

Biography Awa CABA



Awa CABA is co-founder and CEO of SOORETUL, a digital start-up that enables women in agriculture to have access to the market and sell their products. She obtained her Engineering Degree in Computer Science in 2012 at “Ecole Supérieure Polytechnique” of Dakar. She completed her studies with a certificate in Business and Entrepreneurship at the University of Iowa - United States upon the Mandela Washington Fellowship Program

As a student, she took an early interest in agriculture and agribusiness which are key sectors for the development of her country. She has, with her team created a software solution related to agriculture, livestock and fisheries in order to help actors in these three sectors to better organize their work. Thus, she win with her team the IMAGINE CUP West and Central Competition organized by Microsoft. She afterwards was much more involved in agri-business by connecting rural supply to urban demand with an online sales platform in order to promote and give greater visibility to women. SOORETUL is the winner of PictH AgriHack Competition in 2016 and received in 2015 The Rebranding Africa Award and for bringing an innovation in the sector of Agriculture and Technology.

As part of her social work, Awa is a founding member of the first network of women in Technology in Senegal JJIGUENE TECH HUB which is aims to encourage and inspire more women to integrate the ecosystem of Science, Technology, Engineering and Mathematics. She is also member of YEESAL AGRIHUB, an Agribusiness Tech hub to stimulate youth to create innovative solutions in agriculture.

With "SOORETUL" Awa participate in the employability of youth in agriculture, the financial empowerment of rural women and promote the digital economy around agribusiness in Senegal, Africa.