



GiveWell Scoping Proposal

March 2022

PxD proposes 6 months of activities to scope and design a 2-3 year work plan to implement our digital agricultural advisory services and generate rigorous evidence on these services in multiple countries.

The objective of this larger 2-3 year scope of work will be to generate evidence that is as generalizable as possible across multiple geographies, crops and livestock value chains, recommended farming practices, and farmer populations. We hope to achieve this high level of generalizability through the breadth of services included in the evaluations, the selection of settings that are representative of much larger farmer populations, and through detailed analysis before and after the evaluations of a variety of sub-populations within each geography.

We estimate that the proposed geographies included in this scoping proposal have a total addressable market of approximately 400 million smallholder farming households, and a potential PxD reach of roughly 30 million households in the next five years.

Work Plan

We expect scoping activities to be launched by the first week of April 2022, and be completed by September 30, 2022. The main output of the scoping process will be the submission of an impact evaluation and implementation proposal covering activities in 3 to 5 countries over 2-3 years. We expect to deliver this to GiveWell by September 30, 2022.

Activities will be conducted in two phases. An intermediate output of the scoping process will be an alignment and validation meeting between phase 1 and phase 2, where PxD will present a draft framework of the proposal to GiveWell.

In the first phase from March through July, we will establish the Project Management Team; identify 3 to 5 geographies (current short list: India, Pakistan, Kenya, Nigeria, and Ethiopia), key value chains, and farming practices that will be the focus of the implementation and impact evaluation work; and identify promising interventions (e.g. weather forecasts, agro-dealer phone book, leaf color charts, etc.) that complement PxD's digital advisory to address barriers facing farmers. We will also collect data and conduct other due diligence to identify high impact areas and questions, and inform the experimental design.

In the second phase, from July to the end of September, we will combine insights and data from Phase 1 with feedback from GiveWell to develop an integrated impact evaluation and implementation plan and budget for each geography. This will include an analysis of project and evaluation risks and a risk mitigation plan.

A gantt chart is provided below in the Appendix.

Budget

Staffing Plan

This will be an organization-wide staffing effort drawing from Global and In-Country teams that will be coordinated by a project management team (PMT) over the 6 months of the scoping grant. The PMT will be led by a Global Research and Operations Manager (50%), and consist of up to 2 FTEs of Research/Project Associate time. This team will be responsible for coordinating and delivering the final proposal.

Approximately 1 FTE of time will be allocated from each of 5 country teams (India, Pakistan, Kenya, Ethiopia and Nigeria), including substantial time from country directors, research associates, agronomists, and livestock specialists. Three researchers will allocate 25% of their time each, primarily to developing 3-5 impact evaluation proposals. The CEO and Chief Product and Technology Officer will each allocate 10% of their time. The Chief Economist will allocate 20% of her time. The Chief Development Officer and a Research and Program Development Manager will each allocate 15% of their time to developing this proposal.

Overall we expect to allocate approximately 9.5 FTE over 6 months to complete the activities outlined in the work plan above. The total cost of all staffing will be \$274,447.

Other Direct Costs

We've budgeted for 500 in-person surveys and 800 phone surveys in each of the five countries, at a total cost of \$185,000 to conduct farmer needs assessments and validate the demand for different innovations that we'd like to test. To supervise surveys and meet stakeholders we've also budgeted \$10,000 for domestic travel by country staff.

Total Costs

Direct costs, the sum of staffing, survey and travel cost, are budgeted at \$469,447. *Indirect costs* (calculated at 15% of direct costs) include accounting, legal, auditing, administrative functions, communications, organizational IT services and support, program and project development. They amount to \$70,417.

The *total cost* of executing the scoping phase is \$539,864.

Appendix: Gantt Chart

Activity/Deliverable or Milestone	Timeline (March to December 2022)							
	M	A	M	J	J	A	S	O+
Scoping Proposal Development (This proposal)	█							
Scoping Proposal reviewed by GiveWell	█							
Scoping Grant Awarded/Project Launch Target Date: March 31 , 2022	●							
Phase 1: Foundations	█	█	█	█	█			
Establish Project Management Team (See Staffing Plan)	█	█						
Develop <i>methodology and assessment criteria</i> for selecting geographies, value chains, farming practices, research questions, etc.	█	█						
Identify 3 to 5 promising <i>geographies</i> (current short list: India, Pakistan, Kenya, Nigeria, and Ethiopia)	█	█						
Identify and prioritize <i>key crops, livestock value chains, and farming practices</i> , based on agro-economic factors by geography		█	█					
Identify <i>other types of information</i> (e.g. weather forecasts, agro-dealer phone book, leaf color charts, etc.) that address farmers' challenges		█	█					
<i>Data collection and other due diligence</i> to (i) identify high impact areas and questions, and (ii) inform the experimental design.		█	█	█				
Identify <i>research questions and key outcomes</i> of interest		█	█	█	█			
Alignment and validation check-in with Givewell Target Date: July 15 , 2022					●			
Phase 2: Collation					█	█	█	
Develop appropriate <i>research designs</i> for each geography					█	█		
Create an <i>implementation roll out plan</i> in each geography					█	█		
Conduct <i>risk analysis</i> and develop <i>mitigation plan</i>					█	█		
Proposal writing and budget creation						█	█	
Research and Implementation proposal submitted to GiveWell Target Date: September 30 , 2022							●	
Proposal review by Givewell								█
Research and Implementation Grant Awarded Target Date: December 01 , 2022								●