

# CSE Model: Cassava Seed Entrepreneur Business Model

Transforming Cassava Farming Through Entrepreneurial Innovation!

The CSE Business Model empowers local entrepreneurs by providing training and certification in seed production and a straightforward digital quality-control platform, links them to buyers through pre-agreed contracts and cooperative financing, and has scaled to deliver over 110 million disease-free cuttings annually in Tanzania and Nigeria.



**The International Institute of Tropical Agriculture (IITA)**  
James Legg

Commodities

Cassava

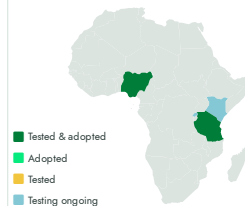
Sustainable Development Goals



Categories

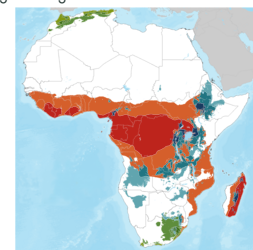
Pre-production, Practices,  
Yield improvement, Seed system

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Farmers, Processors, Seed companies,  
Advisory and Extension Services,  
Seed Regulators



This technology is **pre-validated**.

9:3



Scaling readiness: idea maturity:  
9/9; level of use: 3/9

**79 %**

ROI estimated by the technology provider



Open source / open access

## Problem

- Low-margin, uncertified cassava seeds cap yields at ~8 t/ha.
- Fragmented supply chains deter investment and scale.
- No traceability undermines buyer confidence.

## Solution

- Empower entrepreneurs with agronomy and business training.
- Use SeedTracker™ for real-time certification and traceability.
- Unlock a profitable, scalable seed market with clear ROI.

## Key points to design your business plan

- **High-Margin, Scalable Supply Chain:** Professionalize cassava seed multiplication, certification and market linkages for premium, disease-free planting materials.
- **Traceability & ESG Alignment:** Guarantee origin and quality via SeedTracker™, while advancing your gender-inclusion and climate-resilience targets.
- **Strategic Partnerships & Contracts:** Map input suppliers and impact investors, then structure off-take JVs with CSEs for volume, quality and revenue-share certainty.
- **Capacity Building & Co-Branding:** Sponsor train-the-trainer workshops and launch joint marketing campaigns to showcase clean-seed benefits and drive ROI.

Gender assessment

3

Climate impact

7



**CSE Model**

<https://e-catalogs.taatafrica.org/com/technologies/cse-model-cassava-seed-entrepreneur-business-model>

Last updated on 2 May 2025, printed on 2 May 2025

Enquiries [e-catalogs@taatafrica](mailto:e-catalogs@taatafrica)