



WHY THE IBMA CONFERENCE BECAME A SUCCESS BEFORE IT OPENED?

"You create a legacy when you switch "sofa advice" with "real-world challenges."

When **Henry Ford** built its first Auto assembly line, it was a statement of efficiency, novelty thinking, and a milestone in global industry history. This, though the first assembly line, was far from perfect.

Today the assembly line concept is used almost anywhere; we can't imagine any massive industry without it.

Henry Ford's Goal was to enable every worker to own a car. He achieved it, changed the world, and on the way, became a millionaire.



Henry Ford and the Auto assembly line

Greenpeace's Goal was to send the world a message: *“We can't keep abusing our environment and killing animals. Considering the consequences, we must stop this immediately.”*

It took years for Greenpeace to become the global, impact-creating organization it is today.

But the critical moment in this organization's history was the moment they got on a boat and set course to stop whale hunting.



Greenpeace first voyage.

Google's Goal was *“to organize the world's information and make it universally accessible and useful.”*

Not everything went according to plan, and they were ready to sell the company for \$0.75M, but no one was ready to buy. Today Google is one of the global most successful companies.



Google's co-founders, Larry Page (left) and Sergey Brin (right)

The above three stories involve entrepreneurs who dared to do what others didn't dare to dream.

They dreamed and acted accordingly. They did the unexpected, defying agreed conventions and standards by creating NEW approaches, concepts, and standards.

Their beginning was not flawless, but they were not shy about sharing their dreams.

In fact, sharing their dreams enabled their vision to come true.

A DREAM TO SHARE

In June 2021, while I was in Senegal, three entrepreneurs, Mr. Isaac Kagara, Prof. Ikechi K. Agbugba, and Ms. Gisele Masengo, contacted me, saying they wanted to do something to impact the African agro sector.

After several months of discussions, we agreed on the issues we wish to focus on and promote broadly and globally -

- ❖ We will focus our activity on small-hold farmers.
- ❖ We want to see small-hold farmers shifting from poverty to prosperity and becoming part of the middle class.
- ❖ We want to see developing economies turning their agro sector from Agriculture into Agro-Industry Business.
- ❖ We want to see the agro-industry more conscience about the health of the food it produces and the environment where it grows.

The next thing we agreed on is that technology and agrochemicals failed to bring the expected prosperity, sustainability, and good health to small-hold farmers and the world.

From here, the way was short to an agreement on a shared vision and a path to lead us there.

THE VISION

“Small-hold farmers live in economic prosperity, growing an abundance of healthy food in a healthy environment.

THE PATH

An international conference in which we will discuss advanced business models dedicated to small-hold farmers in developing economies.

With this, the preparations for the [International Conference On Business Models In Agriculture](#) (IBMA), 27-29 April 2023, in Kigali, Rwanda, went underway.

THE UNDERLYING MESSAGE

The IBMA conference's Goal is *to help small-hold farmers have dedicated advanced business models which will change their status to become part of the middle class.*

But there is another goal, which we don't talk about, but is highly strategic - to create global awareness of the three topics mentioned above.

You see, as entrepreneurs, we wanted to draw attention and create awareness of topics we care about.

Therefore, we kept sharing our Dreams, visions, Goals, and Mission.

Please read the next part and judge how well we did the "awareness" and "drawing attention" jobs.

Two years ago, you couldn't hear any conversation relating agriculture to business models; now you do.

Two years ago, you couldn't see one post relating to business models in agriculture on social networks. In the past two years, we have posted hundreds of posts on LinkedIn, YouTube, Facebook, Instagram, Twitter, columns, podcasts, webinars, etc., discussing business models in agriculture. Those generated hundreds of thousands of views.

Two years ago, the only way people consider to help farmers was by pushing them with more technologies, or even easier, with subsidies and donations. Now they consider business models too.

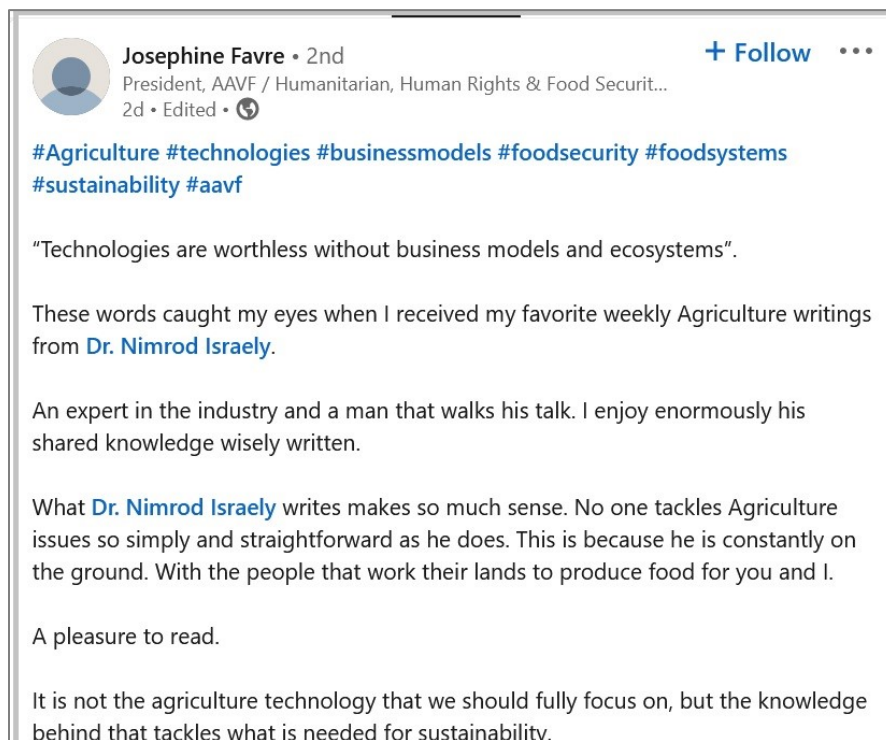
The IBMA 2023 conference is supported and promoted by the state of Rwanda and its state agriculture university!

Two years ago, people were reluctant to participate in the conference. Now the IBMA conference is booked to take place in two more countries in 2024 and 2025.

Two years ago, we said we would be happy even if we had 50 attendees. Now we have over 300 registered attendees.

Two years ago, you couldn't see a post made to advertise where the

Two years ago, to promote [African Agriculture Day](#), you discussed “Novel Technologies.” Now, it is about business models.



[To complete the post, press here or the picture.](#)

Do you see why I am so optimistic?

The IBMA conference is about to be extraordinary, but it had fulfilled much of its expectations even before it began. From here, it can only improve.

The IBMA conference spirit is that of entrepreneurs, like its co-founders.

Being part of the IBMA conference is a great advantage charged with a super challenge, as *we have a world to save and the lives of 550M small-hold farmers to change.*

TAKEAWAYS

- **NO MATTER** how significant the future change is; the beginning is always small.
- **TECHNOLOGIES** and business models alone don't change the world; people do.
- **CHANGE BEGINS** when you act and let everyone know of your intentions.

* If you enjoyed the column, share it with friends/colleagues and share your insights with me.

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**** Mental and Economic Freedom Are Interconnected ****

See you soon,

Nimrod



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P.S.

If you missed it, here is a link to last week's blog, "[Why Do “Pushing” Technologies Have The Opposite Effect On Smallholders Than Expected?](#)"

Link to [recent columns](#).

P.P.S.

[The IBMA](#) conference provides the stage to share your experience with agriculture business models and learn from others.

P.P.P.S.

[Dream Valley](#) is a field-proven disruptive business model based on the successful Israeli model. Contact me if you view yourself as a potential investor, business partner, or client. [Email](#), +972-542523425 (WhatsApp/Text)

P.P.P.P.S.

Please look at the video series "[The Agricultural Gap](#)." I explain the historical roots of the agricultural gap between African and Western countries with short videos.

I see this video series as "uncompleted," as I am waiting to gain more confidence before completing the chapters with The Solution, as I perceive it.

If you like it, **share** it with those who need to see it and **Subscribe**.

***Change Begins With A Decision
That The Existing Reality Is A Choice
And Not A Decree of Fate***