AYuTe NextGen

An initiative of HEIFER INTERNATIONAL

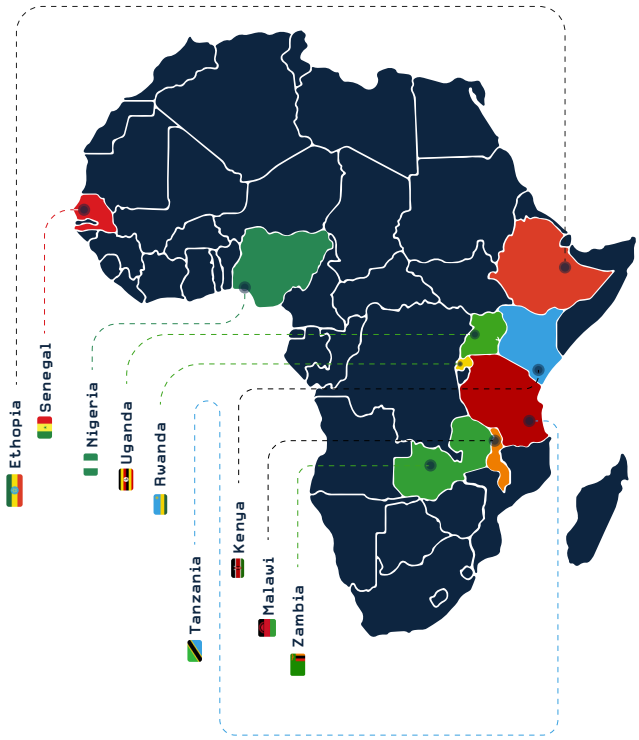
For more information
www.ayute.africa
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BACKGROUND

The agricultural sector in Africa, employing around 60% of the workforce, is crucial for growth and job creation, especially for the continent's large youth population. Recognizing this, Heifer International launched the AYuTe Africa NextGen initiative in 2021 to drive agribusiness innovation.

This program supports young African entrepreneurs in developing agritech solutions to address smallholder farmers' challenges, providing necessary incubation and financing. The AYuTe Africa Challenge, an annual competition under this initiative, awards grants and offers ongoing support and mentorship to strong growth stage agritech innovators.

By positioning agriculture as a tech-driven, aspirational career, AYuTe aims to make the sector more appealing to the next generation and catalyze agricultural transformation across Africa.



IMPACT IN NUMBERS

AS OF JULY 2025

1,198,885
Direct Beneficiaries

2,397,770
Indirect Beneficiaries

2022

AYUTE NATIONAL COMPETITION

In addition to the **regional AYuTe Africa Challenge**, Heifer launched the **national-level competition in 2022** to award grants annually to the most promising early stage ideas in participating countries in Africa.

THEORY OF CHANGE

IF

We elevate agriculture as a desirable occupation attracting young Africans; catalyzing ground-up innovations from social entrepreneurs addressing challenges (particularly access to technological innovations and finance) faced by smallholder farmers and supporting them to earn living income;

THEN

The desired systemic transformation that promotes agricultural commercialization, decent tech enabled job creation for youths and increased income generation for smallholder farmers will be achieved.

PARTNER WITH US

website: www.heifer.org or at AYuTe website: www.ayute.africa

NATIONAL AYuTe

In **2022**, the **AYuTe Africa NextGen** expanded its role as an African agritech accelerator. New national competitions in **Ethiopia, Kenya, Nigeria, Rwanda, Senegal, Tanzania, and Uganda** are offering young innovators a chance to secure the funding and visibility to scale their ideas and ambitions.

OUR APPROACH

IDENTIFY

We identify game-changing innovations that address challenges facing smallholder farmers.



GROW TOGETHER

We support agritech innovations that benefit smallholder farmers, alongside our partners.

ELEVATE

We elevate youth-led innovations through mentorship, training and linkeage to access to oppurtunities

PROCESS AND METHODOLOGY



PROGRAMME BENEFITS

1. **Customized training boot camps** at the various levels of the compotition
2. **Coaching and mentorship** at the various levels of the challenge to strengthen ideas and product stoges startups
3. **Linkages to networking** financial and investment opportunities
4. **Grant to scale-up** business expansion and strategies that impact smallholder farmers

PARTNER WITH US

Let's Co-Create Impactful Solutions Together

Heifer believes that strong partnerships ensure that we can scale development initiatives faster, better and more sustainably. We invite like-minded governments, corporate organizations, foundations, impact investors and individuals to co-create solutions with us that will ensure we create the Africa we envision for the next 50 years.

To discuss partnerships, please contact:

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