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**Pretty
Kubyane**



**Here
to be
Pioneering**

**Building Africa's future
through technology that
feeds nations:
How one engineer is
transforming agriculture.**

Growing up, Pretty Kubyane witnessed entrepreneurship in its purest form. Her father's motor repair workshop was more than a place where vehicles were fixed, it was where she first discovered the beauty of engineering, problem-solving and perseverance.

Alongside it, a family wood-cutting business created employment for women and young people in the community, showing her that successful businesses are measured not only by profit, but by the opportunities they create for others. Those early lessons became the foundation of a career that is redefining the future of African agriculture.

Today, Kubyane is the Co-Founder & Chief Technology Officer (CTO) of eFama, an award-winning agritech platform using advanced technology to connect farmers with markets, improve supply chain efficiency and strengthen food security across the continent. At a time when Africa's smallholder farmers continue to face challenges around market access, pricing, demand forecasting and finance, she is building solutions that place technology at the heart of agricultural transformation.

While blockchain remains part of eFama's technology architecture, its primary technical engine today is artificial intelligence. At the centre of this is Ksasa AI, eFama's proprietary AI model, which forecasts market prices and demand up to 90 days in advance. By aligning these forecasts with fresh produce crop cycles, the technology can provide farmers with critical market intelligence before they even plant. It is an approach that shifts agriculture from simply responding to market conditions to anticipating them, giving farmers greater visibility to make more informed decisions about what to grow, when to grow it and where demand is likely to be.

Kubyane's journey is equally remarkable because it reflects the power of continuous learning. A dual-certified Solutions Architect with more than 40 professional certifications spanning cloud computing, blockchain, cybersecurity, data engineering, supply chain digitisation and enterprise architecture, she has intentionally built the expertise needed to solve some of Africa's most complex development challenges. Rather than waiting for opportunities, she has consistently invested in herself, proving that curiosity and discipline can become powerful catalysts for innovation.

Her technical leadership has also earned significant recognition. In April 2026, Kubyane won the Tech Entrepreneur Award at the ITWeb Wired4Women Awards, recognising her contribution to technology entrepreneurship and innovation.

She was also named the 2026 Veuve Clicquot Bold Future Award winner, adding to a growing body of recognition for her work at the intersection of technology, entrepreneurship and social impact.

Under her leadership, eFama has attracted support from organisations including Visa, the NEAR Foundation, Standard Chartered Bank, Google and Meta, while securing international funding that has enabled it to scale its impact across African agricultural communities. Recognition through programmes such as Visa She's Next and other innovation platforms has further positioned Kubyane as one of South Africa's emerging technology leaders.

Yet beyond the accolades lies a deeper purpose. Kubyane is passionate about ensuring that technology serves people before systems. She is a vocal advocate for increasing the participation of women in science, technology, engineering and mathematics, using her own journey to challenge stereotypes that continue to discourage many young women from pursuing technical careers. Whether speaking at conferences, mentoring aspiring innovators or leading multidisciplinary teams, she consistently demonstrates that diverse perspectives are essential to building better solutions.

Her work also challenges another misconception, that Africa's greatest innovations must come from elsewhere. Instead, Kubyane believes the continent's most pressing challenges can be solved by those who understand them best. By combining world-class technical expertise with an intimate understanding of local realities, she is helping build intelligent digital infrastructure that empowers farmers, strengthens supply chains and contributes to long-term food security.