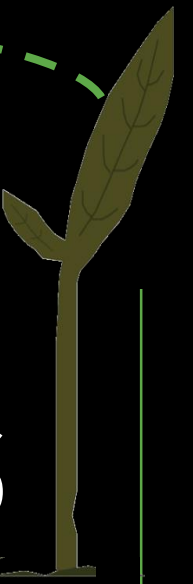




smarter
funding



better
outcomes



MIND THE GAP

Private Sector



Money $\neq$



Expertise

But nothing happens...



Understanding Private Sector



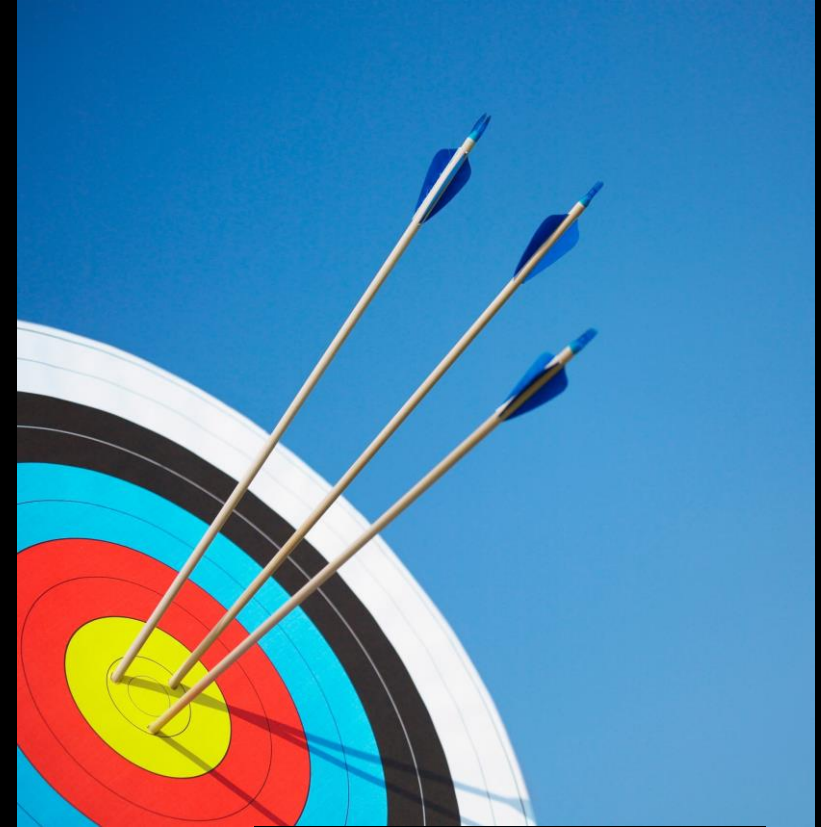
Value Proposition



Root cause



Private Sector

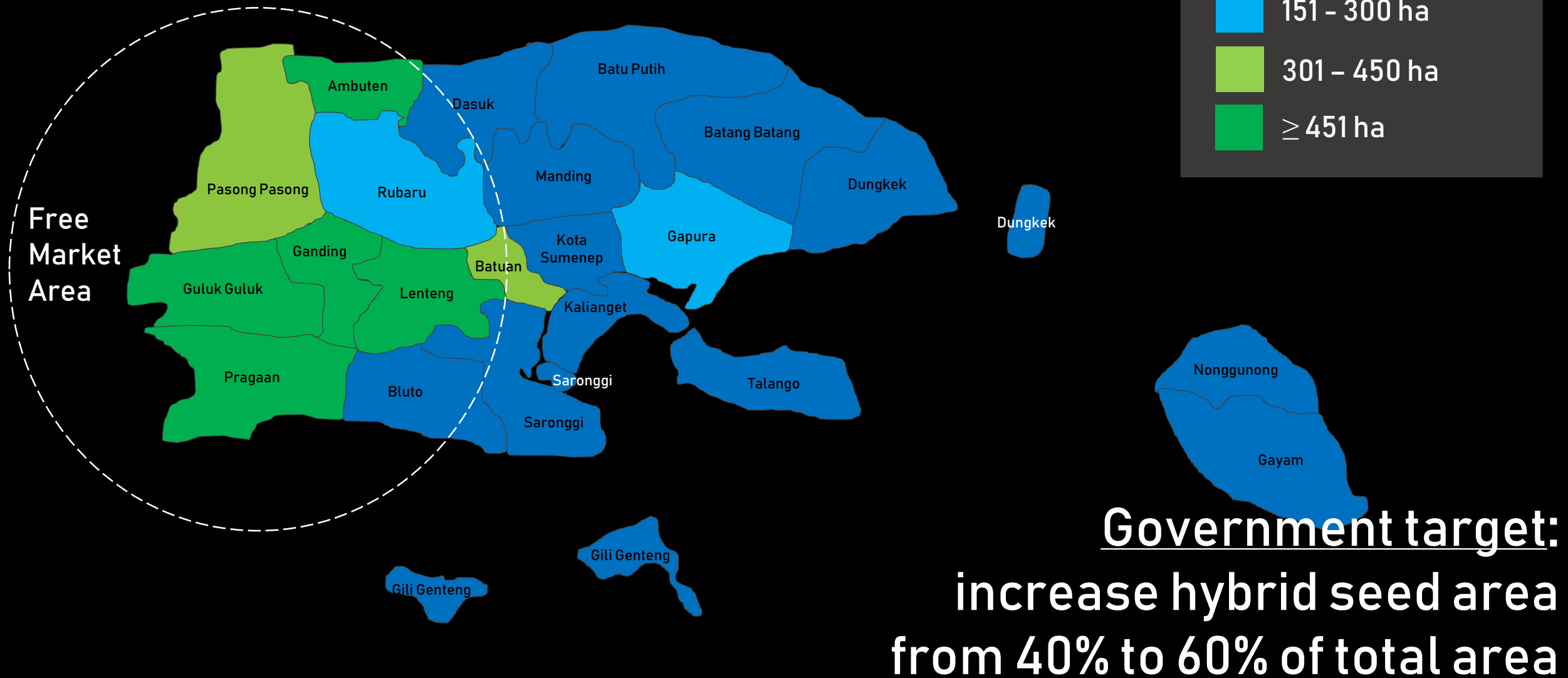


Government



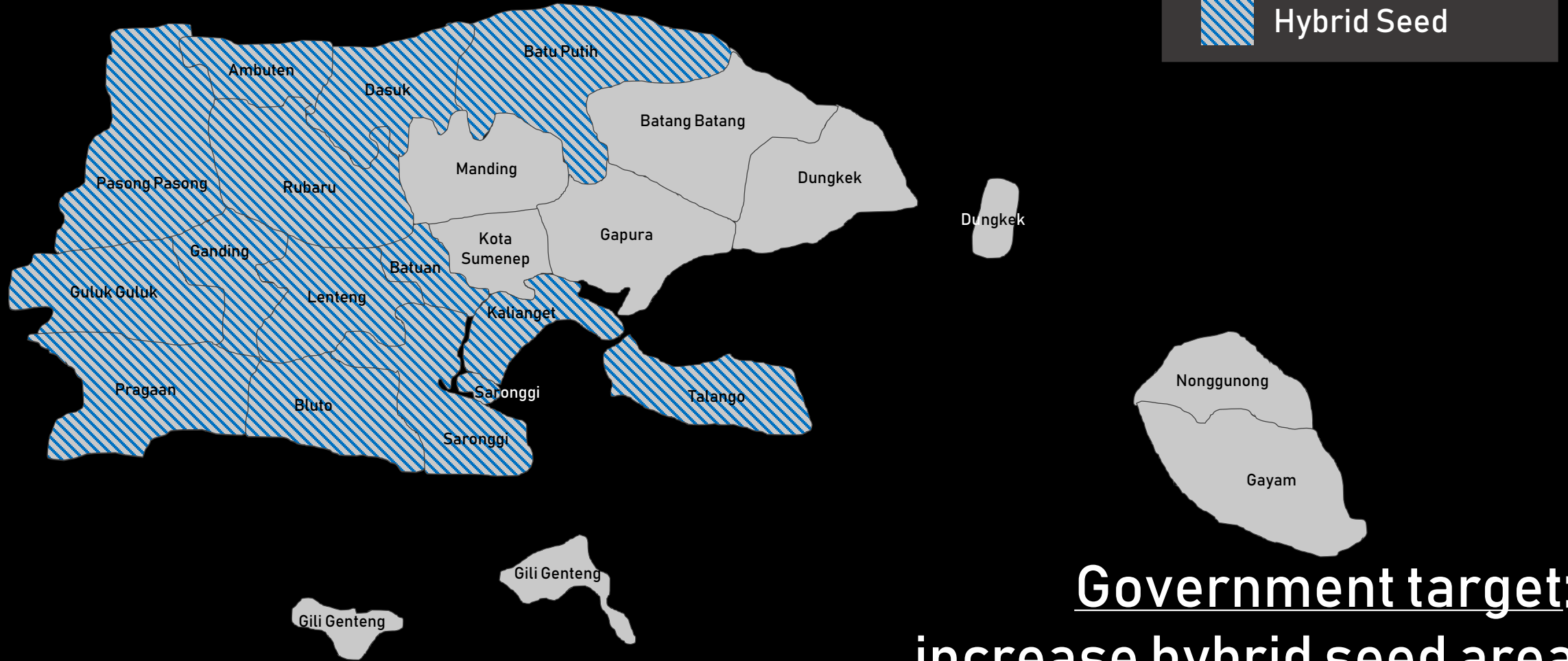
PPP Maize in Sumenep

UPSUS Distribution



PPP Maize in Sumenep

Area of Hybrid Seed Cultivation



Government target:
increase hybrid seed area
from 40% to 60% of total area



PRISMA

Promoting Rural Income through
Support for Markets in Agriculture

