

CATHOLIC PROJECT FUND · STAKEHOLDER PROPOSAL

African Agricultural AI & Drone Initiative

AAADI

Empowering 5 Million Farmers Across Africa Through AI, Drones, Education, and Connectivity

An Initiative of the Catholic Project Fund · July 2026



What We Will Cover

- › The Opportunity
- › Program Goals
- › The Farmer Package
- › Technology Ecosystem
- › Theory of Change
- › Implementation Roadmap
- › Governance & Leadership
- › Financial Model
- › Fundraising & Sponsorship
- › Risk Management
- › Monitoring & Impact
- › Sustainability & Vision
- › Africa Deployment
- › Call to Action

Executive Summary

A twenty-four-month, \$8,125,000,000 initiative sponsored by the Catholic Project Fund to turn 5 million smallholder farmers across eight African countries into higher-yield agricultural entrepreneurs — with hardware, connectivity, AI, drones, payments, and visualization intelligence bundled into a single \$1,625 package per farmer.

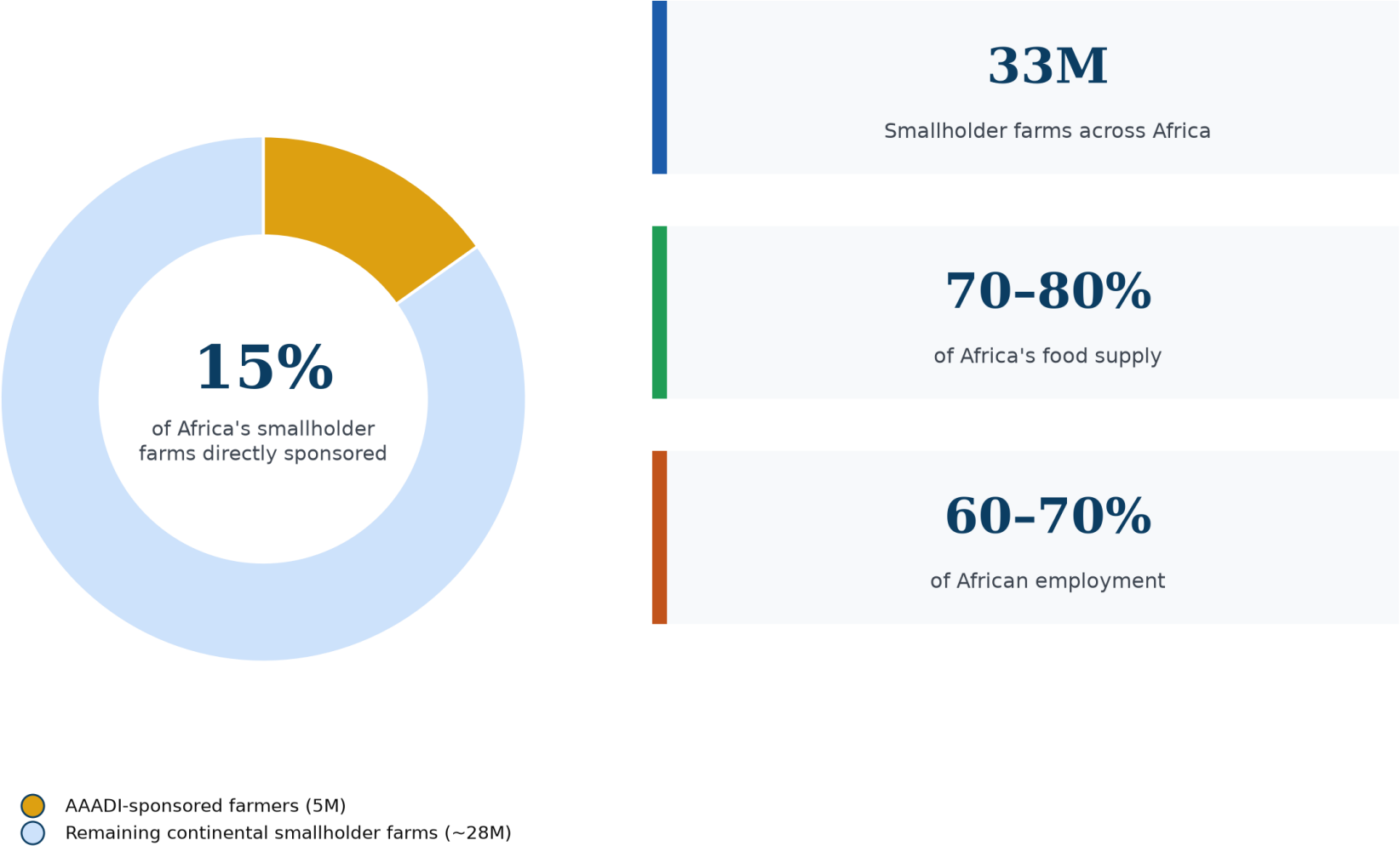


- › Five integrated platforms — Jozie AI, Aero Ghost, SCM Financials, Beezifi, YouLabs — give every farmer a full precision-agriculture infrastructure
- › A disciplined 24-month, two-wave roadmap moves from governance through deployment, curriculum, and a Month-24 continental harvest showcase
- › Five sponsorship tiers scale from \$1,625 (one farmer) to \$812,500,000 (500,000 farmers, Global Partner)

The Scale of the Opportunity

AAADI's Reach Within Africa's Smallholder Agriculture Sector

Illustrative continental context — precise individual farmer counts are difficult to quantify given widespread informal and subsistence farming



The Opportunity

- › Africa's ~33 million smallholder farms produce 70–80% of the continent's food supply and employ 60–70% of its workforce
- › Agriculture employs roughly half to two-thirds of the workforce across AAADI's eight countries, dominated by 1-2 hectare smallholder farms
- › 1 in 3 smallholder households lacks reliable connectivity
- › Extension-officer-to-farmer ratios often exceed 1-to-1,000
- › AI and precision drones have collapsed the cost of commercial-grade farming — but only for those with the device, connectivity, and training
- › Blanket input-subsidy programs consistently underperform: inputs are routinely over-applied, under-applied, or resold informally without agronomic guidance

Program Goals

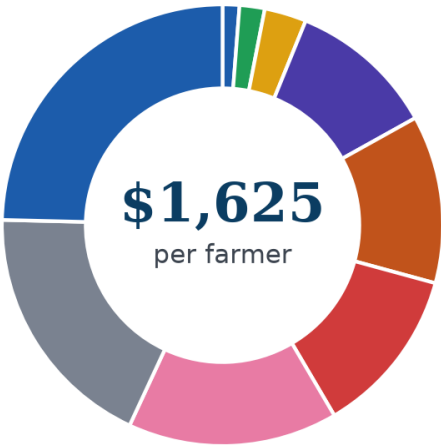
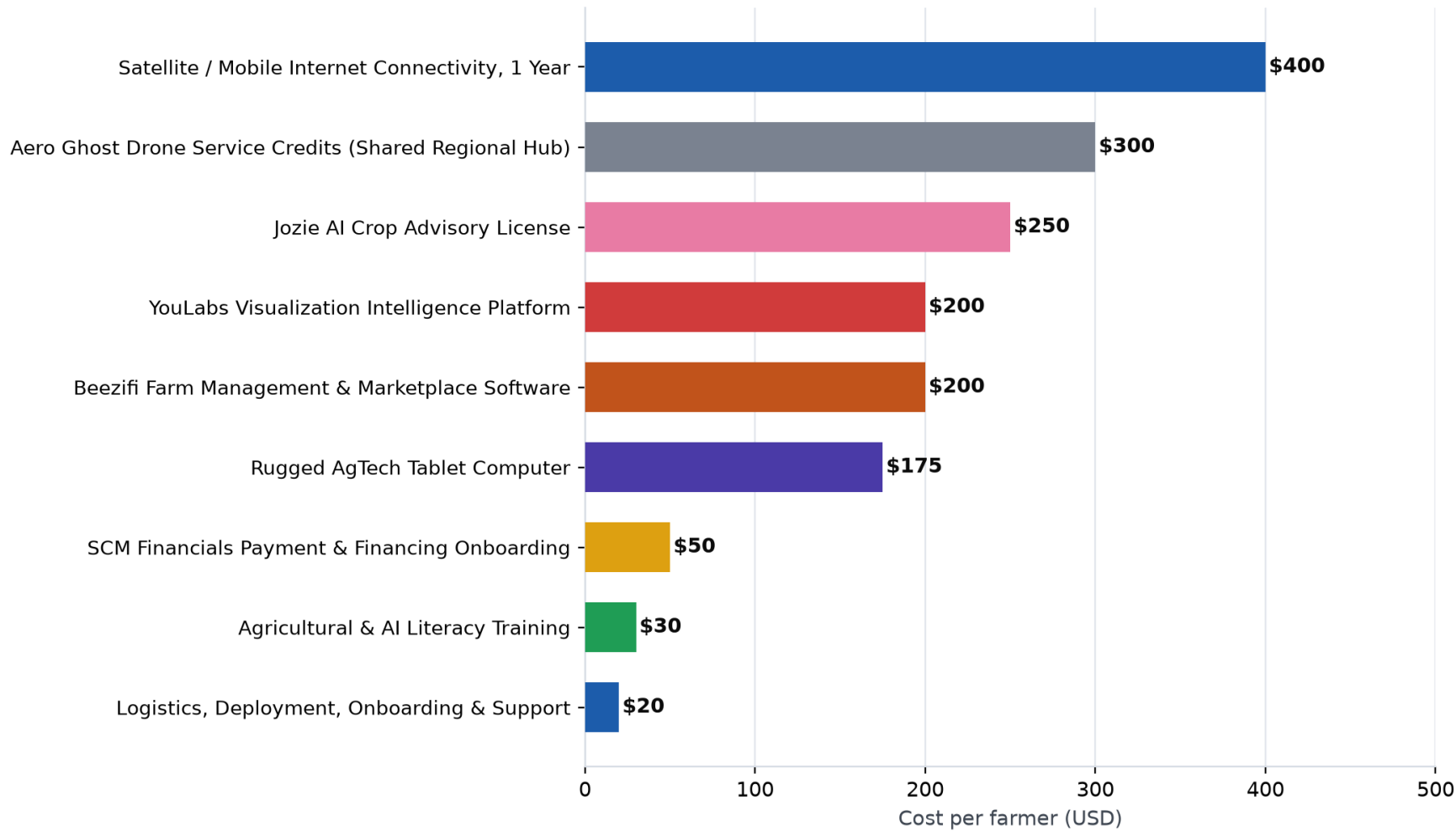
\$8,125,000,000 — 5,000,000 farmers × \$1,625. One transparent unit economic model.

Total funds raised	\$8,125,000,000
Farmers sponsored	5,000,000
Countries reached	8
Program duration	24 months
Drone service coverage	≥ 1.5M ha
Farmers with recorded yield increase	≥ 3.9M (78%)

The Farmer Package

Farmer Sponsorship Package — \$1,625 Investment

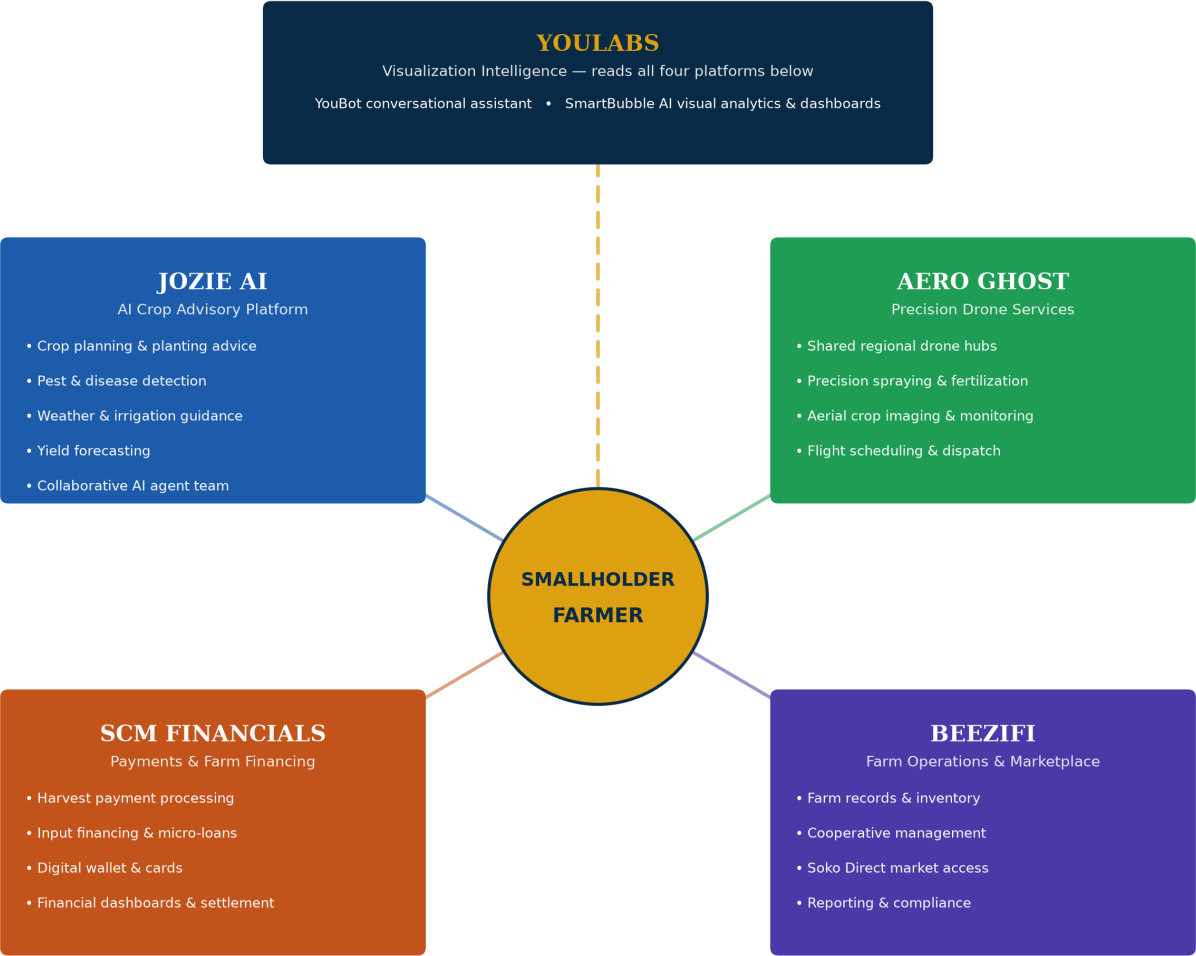
Hardware, connectivity, AI, drone services, and training bundled per sponsored farmer



The AAADI Technology Ecosystem

AAADI Technology Ecosystem

Five integrated platforms turn one tablet into a complete precision-farming toolkit



Jozie AI — The AI Crop Advisory Platform

- › Crop planning, pest & disease detection, weather & irrigation guidance
- › Yield forecasting, market price advisory, financial planning
- › Assistants collaborate as one coordinated AI advisory team

Jozie AI — A Collaborative AI Advisory Team



Each assistant specializes in one function; Jozie orchestrates them as a single always-on advisory team so a farmer can plan, protect, and sell a crop at once.

Aero Ghost — Precision Drone Services

- › Shared regional drone hubs, dispatched on demand
- › Precision spraying, fertilization & aerial crop monitoring
- › Brings commercial-grade precision agriculture to smallholder economics

SCM Financials — Payments & Farm Financing

- › Merchant onboarding built for first-time rural micro-merchants
- › Harvest payment processing and input financing
- › Digital wallets and financial dashboards

Beezifi — Farm Operations & Marketplace

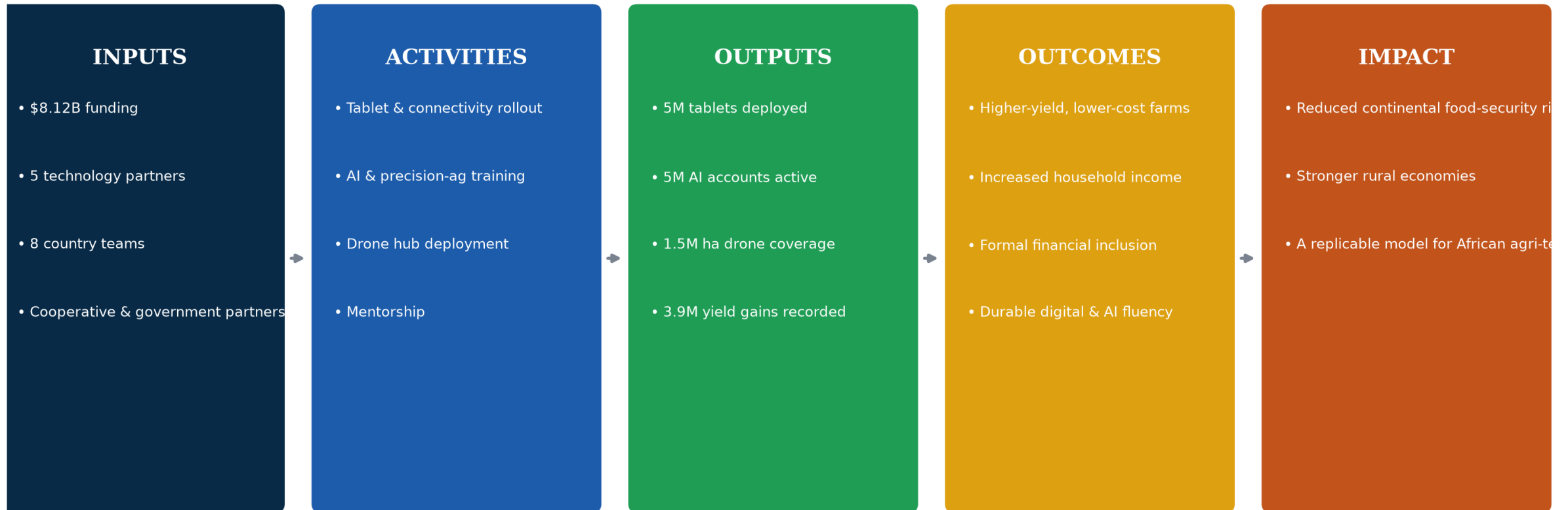
- › Farm records, inventory & cooperative management
- › Soko Direct marketplace — direct-to-buyer produce sales
- › The operating backbone that keeps a farm organized and connected to market

YouLabs — Visualization Intelligence Platform

- › YouBot — plain-language conversational assistant over all four other platforms
- › SmartBubble AI — visual dashboards and cross-platform analytics
- › Reads data rather than owning it — the same facts, rendered for farmers, Country Directors, and sponsors

Theory of Change

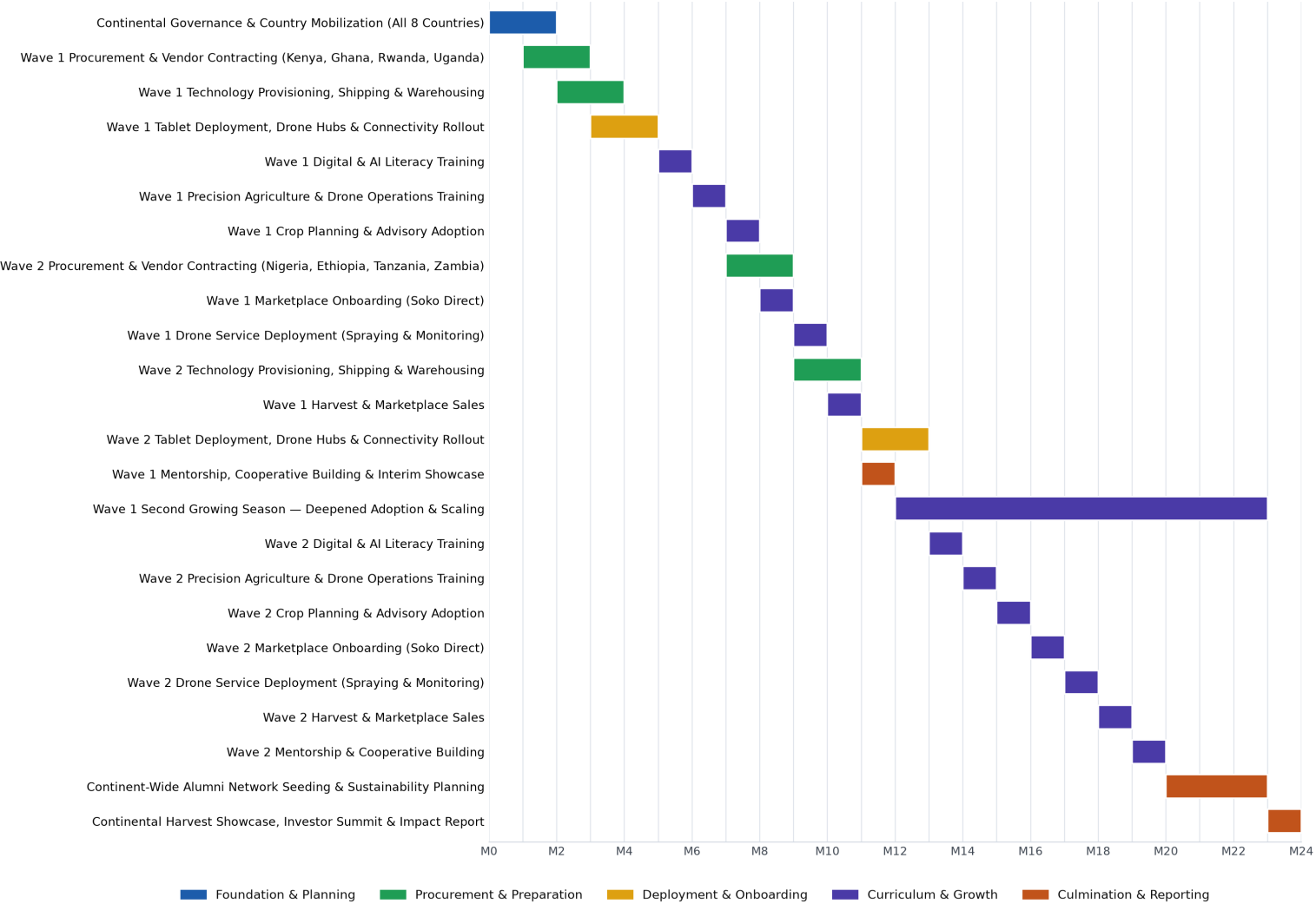
AAADI Theory of Change



24-Month Implementation Roadmap

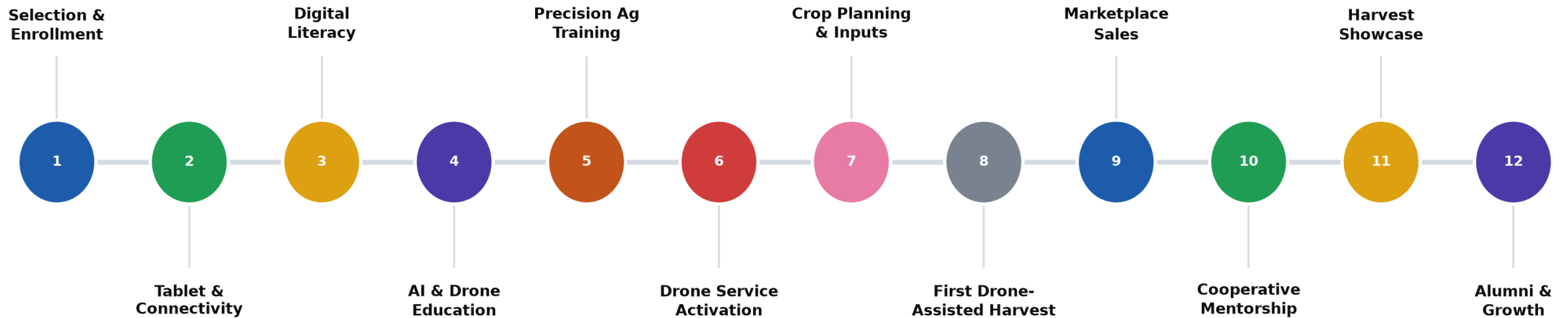
AAADI 24-Month, Two-Wave Implementation Roadmap

Program launch through continental harvest showcase, investor summit, and impact reporting



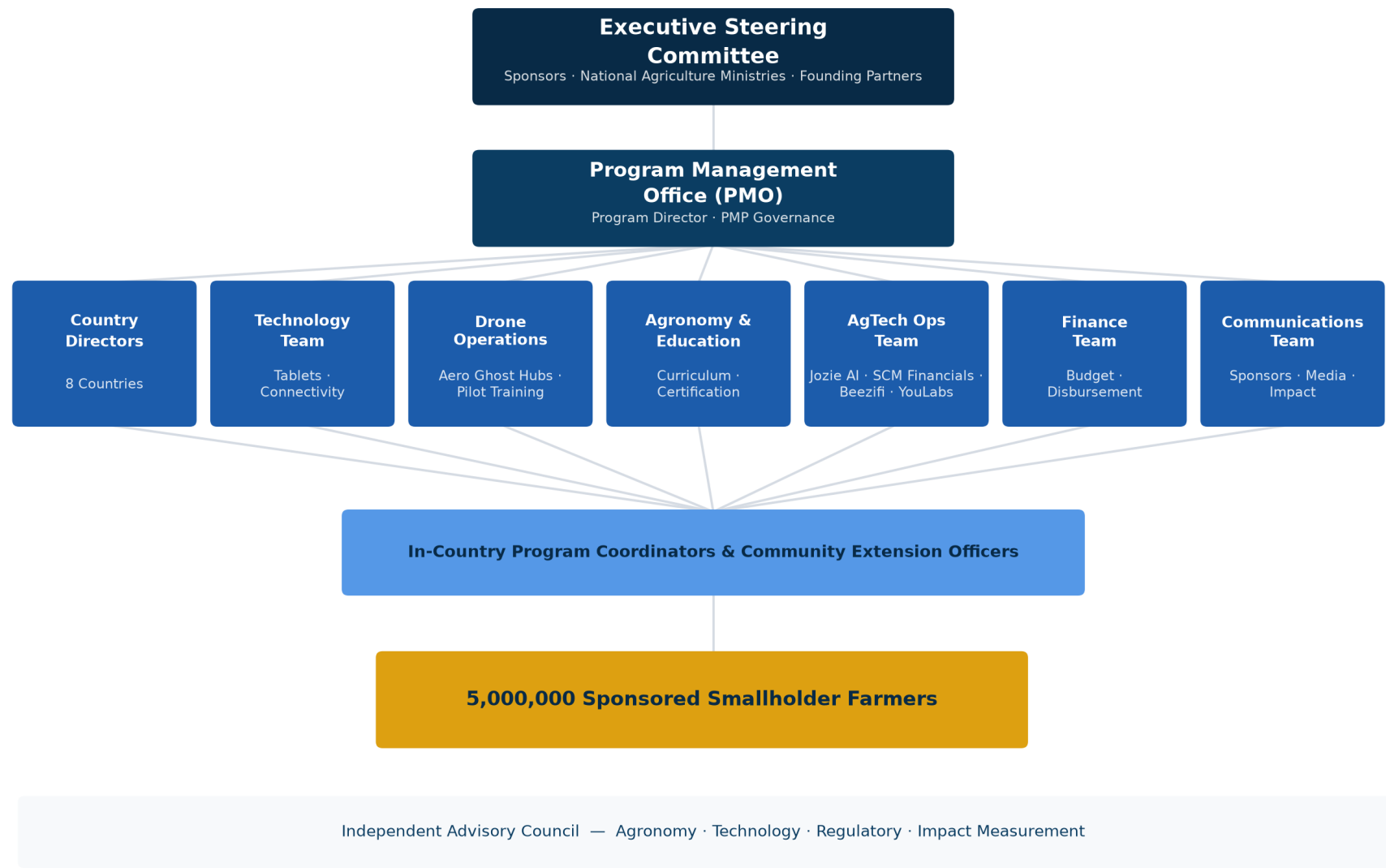
The Farmer Journey

The Farmer Journey — 12 Months From Enrollment to Alumni, Per Wave



Governance & Organizational Structure

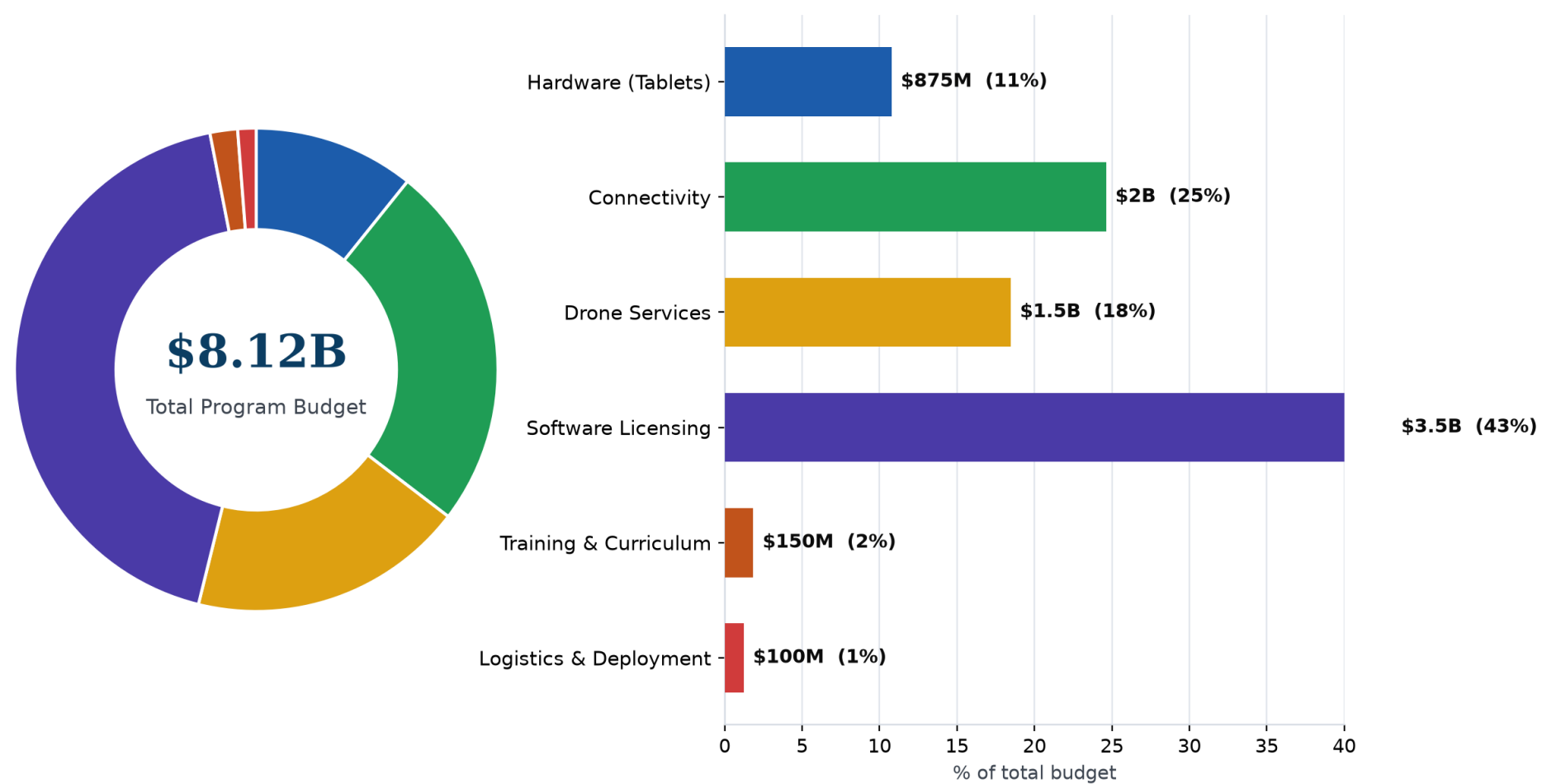
AAADI Governance & Organizational Structure



Program Budget — \$8,125,000,000

Program Budget Allocation — \$8.12B

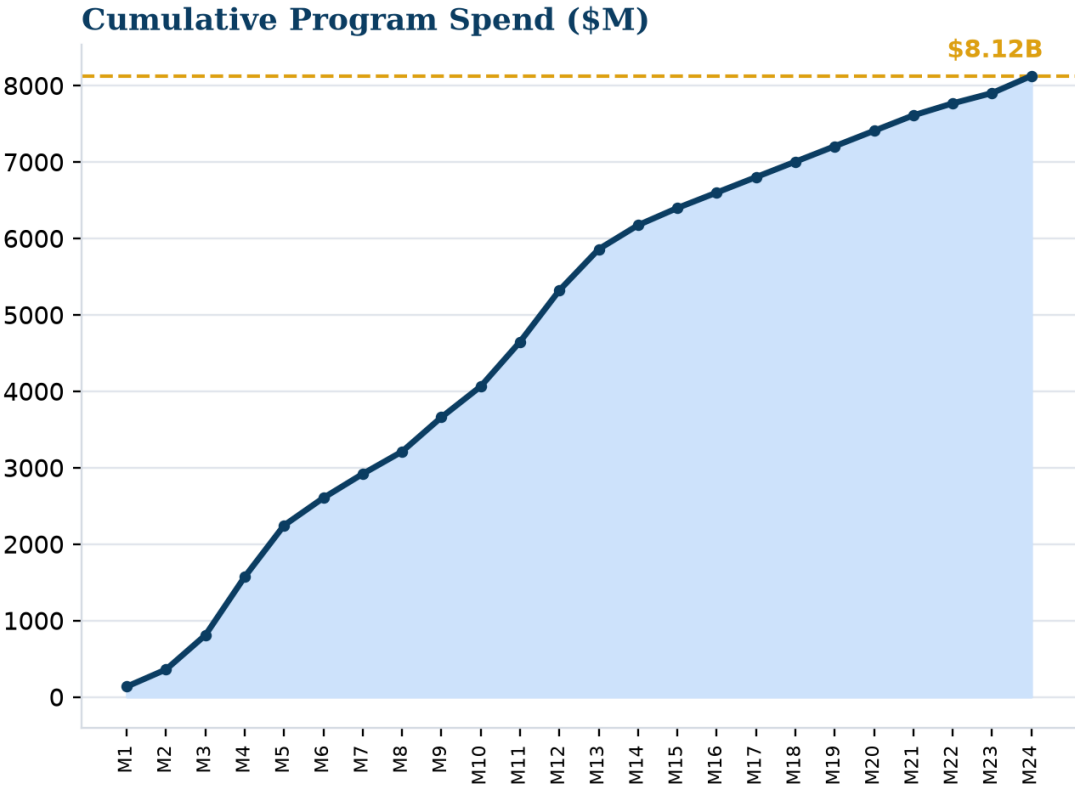
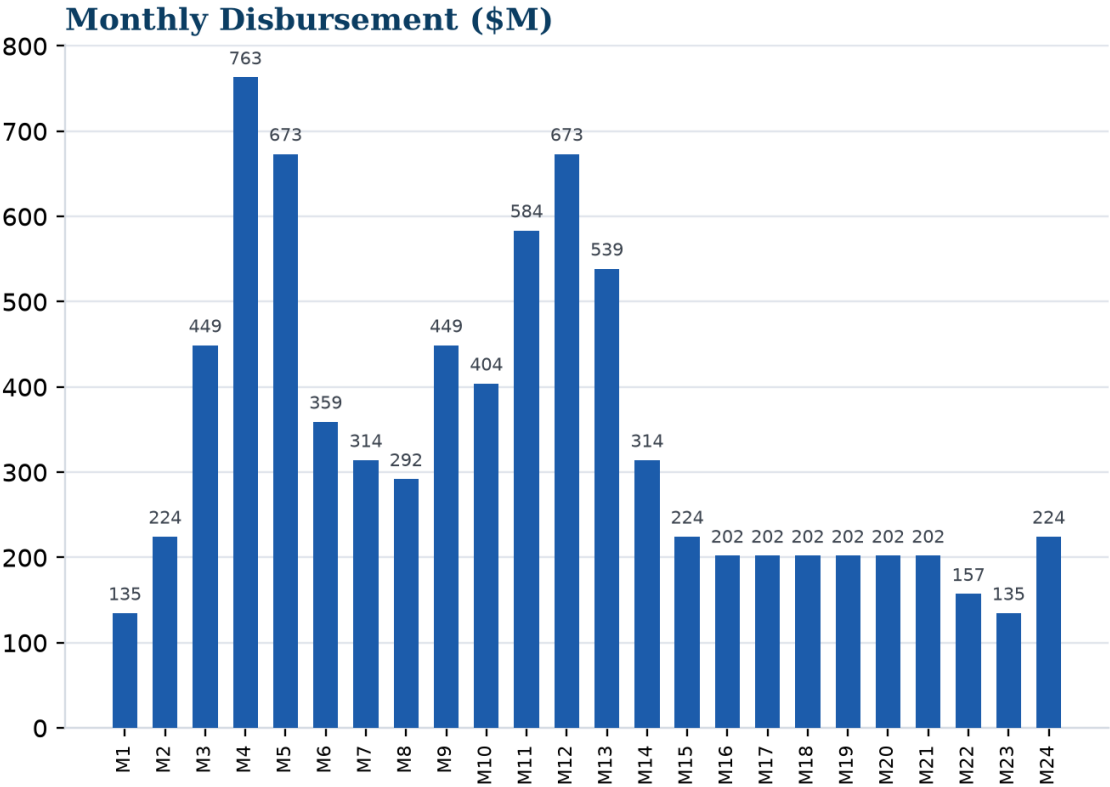
Category breakdown across the full 24-month, two-wave implementation



Software Licensing covers Jozie AI, SCM Financials, and Beezifi.

Cash Flow Projection

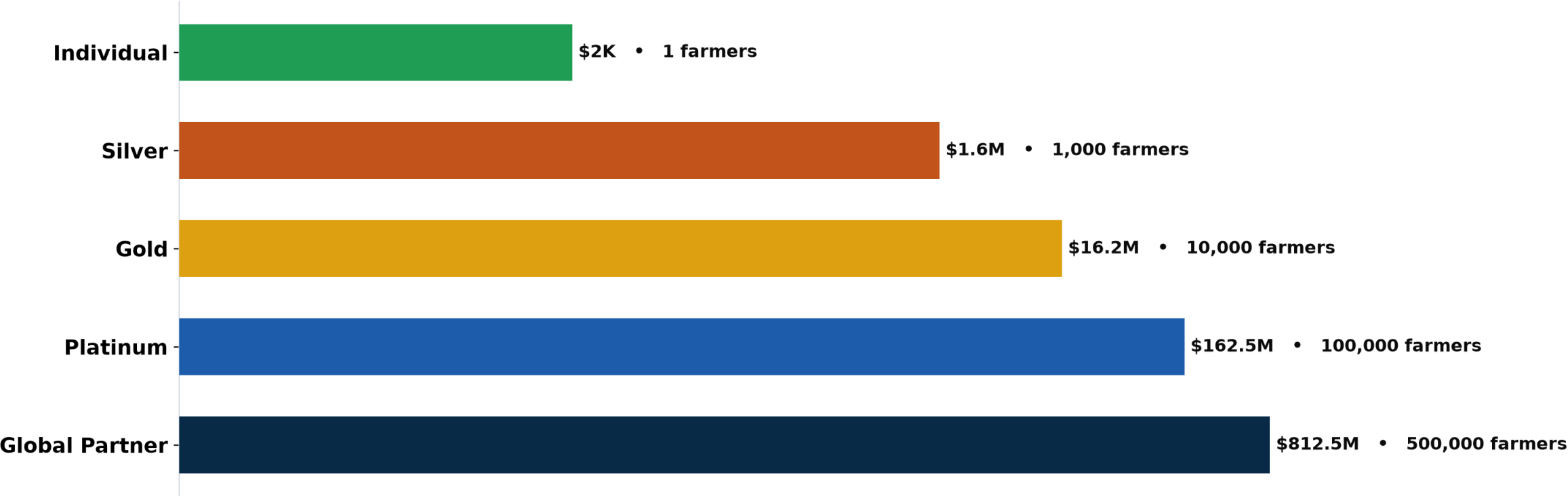
24-Month Cash Flow Projection



Sponsorship Tiers

Sponsorship Tiers

Five ways to partner with AAADI, from one farmer to a continental cohort



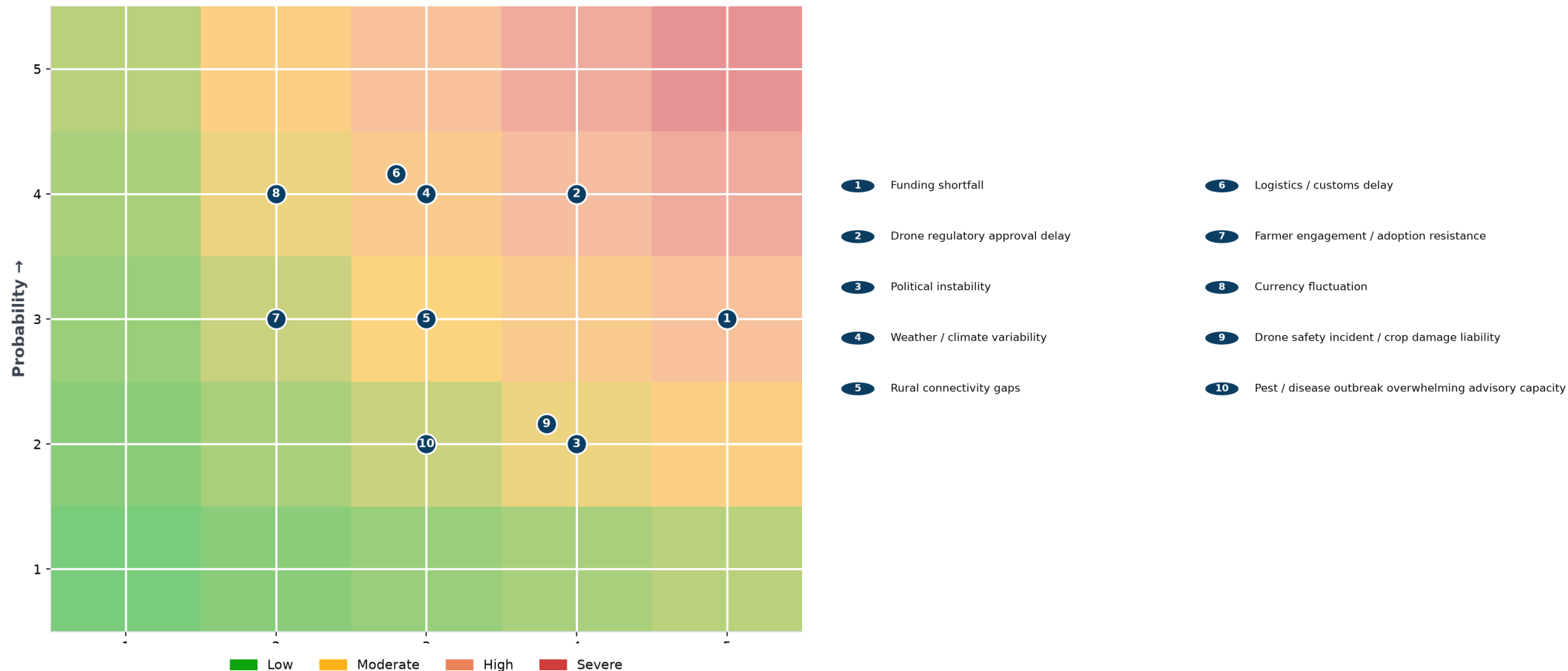
Sponsorship Benefits Matrix

Benefit	Global Partner	Platinum	Gold	Silver	Individual
Named recognition	✓	✓	✓	✓	—
Logo on annual report cover	✓	✓	—	—	—
Steering Committee seat	✓	—	—	—	—
Audited financials	✓	✓	✓	—	—
Quarterly program report	✓	✓	✓	✓	✓
Harvest showcase invite	✓	✓	✓	✓	—

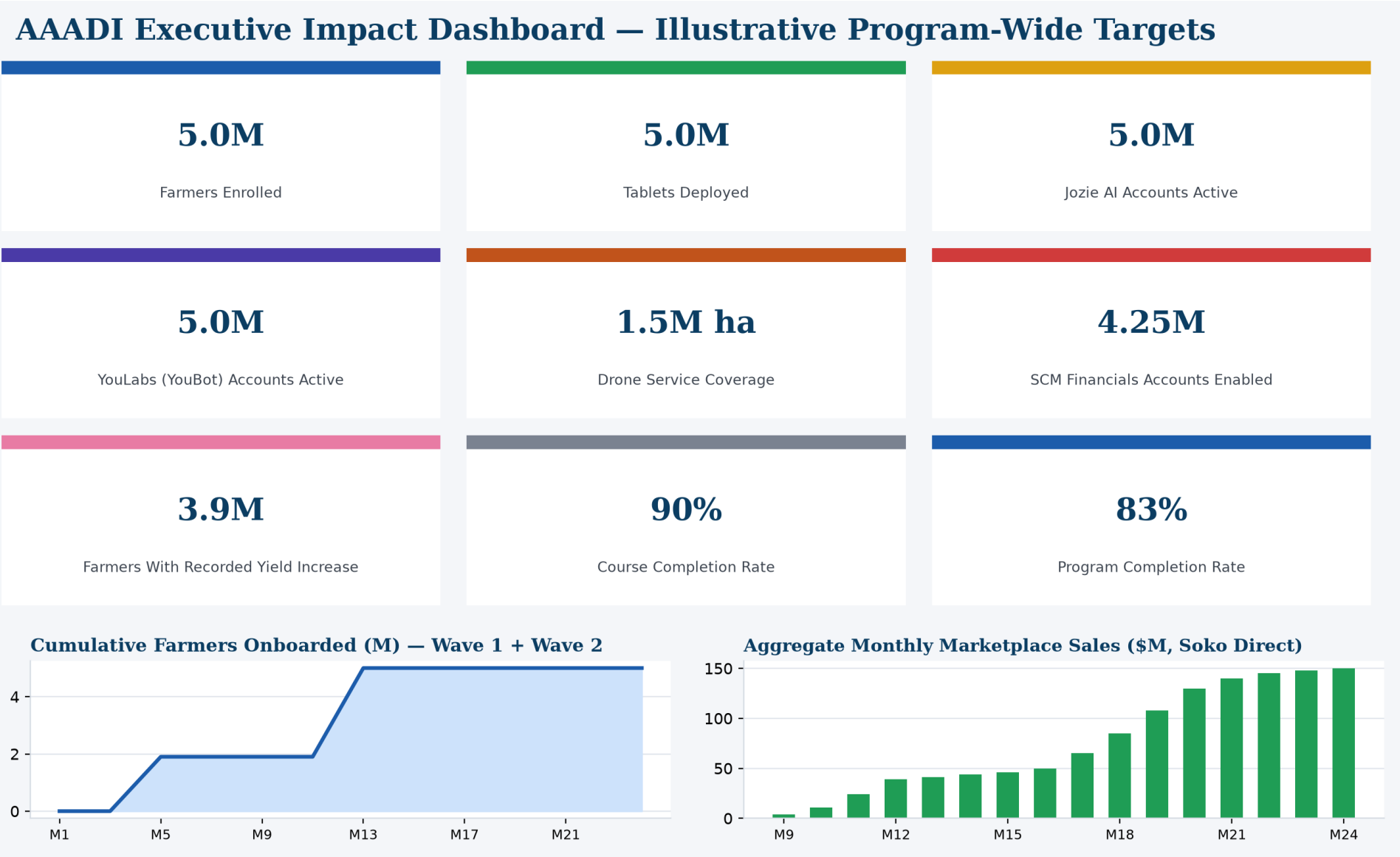
Enterprise Risk Matrix

Enterprise Risk Matrix

Probability x impact positioning for top program risks (see risk register for detail)



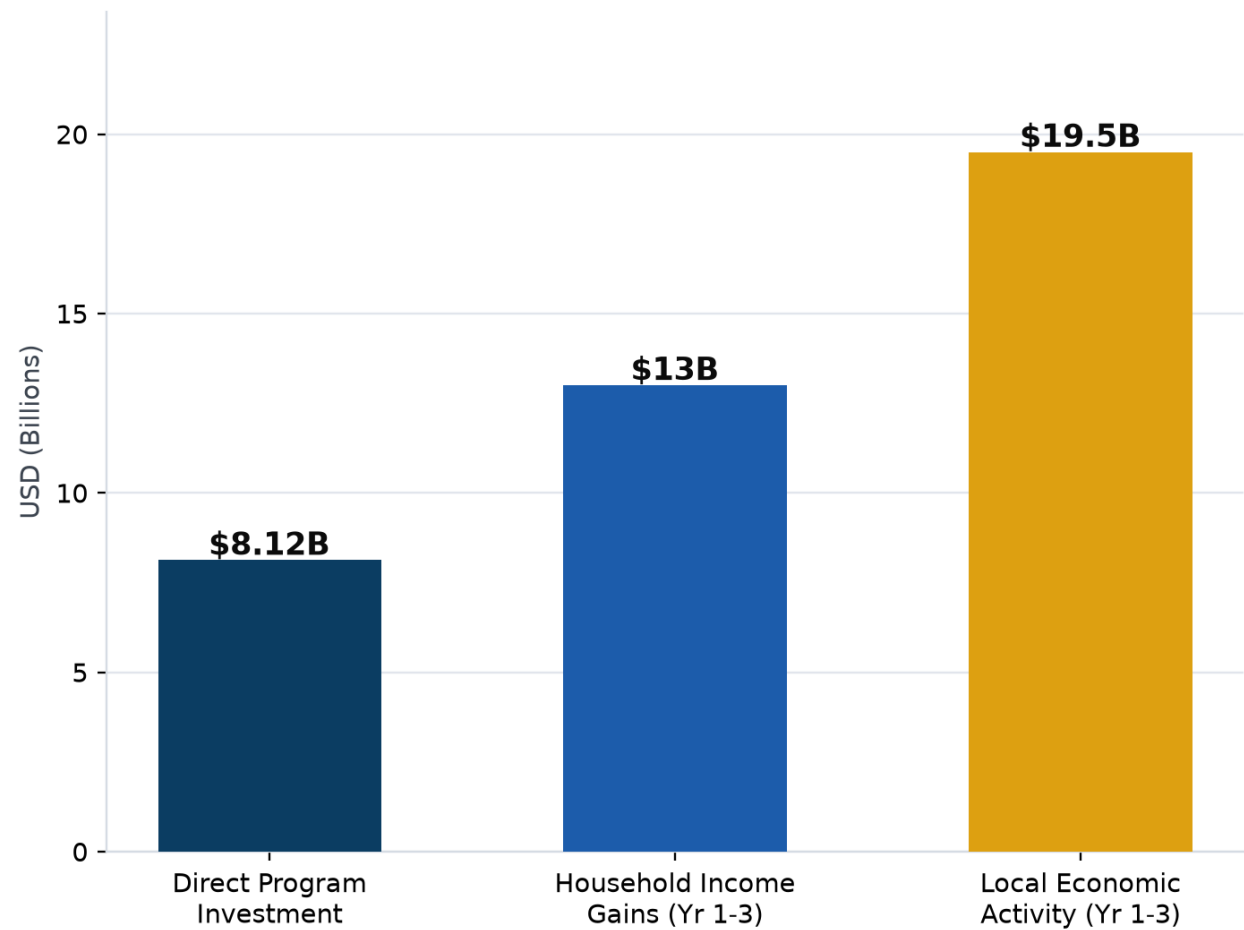
Executive Impact Dashboard



Expected Impact

Projected Economic Impact

Illustrative multiplier effect of program investment on local economies



2.4x
Estimated economic multiplier by Year 3

Sustainability Plan

- › Continued platform access — discounted alumni continuation pricing for Jozie AI, Aero Ghost, SCM Financials, Beezifi & YouLabs
- › Local partnerships — agrodealers, savings & credit cooperatives, and national agriculture offices
- › Reinvestment & alumni network — top farmers mentor and sponsor the next cohort
- › Mentorship & growth — each wave's mentors commit to 6+ months of continued informal support

Africa Deployment Plan

Nigeria

Ethiopia

Kenya

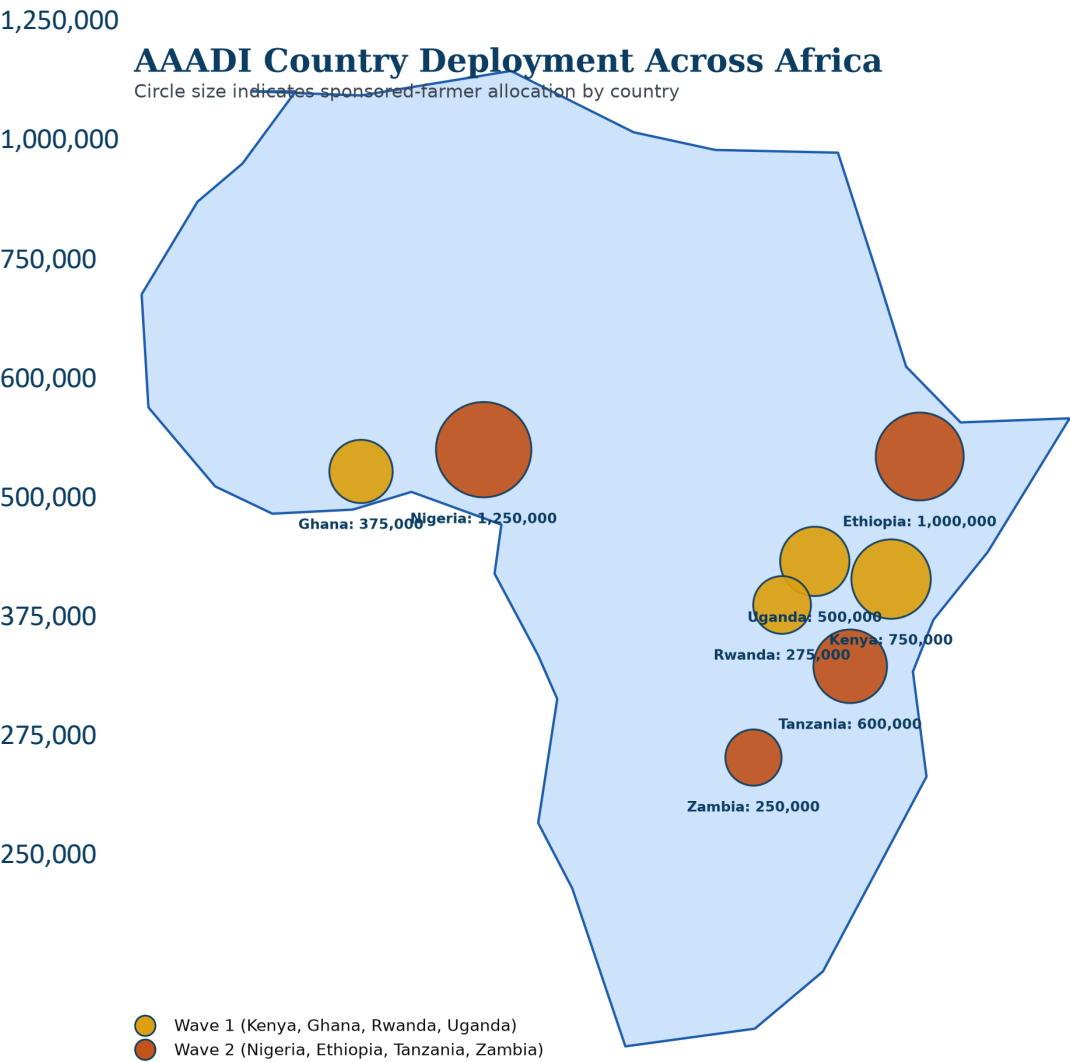
Tanzania

Uganda

Ghana

Rwanda

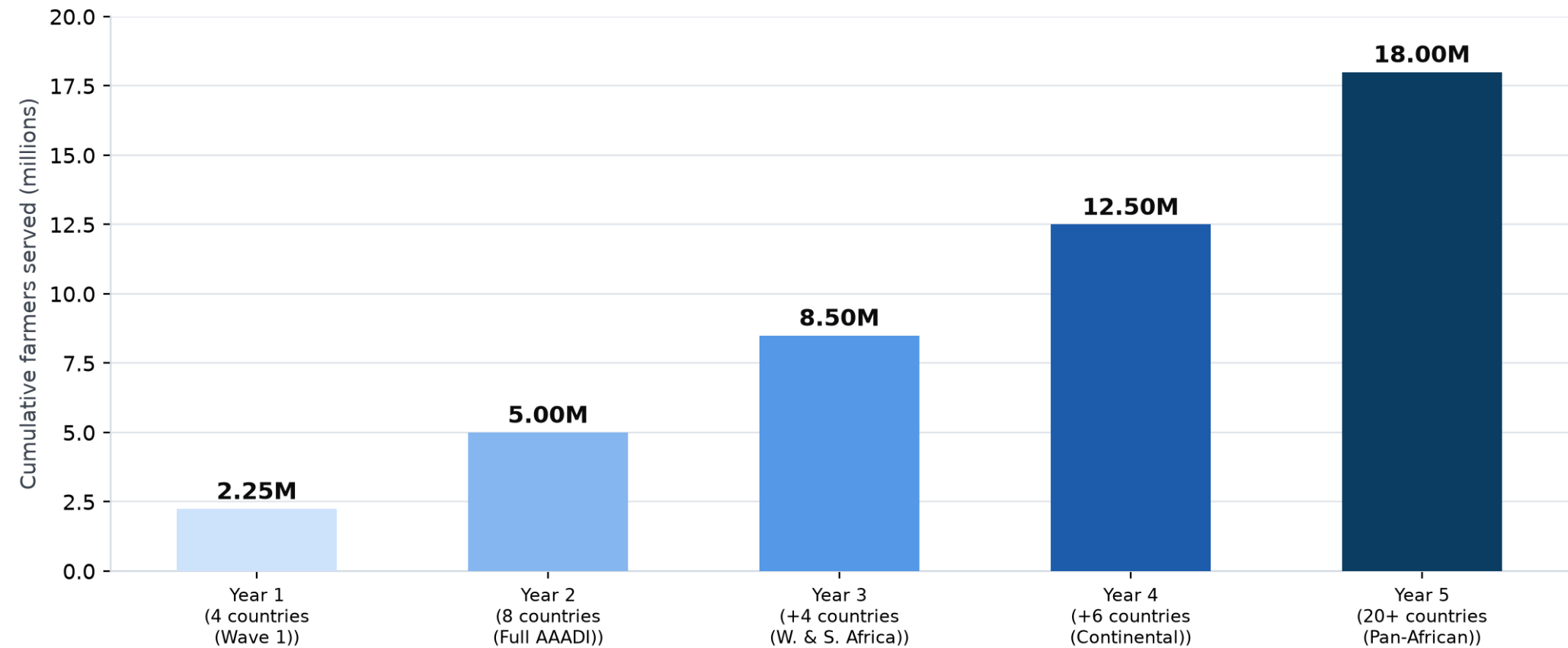
Zambia



A Five-Year Vision

A Five-Year Vision for Continental Scale

Illustrative cumulative reach if AAADI is renewed and expanded annually



Join Us

A transparent \$1,625 unit of investment that scales from a single sponsor to a \$812,500,000 Global Partner commitment — with quarterly reporting against every KPI in this presentation.

NEXT STEPS

- › Contact the Catholic Project Fund Partnerships Office to discuss tier and country preference
- › Execute a partnership agreement outlining terms and reporting cadence
- › Receive recognition placement and your first quarterly report after Months 1–2 governance close

Thank You

Catholic Project Fund Partnerships Office

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