

GoDaddy Case Study: AgriLedger

At a Glance

Business: AgriLedger

Website: www.agriledger.com

GoDaddy Helped Us: Register our domain and set up hosting quickly, work efficiently through Office 365.

Results: We are able to easily manage a company with global reach.

Product Snapshot

Domain: We were lucky that we were able to find and register our .COM domain right away.

Managed WordPress Hosting: It's fast, and easy to manage remotely.

Office 365: Email is not something you should have to worry about, and you get that with Office 365.

The seed is planted.

David Davies, technology founder of AgriLedger, recalls how something big can start so small. David and some friends were attending a conference in London, and saw there was a hackathon competition. Over the weekend they brainstormed ideas to implement blockchain (a database for digital currency) in new ways. What they came up with wasn't just a neat way to use blockchain. It was a way to change the world. This was the birth of AgriLedger.

AgriLedger is a powerful mobile application that works as a digital wallet and receipt system for farmers all over the world. It puts power in the hands of the farmer, helping them not only have a more accurate record of their transactions, but also lower costs and increase profits. It builds accountability and trust, and allows even the smallest farm become a part of the global farming community.

David and his team won that hackathon, and then Gates Foundation and UNICEF wanted to know more about AgriLedger. It was time for this seed of an idea to grow... but they were going to need help.

Growing with GoDaddy.

David was already familiar with GoDaddy, having worked with us in the past for other initiatives. He knew he didn't need to look anywhere else. He registered agriledger.com over the weekend, and set up their site shortly after. "I think it is exactly what GoDaddy is meant to be – fast, simple, and you get things done without hassle," David says. "We had our website up in about a week, and the email services up right away. That allowed us to hit the ground running, and incorporate new people into the team very easily."

It's not only the quick onboarding that sets GoDaddy apart, according to David. "We've tried other services in the past, but GoDaddy's services are all in one place and are easy to use, and their customer service sorts out any issue right away so it's great."



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“GoDaddy is a very important part of all the companies we operated.”

AgriLedger also relied on the professional appearance their website provided. “It is absolutely important to have a comprehensive website up as soon as possible, because as soon as you start talking to people about contacts, it gives real substance to the business.”

And last but not least, David knew that GoDaddy had powerful products that could help his business go.

“When you first start a company, everyone could be working from different locations in the world, and you don’t want to have to worry about versioning. With Office 365, you know that you are using the same version, so you can get straight to doing work.”

GoDaddy has been a big part of AgriLedger’s early success, and David and his team look forward to growing with GoDaddy. And he’s not shy about sharing his love of GoDaddy.

“A lot of people come to me for advice on these types of things. I do a lot of mentoring to startups, and I always tell them that they need Office 365, GoDaddy – it’s a standard package that really helps you get started.”

We couldn’t have said it any better ourselves.

And growing for the future.

AgriLedger has already come a long way since that hackathon. Now they have been meeting with international organizations like the World Soup Program, IFC (part of the World Bank), Asia Development Bank and others, and they’ve had a 100% endorsement. In just two months, their team of eight has grown to thirty, and has presented at ten different venues. Even venture capitalists are looking to get involved. “This has been almost a dream,” David says. “It’s hard to believe that in two months we’ve gone from just an idea, to presenting this to governments ministers.”

GoDaddy is a huge proponent of shifting the global economy toward life-fulfilling independent ventures, and that’s exactly what David and his team believe AgriLedger can do. “A very small difference there could make massive difference long-term. If we can impact millions of users and increase their income by a hundred dollars a person, then we’re putting billions of dollars into the world economy. I think that is a hugely meaningful contribution and is what I’d like to see AgriLedger do, and GoDaddy is doing everything they need to help us get there!”



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