



Innovating Farming for a Food-Secure Future Through Hydroponic Farming



2024 IMPACT STORIES



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Year of GYB enrolment: **April 2024**

Revenue 2023 vs 2024:

147,000 USD vs 343,000 USD

Jobs 2023 vs 2024:

9 vs 50

As cities grow and farmland shrinks, food security becomes a pressing challenge. Michael Mwangi, founder of Greenponics Solutions, saw firsthand how urban dwellers struggled to access fresh, healthy food, especially during COVID-19 lockdowns.

Meanwhile, smallholder farmers faced unpredictable weather, supply chain disruptions, and limited profitability.

Determined to find a solution, he launched Greenponics, a company that provides innovative, space-efficient, and cost-effective farming solutions for rural and urban communities.

"We knew our hydroponic systems could be a game changer; ensuring reliable food production, increasing farmer profitability, and promoting food security."

Despite having a competitive and high-impact product, Greenponics struggled with scaling effectively, optimizing operations, and structuring a growth strategy. "Our product was new in some areas, and while the demand was there, reaching more farmers and expanding our impact was a major challenge," Michael explains.

Joining AMI's Grow Your Business (GYB) programme provided the business management tools, financial planning strategies, and practical marketing insights Greenponics needed.



"Before joining the programme, scaling felt like a challenge. Now, we've not only grown our business but also created 41 new jobs, hiring skilled technicians and agricultural experts to support more farmers. The impact goes beyond us. We're helping small farmers increase production, earn more, and build a more food-secure future"



Michael Mwangi
Greenponics Solutions

*Grow Your Business
Programme Participant*



"We refined our business model, improved financial forecasting, and strengthened cash flow management using AMI's Revenue & Cash Flow Tool. But most importantly, we built strategic partnerships that helped us expand our market reach."

One of the most valuable lessons was structured growth. "Having a clear vision as a leader, setting small, actionable steps, and tracking progress monthly made a huge difference. We improved efficiency, customer engagement, and supply chain management, all of which helped us serve our farmers better."

The adoption of hydroponic farming solutions led to an 80% increase in production compared to conventional methods. Farmers benefited from year-round cultivation, ensuring maximum output regardless of seasonality. Greenponics also improved operational efficiency, strengthened partnerships, and expanded customer reach.

With this growth, Greenponics created 41 new jobs, hiring:

- ✓ Technicians to set up and construct farms
- ✓ Agricultural specialists to train farmers and implement hydroponic systems
- ✓ Sales & marketing teams to connect with farmers and expand the customer base
- ✓ Operations & logistics teams to ensure smooth delivery and installation

Most hires were young graduates eager to gain hands-on experience in the agriculture industry. "Many of them are passionate about farming, but they lacked opportunities. Now they're gaining practical skills and shaping the future of sustainable agriculture."

Greenponics is driving impact beyond its immediate team by partnering with local manufacturers, creating demand for farming equipment, and working with farmer cooperatives across coffee and dairy industries.

One major breakthrough was introducing solar dryers for coffee farmers, reducing drying time from two months to just seven days, helping farmers sell their produce faster and increase earnings.





Greenponics also:

- ✓ Set up greenhouses and hydroponic farms for smallholder farmers, maximizing production
- ✓ Connected farmers with buyers, ensuring a stable market for their produce
- ✓ Reduced water usage by 90% compared to traditional farming, making hydroponics ideal for arid and semi-arid regions
- ✓ Helped combat deforestation and soil degradation by reducing reliance on large-scale land cultivation

Socially, Greenponics is empowering youth and women through training and job creation. Their community outreach programmes educate farmers on sustainable agriculture and financial literacy, equipping them to grow profitable agribusinesses.

"For us, agriculture is the future. By embracing innovation, we can create a food-secure, environmentally sustainable, and economically empowered society."





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