

## Excellence in Agronomy 2030

### Use Case term sheets

May 2021

#### I. Introduction

The Excellence in Agronomy 2030 (EiA 2030) Initiative aims at developing and delivering agronomy at scale solutions based on demand from scaling partners. Such demand is then formulated and operationalized around **Use Cases**.

This term is derived from software/systems engineering and in the context of EiA 2030, a Use Case has the following **components and characteristics**: (i) An active scaling partner (public or private) with an active scaling network, reaching many tens of thousands of smallholder farming households; (ii) A defined zone of influence, defined in geographical, agricultural value chains, and farming systems terms; (iii) A well-described agronomy product, including technical content and end-user profiles (e.g., insurance experts, extension agents, farmers themselves); (iv) Participation of key service providers who will facilitate the uptake of above solution (e.g., in the case of fertilizer recommendations, engagement of agro-dealers or credit systems will be key to the scaling success of such solution); (v) Agreement on a co-creation process with the demand partner in relation to the technical content, user interface/experience; and (vi) Development of a turnkey version of the solution generated, made accessible to other demand partners interested in this solution.

A generic **Use Case development workflow** is generated during the EiA 2030 Incubation Phase (see Table under section II.2 below) from identification of the demand over the development and validation of a Minimum Viable Product (MVP)<sup>1</sup> towards the development of a 'turn-key solution' available to other interested parties.

Key in developing Use Cases is clarity on the **roles and responsibilities** of the demand partner and EiA 2030 in the context of a solution co-creation process. A related document presents the general description of the Use Case and the context in which this is operating (see [\[add link\]](#)).

This document presents **term sheets** that would guide the development of Use Cases and form the basis for specific work plans.

---

<sup>1</sup> A minimum viable product (MVP) is a concept from Lean Startup that stresses the impact of learning in new product development. An MVP can be defined as that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort. This validated learning comes in the form of whether your customers will actually purchase your product. A key premise behind the idea of MVP is that you produce an actual product (which may be no more than a landing page, or a service with an appearance of automation, but which is fully manual behind the scenes) that you can offer to customers and observe their actual behavior with the product or service.

## II. Term sheets for cooperation with EiA

### II.1. Objectives of the cooperation

<b>Overall objective:</b>	<b>Create partnership to develop and deliver agronomy solutions based on demand from partners</b>
<b>Specific objectives:</b>	<b>Agree with extension agents and woreda decision makers on a co-creation process and development of a smartphone-enabled fertilizer management decision support tool and fertilizer recommendation domain maps</b>

### II.2. Roles and responsibilities

<b>Step in the generic Use Case Workflow</b>	<b>Roles and responsibilities for the demand partner</b>	<b>Roles and responsibilities for EiA 2030</b>
1. Agree on core partnership, assembled around the demand partner, including CGIAR, NARS, Extension service providers, D4AG, etc	Extension agents will reach at least 20,000 farmers in the incubation phase and 100-500K in the scaling phase with appropriate and context-specific fertilizer recommendations.	Identification of demand for the development of MVP.
2. Develop the MVP around the demand, including aspects of user group, target area, farming system, information, format, gender dimensions	Engagement of extension agents and woreda decision makers and agree on the contents and target areas and farming systems.	identify the architecture for information delivery for targeted contents./demands
3a. Decide on the required data (e.g., plot, remote sensing), to prototype the MVP and check their availability/ access; gather and/or collect new data	NARS provide crop response data and co-design fertilizer response trials to collect new data	Assemble, clean and organize crop response data in various farming systems and collect gap filling data
3b. Decide on the required tools (e.g., analytics, modelling) to prototype the MVP and check their availability/ access; gather and/or collect new tools		Review available decision tools. Identify and develop analytical methodologies and algorithms
4a. Develop a prototype (V0) of the MVP, while engaging with the user groups to ensure alignment	Partners engage to share experiences and feedbacks on site specific fertilizer management	Develop decision trees or fertilizer response tools
4b. Obtain commitment from the client/partner to validate the prototype (V0) of the MVP	Partners agree to implement validation trials	
5a. EiA 2030 validates the prototype MVP with the user groups on technical aspects; gather sex-disagg. feedback via validation approaches	Extension agents and researchers provide feedback on performance of landscape specific fertilizer recommendation decision tools against the local extension	Co-develop mobile app and GIS based recommendation domains and provide logistical and technical support to

	recommendation and collect data on agronomic practices	partners and avail data collection tools
5b. Partners validate the prototype MVP with user groups under real conditions, on architectural aspects (UX – user experience); gather feedback (sex-disagg.)	Extension agents and researchers provide feedback on the use and effectiveness of mobile app and recommendation domain map by collecting the experiences on tool applications	Co-develop mobile app and GIS based recommendation domains and provide logistical and technical support to partners and avail data collection tools
6. Pilot the MVP with farmers/farmer groups/other ultimate beneficiaries and activate feedback loops from their use	Extension agents and woreda decision makers engage in the feedback loop and monitor	Monitor change in practices and develop protocols to improve decision tools
7. Develop a ready-to-scale version (VF) of the MVP, and hand-over to the client and other interested users	Enable scaling mechanisms in the structure of the government extension system	Develop communication materials and easy to use guidelines as well as build capacity of user groups – extension agents, subject matter specialists and decision makers

### II.3. Contributions by partners

Contribution	Demand partner	EiA 2030	Joint
EA services	In-kind	Fund	

### II.4. Engagement of third-party organizations

Party	Role	Engagement model
NARS	Co-creation	Partnership
GIZ-ISFM	Co-funding	Partnership
ATA	Co-funding	Partnership
Cooperatives/Unions	Facilitate input -output supply chains	Value chain alliance

### II.5. Data management and IP

Data management	
Agreements:	Parties shall act in accordance with CGIAR Open Access and Data Management Policy
Intellectual property	
Agreements:	The Parties shall manage all intellectual assets and/or intellectual property rights in consistence with the CGIAR Principles on the Management of Intellectual Assets