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# **A new typology of Irrigation as a Service business models**

Nick Brozovic  
Daugherty Water for Food Global Institute  
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# A new typology of Irrigation as a Service business models



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- Informal irrigation equipment rental markets are widespread
- There are a growing number of commercial irrigation as a service (IaaS) enterprises
  - These encompass a wide variety of technologies, scales, and business models
  - Commercial IaaS provision in the Global South has been little studied
- This presentation provides an overview and synthesis of current commercial IaaS business models that serve smallholders



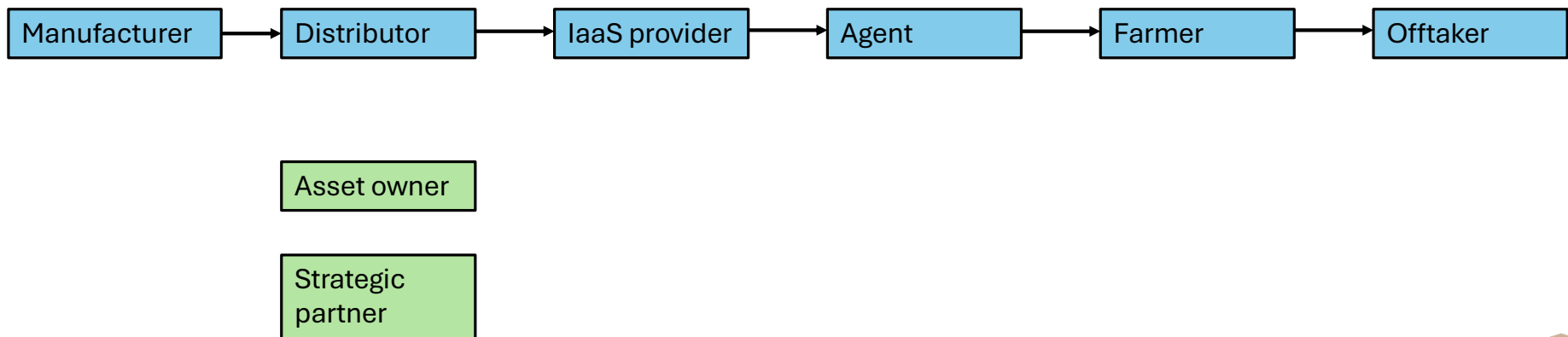
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# Definition



Irrigation as a service (IaaS) encompasses approaches that provide water for agriculture without farmers' equipment ownership



# Example – mobile IaaS (Uganda)



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# Examples – fixed IaaS (Ghana & India)



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# Irrigation as a Service value propositions



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1. Provides access to irrigation for farmers who do not have enough capital, or cannot get credit, to purchase equipment
2. Guarantees reliable access to irrigation, removing concerns related to breakdowns, security, and in some cases, even irrigation decision making



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# Key elements for business model typology

## 1. Revenue strategy

- Are customer relationships transactional or based on relationship-building?
- Mobile laaS businesses often use transactional strategies with payment at the time of service
- Fixed laaS businesses have more flexibility in contracting, which may increase the risk to the laaS provider.

## 1. Source of competitive advantage

- Need to make unit economics as favorable as possible
- May decrease costs, increase customer revenues, or both





# Preliminary business model typology

Revenue strategy	Source of advantage	Example
Transactional	Manufacturer/dealer joint venture	Agrirain
Transactional	Repair technician	Micro-entrepreneurs
Transactional	Multisided platform/cross selling	Agrishare
Transactional	Offtaker customer	None identified
Transactional	Grant/donor funding	Lending libraries
Relationship	Manufacturer/dealer joint venture	Pumptech
Relationship	Repair technician	Micro-entrepreneurs
Relationship	Multisided platform/cross selling	Agrishare
Relationship	Offtaker customer	cultYvate
Relationship	Grant/donor funding	IWMI/Tata Trusts



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Thank you!

[nbrozovic@nebraska.edu](mailto:nbrozovic@nebraska.edu)  
<https://waterforfood.nebraska.edu/>

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