



**Ifeoluwa
Tryphena
Olatayo**

Name of business: Soupah Farm-en-Market Limited

Position in the Company: Founder and Chief Executive Officer

Country: Nigeria

About the business: Soupah Farm-en-Market is a tech-enabled food distribution company that links input to farmers and links fresh nutritious foods to off-takers (market women) by utilizing a simple USSD platform. By digitizing logistics and cutting out middlemen; the company delivers better prices to farmers; helps market women achieve economic growth, while reducing food prices for consumers.

Ifeoluwa is a young agripreneur from Nigeria. Her business impact focuses on smallholder farmers, children and women on the BoP. She is a Key Stakeholder with SBN and WHFF and her interest on the value chain leverages agribusiness as a tool for a greener planet and a better society.

Find out more:

Website: <http://farm-en-market.soupah.ng/>

Twitter: Business - @soupah_limited | Personal - @tryphenapreneur