

Farming By Faith Joins FasterCapital LaunchUp Program, Aiming to Unlock \$250 Million in Microcredit



Johannesburg, Gauteng Jul 30, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Farming By Faith (FBF), an innovative agritech startup transforming idle land into thriving farms, today announced a strategic partnership with [FasterCapital](https://www.FasterCapital.com) through its LaunchUp program. This collaboration aims to accelerate FBF's growth across South Africa and beyond by leveraging FasterCapital's global expertise, capital-raising support, and technology incubation resources. Together, they will unlock the vast potential of underutilized agricultural land, empowering emerging agripreneurs to drive equitable economic growth.

Market Opportunity & Problem Statement

South Africa's agricultural sector faces a critical challenge: emerging Black farmers lack access to productive land despite significant underutilized rural acreage. The industry is ripe for disruption. Current solutions are fragmented, lacking integrated platforms that connect landowners with aspiring farmers while providing essential education and support. Farming By Faith addresses this gap by creating a scalable land-linking platform that meets the needs of both landowners and agripreneurs, positioning itself uniquely within a competitive landscape dominated by limited, single-focus offerings.

Startup Solution & Differentiation

Farming By Faith's core value proposition lies in its all-in-one land-linking platform combined with comprehensive farmer education and support services. The platform will intelligently match landowners with emerging farmers based on location, land size, and farming experience, reducing logistical barriers

and maximizing land productivity. Complementing this, FBF will offer tiered training programs, equipment sharing, and a reliable buyer network to ensure farmers' success from crop selection through to market delivery. The project leverages one field trial of 2 farms for 2 years that drew to a close due to a lack of working capital. That experience taught FBF a vital lesson: **capital allocation is essential to economic viability**. Even the most promising social enterprise needs strategic financial fuel. This insight reshaped the approach—and inspired a new vision for scale. We're now focused on building a framework that can empower **1 million farmers across Africa and can unlock \$250 million in microcredit by 2030**.

FasterCapital Partnership Value

Through the LaunchUp program, FasterCapital provides Farming By Faith with tailored mentorship, technology incubation, and strategic capital-raising support. Known for its rigorous selection criteria and global reach, FasterCapital partners exclusively with startups demonstrating scalable innovation and strong market fit. This collaboration accelerates FBF's path to market leadership by enhancing operational capabilities, expanding investor networks, and refining growth strategies. The partnership is expected to fast-track FBF's platform development, expand its farmer certification programs, and support its pan-African expansion plans within the next five years.

Executive Quotes

[Hesham Zreik](#), Founder and CEO of FasterCapital, said:

"Farming By Faith exemplifies the kind of transformative innovation we seek at FasterCapital—combining technology with social impact to address a pressing market inefficiency. Their unique land-linking platform and farmer enablement model position them to lead agricultural transformation in South Africa and beyond. We are excited to support their journey through our LaunchUp program and help scale their impact across Africa."

Peter Browne, Founder & CEO of Farming By Faith, stated:

"Partnering with FasterCapital is a pivotal step in realizing our vision to empower emerging agripreneurs and unlock the vast potential of underutilized land. Their global expertise and robust support system will accelerate our growth, enabling us to build a scalable, profitable platform that drives inclusive economic development in South Africa's agricultural sector."

Growth Trajectory & Future Plans

Farming By Faith plans to leverage this partnership to expand operations into three additional South African provinces within two years, scaling to over 250 land deals and certifying more than 100 farmers. By years three to five, FBF aims to enter regional markets including Zambia, Kenya, and Nigeria, replicating its proven model and curriculum. The startup is currently raising a US\$250,000 seed round to finance the platform build, farmer education programs, and operational expansion. Looking ahead to 2030, FBF envisions unlocking US\$250 million in investment to empower one million farmers across Africa — establishing itself as the continent's leading force in agri-land linking and farmer empowerment, while driving food security and reducing income inequality at scale.

About Farming By Faith

Founded by Peter Browne, [Farming By Faith](#) is a South African agritech startup dedicated to transforming emerging farmers into prosperous agripreneurs. By building a scalable land-linking platform and providing comprehensive education and support, FBF unlocks underutilized land and

fosters sustainable agricultural development. The company is committed to driving economic inclusion and reshaping the future of farming in South Africa.

About FasterCapital

[FasterCapital](#) is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now the #1 venture builder in terms of the number of startups that we have helped, money invested and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The LaunchUp program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.

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