

Theory of Change

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your audience?	What steps are needed to bring about change?	Measurable effect of your work?	What are the wider benefits of your work?	What is the long term change you see as your goal?
Food security->low rate of adoption of greenhouse farming which boosts food production->Greenhouses abandoned at a rate of 48.6%->Greenhouse microclimate mismanagement->	Smallholder greenhouse farmers in Kenya who are struggling to effectively manage their greenhouses. Traits: New, unexperienced, small scale, low income	We are offering our product through third party resellers: agrovets(local ag warehouses), maji safi kiosks, eko center kiosks, agronomists, agribusinesses(Sote Tule), NGO's, extension services, and greenhouse installers (Excel Farming Enterprise) to distribute to our end users. To market our product and spread awareness, we are advertising our product and service on farming TV Kenya	Manufacturing the product at a low cost and locally. Selling the product at an affordable price. Distributing the product through a third party reseller. Farmers adoption of the technology. SMS/WhatsApp maintenance recommendations. Number of greenhouse farmers growing	How much produce our farmers are harvesting compared to open field? Positive retention rate of greenhouse farmers? Frequency of greenhouse management	Total Food Security. Increased availability of time for other jobs	To build resilient farming communities who are able to farm sustainably while living decently with the environment they live in. Innovating a sustainable and equitable future for all living things
Key assumptions	Key assumptions	Key assumptions	Key assumptions	Measurable effect?	Wider benefits?	Stakeholders
we assume that proper green houses micro-climate mangement will increase produce output?	We are assuming agrovets are willing to carry our product to reach greenhouse farmers?	We assume that through our marketing stratgies, we will able to reach more customers and clients.?	we assume that most small scale farmers have access to mobile phones. we assume that we will be able to access local materials to be able to assemble our products locally.?	How many pounds of plastic are being recycled?	Cleaner oceans and environment, sustainable ecosystems	Agrovets, Kenya Commercial Bank (KCB), Maji safi, Greenhouses distributors, NGOs, Agronomists, Extension officers.
Key assumptions	Key assumptions	Key assumptions	Key assumptions	Measurable effect?	Wider benefits?	Stakeholders
we assume that small-scale farmers will intensify their farm produce?	we assume that small-scale farmers will intensify their farm produce?	we assume that small-scale farmers will intensify their farm produce?	we assume that small-scale farmers will intensify their farm produce?	How many farmers are abandoning their greenhouse with technology?	More farmers=greater food supply, less wasted materials	we assume that small-scale farmers will intensify their farm produce?