



CASE STUDY

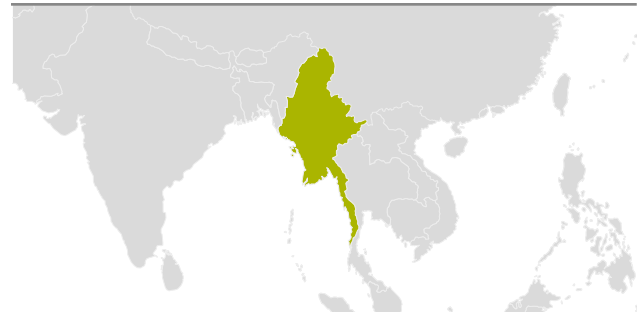
# Greenovator



Connecting smallholder farmers in Myanmar to agricultural information, inputs and markets

**FOUNDING YEAR**  
2015

**GEOGRAPHY**  
Myanmar



**FOUNDING TEAM**

Yin Yin Phyu | Co-Founder and Director of Operations  
Thein Soe Min | Co-Founder and Director of Innovation

**TWEET PITCH**

Greenovator connects farmers to information, experts, markets and agricultural inputs.

**WEBSITE**  
[www.mmgreenovator.com](http://www.mmgreenovator.com)



The agriculture sector in Myanmar grapples with an array of challenges. Agriculture yields are low, and farmers are among the poorest in the country even though the sector employs 60 per cent of the active population and accounts for 20 per cent of the country’s land.<sup>24</sup> By comparison, a farmer in Myanmar earns about \$1.80–\$2.50 per day in monsoon season compared to farmers who earn \$7.80 per day in the Philippines and \$10.00–\$16.50 per day in Thailand.<sup>25</sup> Part of the problem is an acute shortage of information on real-time market prices, agricultural and livestock best practices, produce buyers and input sellers. This information shortage prevents many farmers from rising above the poverty line.

In 2015, Greenovator launched a mobile app and web interface solution called Green Way to address some of these challenges. Green Way reduces farmers’ dependency on Myanmar’s weak agricultural extension service.<sup>26</sup> The platform equips farmers with information to improve operations and increase yields. It provides farmers with up-to-date information on the weather and real-time market prices. Farmers on the platform can interact with one another and with agricultural experts. The platform also enables farmers to source inputs and sell produce efficiently, while offering input sellers ample data to project demand for inputs. As of September 2019, the agriculture start-up had onboarded 39,628 farmers, increasing the total user base to just over 152,234.

24. GSMA (2019), *Ecosystem Accelerator Innovation Fund Start-Up Portfolio*.

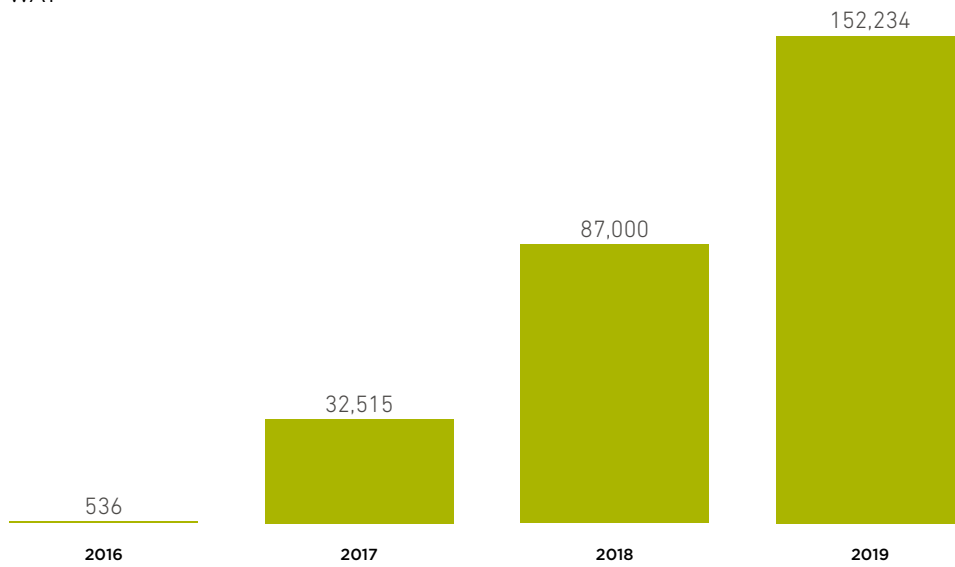
25. Eurocham Myanmar (2018), *Agriculture Guide 2018*.

26. “Extension” is a service or system that assists farmers with education and information to improve farming methods and techniques, increase productivity and production efficiency, increase incomes and standards of living and improve social status and educational standards.



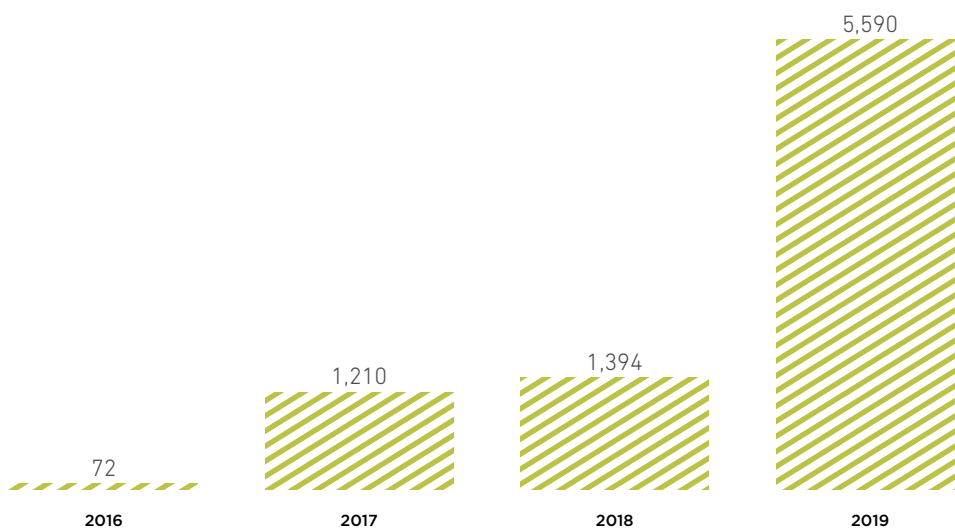
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**GREENOVATOR**  
REGISTERED FARMERS  
ON GREEN WAY



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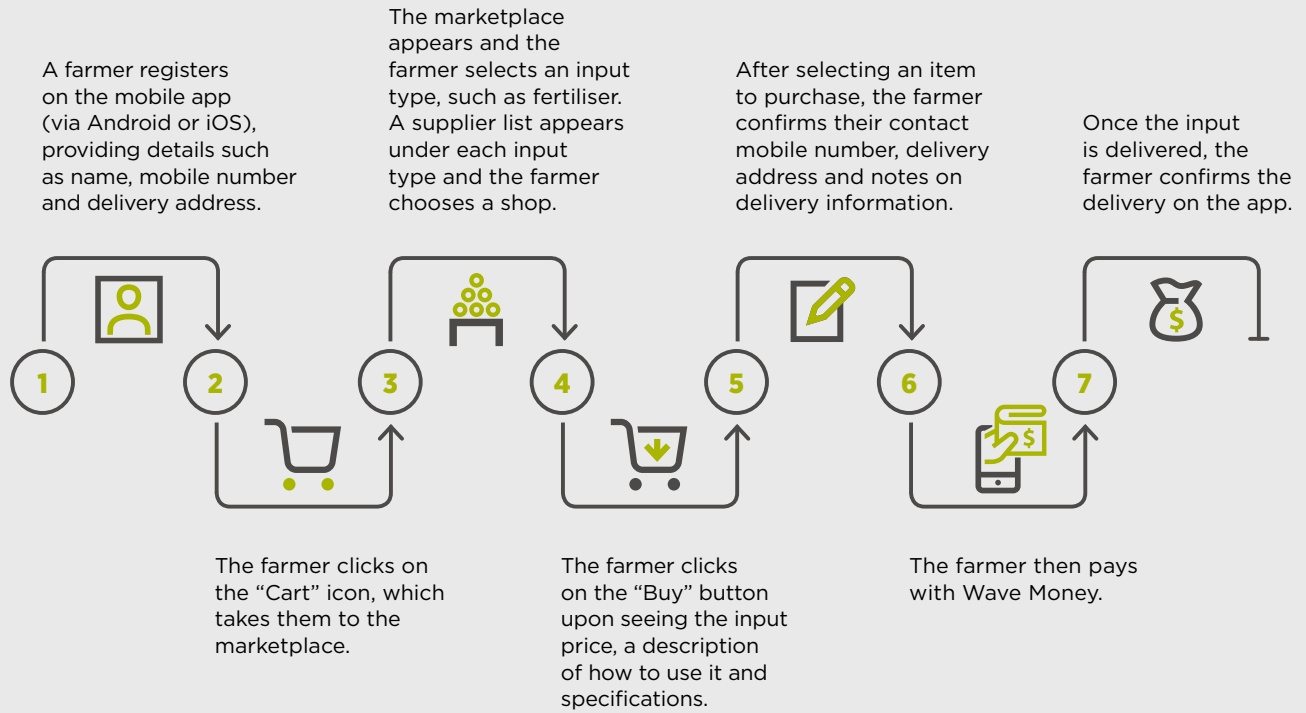
**GREENOVATOR**  
DAILY ACTIVE USERS  
ON GREEN WAY



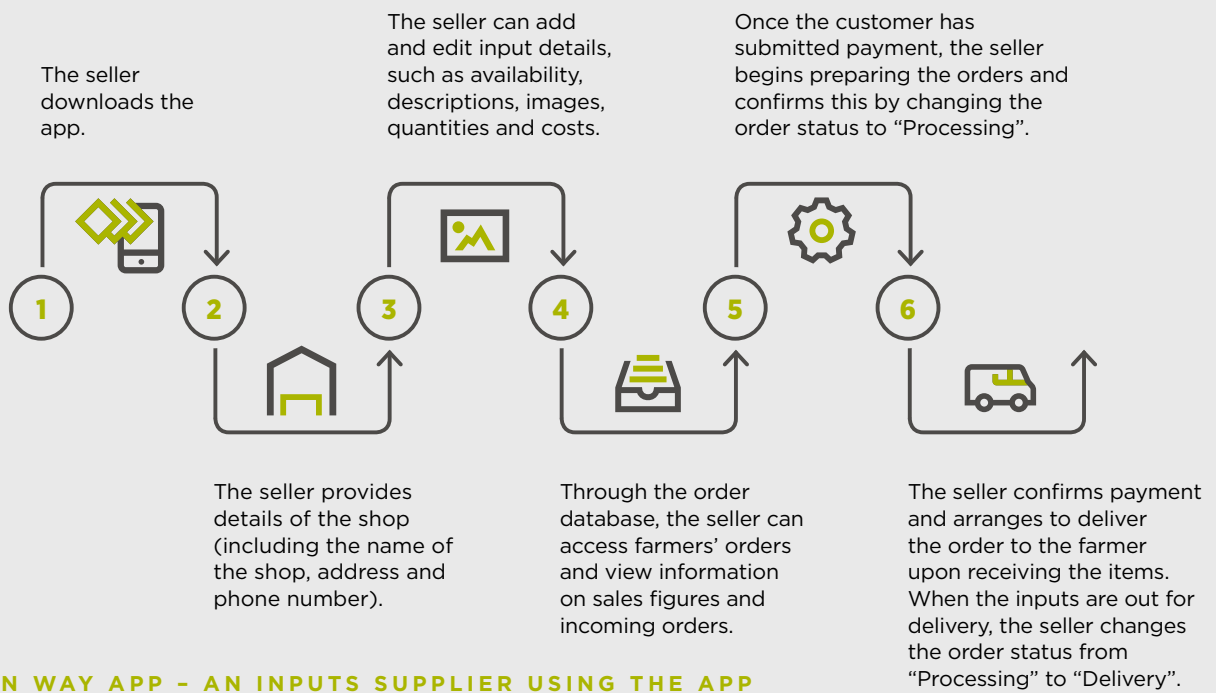


# How the service works

The Green Way app has a marketplace function that connects farmers to input sellers and produce buyers. This is how farmers and input sellers interact through the app:



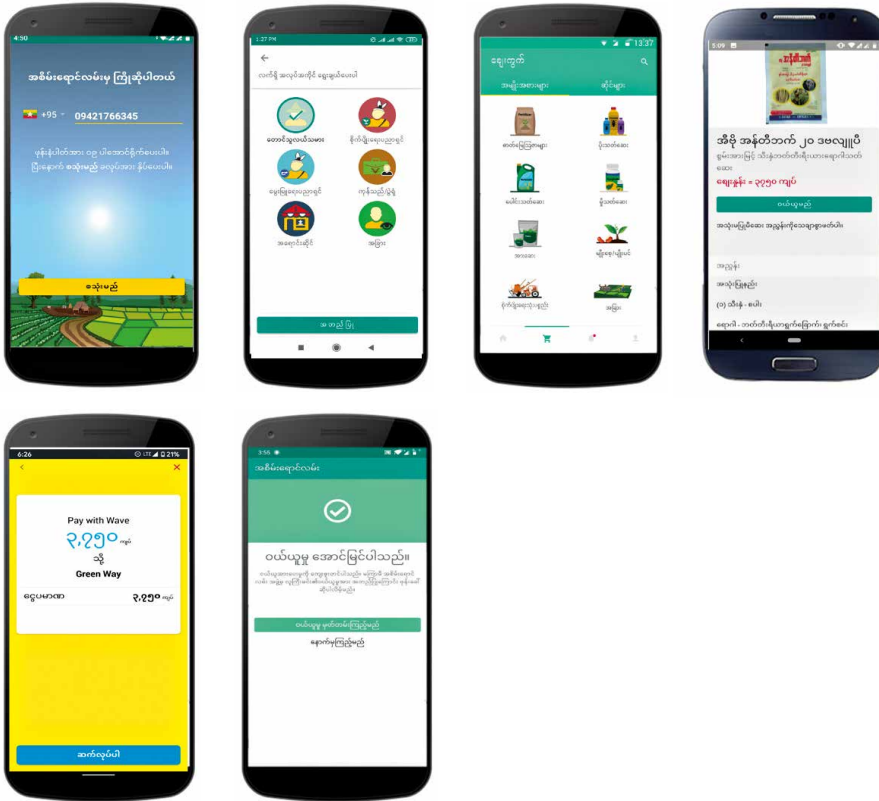
## GREEN WAY APP - A FARMER USING THE APP TO BUY AGRICULTURAL INPUTS



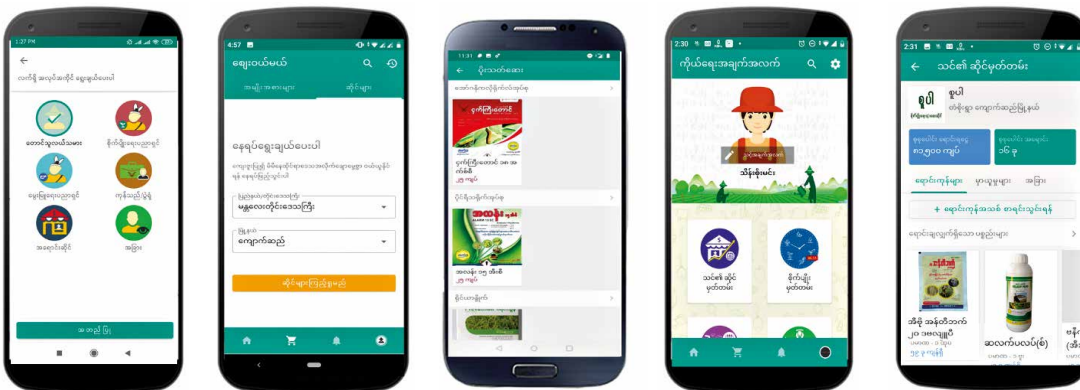
## GREEN WAY APP - AN INPUTS SUPPLIER USING THE APP TO SELL AGRICULTURAL INPUTS



GREEN WAY APP - A FARMER USING THE APP TO BUY AGRICULTURAL INPUTS



GREEN WAY APP - AN INPUTS SUPPLIER USING THE APP TO SELL AGRICULTURAL INPUTS





## Working with mobile operators

In early 2019, Greenovator signed a partnership with Wave Money, enabling Green Way farmers to make mobile money payments through the app. Wave Money is a joint venture between Telenor and Yoma Bank in Myanmar that aims to provide accessible, safe and convenient mobile financial services, either

through a nationwide agent network or via a Wave account on customers' phones. Since Wave Money is part of Telenor Group, Green Way farmers and sellers can rely on the established trust and brand equity of Telenor and Yoma Bank.



*As part of our commitment to increase financial inclusion and provide a fairer future for people in Myanmar, Wave Money is delighted to be partnering with Green Way to support efforts towards delivering a higher quality of life with cashless payment options for farmers in Myanmar. Through this partnership, we aim to enable a fast and secure mobile payment system to provide easy and accessible agricultural products at convenience to all farmers in Myanmar wherever they are - either through our mobile application, WavePay, or through our distribution network of over 49,000 agents in Myanmar.*



**Brad Jones, CEO, Wave Money**



## Changing lives



Crops cannot be guaranteed and markets are often fickle when a farmer is ready to sell. These uncertainties perpetuate poverty and stifle economic growth. Lack of knowledge and understanding of farming techniques also contributes to poverty as it reduces yields and productivity. The ability to access information on the Green Way app helps farmers increase yields, produce healthier and more valuable harvests and bypass exploitative middlemen.



Green Way provides farmers with information and qualified technical assistance. The data-driven app collects farming information, analyses the data and suggests the right crops to grow in the right season. Access to information and agricultural expertise helps farmers expand and improve their farms, yields and revenues, and contributes to higher agricultural production and food security.

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*The main benefit [of Green Way] for us is that it saves time because we do not need to go to the town to buy pesticides. We can also check pest and disease problems with the technicians directly from the questions and answers section so that we can prevent the wrong purchase of pesticides for our farm, which also results in the effective usage of and saving cost.*



**Ko Thant Zin Win, farmer, Myin Kyin Village, Shwe Bo Township**

*This platform is very convenient for us since our farming activities are unpredictable and we need to be ready always for pest and disease infestation, natural disasters and so on. By using this platform, we can order agricultural inputs that we need and use them timely and effectively.*



**Ko Naing Than Win, farmer, Yebawlay Village, Kyauk Se Township**

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## Working with the GSMA Ecosystem Accelerator

Greenovator received a grant from the [GSMA Ecosystem Accelerator Innovation Fund](#) in November 2018 to develop a marketplace service that provides farmers with information on agricultural inputs and outputs. The service is also expected to help reduce costs and increase incomes for farmers in Myanmar. Greenovator has developed its Green Way app through the support of the Ecosystem Accelerator programme.

By the end of the grant in December 2019, Greenovator reached an additional 110,028 farmers through its mobile app. In addition to funding, the GSMA will continue to support Greenovator to deepen its relationship with local mobile operators in Myanmar.