

Providing fertilizer as a service will reduce the barriers to usage faced by smallholder Kenyan farmers. Firstly, soil testing assesses farmers' unique soil nutrient deficiencies; following analysis, a custom-blended fertilizer is delivered to target their needs. The quantity of fertilizer delivered is determined by the size of the farmers' field to mitigate under- or over-application. Customers pay a monthly fee to purchase fertilizer, rather than an upfront cost; by distributing payments throughout the year, affordability is increased. A text-based SMS system is incorporated into the service to instruct users how and when to apply the fertilizer to the land.