

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 11 million disease-free cuttings annually in Tanzania and Nigeria.



Commodities

Cassava

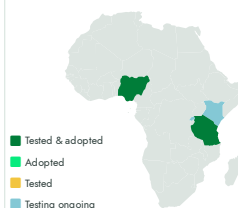
Sustainable Development Goals



Categories

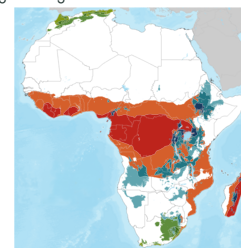
Pre-production, Practices,
Yield improvement, Seed system

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

Inclusion assessment



Climate impact



Problem

- Fragmented systems fuel disease outbreaks and donor dependency.
- Uptake of improved varieties remains below 20 %.
- Limited revenue streams impede program sustainability.

Solution

- Integrate training, finance and digital tools for CSEs.
- Achieve USD 1.7 M+ sales across Nigeria & Tanzania.
- Build self-sustaining, scalable seed networks for lasting impact.

Key points to design your program

- Sustainable Seed Systems:** Formalize cassava seed multiplication, certification, and market linkages to advance food security, gender equity, and climate resilience.
- Coalition & Project Design:** Build a consortium of NGOs, research institutes, and funders; co-develop 3-5 year plans with clear targets and blended finance.
- Technical Support & Capacity Building:** Deploy experts in agronomy, seed systems, and digital platforms; sponsor regional "seed labs" for innovation sharing and trials.
- Digital Integration & MEL:** Customize SeedTracker™, establish M&E dashboards for real-time data, and design SMART indicators for ongoing impact assessment.

79 %

ROI estimated by the technology provider



Open source / open access



CSE Model

<https://taat.africa/mmp>

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