



pesira.io/en



企業名 / Name

Pesira Technologies



業種 / Sector

Agriculture



設立年 / Established

2022



従業員数 / Employees

21



所在地 / Location

Kenya, Tanzania, Uganda, Rwanda, DRC



連絡先 / Contact

penny@pesira.io



Position: CEO

Name: Penny Musengi

来日者情報 / Participant Info

- Multi-industry leadership (18+ years) in finance & investments operations; builds scalable agri solutions (Aurora Tech Award 2026 Finalist)
- 金融・投資分野における複数業界でのリーダー/拡張可能な農業ソリューションを構築

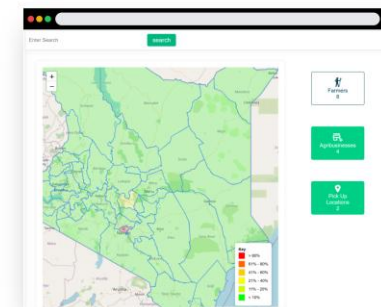
Pesira AgriDigitize

Pesira AgriDigitize is a suite of solutions tailored for the agricultural sector in the Global South. The solutions help farmers, agri-businesses, agricultural associations and organizations such as aggregators and cooperatives to professionalize their operations and transform traditional practices through the integration of digital technologies allowing for more efficient, productive, and sustainable operations.



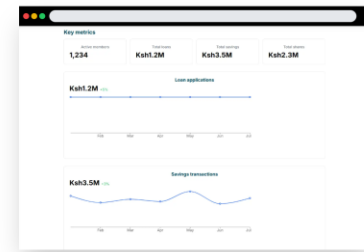
Pesira Insights

Pesira Insights is a robust monitoring and evaluation solution designed specifically for the agricultural sector in Africa. It serves as a vital tool for development partners, donors, NGO, Agricultural associations, foundations and organizations aiming to enhance accountability, traceability, and overall effectiveness of agricultural initiatives.



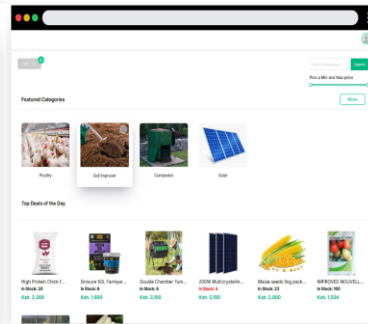
Pesira AgriNua (Data Analytics for Agribusinesses)

A no-code data analytics-as-a-Service platform hosted on the cloud, customized for organizations involved in the agricultural industry. It delivers insights on your operations, integrated with agricultural data points, allowing you to gain unparalleled insights—faster than a traditional data warehouse. With AI-based data analytics, putting real-time decision making insights in your hands.



Pesira MarketPlace

This is our Ecosystem and value chain interaction platform. It connects farmers with agri-retailers, buyers, and other stakeholders, simplifying transactions and creating growth opportunities. Including farmer learning and best practice information sharing.



事業内容 / What We Do

Pesira delivers an **agri-tech** and **agri-finance** platform digitizing value-chain transactions for **smallholders, cooperatives, SACCOs**, and **agribusinesses**. It supports **payments, e-wallets, savings, credit, insurance, traceability**, and **analytics**, and **program M&E for faster decisioning**, through **AgriDigitize, MarketPlace, Insights**, and **Analytics**. **Cloud-native on Google Cloud**, it serves **400k+ farmers**, strengthening yields and **de-risking lending** for partners across Africa and the **Global South**, with secure integrations.



Past Support Received

Startupbootcamp AfriTech \$185K

Pesiraは小規模農家、協同組合、SACCO(貯蓄信用協同組合)、農業関連企業向けに、バリューチェーン取引をデジタル化する**アグリテック/アグリファイナンス・プラットフォーム**を提供している。AgriDigitize、MarketPlace、Insights、Analyticsの各モジュールを通じて、**決済、電子ウォレット、貯蓄、融資、保険、トレーサビリティ、データ分析、プログラムのモニタリング・評価(M&E)**を支援し、迅速な意思決定を可能にする。Google Cloud上に構築されたクラウドネイティブ基盤を活用し、**40万人以上**の農家にサービスを提供。安全なシステム連携のもと、アフリカおよびグローバルサウス全域のパートナーに対し、**収量向上と融資リスクの低減を実現**している。