

# Agribusiness developers wins @iLabAfrica

Agribusiness mobile app ConviFarm, developed by two Kenyan students, won the top prize at the Waterloo University Agribusiness mobile Tech challenge - [@iLabAfrica](#).

## The app with the greatest impact potential

Norman Muga of Strathmore University and Mburu Njunge of Kenyatta University were handed their air tickets and invitations for stay at the University of Waterloo last week by @iLabAfrica at an event graced by Kenya's Ministry of Information and Communication Principal Secretary Dr. Victor Kyalo.



Norman Muga and Mburu Njunge pose for a photo with principal secretary Ministry of Information and Communication Dr. Victor Kyalo when they received their prize.

The fast growing @iLabAfrica centre is Strathmore University's technology research and innovations centre. The centre partnered with the University of Waterloo of Canada in the agricultural mobile applications competition looking for the application with the greatest impact potential to Africa's agribusiness sector.

"Agriculture is the mainstay of at least 80% of the Kenyan population. We chose this sector because it has a direct impact on the bottom of the pyramid masses," said @iLabAfrica director Dr. Joseph Sevilla.

## Incubating technology

The Agribusiness Mobile tech challenge is open to members of the public, students of Strathmore and other universities as well as private applications developers. It has its top Prize being a two week trip to Ontario Canada, where winners join other developers around the world in training and incubation. The second prize is a full scholarship for a six months Strathmore Entrepreneurship Development Programme.

The challenge is employing a virtual incubation technology developed by University of Waterloo's Conrad Business, Entrepreneurship and Technology Centre, to reach and incubate agribusiness mobile app ideas across Kenya. @iLabAfrica has been running the system on pilot at its @iBizAfrica incubation centre.

Speaking during the award ceremony, Kyalo commended @iLabAfrica for delivering global partnerships that deepen technology innovations. "This centre continues to interest developers to come up with world class innovations and solutions that can impact the bottom of the pyramid in Africa," he said.

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