



PLAY & ENTREPRENEURSHIP

SERVICES

- Game-based training in:
 - Farming
 - Financial Management
 - Cooperative Entrepreneurship
- Developing digital tools
- Attracting youth to farming

PLAY AND ENTREPRENEURSHIP

Kucheza is a Dutch software company that develops digital tools for the agri-, food- and water sector. The digital tools are used to stimulate entrepreneurship and increase income of small producers. Kucheza uses game-based learning because games add experience to the learning material.

Kucheza has a mission to unlock entrepreneurial talent all around the world.



PLAY & ENTREPRENEURSHIP

Farming, financial management and cooperative entrepreneurship

The tools we develop, address three pillars:

A. Agronomical education

We motivate farmers to see their farms as a business.

B. Business and financial education

To regard farming as a business, it is of crucial importance to integrate the financial and the agronomical framework. A businessman is not only growing crops but also wants to make a living out of it and grow the business.

The bookkeeping application that Kucheza developed, is used by farmers to keep track of their own business.

C. Cooperative entrepreneurship

When farmers work together they have bargaining power, economies of scale and the advantages of knowledge exchange. A cooperative is a business which is driven and owned by the members; both for 100%.

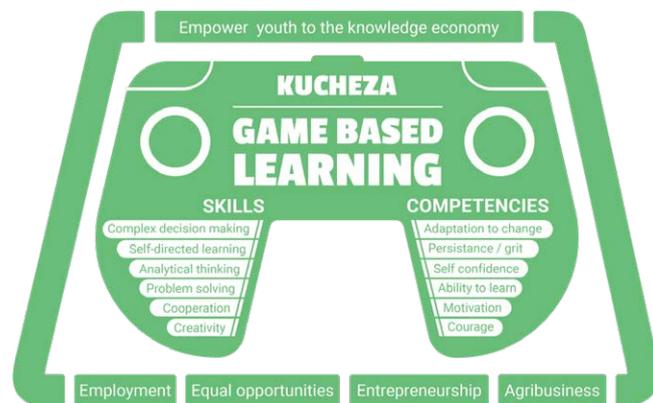


Game-based learning

Kucheza is conducting trainings with the help of games because game-based learning adds experience to the learning material. Students can only remember 10% of what they read, 20% of what they hear, 30% if what they hear is visualized, 50% if they watch someone model something while explaining it, but almost 90% if they engage in the job themselves, even if it is just a simulation. That's why games are very effective education tools.

Besides, playing games increases dopamine levels in the brain, a neurotransmitter that gives fun and helps people to motivate and focus.

Kucheza is experiencing very positive feedback and experience with this game-based approach with African small-scale farmers. Participants recognize their own life while playing and they try out new solutions.



NL-FSA

The NL-Food Security Alliance (NL-FSA) is a network of mainly Dutch companies and institutions developing exclusive and sustainable solutions in the agri-water-food-business.

NL-FSA is a Royal Eijkelkamp initiative



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