation hub

KONKE KUYENZWEKA B2B Program

Connecting Farmers to Opportunity
Through Digital Innovation

ovico®

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Konke Kuyenzeka B2B Program: Application Guide for Interested Farmers

Connecting Farmers to Opportunity Through Digital Innovation

Welcome to the Konke Kuyenzeka B2B Program

Are you a small-scale farmer or agri-entrepreneur ready to take your agricultural business to new heights? The **Konke Kuyenzeka B2B Program** offers a transformative platform to connect with bulk buyers, streamline your operations, and grow your farm through cutting-edge digital tools. By joining this initiative, you'll access a dynamic B2B marketplace, participate in virtual agriculture auctions, and receive training and resources to formalize and scale your business—all while contributing to South Africa's agricultural revolution.

This document provides everything you need to understand the program, apply successfully, and get excited about the opportunities awaiting you.

Program Overview

The **Konke Kuyenzeka B2B Program** empowers small-scale farmers, agricultural cooperatives, and agri-entrepreneurs (ages 18 and above) in rural and township areas by integrating them into a digital marketplace powered by **OVICO**. Designed to enhance market access, improve supply chain efficiency, and foster sustainable growth, the program connects participants with bulk buyers, funding partners, and logistics networks. A standout feature is the exclusive access to virtual agriculture auctions, enabling farmers to secure competitive sales and expand their reach globally.

Objectives

- **Market Connections:** Facilitate direct links between farmers and bulk buyers, including retailers and exporters.
- **Operational Efficiency:** Enhance supply chain processes and product quality to meet industry standards.
- **Business Growth:** Provide training, tools, and resources to formalize and scale agricultural operations.

Target Audience

- Small-scale farmers actively engaged in crop or livestock production.
 - Agricultural cooperatives seeking to expand market reach.
 - Agri-entrepreneurs in rural and township areas aiming to modernize their businesses.
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Why Join the Konke Kuyenzeka B2B Program?

This program is more than a marketplace—it's a gateway to transforming your farm into a thriving, sustainable business. Here's why you should apply:

1. **Access New Markets:** Break free from local limitations by connecting directly with bulk buyers, including large retailers, exporters, and wholesalers, both locally and internationally.
2. **Maximize Profits with Auctions:** List your produce in virtual agriculture auctions to secure the best prices through competitive bidding, increasing your revenue potential.
3. **Streamline Operations:** Optimize your supply chain with logistics support and training in packaging, quality control, and delivery, saving time and costs.
4. **Gain Expert Training:** Learn cutting-edge agri-tech trends, business planning, and supply chain strategies from industry leaders, empowering you to grow smarter.
5. **Showcase Your Farm:** Exhibit your products at agricultural expos and trade shows, attracting investors, buyers, and partners to elevate your brand.
6. **Secure Funding Opportunities:** Access funding partners to invest in equipment, seeds, or expansion, helping your business thrive.
7. **Make a Lasting Impact:** Join over 500 farmers in revolutionizing agriculture, creating jobs, and strengthening rural and township economies.

Exciting Highlights

- **Virtual Auctions:** Be part of an innovative platform where your produce competes globally, driving higher sales and visibility—like a stock exchange for farmers!
 - **SINE-AI Support:** Get personalized business advice from an AI-powered consultant, guiding you on pricing, planning, and growth strategies.
 - **Industry Exposure:** Rub shoulders with agricultural leaders at expos, positioning your farm as a trusted name in the sector.
 - **Community Empowerment:** Your success inspires others, fostering a network of digitally connected farmers across South Africa.
 - **Global Reach:** With virtual auctions and online marketplaces, your farm can reach buyers far beyond your local area, opening doors to international opportunities.
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Key Program Activities

As a participant in the Konke Kuyenzeka B2B Program, you'll engage in activities designed to grow your farm and connect you with markets. Below is a sample Activity Sheet outlining a typical journey:

Month	Activity	Description	Tools Used	Expected Outcome
1	Onboarding & Training	Attend virtual or in-person training on the OVICO platform, agri-tech tools, and supply chain basics. Create your digital farm profile.	Virtual Office, OVICO, SINE-AI	Fully equipped to use program tools; farm listed on marketplace.
2	Marketplace Engagement	List your produce (e.g., maize, vegetables) on the OVICO B2B platform and connect with at least two bulk buyers.	OVICO Platform	First buyer connections established; potential sales initiated.
3	Virtual Auction Participation	Register a batch of produce for a virtual auction. Prepare product details and pricing with SINE-AI guidance.	OVICO Auction, SINE-AI	Competitive sale secured; increased revenue from auction.
4	Supply Chain Workshop	Participate in a workshop on packaging and quality standards to meet buyer requirements. Implement one improvement (e.g., better storage).	Virtual Office	Improved product quality; buyer trust enhanced.
5	Logistics Integration	Partner with a program-supported logistics provider to deliver a bulk order efficiently. Track via OVICO.	OVICO Platform	Timely delivery completed; logistics costs reduced.
6	Agri-Expo Showcase	Present your farm's products at a regional agricultural expo, supported by program branding materials.	Physical Event, OVICO	New buyer or investor connections; enhanced farm visibility.
7	Funding Application	Use SINE-AI to develop a funding proposal for farm expansion (e.g., new equipment). Submit to a program partner.	SINE-AI	Funding application submitted; potential for investment.
8	Mentorship Check-In	Join a virtual mentorship session to review progress, refine business goals, and plan for premium features.	Virtual Office	Clear growth strategy; access to advanced tools explored.

Note: Activities are tailored to your farm's needs and market opportunities. Participants are expected to engage in at least 2–3 activities monthly to maximize benefits.

Tools and Support

You'll have access to powerful tools to streamline your participation and growth:

- **OVICO Platform:** A digital marketplace and auction system to list produce, connect with buyers, and track sales.
- **SINE-AI:** An AI-powered tool offering personalized business planning, pricing insights, and operational tips.
- **Virtual Office:** A platform for training, onboarding, mentorship, and collaboration with other farmers and experts.

Ongoing support includes:

- Bi-weekly virtual check-ins with program coordinators or mentors.
- Access to a farmer community forum for sharing challenges, successes, and strategies.
- Dedicated support line for technical issues with the OVICO platform or auctions.
- Offline resources (e.g., printed guides) for areas with limited internet access.

Application Requirements

To ensure fairness and alignment with South African program standards, applicants must meet the following criteria:

Standard South African Requirements

1. **South African Citizenship or Residency:** Provide a valid South African ID, passport, or proof of legal residency.
2. **Age Eligibility:** Applicants must be 18 years or older, with no upper age limit to encourage diverse participation.
3. **Operational:** Operate or manage a farm (small-scale, emerging, or commercial)
4. **Technology:** Have access to a mobile phone with WhatsApp and basic digital literacy (support will be provided).
5. **Non-Discrimination:** Open to all genders, races, and backgrounds, promoting inclusivity in agriculture.
6. **No Criminal Record:** Provide a police clearance certificate or affidavit confirming no pending criminal charges (can be submitted post-selection if shortlisted).
7. **Consent to Data Use:** Agree to the program's use of your data for monitoring, evaluation, and digital profiling, compliant with the Protection of Personal Information Act (POPIA).

Application Required Documents

1. Valid South African ID or Permit

- Must be clear and legible.
- Required for identity verification.

2. Proof of Land Access or Use

- Accepted documents: Title deed, lease agreement, or affidavit from a traditional authority or municipality.

3. Farm Profile Document (1–5 pages)

- Include:
 - Farm name & location.
 - Type of crops/livestock produced.
 - Size of the land (hectares).
 - Monthly or seasonal production output.
 - Number of workers (if any).
 - A short summary (1–2 pages) of your goals, challenges, and what support you're looking for in the program.
 - Templates can be provided upon request.

4. Proof of Residence

- Utility bill, municipal letter, or confirmation from a local authority.

5. Bank Account Confirmation Letter

- From your bank (not older than 3 months), for receiving any financial incentives or B2B transactions.

6. Photos or Videos of Farm (Optional but Recommended)

- 3–5 photos or a short video showcasing your farm operations.

Optional Supporting Documents (if available)

- **Farm Certification or Registration** (e.g., AgriSETA, Department of Agriculture)
 - **Invoice Samples or Sales Records** (if selling to markets or buyers)
 - **Cooperative Membership Certificate** (if part of a farmers' group)
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Application Process

The **Konke Kuyenzeka B2B Program** uses a **tiered shortlisting system** to ensure fairness, transparency, and alignment with the program's strategic goals. This system was designed in collaboration with the **DEI HUB Board of Directors** to prioritize applicants based on readiness, impact potential, and inclusivity.

Step-by-Step Process:

1. Submit Application Documents

- Complete the online form or email your documents (see list above).
- Applications must be submitted before the published deadline.

2. Initial Screening

- Our team will verify eligibility (age, residency, basic document completeness).
- Farmers who meet the minimum requirements will proceed to tier assessment.

3. Tier-Based Shortlisting Applicants are assessed and categorized into three tiers:

- **Tier 1: Priority Farmer (High Readiness & High Impact)**
 - ✓ Fully operational farm
 - ✓ Clear goals & business plan
 - ✓ Existing market access or buyer relationships
- **Tier 2: Development Farmer (Moderate Readiness)**
 - ✓ Actively farming but limited resources or access
 - ✓ Shows strong potential for growth
 - ✓ Needs targeted support & capacity-building
- **Tier 3: Aspiring Farmer (Early Stage/Startup)**
 - ✓ Limited experience or just starting
 - ✓ High potential but lacks structure
 - ✓ Will be placed in pre-incubation stream (training, mentorship)

Note: Placement in a tier does not affect your acceptance into the program — it determines the level and type of support you'll receive.

4. Virtual Interview / Site Visit (Optional)

- Some applicants may be invited for a short virtual call or physical site visit to confirm information and potential.

5. Selection & Onboarding

- Final selections made by the DEI HUB Program Team.
 - Successful applicants will receive onboarding information, training materials, and access to B2B tools.
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Outcomes and Impact

By joining the **Konke Kuyenzeka B2B Program**, you'll drive significant change for your farm and community:

- **For You:** Connect with reliable buyers, increase revenue through auctions, and gain skills to formalize and scale your business.
- **For Communities:** Support over 500 farmers in accessing consistent markets, creating jobs, and strengthening rural economies.
- **For Agriculture:** Contribute to a modernized, digitally connected sector that meets the demands of local and global markets.

The program's impact extends to improving food security, fostering innovation, and empowering township and rural farmers to thrive in the digital age.

Sustainability and Future Opportunities

The **Konke Kuyenzeka B2B Program** is designed for long-term success:

- **Ongoing Market Access:** Retain access to the OVICO marketplace for continuous buyer connections and sales.
- **Premium Features:** Opt into a subscription for advanced tools, such as market data analytics, priority auction listings, and enhanced buyer matching.
- **Farmer Network:** Join a growing community of program alumni for mentorship, collaboration, and access to new opportunities like export partnerships.
- **Expo and Funding Pathways:** Receive priority invitations to future expos and introductions to funding partners for sustained growth.

The program is sustained through partnerships with **DEI HUB**, **OVICO**, and **agricultural cooperatives**, ensuring scalability and support for participants.

Frequently Asked Questions (FAQs)

1. How long is the program cycle?

The program runs in cycles of **6 to 12 months**, depending on your assigned **tier**, as determined during the shortlisting process by our Board of Directors:

- **Tier 1:** High-potential farmers scaling into national markets (6 months).
- **Tier 2:** Active producers needing structured business support (9 months).
- **Tier 3:** Early-stage or emerging farmers (12 months).

Each cycle includes structured training, mentorship, live trading access, and progress milestones.

2. Do I need to be a large-scale farmer to join?

No. The program is **designed for small-scale farmers, cooperatives, and emerging agri-entrepreneurs**. Whether you grow on a small plot or manage a community garden, you're eligible if you are **actively producing** and committed to growth.

3. Do I need to have an existing farm to apply?

Not at all. You can apply if you:

- Are currently farming
- Have land and a clear plan to start
- Represent a farming group or cooperative

Applicants with operational farms may be prioritized for higher tiers.

4. How do virtual auctions work?

Our **Virtual Auctions** will be hosted through the **SINE-AI Consultant** on the DEI HUB platform. Here's how it works:

- Farmers or cooperatives list available produce or products.
- Verified entrepreneurs and businesses are invited to bid in real-time.
- The AI moderator handles pricing, live updates, and negotiation prompts using a **chat interface**.
- Winning bids are finalized digitally, and logistics are coordinated post-auction.

This digital auction helps you **sell faster, reach more buyers**, and increase earnings—all from your mobile phone.

5. What if I don't have internet access?

We've got you covered. While internet is recommended for full participation:

- **Offline guides and printed materials** will be available.
 - We'll partner with **local hubs, libraries, and municipalities** to create community access points.
 - SMS check-ins and tasks will also be used for farmers in deep rural zones.
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6. Are there costs to join?

No. The core program is **100% free**. This includes:

- Training & mentorship
- DEI HUB platform access
- Market linkages and listing on auctions

You only need a **smartphone and basic data**. **Premium tools** (e.g., brand design, custom logistics) may be optional for those interested.

7. Can cooperatives apply as a group?

Yes! Cooperatives are **strongly encouraged to apply**.

Only one representative needs to submit the application on behalf of the group. The form will include questions about:

- Group size
 - Crops or products
 - Production capacity
 - Shared goals or business plan
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8. What kind of support will I receive?

You'll gain access to:

- Masterclasses in farming, branding, and business
 - Sales & marketing strategy tools
 - Virtual auction opportunities
 - Mentorship from agribusiness experts
 - Tech resources like SINE-AI for guidance
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9. What kind of funding is available?

The program **does not give direct cash grants**, but we connect you to:

- Government-backed micro-loans
- NGO-led farming equipment schemes
- B2B partnerships for bulk purchasing
- Investors and agri-partners via demo days or auctions

Eligibility for funding is based on your **submitted business plan** and **participation performance**.

10. What happens after I complete the program?

Graduates are awarded a **Konke Kuyenzeka Completion Certificate**, and may be:

- Fast-tracked into new programs
 - Added to the DEI HUB's **trusted supplier network**
 - Invited to national agricultural expos and campaigns
 - Referred to funding or mentorship partners
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11. How will I know if I'm selected?

You'll be notified within **3 weeks of the deadline**. Selection is based on:

- Application responses
- Farming readiness and potential
- Tier criteria set by our Board of Directors

If selected, you'll be invited to onboarding and matched to your ideal development track.

Ready to Apply?

The **Konke Kuyenzeka B2B Program** is your opportunity to transform your farm into a digitally connected, profitable enterprise. By joining, you'll access markets, tools, and training to grow sustainably while contributing to South Africa's agricultural future. Don't miss your chance to be part of this innovative movement.

Apply Now: [Insert application link]

Contact Us: For queries, email **Mr Lungelo Zwide** on info@digitaleconomyhub.org

Together, let's cultivate opportunity and empower agriculture for generations to come. We look forward to welcoming you to the **Konke Kuyenzeka B2B Program**!