

Koeru Inc.

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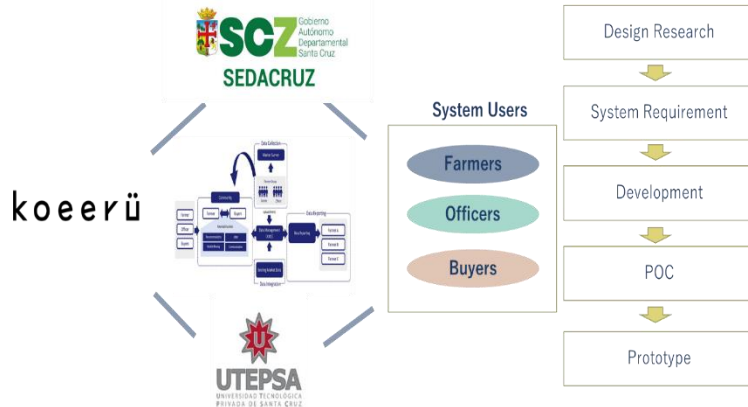
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- [Hanoi] Floor 17, Ngoc Khanh Plaza, No 1st Pham Huy Thong, Ba Dinh, Hanoi, Vietnam
- Number of Employee: 23
- Founding: 2021
- Focus: Koeru Builds Industry-Specific Customer Data Platforms for Collecting, Connecting, and Communicating Consumer Insights

Project Name

SHEP Ichiba for Bolivia, a co-development initiative for the digital-transformation of SHEP (Smallholder Horticulture Empowerment and Promotion) projects, in partnership with Gobierno Autonomo Departamental Santa Cruz and the Universidad Tecnologica Privada De Santa Cruz

Cooperation with Local Companies

Gobierno Autonomo Departamental Santa Cruz



Universidad Tecnologica Privada De Santa Cruz

Local Economic / Social Issues

- Gobierno Autonomo Departamental Santa Cruz has been promoting the SHEP approach with JICA for farmers to be more market-oriented through the use of market-surveys, action plans, technical training and the matching of farmers with buyers or suppliers.
- The process of collecting market surveys, recording action plans and matching with buyers needs to be digitally transformed so that it is more transparent and more reliable in the marketplace.

Details of the Demonstration

- Using an existing Koeru SHEP platform, we aim to conduct onsite design research to understand the Bolivian users needs better, and to define the requirements for Bolivia-focused customization and new development.
- A co-development project in partnership with a local government/university who see the need for DX solutions.
- An onsite POC with system users to build the system and monetization model.

Expected Future Outcome

- An increase in income for farmers through a digitally-transformed SHEP approach.
- New market opportunities through the matching of farmers with buyers' needs.
- An expansion of the platform to other countries in the region where the SHEP approach has been conducted.