



**REQUEST FOR PROPOSAL TO UNDERTAKE AGRITECH LANDSCAPE STUDY
IN KENYA**

Project/Activity Name:	AGRITECH LANDSCAPE STUDY IN KENYA
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Country:	KENYA

REQUEST FOR PROPOSAL - 20250822KE

AGRITECH LANDSCAPE SURVEY

RFP Release Date:	Monday 25 th August 2025
RFP Submission Deadline:	Monday 15 th September 2025
Question/ Inquiry Submission Deadline:	Wednesday 10 th September 2025
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this RFP:	procurement-ke@heifer.org
Performance Period:	November 2025 to May 2026



1. INTRODUCTION

Since 1944, Heifer International has worked with over 52 million people worldwide to end hunger and poverty in a sustainable manner. Working with rural communities in 19 countries across Africa, Asia, and the Americas, including the United States, Heifer International supports farmers and local food producers in strengthening local economies and building secure livelihoods that provide a living income.

In Kenya, where Heifer began operations in 1981, the organization has supported more than 682,000 families across dairy and poultry value chains. Heifer Kenya's current seven-year Signature program, **Practice for Change (P4C)**, aims to accelerate 625,000 farming households toward a sustainable living income through market-based interventions in poultry, dairy, beef, and horticulture. P4C seeks to achieve this through partnering with private sector, government, development agencies, and community organizations to create thriving, resilient farming households, with a focus on improved value chain competitiveness, stronger farmer organizations, increased incomes for women and youth, market efficiency, environmental sustainability, and food and nutrition security. Key thematic focus areas of P4C are access to innovative finance, technology and innovation, gender inclusion, youth empowerment, and climate resilience.

About AYuTe Africa NextGen

AYuTe Africa Challenge (Agriculture, Youth, and Technology) is Heifer International's flagship youth-in-agritech initiative launched in 2021. The AYuTe Africa Challenge is designed to catalyze ground-up agritech innovation that addresses smallholder farmers' challenges at scale by providing youth-led agribusinesses with incubation support and catalytic financing. By focusing on youth-led innovation, AYuTe reframes agriculture as a modern, profitable, tech-enabled industry and positions young Africans not as beneficiaries but as architects of Africa's agricultural transformation.

In 2022, AYuTe expanded by launching national-level competitions in several African countries (including Kenya, Ethiopia, Nigeria, Rwanda, Senegal, and Uganda). These country competitions provided young agritech innovators with funding and exposure to scale their ideas. Building on this momentum, AYuTe continues to nurture local agritech ecosystems by identifying promising youth-led solutions and offering tailored support beyond funding, including mentorship, market access, and capacity building, to help these businesses grow sustainably and drive impact in their communities.

2. BACKGROUND OF THE STUDY

Over the past three years, Heifer International Kenya has implemented the AYuTe Africa Challenge at the country level to surface innovative agritech solutions that address smallholder farmer challenges. Learnings from these years point to a fragmented ecosystem: multiple actors (government agencies, NGOs, accelerators, etc.) are running similar agritech innovation competitions, and many young innovators find themselves moving from one challenge to another in search of support. These efforts often operate in silos, leading to duplication of activities, minimal cross-learning, and inefficient use of resources. This pattern of "challenge-hopping" also presents challenges to the growth and scaling of startups; short-term competitions and grant awards alone have not guaranteed sustained success. In fact, a number of promising agritech startups have failed within one to two years despite winning multiple awards, underscoring the limitations of current support models. This trend raises a critical question:



where should AYuTe focus its efforts within Kenya's agritech ecosystem to achieve more impactful and sustainable outcomes for youth-led agribusinesses?

3. JUSTIFICATION OF ASSIGNMENT

Heifer Kenya recognizes the untapped potential of agritech to transform agriculture and create meaningful opportunities for youth. Kenya is already regarded as a leading market for agritech innovation in Africa – home to over 100+ agritech startups (more than 25% of all in sub-Saharan Africa). However, the current ecosystem remains highly fragmented and loosely coordinated, with limited data and information available to inform strategic decision-making. Without a clear understanding of the active players in the youth agritech space – including their niches and approaches – it is difficult to target interventions effectively or to scale up youth-led innovations. This lack of ecosystem mapping and coordination makes it challenging for initiatives like AYuTe to plug into existing efforts without overlapping or missing high-impact opportunities.

Therefore, Heifer International Kenya seeks to engage a consultant (or consulting firm) to conduct a comprehensive landscape study of the youth agritech innovation ecosystem in Kenya. This study will provide a clearer picture of the key actors and initiatives, identify gaps and opportunities, and recommend where AYuTe (and Heifer Kenya at large) can best intervene for maximum impact. The findings will inform AYuTe's future investments and programming strategy, highlighting high-impact entry points and fostering better alignment with other youth-in-agritech efforts in the country.

4. OBJECTIVES OF THE ASSIGNMENT

The primary objective of this consultancy is to **map and analyze the youth-focused agritech ecosystem in Kenya** to guide Heifer Kenya's strategic engagement through the AYuTe Africa Challenge. The study's insights will help ensure that Heifer's interventions effectively support youth agripreneurs and amplify innovations that benefit smallholder farmers.

Specifically, the consultant will:

- **Map the Agritech Innovation Ecosystem in Kenya** – Develop a comprehensive mapping of key actors and initiatives in the agritech space, with a focus on youth-led innovation, entrepreneurship support, incubation hubs, accelerators, academic institutions, and scale-up support structures.
- **Identify Gaps and Opportunities** – Analyze the mapped ecosystem to pinpoint gaps, overlaps, and unmet needs. Highlight areas where youth-led agritech startups face the greatest challenges (e.g. financing, mentorship, market access, policy support) and identify opportunities where Heifer (through AYuTe) can provide catalytic value or fill critical voids in the current support landscape.
- **Profile Key Players and Initiatives** – Provide profiles of ongoing programs, platforms, and organizations relevant to youth and agritech in Kenya. This should include implementers and funders (e.g. innovation challenges, incubator/accelerator programs, government or donor initiatives, venture funds) as well as key academic institutions or vocational colleges engaged in agritech innovation. For each, summarize their focus, target groups, scale of reach, notable successes or limitations, and any partnership opportunities or gaps in their approach.
- **Generate Actionable Recommendations** – Based on the findings, develop clear recommendations for Heifer International Kenya on how to engage and strengthen the agritech



ecosystem. This should include suggested entry points for AYuTe programming, potential partnerships (public-private collaborations or alliances with existing actors), and ideas for program design that would maximize impact on youth-led agritech startups and ultimately smallholder farmers.

5. EXPECTED DELIVERABLES

The consultant/consulting team will be expected to produce the following deliverables:

- *Inception Report*: An inception report outlining the consultant's understanding of the assignment, the refined proposed methodology, detailed timeline for completion of the study, and data collection tools.
- *Draft Youth Agritech Ecosystem Study Report*: A comprehensive draft report detailing the study findings, analysis, and preliminary recommendations. The draft will be reviewed by the Heifer Kenya team for feedback.
- *Validation Workshop*: The consultant will conduct a presentation and validation meeting (workshop) through a PowerPoint slide deck with Heifer staff to discuss and verify the study findings, and to refine recommendations based on collective input.
- *Final Report*: A finalized, polished report incorporating feedback from the validation workshop, and should include:
 - *Visual Ecosystem Map*: a diagrammatic or graphical representation of the youth agritech ecosystem in Kenya, showing categories of actors and their linkages.
 - *Directory of Key Players*: a list or matrix of youth agritech actors (implementers, funders, government programs, university/college initiatives, etc.), including a brief description of each and their role or entry point in the ecosystem.
 - *Gap-Opportunity Matrix*: an analysis matrix highlighting critical gaps in support versus opportunities for intervention, helping to identify leverage points where strategic support would yield high impact.
 - *Strategic Recommendations*: clear guidance on next steps for Heifer Kenya's engagement in the agritech ecosystem (as described in the Objectives above), which may be presented as a separate chapter or integrated into the conclusion of the report, with potential collaborators for Heifer/AYuTe including value proposition of partnering with each.

Deliverables should be in professional English, well-structured, and submitted in both editable and PDF formats. The final report should also include an executive summary and relevant annexes (such as lists of stakeholders interviewed, data collection instruments, case studies, etc.) as appropriate.



6. QUALIFICATIONS

The assignment should be undertaken by a team (or firm) with strong expertise in agriculture, technology, and economic research. The ideal lead consultant or team of consultants should meet the following qualifications:

- **Team Composition:** Multidisciplinary team covering agriculture and agritech/innovation; lead consultant with **5+ years** relevant experience.
- **Relevant Experience:** Demonstrated success in sector studies, market research, or ecosystem mapping for agritech, agri-food value chains, or digital innovation in emerging markets.
- **Knowledge of Ecosystem and Context:** Proven understanding of Kenya's startup and agricultural landscape, youth entrepreneurship challenges, and relevant policy environment.
- **Methodological Skills:** Strong mixed-methods capability (qualitative & quantitative), including survey design, interviews/FGDs, statistical analysis, and clear data visualization.
- **Communication and Reporting:** Excellent English writing and presentation skills; ability to translate technical findings for diverse, non-technical audiences.
- **Professionalism:** Solid project management, timely delivery, effective stakeholder collaboration, and full independence (no conflicts of interest in Kenya's agritech sector).

7. EVALUATION CRITERIA

The selection committee will evaluate all proposals based on the following criteria. Consulting firms are encouraged to provide detailed and specific responses in alignment with the criteria.

Proposal Evaluation Focus	Percentage (%)
Understanding of the TOR	10
Research/Study approach and methodology	40
Team Composition, relevant experience on their respective role in the assignment backed by summarized CVs	20
Firms's capability statement, Experience in carrying out similar assignment	20
Statutory compliance and Budget justification /costs realism	10
Total	100%

8. APPLICATION REQUIREMENTS

Legally registered local individuals or firms are eligible to apply. Applicants must submit the following documents as part of their application:

- i. Letter of expression of interest and demonstration of capability
- ii. The capacity and portfolio of the consultant including their qualifications, experience, and expertise relevant to the assignment.
- iii. At least three references from other clients for which similar assignments have been undertaken with contact information for each.
- iv. A clear and comprehensive work plan (draft), outlining the major activities and schedule.



- v. **Financial proposal** – Individual/firm cost proposal in **KES** for this assignment based on the workplan. The cost should indicate the all-inclusive fixed total contract price, supported by a breakdown of all the cost. These costs must be broken down by no fewer than the following budget categories: Personnel (including rates and level of effort), Travel, Meetings, Materials, Fee, Tax etc.

The submissions must include the following documents with their bid or proposal to Heifer International Kenya

- Certificate of Incorporation or Business Registration Certificate.
- KRA online PIN Certificate.
- Valid Tax Compliance Certificate.
- Updated Curriculum Vitae (*For individuals*)
- Relevant industry licenses

9. APPLICATION PROCEDURE

The proposal (duly signed) from the consultant should comprise the technical and financial proposals. Applications will be accepted in soft copy through email and mentioning the subject line; “**AYUTE AGRITECH LANDSCAPE SURVEY**” to procurement-ke@heifer.org on or before **Thursday 11th September 2025**.

10. LATE SUBMISSIONS AND MODIFICATIONS

Proposals received after the submission deadline will not be considered. Applicants are responsible for ensuring their proposals are submitted according to the instructions stated herein. Heifer retains the right to terminate this RFP or modify the requirements upon notification to the applicants.

11. VALIDITY OF PROPOSALS

Proposals submitted shall remain open for acceptance for Thirty (30) days from the last date specified for receipt of the proposal. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

12. LIMITATIONS

This Request for Proposal does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received because of the RFP.

13. INTELLECTUAL PROPERTY

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and



hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

14. DIVERSITY AND INCLUSION

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.