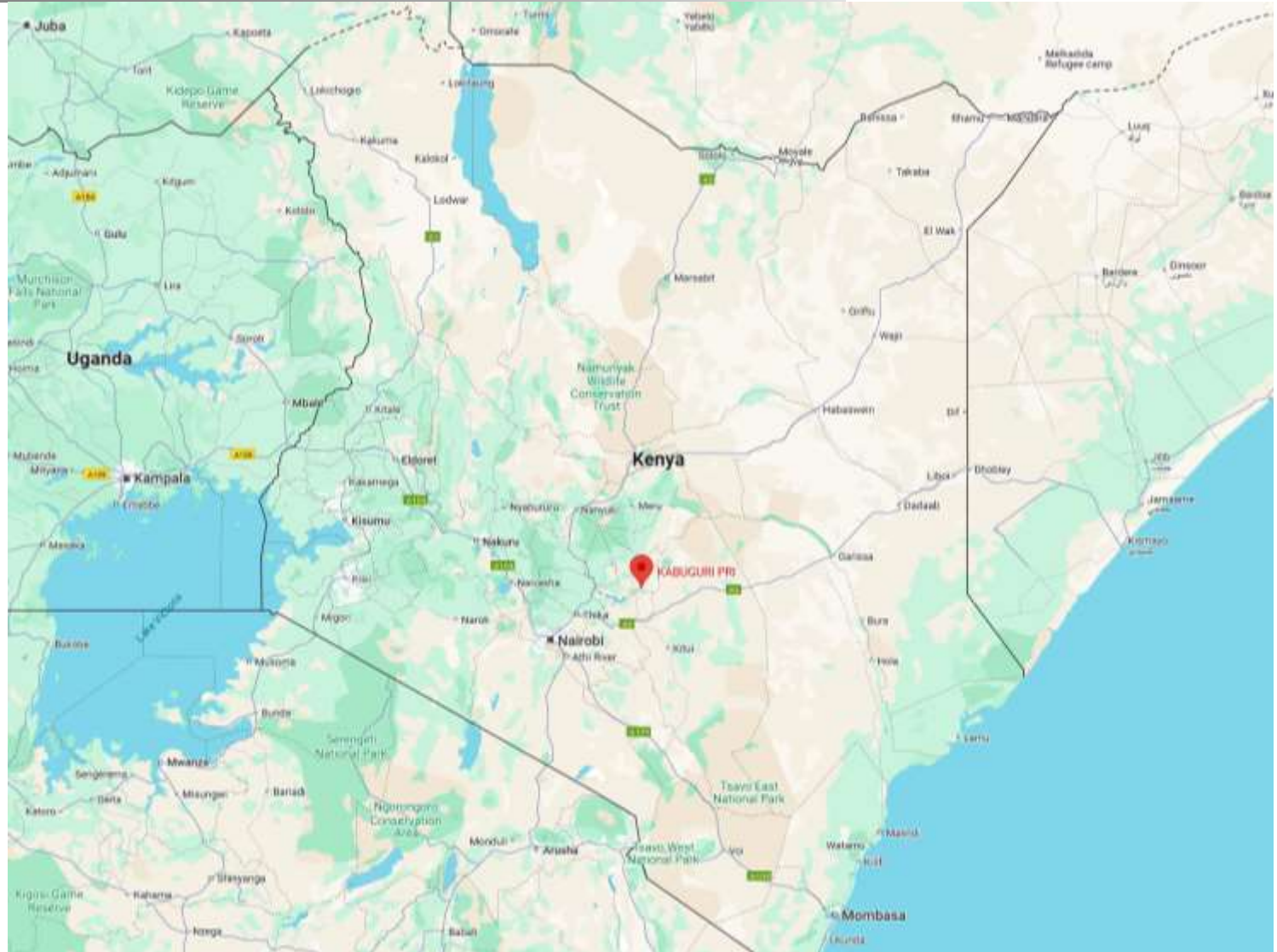




Mbeere, Kenya (East of Embu)

Transformational
Enterprise
Network





Mbeere, Kenya (East of Embu)

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Semi-Arid

Difficult Farming



Macro Situation

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- ➔ Reducing erratic rainfall
- ➔ Increased pests and crop diseases
- ➔ Low education levels
- ➔ Subsistence level farming
- ➔ Increasingly blatant government corruption

- ➔ Beginning to form cooperatives
 - Small short-term loans
 - More economic purchasing and sales
 - Learning together



Individual Situation

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- *“We learned farming from watching our parents when we were children, but things are different now”*
- *“We get a lot more pests and crop diseases”*
- *“Trying to purchase pesticides consumes most of our income”*
- Some old traditions aren't saleable any more (*basket-weaving*)



Potential Impact of AI

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- ➔ Everyone has a mobile phone for 'Mpesa'
- ➔ About one in seven (*mainly the younger ones*) has a basic smart-phone
- ➔ The ChatGPT app works on their smart-phones
- ➔ It uses very little data (*it is text based*)
- ➔ And the text can be Kikuyu (*they were astonished*)
- ➔ Within the cooperatives, those with smart-phones can gather insights for those without



ChatGPT Examples – for them

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Links are shared in Zoom chat ...

- ➔ Answering questions on the fly – the first experiment
 - Pests that attack (Khat)
 - Potential solutions
 - Say that again ... (In Swahili?) (In Kikuyu?)
- ➔ Link for exploring seasonal price drop strategies
 - When crops are in season, the price drops
 - It becomes uneconomic to transport and sell it
 - So what do you do?



ChatGPT Examples – for us

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Links are shared in Zoom chat ...

- ➔ Summarising Mbeere research notes
 - Across multiple cooperative groups
 - What were the key messages and differences?
- ➔ Writing a guide to help them adopt ChatGPT
 - What should it cover?
 - Can we do this in their language?



ChatGPT Examples – for training

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Links are shared in Zoom chat ...

- Where does that leave training?
 - 3 workbooks, 2 session plans,
 - 4 support documents, trainer training etc.
- Supposing you can do it all by AI (ChatGPT)?
 - What happens if you simply load up the business proposal template and ask for help to fill it in?
 - Or, if you create a specialised GPT, that *(almost)* immediately adapts to their context?
(Link in chat – but it is only a prototype to test)

