



# PARTNERSHIPS INCUBATOR

## PARTNER READINESS SNAPSHOT

# AGRICENTRIC VENTURES

## BUILDING PAST PERFORMANCE QUALIFICATIONS

### ORGANIZATION'S MISSION

Founded in 2019, AgriCentric Ventures was created to strengthen the capacity of smallholder farmers and rural farming communities in Ghana, with the ultimate goal of enabling farmers to diversify their income sources and increase revenues.

### ORGANIZATION TYPE

For-profit

### COUNTRY

Ghana

### CONTACT

Gideon Nyamesen, Founder and CEO  
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*“[The Partnerships Incubator] encouraged us to bring in government partners for the AgriSistas project. Through coaching and direct involvement in our introductory meetings with several government agencies, the Incubator played a significant role in helping us to secure these partnerships.”*

—GIDEON NYAMESEN, FOUNDER AND CEO, AGRICENTRIC VENTURES

### THE PROBLEM

AgriCentric Ventures (AgriCentric), an agricultural start-up company based in Ghana, lacked the demonstrated past performance necessary to join proposal consortiums and to be competitive for USAID awards. An organization seeking to partner with USAID must be able to showcase its technical expertise, stakeholder networks, and on-the-ground implementation experience as aligned to the goals and priorities stated in a Mission's Country Development Cooperation Strategy (CDCS). In view of this, AgriCentric faced two challenges: how to build its evidence of past performance in the near term and how to communicate its capabilities and impact in a compelling way.

### THE SOLUTION

The Partnerships Incubator team focused on AgriCentric's competencies which were most critical for USAID partnership consideration. Together they reviewed USAID Ghana's CDCS with an eye toward identifying synergies between the Mission's priorities and AgriCentric's capabilities, value proposition, and planned activities.

The Incubator suggested AgriCentric's AgriSistas/AgriYouth Project would be highly relevant to pursue for purposes of building evidence for implementation and impact. This initiative develops vertical planting systems to grow organic crops such as herbs, spices, vegetables, and root tubers for year-round production. This initiative would provide employment opportunities by training young women and unemployed youth, particularly in setting up these vertical planting systems. The project is comprehensive; it includes forming a network for crop marketing and distribution to hotels, markets, restaurants, and processing companies.

AgriCentric needed the support of village leaders and chiefs and government partners for implementation of this initiative. Through preparation, mentoring and lending credibility, the Incubator team helped Gideon Nyamesen, AgriCentric's founder, in joint-meetings with potential government partners who could fill highly valuable implementation roles.

### OUTCOMES

Through the Incubator's direct support, AgriCentric prepared a new corporate capabilities statement to use for future USAID funding opportunities. It successfully established contact with local community and village leaders and, most notably, AgriCentric established relationships with vital government partners in Ghana. AgriCentric's AgriSistas/AgriYouth Project is now receiving critical government support—personnel from the Department of Food and Agriculture are providing direct technical support; the Municipal Planning Department is serving as a monitoring, evaluation, and learning partner; and the Youth Employment Agency deployed extension officers to support implementation, assisting AgriCentric in communities that have a high rate of youth unemployment.