



# Pitch AgriHack 2021 – Winners Announcement

## Social Media Toolkit





# About Pitch AgriHack

Six youth-led agribusinesses showcasing market-ready innovations for African farmers won a share of the US\$45,000 Pitch AgriHack 2021 competition at the African Green Revolution Forum (AGRF).

The companies, which now have an opportunity to attract new investments via the AGRF Agribusiness Deal Room, were competing in three categories: Early-stage, Mature/Growth-stage, and Women-led.

The Pitch AgriHack competition, aimed exclusively at youth-led African businesses bringing technological innovation to the agriculture sector, is sponsored by Heifer International and hosted by Generation Africa, a thematic platform of the AGRF.

# Main Campaign Messages



## Campaign Hashtags

**For All Platforms:** #AgTech4EVA

**Instagram Tag Cloud:** #AgTech4EVA #FoodSystemsHero  
#FoodSystem #agriculture #farming #agribusiness #agritech  
#agtech #ict #iot #innovation #smarttechnology  
#climatesmartagriculture #sustainableagriculture  
#smartfarming #smartagriculture #agriculturemachinery  
#womeninagriculture #womenintech #femaleFounder  
#digitalentrepreneur #entrepreneurship #investment  
#funding #agritechstartup #startup #techstartup  
#africanstartup #africanbusiness #Africanentrepreneurs  
#africantech

Integrating youth and technology in the agricultural sector will transform the continent and create new jobs and income-generating opportunities for young Africans.

## Key Message

# Quick Links

Pitch AgriHack | <https://genafrika.org/pitchagrihack/>

Heifer International | <https://www.heifer.org/>

AGRF | <https://agrif.org/agrf2021>

Generation Africa | <https://genafrika.org>

**Follow Generation Africa and GoGettaz  
for updates on Pitch AgriHack 2021**

LinkedIn | <https://www.linkedin.com/company/generation-africa/>

Twitter | <https://twitter.com/GoGettazAfrica>

Facebook | <https://www.facebook.com/GoGettazAfrica>

Instagram | <https://www.instagram.com/gogettazafrika/>

YouTube | <https://www.youtube.com/channel/UClovYaVbbNVi-NPIsuPp55Q>

# Social Media Handles

*Please Note: Handles in the short-form sample posts, used to tag sponsors and organizers, are correct for Twitter. For other platforms, Kindly replace the tags with the relevant, correct social media handles listed here.*



@Heifer

@HeiferInternational

@HeiferInternational

@Heifer International



@TheAGRF

@the\_agrf

@TheAGRF

@African Green  
Revolution Forum -  
AGRF



@GoGettazAfrica

@gogettazafrika

@GoGettazAfrica

@Generation Africa



@AGRAAlliance

@agra\_alliance

@AGRAAlliance

@Alliance for a Green  
Revolution in Africa  
(AGRA)

# Social Content

## Winners' Announcement



Download Campaign Artwork and Promos here:

<https://drive.google.com/drive/folders/1stHgTYMS4ey44NxS9wcEAu6zx-A5Hrfu?usp=sharing>



[Twitter]

The Pitch AgriHack 2021 Finals are over. But for the winners the excitement is just beginning.

Find out who took home the 6 cash prizes in the official press release: [Link](#)

#AgTech4EVA

@TheAGRF @GoGettaAfrica @Heifer @AGRAAlliance



[Facebook, LinkedIn, Instagram]

The Pitch AgriHack 2021 Finals are over. But for the winners the excitement is just beginning.

Six exceptional tech-centred agribusinesses won funding to grow AND got unrestricted access to #AGRF2021 Agribusiness #DealRoom! We can't wait to see what they do with this opportunity.

Find out who took home the 6 cash prizes in the official press release: [Link](#)

#AgTech4EVA

The Pitch AgriHack competition, aimed exclusively at youth-led African businesses bringing technological innovation to the agriculture sector, is sponsored by @Heifer International

@TheAGRF @GoGettaAfrica @AGRAAlliance

# Social Content

## Winners Per Category



Download Artwork here:

<https://drive.google.com/drive/folders/1stHgTYMS4ey44NxS9wcEAu6zx-A5Hrfu?usp=sharing>



**Pitch AgriHack 2021 Winners**  
Category: Early-Stage Startups

👑 Winner: SAYeTECH, Ghana,  
<https://www.sayetech.io/>

🥈 Runner-up: Rural Farmers Hub, Nigeria,  
<https://ruralfarmershut.com/>

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@AGRAAlliance



**Pitch AgriHack 2021 Winners**  
Category: Mature/Growth-Stage Startups

👑 Winner: J-Palm, Liberia,  
<https://kernelfreshpremium.com/>

🥈 Runner-up: Farmcrowdy, Nigeria,  
<https://www.farmcrowdy.com/>

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@AGRAAlliance



**Pitch AgriHack 2021 Winners**  
Category: Women-led Agribusiness

👑 Winner: GrowAgric, Kenya,  
<https://growagric.com/>

🥈 Runner-up: Fresh-in-a-Box, Zimbabwe,  
<https://freshinabox.co.zw/>

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@AGRAAlliance

# Social Content

## Winners Per Category



Download Artwork here:

<https://drive.google.com/drive/folders/1stHgTYMS4ey44NxS9wcEAu6zx-A5Hrfu?usp=sharing>



### Pitch AgriHack 2021 Winners Category: Early-Stage Startups

🏆 Winner: SAYeTECH, Ghana,  
<https://www.sayetech.io/>

Jeffrey's company designs and manufactures climate-smart agricultural machinery that increases productivity of smallholder farmers.

🥈 Runner-up: Rural Farmers Hub, Nigeria,  
<https://ruralfarmershub.com/>  
Gabriel's company provides agricultural services with a core product, called Capture™, that uses agronomic, satellite, and weather data to help farmers boost productivity.

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### Pitch AgriHack 2021 Winners Category: Mature/Growth-Stage Startups

🏆 Winner: J-Palm, Liberia,  
<https://kernelfreshpremium.com/>

Mahmud's company has created innovative labour-saving technology for Liberia's smallholder farmers, helping them to produce wild palm oil more profitably and efficiently, while not contributing to deforestation or animal habitat destruction.

🥈 Runner-up: Farmcrowdy, Nigeria,  
<https://www.farmcrowdy.com/>  
Farmcrowdy has developed a technology ecosystem called Farmgate with various innovative software products, to help farmers maximize their output and increase their profits.

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### Pitch AgriHack 2021 Winners Category: Women-led Agribusiness

🏆 Winner: GrowAgric, Kenya, <https://growagric.com/>  
Ore's company provides a full technology end-to-end solution that optimizes the entire agriculture value chain, providing small and medium-scale farmers with training, marketing linkages and accessible working capital.

🥈 Runner-up: Fresh-in-a-Box, Zimbabwe, <https://freshinabox.co.zw/>  
Nomaliso's company offers an innovative e-commerce platform that connects smallholder and urban farmers of fresh local produce as well as other food products with customers locally and globally enabling payments to be made from anywhere in the world, an important feature linking diaspora family members with loved ones at home.

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# Contact

Email | [info@genafrika.org](mailto:info@genafrika.org)