

LESSONS FROM INCOFIN'S AGTECH PORTFOLIO, PART II: THROUGH A FOCUS ON IMPACT AND OPERATIONAL EFFICIENCIES, GRANTEES ARE ACCESSING NEW SOURCES OF FUNDING AND NEW MARKETS

During the first six months of the engagement, Incofin Foundation's support largely focused on three main pillars:

1. Fine tuning grantee business plans, objectives and KPIs;
2. Building capabilities in the grantees in proper procurement procedures; supporting the contracting of qualified Technical Service Providers –TSPs– (consultants); ensuring alignment between contracted services and the outputs required for the initial development phase of the agtech solutions; and providing support in monitoring service contracts to guarantee compliance by TSPs;
3. Assisting grantees in the execution of their technical assistance projects, with a focus on achieving results based on key project management principles, across multiple activities, including user research and testing, software development, market opportunity assessment, partnership building, capacity building and training.

In recent months, Incofin Foundation's support has shifted from [building and testing](#) to activities focused on helping the grantees scale their operations. This means supporting the creation of robust sales and marketing plans, creating spaces for grantees to showcase their innovations and helping them identify potential investors. Beginning in August 2025, for example, the Incofin Foundation organized [a series of virtual sessions](#) led by partners The Yield Lab Latam and Nesters Tech. The objective of the sessions is to "transfer knowledge and tools that strengthen the organizations' capacity in fundraising, strategic use of data, and gender inclusion in business models linked to agtech." These sessions will culminate in two Demo Days held at the end of November 2025 aimed at helping the grantees identify investors.

In September 2025, several of the organizations had the opportunity to showcase their solutions at IICA's annual [Semana de la Agricultura Digital](#) (Digital Agriculture Week) held in Costa Rica. Among those invited to present were Interactuar, Suyana, Imix and Producers Direct. SpaceAG also participated. The Incofin Foundation's technical assistance is already bearing fruit as evidenced by the experience of two of the organizations working with Incofin Foundation on the Advancing Digital Innovation for Smallholder Farmers in Latin America initiative funded by the IDB Lab and SSNUP.

TERRA KAAPE

Terra Kaape is a Honduras-based agritech company that has developed a Manufacturing Enterprise System (MES) and a carbon footprint app that helps farmer groups, cooperatives and small exporters improve operational efficiencies and ensure traceability. The company was founded in 2021 with a focus on the coffee value chain. Through initial working sessions with the Incofin Foundation team, Terra Kaape realized that it was missing out on a significant opportunity by not targeting other export value chains like cocoa, grains and dairy. It also realized the limitations of relying on bootstrapping to scale its operations. Through a series of introductions facilitated by Incofin

Foundation, Terra Kaape has been able to secure funding from impact investors in Guatemala and has been selected as one of startup companies participating in Innovatech 2.0 (see Figure 1). Through the Innovatech project, Terra Kaape has forged relationships with farmer groups and exporters in parts of Honduras where it had not previously operated including Olancho, Atlántida and Colón. Through the funding, connections and technical support it has received from Incofin, Terra Kaape is hoping to expand its MES customer base to 40 organizations serving 40,000 smallholder farmers by the end of 2025.

Figure 1: Operational impact of Terra Kaape’s participation in Advancing Digital Innovation for Smallholder Farmers in Latin America

	BEFORE	AFTER
VALUE-CHAIN FOCUS	single-crop (coffee)	multi-crop (coffee, cocoa, grains, dairy, etc.)
GEOGRAPHIC FOCUS	coffee-growing areas of Honduras	new departments in Honduras (Olancho, Atlántida and Colón) El Salvador
FINANCING	bootstrapping	grant funding/acceleration (Incofin Foundation, Innovatech) loan (impact investor)
VALUE PROPOSITION	operational benefits for farmer groups, cooperatives, exporters	Operational benefits for farmer groups, cooperatives and exporters and impact benefits for smallholder farmers (higher productivity and income) and for the environment (more efficient use of resources, carbon capture measurements)

Source: Terra Kaape, Incofin Foundation.

HOLA TRACTOR

Hola Tractor is a Bolivia-based agritech company that connects farm equipment owners (e.g. tractors) with small-scale producers through a shared-economy model. Farm equipment owners can further monetize their assets while small-scale producers benefit from the increased productivity and operational efficiency that comes from the use of mechanized equipment. Incofin Foundation has been working with Hola Tractor since the start of the year across three main activities including:

1. Business planning, value proposition, marketing and sales campaigns
2. Capacity building
3. Digital product development including platform enhancements and installation of IoT devices

Through a series of co-creation sessions, Incofin Foundation and Hola Tractor worked on sharpening the start-up's value proposition and business plan. This was instrumental in Hola Tractor's subsequent selection as one of the 11 start-ups participating in Startup Perú Plug, a program aimed at helping start-ups enter the Peruvian market sponsored by ProInnovate. Hola Tractor's focus on building climate resilience among smallholder farmers was key to its selection.

Figure 2: Selected start-ups by Start Up Peru Plug 2025



Source: Hola Tractor.

From Peru, Hola Tractor is planning to scale the use of IoT devices on mechanization equipment to not only measure but ultimately reduce CO2 emissions. Through its platform, Hola Tractor is not only making it easier for smallholder farmers in emerging economies to access mechanization equipment, but also supporting the reduction of harmful emissions for the benefit of the environment.

This report is prepared by The AgTech Network. The authors take full responsibility for the contents of this report. The opinions expressed do not necessarily reflect the view of IDB Lab, Incofin Foundation, SSNUP, the Donors, ADA, Incofin IM and any of the members of their Board of Directors.