

## MazaoHub Featured in Catalyst Fund 2024 Impact Report

Championing Gender Equity and Climate-Smart AgriTech for Women Smallholders

MazaoHub is proudly featured in the Catalyst Fund 2024 Impact Report as a standout portfolio company empowering women through inclusive agricultural technology. This recognition shines a spotlight on MazaoHub's commitment to creating a farming ecosystem where women are not only included they are prioritized and equipped to thrive.

### What the Catalyst Fund Report Highlights

The case study outlines the real-world barriers that rural women face including low access to agronomic knowledge, quality inputs, and fair markets due to digital literacy gaps and smartphone penetration limits.

MazaoHub is recognized for offering practical, inclusive, and tech-enabled solutions that directly address these challenges:

#### MazaoHub's Inclusive Farm Management Platform:

- Mobile-based advisory services accessible even without smartphones.
- Soil sensors that guide climate-smart farming practices.
- Market and financial linkages developed in partnership with local banks and SACCOs, tailored specifically for rural women farmers.

#### Key Benefits for Women Farmers (as reported by Catalyst Fund):

- 58% of MazaoHub's 45,000 users are women, now receiving personalized agronomic support.
- Fertilizer costs reduced by 30%, organic fertilizer use increased by 500%, and farm yields have tripled.
- Women now have greater control over productivity and income, without needing advanced tech skills.
- Launch of the Queen of the Farm campaign to support women as emerging farm leaders.

### Why This Feature Matters

This recognition by Catalyst Fund validates that MazaoHub's "Tech + Touch" model combining digital tools with local agronomist support — is one of the most impactful pathways to closing the gender gap in agriculture.

It also demonstrates how MazaoHub's work is aligned with Catalyst Fund's broader mission to scale climate-resilient solutions with deep community impact, especially for those who are most excluded from digital transformation rural women farmers.

The screenshot shows a page from the Catalyst Fund 2024 Impact Report. The main heading is "Our portfolio companies empower women". Below this, there is a "Case study" section for "Mazao Hub". The "Problem" section states: "Women smallholder farmers in Tanzania lack access to high-quality inputs, agronomic knowledge, and fair markets. Digital solutions often exclude them due to low smartphone penetration and digital literacy barriers." The "Solution" section states: "Mazao Hub offers a farm management platform that combines: > Mobile-based advisory services, accessible without requiring a smartphone with climate-smart precision agriculture advice > Soil sensors to optimize farming practices. > Market linkages and financial services via partnerships with banks, tailored for rural women". To the right of the text, there are two photographs. The top photo shows a group of women farmers sitting on a bench, with a caption: "Women farmers clients of Mazao Hub at a Farmers Excellence Center". The bottom photo shows two men, one in a yellow shirt and one in a black shirt, looking at a smartphone, with a caption: "Mazao Hub chief agronomist and staff at Farmers Excellence Center". At the bottom right of the page, it says "Catalyst Fund 2024 Impact Report" and "Mazao Hub".

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