

#LetsTalkDigital: Karidas Tshintsholo: KHULA! Inputs Marketplace

Over the past five years, funding in Agritech start-ups across the African continent has been rising consistently. The sector stands in fifth position when it comes to the amount of capital raised by start-ups in Africa.

Khula! is a digital ecosystem of platforms that connect & enable role players in the agricultural and food value chain to grow their businesses: through an e-commerce marketplace, trade platform and digital support service for funders & farmers. The organisation envisions a connected & inclusive food system that can support the growing need for sustainably and responsibly sourced and produced food around the world;

Khula! Inputs Marketplace is built to support farmers (of all sizes and anywhere in the country) to easily & efficiently access certified agricultural inputs and services from leading industry players.

Our guest today is Karidas Tshintsholo, founder and CEO of Khula!, who will be talking to us about just this.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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