

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

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

💡 IP
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

Commodities
Cassava

Sustainable Development Goals

Categories
Pre-production, Practices,
Yield improvement, Seed system

Tested/adopted in

■ Tested & adopted
■ Adopted
■ Tested
■ Testing ongoing

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



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

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