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.**

**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.

**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.

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"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." 

[Source: SOWIT]

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**Year founded:**

2018

**Headquarters:**

Casablanca, Morocco

**Regional Scope:**

Operational in Africa

**Provider Type:**

Climate Risk Intelligence Provider