



# Agribusiness Startup Partner

**Application deadline:** December 27, 2024 (See “How to Apply” below for more details)

Join us to drive commercial success with purpose. Akeyo is building a business to empower smallholder farmers with innovative, affordable solutions. We’re seeking a Start-up Business Partner to lead our operations in Uganda, combining entrepreneurial vision and focus on sales with hands-on execution. The Start-up Business Partner will be a driving force in the business, and comes with a competitive salary and the perspective to become co-founder and co-owner of the Ugandan business.

## What is Akeyo?

Akeyo is a social start-up with a mission to empower farmers by providing affordable access to advisory services, equipment, inputs, and market linkages. We offer equipment and video-based training to farmers on a fee-for-service basis. Our goal is to transform rural communities at scale by revolutionizing how agricultural advisory services are delivered. Since our launch in May 2024, we have demonstrated the feasibility of our model and begun selling to farmers and agents. In 2025, our focus will shift to building traction before scaling operations. Our end clients are smallholder farmers who, either individually or through savings groups, purchase products, watch training videos, and join savings initiatives. Direct customers include agents serving farmers and distributors. Akeyo delivers value to both groups.

## What will you do?

The Start-up Business Partner will drive Akeyo’s growth in Uganda. This entrepreneurial role offers significant opportunities to shape the company’s direction. The ultimate goal is to achieve commercial success while creating positive social impact.

Key responsibilities include:

- **Sales, delivery, and feedback:** Set up and manage the delivery and sales of products and videos to agents and farmers. Collect customer feedback to continuously improve and innovate.
- **Partnerships:** Develop relationships with suppliers, farmer organizations, and donors. Support global fundraising efforts and lead local fundraising initiatives, including drafting plans and budgets.
- **Team Leadership:** Motivate and guide the team, including rural agents. Set clear targets, build frameworks for staff, and create incentive structures for agents.
- **Operational Leadership:** Develop systems to support business operations, such as supplier agreements, logistics, data management, and workshop facilitation.

## What we are looking for

The following is our preferred list of competencies and qualifications, but the perfect candidate does not exist. Women are particularly encouraged to apply.

## Competencies

- Entrepreneurial spirit with leadership, problem-solving, adaptability, and strategic thinking skills.
- Strong commercial orientation, with sales experience as a significant advantage.
- High energy and initiative, with the ability to inspire others.
- Excellent presentation and communication skills.
- High level of integrity.
- Knowledge of the agricultural sector and smallholder farming.
- Interest in using data and technology for decision-making and planning.
- Full-time commitment to Akeyo.
- Fluency in English (spoken and written). Proficiency in Luganda is a plus.

## Qualifications

Some of the qualifications we look for are:

- Education in business, agronomy, marketing or related field.
- Experience in running a business, either as a business owner or with close contact to the management of business.
- Experience in agriculture, either farming or small-scale processing.
- Ability to understand finances, including budgets and basic accounts.
- Familiarity with Google Docs, Google Sheets or MS Excel, MS Word.
- Knowledge of one or more of the following methods, tools and concepts is an advantage: VSLA, SILC, SAVIX, Kobo Collect, AccessAgriculture videos, hermetic bags, organic inputs, agroecology, value chains finance and markets.

The position is based in Kampala with frequent travel to the field (1-2 weeks per month).

## What we offer

- The opportunity to join a funded start-up with the ambition to develop a scalable model for supporting farmers commercially.
- High degree of trust and independence. Ability to shape the future of the company and your own work.
- Potential to grow in the role and the perspective of becoming a co-founder if collaboration and performance is excellent. Targets include successful prototype development, traction on demand, and revenue.
- Gross salary of 5-7,000,000 UGX depending on prior experience.

## How to apply

[Please fill in this form to upload your CV to show your interest in the role.](#) The deadline for submission of the form is Dec 27 the latest. Applications are assessed on a rolling basis. Women are particularly encouraged to apply. More information about Akeyo can be found at [www.akeyoafrica.com](http://www.akeyoafrica.com).