

GoGettaz

2019

GoGettaz Agripreneur Prize

- The Finalists

Co-catalysed by

ECONET



INTRODUCTION

Generation Africa is a partnership initiative bringing the dynamism of youth to Africa's agri-food sector. Co-catalysed by Yara International and the Econet Group in early 2019, the Generation Africa movement aims to build on the efforts of other leading institutions to work collaboratively to strengthen the ecosystem that supports young agripreneurs across the continent on their journey from idea to scale.

Judging criteria for the 2019 GoGettaz Agripreneur Prize final pitch contest:

Innovation in the agrifood sector

Market potential and traction

Impact – social and environmental

Business model – scalability and financial sustainability

Team – experience, track record, pitch presentation/inspiration

The esteemed judging panel for the inaugural GoGettaz Agripreneur Prize has been asked to:

Celebrate

Use each three-minute pitch to celebrate the young entrepreneur and highlight what is inspirational or educational for others aspiring to follow in their footsteps.

Interrogate

Ask the tough business questions that will identify which businesses have got what it takes to transform their great ideas and innovations into financially sustainable and scalable local, national, regional and even international agri-food ventures.

Elevate

Score the finalists so that winners emerge who demonstrate both great business acumen and offer inspirational role models for other aspiring entrepreneurs across Africa.

The original content of this Deal Book was prepared by each of the 12 finalists themselves, and includes information drawn from their online competition submissions.

For more information and to join the **Generation Africa GoGettaz** community, please go to: www.genafrica.org or write info@genafrica.org



GOURMET GRUBB

www.gourmetgrubb.com

Presenting Founder

LEAH BESSA

AGE	28
NATIONALITY	South African
NUMBER OF EMPLOYEES	3
BUSINESS ADDRESS	4 Milton Road Observatory, Cape Town, South Africa
COMPANY STAGE	Pre-Revenue

BUSINESS SUMMARY

High impact, innovative insect ingredient company, focusing on creating dairy alternatives made from ethically farmed black soldier fly larvae. We aim to modernise insects as a food source and change the way insects are perceived.

MANAGEMENT

LEAH BESSA

Co-founder and Head of Product Development

PhD in Food Science researching insects as a protein alternative for human consumption. Believes in impact through innovation.

JEAN LOUWRENS

Co-founder and Head of Operations

Bcomm supply chain management and wants to build a sustainable and ethical company with a global impact.

LLEWELYN DE BEER

Brand Manager

Art director with a focus on food branding and bringing innovations to consumers in a relatable way.

CUSTOMER PROBLEM

The food industry relies on unsustainable and unethical sources of protein, and we will no longer be able to produce protein, in the same manner, to keep up with the growing demand. Consumers have become more aware of what they consume, and the effect it has on them and the environment. As a result, here is a strong drive in the food industry to develop alternative foods that fulfill this need. The dairy industry is currently under much scrutiny for their environmentally unfriendly, unethical farming methods and poor animal welfare. While there are efforts to introduce dairy alternatives into the market, they are both expensive, and they don't fulfill the nutritional requirement that dairy fills. Furthermore, many of the dairy alternatives are plant-based, and they still require a lot of land and water to farm them. There is a massive need for a dairy alternative that can nutritionally fill the void of dairy, as well as maintain animal welfare and contribute positively to the environment.

PRODUCT / SERVICES

EntoMilk is the first dairy alternative made from insects globally. It is made from the black soldier fly (BSF) larvae and is higher in protein than regular dairy, with an amino acid profile that is suited for the human body. Its calcium, iron, and zinc content is significantly higher than regular dairy products and dairy alternatives. We have created a gourmet ice cream with EntoMilk to introduce it to consumers and demonstrate its versatility. Powdered EntoMilk is designed to be reconstitutable to be used widely in the food industry as a functional and nutrient-dense powdered substitute.

TARGET MARKET

The USA alone has seen a 61% increase in dairy alternatives over the past four years. The total global market for dairy alternatives is expected to reach USD 35.06 billion by 2024 with a CAGR of 16.6%. Our target market lies in South Africa. We are focussing specifically on customers that live in Cape Town, Johannesburg, and the surrounding cities. The total population of our focus area is 8,774,395 people.

We can then segment our market further by using the SAARF LSM (Living Standards Measure), which is widely used as a marketing research tool in South Africa. Our target market lies within LSM 7-10 (34.9% of the population), between the ages of 18-50 (70% of LSM group). When we segment the market accordingly, we have a Target Market of 2,143,584 South Africans.

CUSTOMERS

Our customers are healthy, conscious consumers. They are seeking alternatives for health reasons, sustainability reasons and often due to intolerances with dairy.

SALES / MARKETING STRATEGY

Initially, sales will be through B2C creating value-added products using EntoMilk and selling them under the Gourmet Grubb brand (high end and gourmet).

We will then move to a B2B strategy where we will create and distribute powdered EntoMilk for the food industry. Initially, EntoMilk will be marketed as a gourmet product, that is healthy and sustainable. Through innovative and tasty products, we will change consumer perception and drive global demand for using EntoMilk in foods.

BUSINESS MODEL

Initially, sales will be through B2C creating value-added products using EntoMilk and selling them under the Gourmet Grubb brand. We will then move to a B2B strategy where we will create and distribute powdered EntoMilk for the food industry. The timing, speed, and focus of this pivot will primarily be dependent on the B2B market uptake. In the long-term and at a scale, we aim to compete with regular dairy products, both liquid-based and powder-based, due to the favorable unit economics of our product.

COMPETITORS

Dairy, dairy alternatives (almond, soy, pea, oat), Novel protein alternatives, lab grown milk (future).

COMPETITIVE ADVANTAGE

We are the first company globally to create a dairy alternative using insects and one of the few that have used the Black Soldier fly larvae successfully in the production of human food. This has created a first to market advantage for the company and will be continued through the use of data collection at every stage of the supply chain, and we intend to stay on the forefront of innovation by allocating expertise and funds to R&D and business development. Combining the knowledge gained from working in the food industry and studying insects in a food science capacity has allowed our founders to distinguish the company in the marketplace.

CONTACT

LEAH BESSA

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NGOMALANDS

www.ngomalands.com

Presenting Founder

STEVEN BETCHA

AGE	26
NATIONALITY	Congolese from Democratic Republic of Congo
NUMBER OF EMPLOYEES	50 Full Time / 20+ Part Time
BUSINESS ADDRESS	Bâtiment RICA, Boulevard Kanyamuhanga, Quartier le Volcan, Goma, DRC
COMPANY STAGE	Start-up

BUSINESS SUMMARY

Ngomalands is a technological platform that connects owners of uncultivated arable land with people seeking land to rent for agricultural purposes, giving them access to a package of services and products that they need to increase productivity and be successful in farming. We also provide advertising space for every entrepreneur who offers products and services for farmers. We also offer other services in partnership with other agribusiness contractors who work in logistics, counseling, inputs and equipment.

MANAGEMENT

STEVEN BETCHA

Co-founder CEO of Ngomalands

Bachelor in Finance and Accounting, with four years of experience with start-ups and NGOs.

PATRICK NZANZU

Co-founder and CTO

Lecturer in the Faculty of Technology at ULPGL, with an experience in entrepreneurship with tech solutions start-ups.

PATRICK ABAYO

Co-founder and COO

Co-founder and COO, serial entrepreneur and farmer with a Bachelor in Finance, and experience in both the private sector and humanitarian world.

CUSTOMER PROBLEM

Unemployed young people in Africa have to be involved in agriculture as a solution, but they don't have access to land, and when they find the land they don't have access to services and products to be successful in farming. On the other side, there are service providers in the agribusiness sector who don't know where to find customers, so we came up with Ngomalands as a solution.

PRODUCT / SERVICES

We provide access to farmland for rent. We help new farmers have access to additional services and products offered by the sector in order to increase their productivity. In partnership with other contractors in the field, we offer a package of services and products. We also provide advertising space for every entrepreneur who has products and services for farmers.

TARGET MARKET

Africa's food market is projected to reach \$1 trillion by 2030. The current size of the market is \$313 billion. Land is a crucial asset and input in the sector. Every year, Africa has 10 to 12 million young people entering the job market, but only 3 million jobs are created for them. Agriculture remains the leading creator of jobs. Young people will need land, services, and products that the agricultural world will offer to them. They will create innovative ideas, come up with products, and this will then require them to find consumers for the products and services they create.

The target population for our company is all people who want to start farming, owners of arable land and people who are already engaged in agriculture.

CUSTOMERS

Ngomalands' customers are millions of unemployed young people who want to get involved in agriculture, and who are looking for available land to cultivate, and people in general in Africa who are seeking land to rent, as well as all entrepreneurs who provide services and products to farmers.

SALES / MARKETING STRATEGY

We are raising awareness in meetings with the different groups of landowners. We also plan an extensive campaign on social media like Facebook, Twitter, Instagram and websites. We intend to meet young people in meetings like conferences and workshops to sensitize them to become agripreneurs and then ask for our services. We will participate in certain meetings of

farmers associations to invite them to list unused land spaces on our platform. We will also use advertising spots on radio and television. With all these strategies together, we will be able to reach millions of people in Africa and around the world.

BUSINESS MODEL

Our business model is that for every land lease transacted on our platform, we earn a commission (10% of the amount). We rent our advertising space to every contactor who want to promote his products and services for farmers. We have a percentage of commission for each service and products provided to farmers by our partners.

COMPETITORS

Our main competitors are individuals who rent their lands and some governments who lease land to other governments. And also other advertising platforms which offer space for entrepreneurs to promote their products.

COMPETITIVE ADVANTAGE

We are a large platform that offers people a variety of arable land available according to their preferences (location, price, accessibility, and other details). We accompany that by giving our customers access to other services. We make sure that the land for rent is not in areas declared protected, and that the practices of agriculture take into account the protection of the environment. Our advertising space is the best place to find customers for products and services for farmers.

CONTACT

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ALLEY CAPITAL GROUP

www.acg.co.zw/acg-drones

Presenting Founder

PIWAI NIGEL CHIKASHA

AGE	28
NATIONALITY	Zimbabwean
NUMBER OF EMPLOYEES	4
BUSINESS ADDRESS	45 Jesmond Road, Hatfield, Harare, Zimbabwe
COMPANY STAGE	Growth stage

BUSINESS SUMMARY

Alley Capital Group specializes in precision agriculture, offering crop spraying services using highly effective, environmentally friendly, customized drones. We deliver improved spray quality to ensure food security while minimizing costs for the farmer. We stand out for affordability because we have the expertise to develop unique in-house systems.

MANAGEMENT

PIWAI NIGEL CHIKASHA

CEO

MSc Degree in Aeronautical Engineering and over five years international drone work experience including military and management roles.

TAKUDZWA CHIPADZA

Operations Manager

BSc Aeronautical Engineering and Master of Business Administration.

CUSTOMER PROBLEM

Traditional crop spraying methods do not adequately satisfy the desired levels of technical efficiency and cost-effectiveness. Ultimately, this results in financial loss, low food quality, and unacceptable environmental pollution.

PRODUCT / SERVICES

We offer crop spraying services using advanced drones, integrated in-house, for the satisfaction of the unique needs of the market. Our service thrives on a dedicated team of highly passionate, well-trained engineers and operators.

TARGET MARKET

With over 250,000 small to large scale farmers in Zimbabwe, the nation spends tens of millions of dollars annually on crop spraying. Our humble target of 16,200 hectares by the end of the first 12 months constitutes a highly attainable 0.3% market share by income.

CUSTOMERS

We work with both small and large scale farmers, who are primarily focusing on horticulture and cash crops. Corporations with substantial pieces of farmland (beyond 1,000 hectares) are welcome and fall under a special termly-contract based business model.

SALES / MARKETING STRATEGY

We have a memorandum of Understanding with the Zimbabwe Farmers Union for direct and advocated access to their over 100,000 subscribed farmers.

BUSINESS MODEL

The farmer pays an agreed unit cost for each hectare sprayed on his farm, by our equipment, operated and serviced by our trained staff.

COMPETITORS

Agri-Air, Zacro Services and other small or foreign private manned-airplane-spray service providers.

COMPETITIVE ADVANTAGE

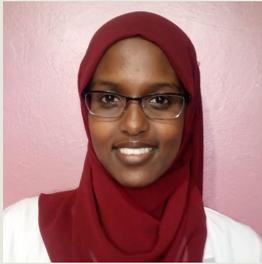
A strong background in Aeronautical Engineering means that we can manipulate the drone crop spray technology to meet the unique requirements of the Zimbabwean (African) ecosystem. This guarantees the highest possible service quality, yet optimally minimizing costs and expenses.

CONTACT

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ECODUDU LIMITED

www.ecodudu.com

Presenting Founder

STARLIN FARAH

AGE	24
NATIONALITY	Kenyan
NUMBER OF EMPLOYEES	50 Full Time / 20+ Part Time
BUSINESS ADDRESS	Chandaria Business Innovation and Incubation Centre, Kenya Drive, 1st floor
COMPANY STAGE	Growth Stage

BUSINESS SUMMARY

Ecodudu is a waste-to-value venture, utilizing the Black Soldier Fly as a rich source of protein for animal feeds while recycling organic waste into organic fertilizer through a natural and easily scalable process.

MANAGEMENT

ADAN MOHAMMED

CEO and Co-Founder

A serial entrepreneur, a Biosystems engineer and lead innovator at Ecodudu.

STARLIN FARAH

COO and Co-Founder

Extensive research into the Black Soldier Fly and head of Research and Development.

GEORGE KOSIMBEI

CFO and Chairperson of the board

PhD in Economics, senior lecturer at Kenyatta University with substantial experience in research and consultancy.

PETER KABUE

Production manager

Diploma in Applied Biology and 3 years experience working with Black Soldier Flies.

CUSTOMER PROBLEM

The dwindling sources of protein sources, especially Fishmeal, have led to unscrupulous suppliers tampering with the supply causing the prices to continue rising. This, in turn, is making animal rearing unsustainable.

Pest infestation has long been a significant problem for many farmers.

PRODUCT / SERVICES

1. Dudumeal (insect protein) contains 40%-60% Crude Protein (CP).
2. Shamba Mix (organic fertilizer) confers pest and nematode resistance to crops.
3. Waste collection services: Partnerships with hotels, markets, institutions on organic waste collection.

TARGET MARKET

Africa's animal feed sector has the highest growth rate in the world and is valued at \$25,700m in 2019. The annual protein demand for feed is 300,000 tonnes in East Africa, and this figure is set to continue growing (as of 2019).

CUSTOMERS

1. Medium-scale feed manufacturers who use insect protein for their feed formulation.
2. Agricultural retail stores and farmers (poultry, fish, pig)

SALES / MARKETING STRATEGY

We market directly to our clients through field officers and collate data to determine patterns and referrals. One-third of our customers have been acquired through referrals. We also use digital marketing to target specific clients.

BUSINESS MODEL

Ecodudu utilizes the Black Soldier Fly to recycle urban organic waste into organic fertilizer. We collect and transport animal waste to our production site where the waste is sorted and fed to the black soldier fly, which recycles it to produce fertilizer. The mature larvae are used as animal feed providing high protein for pig, poultry, and fish and are also used as a protein source for animal feed manufacturers.

COMPETITORS

Local and International suppliers of conventional sources of protein for animal feed including soybean, fish meal (commonly known in Kenya as Omena) and cottonseed cake.

COMPETITIVE ADVANTAGE

Ecodudu produces an excellent natural source of protein which is obtained from the Black Soldier Fly and recycling organic waste (as raw material). This is then collected from sources at a fee, this reduces the production cost significantly, and this cost-benefit is transferred to the customer. The process is heavily reliant on data analytics that Ecodudu has developed, and this brings about continuous improvement inefficiency.

CONTACT

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DISTRIBUTION EXPRESS (DITEX Ltd)

www.gpspourtous.com

Presenting Founder

BERTIN FOKOU

AGE	32
NATIONALITY	Cameroonian
NUMBER OF EMPLOYEES	5 full time, 6 part time
BUSINESS ADDRESS	Airport Zone, Douala, Cameroon
COMPANY STAGE	Growth stage

BUSINESS SUMMARY

WhatsNear is a Mobile and Web App which can reduce the cost of transporting agricultural products by 50% by helping farmers to find transportation - cheap, reliable, fast, available and close to the pick-up place of their production.

MANAGEMENT

BERTIN FOKOU

Founder, Manager, Business Developer

Bachelor in Marketing, 8 years of professional working with 6 years of business development, passionate about entrepreneurship, in love with Africa.

STEPHANIE FOGUIN

Finance Officer

Bachelor in Accountancy

CUSTOMER PROBLEM

90% of agrifood production in Africa is provided by smallholders, most of whom have minimal access to transport infrastructure. As a result, transport costs represent 27.5% of the final sales price of agricultural products, and post-harvest losses of fruits and vegetables cost up to 40% of total production, due to the lack of optimal options for transport means.

PRODUCT / SERVICES

Our solution consists of selling GPS devices to various transport service providers, then referencing them in WhatsNear.

Their location, price, and availability will be updated in real-time. Thus, when a producer or purchaser of agricultural products needs a transportation mean, he will only need to:

- Access WhatsNear,
- Locate the available carrier vehicle located near the pick-up place
- Contact him
- Negotiate him with the transport service
- Follow in real-time delivery
- Share his experience of the service received from this carrier

TARGET MARKET

Our target users are:

- Producers and buyers of agricultural products
- Providers of transport services: Motorcycles, tricycles, intercity freight carriers, and cross-border carriers

WhatsNear is the first African Marketplace, where the demand and supply of agricultural transport services will meet.

CUSTOMERS

Our customers are transport service providers.

SALES / MARKETING STRATEGY

The distribution of the application will be mainly via online application stores such as PlayStore and AppStore. On the other hand, we carry out direct marketing actions to our targets.

WhatsNear's launch strategy is:

1. Use carriers that are currently using GPS devices purchased from us to launch WhatsNear.
2. Conduct marketing campaigns to farmers, to encourage them to use WhatsNear from now on to find a carrier.
3. Target high-potential carriers and install free GPS devices on some of their vehicles as part of a Try & Buy offer.
4. As these referenced providers receive transportation purchases through WhatsNear, this will encourage them to pay for the GPS devices to be installed on their other vehicles.
5. As farmers go through WhatsNear to find a carrier, this will position WhatsNear as a necessary sales channel for carriers. They will be more motivated to subscribe to our GPS Tracking services to be integrated to WhatsNear.

BUSINESS MODEL

For producers and buyers of agricultural products, the registration and use of WhatsNear to find and connect with transport providers are 100% free for life. For transport service providers, the transport services exchanged on WhatsNear will be freely negotiated between the parties and will not be subject to any surcharges or commissions to be paid to us. However, in order for their vehicles to be referenced and geo-locatable in real-time in WhatsNear, transport service providers will have to buy from us the GPS devices to install on their vehicles, which will offer them all the features of Security and Fleet Management and allow them to be visible on WhatsNear 24H/7 and to receive transport requests.

COMPETITORS

There is not yet on the market a similar solution as WhatsNear solving the same problem.

COMPETITIVE ADVANTAGE

As a competitive advantage, WhatsNear will help to :

- Reduce transportation costs by 50% for farmers and offer carriers the opportunity to sell their empty returns.
- Put taxi-motorcycles and tricycles that are present in all villages to help ensure the "first mile delivery" of agricultural products. This is to effectively overcome the low presence in rural areas of cargo carriers.
- Choose the carrier located nearby and accelerate the goods delivery.
- Safety and reliability, thanks to the GPS devices installed on the carriers' cars.

CONTACT

BERTIN FOKOU ditex@live.fr +237696497358



COLDHUBS

www.coldhubs.com

Presenting Founder

BRIGHT BENJAMIN IGBOKWE

AGE	35
NATIONALITY	Nigerian
NUMBER OF EMPLOYEES	28
BUSINESS ADDRESS	No.1 Umungagwo Umu-Oba Road Off M.C.C./Uratta Road Owerri, Imo State. Nigeria
COMPANY STAGE	Growth Stage

BUSINESS SUMMARY

ColdHubs is a social enterprise that builds and operates solar-powered walk-in cold rooms branded as "ColdHubs" for the preservation of fresh fruits and vegetable products extending their shelf life from 2 to 21 days. We sell cold storage space to fresh fruits and vegetable farmers and vendors, to eradicate or reduce post-harvest loss.

MANAGEMENT

NNAEMEKA C. IKEGWUONU

Founder and CEO

Farmer, innovator, leading social entrepreneur and Founder/CEO of the Smallholders Foundation Ltd./Gte in 2003.

BRIGHT BENJAMIN IGBOKWE

Co-founder and COO

Experienced business development manager with extensive expertise in agribusiness startups.

CHIOMA A. ONYEKPERE

ICT and Media Officer

Full stack software engineer and a skilled graphic designer who loves to create responsive, beautiful and user friendly functionalities with a demonstrated history of working in the I.T industry.

CHIDUBEM MAXWELL OKORO

Technical Officer

Agricultural engineer, with extensive knowledge and expertise in clean energy, solar cells, batteries, air conditioning, cold room design, and refrigeration.

OVIE TERRENCE USIBE

CFO

Mr Ovie is a resourceful and successful financial professional that brings on board his 6 years' experience in financial management accounting, taxes, investor relations, human resources, strategic planning and administration for a startup.

CUSTOMER PROBLEM

Small and medium-scale farmers of perishable agricultural products and vendors who deal with fresh fruits and vegetables lose more than 40% of their product due to lack of sound reliable cold storage systems.

PRODUCT / SERVICES

We provide a cheap and reliable 24/7 cold storage system for overnight storage space of perishable agricultural products.

TARGET MARKET

There are over 350 fresh fruit and vegetable markets in Nigeria and about 30 million hectares of farmland with more than 6 million farmers that are divided into various farm cluster groups that need cold storage. North Africa and west-central Asia experience about 66 million metric tons of food loss and 13 million metric tons of food waste due to lack of cold storage system.

CUSTOMERS

Fresh fruit and vegetable farmers and Small/Medium scale vendors of fresh fruits and vegetables make up our main customers.

SALES / MARKETING STRATEGY

Word of mouth, train and educate our customers on good handling technique and importance of cold storage is our key marketing strategy.

BUSINESS MODEL

ColdHub's business model works in two ways: the pay as you use model where our customers pay N100 for overnight storage of one plastic crate filled with fruits or vegetables. The second model is leasing out the storage space to farmers groups or association, which pay ColdHubs a certain agreed amount monthly.

COMPETITORS

Pioneers

COMPETITIVE ADVANTAGE

ColdHubs provides a very cheap and affordable service, with a reliable/durable technology to support it. We deal and interface with the targeted customer.

CONTACT

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MAUNGO CRAFT

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Presenting Founder

BONOLO BEVERLY MONTHE

AGE	33
NATIONALITY	Botswana
NUMBER OF EMPLOYEES	3 permanent / 2 temporary
BUSINESS ADDRESS	Tribal Lot 12, Gabane, Botswana
COMPANY STAGE	Growth stage

BUSINESS SUMMARY

300 tonnes of Morula is used to make 12 tonnes of oil for the cosmetic industry, leaving most of the delicious fruit unused. In Botswana, Maungo Craft works with the cosmetics value chain and local communities to turn this fruit into multi-award-winning, artificial-preservative-free, hand-crafted, Preserves. Our mission is to inspire the birth of a gourmet, indigenous fruit industry in our country, which will allow for the environmentally sustainable growth of the oil industry.

MANAGEMENT

BONOLO MONTHE

Co-founder, Managing Director, Head of Sales and Marketing

Cum Laude (Distinction) in Communication Science.

OLAYEMI AGANGA

Co-founder, Production Manager and Accountant

LLM in Intellectual Property Law.

MOTSEOEME TAUNYANE

Co-founder, Assistant Production Manager and Head of Legal

LLB in Law.

CUSTOMER PROBLEM

It takes 300 tonnes of Morula fruit to get to 12 tonnes of oil. The wasted fruit is a bottleneck that prevents the growth of the indigenous oil industry in our country and region. We are revolutionizing this value chain by re-imagining the potential of our indigenous fruits, making and selling award-winning, low to no sugar, artificial preservative-free, indigenous fruit preserves. We are a company dedicated to using African indigenous fruits and working with local communities and companies that extract the oil.

PRODUCT / SERVICES

Maungo Craft produces low-to-no sugar, super-food, quirky and healthy gourmet craft jam, marmalade and chutney. Our creative flavours include: NANA (Morula, banana and coconut jam) and MARA MARA (Smoked Morula, Chillies, Ginger Jam).

TARGET MARKET

Research indicates the global sweet spreads market is set to surpass \$21bn by 2020. Jams and preserves reign the sweet spreads

market with 37% of market share. This market is highly segmented with many competitors. Maungo Craft makes luxury high-end preserves. Customers in this segment seek new flavors, great taste, and healthier options. Our potential customers are global. Typical jam uses 50% - 70% sugar while Maungo Craft jams are less than 40%. The gourmet food sector is experiencing strong growth around the world, driven by demand for authentic tastes and foods with fewer and "cleaner" ingredients.

Maungo Craft's domestic market is both retail and direct business to business sales through the vibrant tourism industry in Botswana. In neighbouring South Africa, demand for sweet spreads is rising especially in the gourmet sector.

CUSTOMERS

Maungo Craft customers are typically 20 – 45, female and urban. This demographic wants goods that are healthier and more innovative than typical jams to represent their culture and individuality. They are tastemakers for their families.

SALES / MARKETING STRATEGY

Pricing Strategy

Gourmet jams are a luxury good. Maungo Craft sells its preserves at an aggregated price of BWP45/\$4 for a 250ml. For a gourmet jam, this is well placed as an upper mid-range jam in a market that has brands that cost more than BWP100/\$10 at retail.

Experiential Marketing

Through farmers markets, pop up fairs and events we have a growing mailing list of over 1000 consumers.

Trade Shows

Conferences, trade shows, and expos allow us to promote our products to key buyers.

Social Media

Facebook, Twitter, and Instagram pages enable us to offer products to customers beyond local markets.

Influencer Campaign

Our influencer engagement, included targeting Martha Stewart whose subsequent photo with our jam reached nearly 5% of Botswana's population.

In-store Promotions

Clients taste and engage with the brand.

B2B Marketing

Targets owners and purchasers at hotels & retail.

BUSINESS MODEL

Our business model involves the following: retail, hotels, lodges and camp restaurants, events such as weddings, corporate gifting and export.

COMPETITORS

Our main competitors are: Bonne Maman, Stonewall Kitchen, JM Smucker, Christine Ferber, Tiger Brands, Saint Dalfour and local markets.

COMPETITIVE ADVANTAGE

Lower sugar content as a healthier alternative.

Making fruit preserve blends that use the indigenous fruits of Botswana.

We are the only ones who make the flavours that we do anywhere.

CONTACT

BONOLO BEVERLY MONTHE

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WOMEN SMILES UGANDA

www.womensmilesuganda.com

Presenting Founder
LILIAN NAKIGOZI

AGE	25
NATIONALITY	Ugandan social entrepreneur
NUMBER OF EMPLOYEES	15
BUSINESS ADDRESS	Plot A4, Mpererwe-Buwambo Road, Kampala, Uganda.
COMPANY STAGE	Growth stage

BUSINESS SUMMARY

Women Smiles Uganda is a women-founded, women-led and women-focused social enterprise that was founded by like-minded young female social entrepreneurs with an aim of transforming the lives of women through eradication of hunger using the vertical farming mechanism.

Women Smiles Uganda manufactures vertical farms and sells them affordably to women in urban slums where there is limited land to practice agriculture especially in areas profoundly affected by severe drought. We train women how to use the vertical farming mechanism and to make compost manure through vermicomposting. We also link our customers using artificial intelligence technology (USSD Code) directly to the market to sell any surplus produce. Our partner, Operation Wealth Creation, provides women with free improved seeds.

MANAGEMENT

LILIAN NAKIGOZI
CEO and Founder

5 years experience in social enterprise management, business development, financial management, product development and branding with expertise in agricultural mechanization and crop growing.

PETER AGABA

Programs Director and Co-Founder

8 years experience in business development, online marketing, and expertise in artificial intelligence technologies development.

DOROTHY NANTEZA

Head of Marketing and Co-Founder

10 years' experience in marketing and sales, project planning and management with expertise in product design development.

CUSTOMER PROBLEM

Food scarcity is of late very common, globally over 2bn people are facing this problem. In Uganda 13% of the total population are facing food scarcity due to the ever-changing climate which brings about droughts and limited land for people to grow crops for food. Based on this calamity, I piloted the idea of forming Women Smiles Uganda.

PRODUCT / SERVICES

Women Smiles product is a vertical farm: This is a wooden box that converts 9 square feet into 3 square feet of farming space and is capable of growing up to 200 plants. To guarantee that the plants are receiving optimal sunlight, it has an internal bearing system which can turn up to 360 degrees. The farm is mounted with an inbuilt drip

irrigation system and a greenhouse material to address the agro-climatic challenges.

The farm can be positioned on any small ground that's on the rooftop, veranda, walkway, office building, or a desk and is accessible by anyone. One can grow crops like beans, peas, Irish, vegetables, among other crops throughout the year season after season without being affected by climatic changes like drought.

We also train our customers how to make compost manure through vermicomposting, link them to buyers, and operation wealth creation for improved seeds using our AI technology.

TARGET MARKET

Our major market base is Kampala slums of Kimombasa, Katanga, Katwe, Makindye, Old Kampala and Bwaise. These harbor more than 35% of the Kampala population. These are reached by our marketing team which moves from slum to slum identifying organized women's groups and educating them about vertical farming.

CUSTOMERS

Women in urban slums who lack land to practice agriculture for both food and livelihood. Individuals in areas highly affected by climatic changes causing severe droughts.

SALES / MARKETING STRATEGY

Willing groups are given our mobile money numbers to pay in instalments for the vertical farms and we supply them with the vertical farms. We use social media & organize talk shows and adverts on several radio and television stations.

We also organize community gatherings with the help of local leaders. These are the community chairpersons, councilors who we work hand in hand to bring more people on board for training and register them into our customer register.

BUSINESS MODEL

Women Smiles manufacture vertical gardens and sells them affordably to women

especially those in urban slums of Kampala where there is little available land to grow crops. We sell vertical farms directly to organized women groups for \$50, making a profit margin of \$20 per unit cost. Women can pay in installments; this is to give a chance to those who can't pay for upfront, to benefit from our services and products. They are recruited onto our training scheme and provided digital mobile money platforms where they can repay the loans.

We also partnered with micro-financial institutions who pay us and then give out the farms to their customers on a loan scheme basis and payback with an interest rate of 2%.

We deliver our vertical farms directly to our customers after training them. Those who buy in bulk get a discount of an extra vertical farm and free transport.

COMPETITORS

Our competitors are Camp Green, CIDI and Katende farm.

COMPETITIVE ADVANTAGE

Our differentiating factor is highly based on the fact that we don't only make and sell vertical farms to our clients but we go on to electronically link them to Operation Wealth Creation for improved seeds and directly to buyers without passing through middlemen.

Women Smiles Uganda's founder was raised in the slums which helped her know the ins and out of the slum life, and that it is not all about selling vertical farms and making a profit but rather availing all the necessary platforms to enable women in the slums to carry out urban farming. We do this by availing platforms like extra training on how to make compost manure, record keeping, and how to use drip irrigation among other good practices. This is only done by Women Smiles Uganda.

Lastly, our vertical farm is well equipped with an inbuilt drip irrigation system. This system enables our customers to grow crops throughout the year without being limited by climatic changes.

CONTACT

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FARMCORPS

www.farmcorps.net

Presenting Founder
JOB OYEBISI

AGE	34
NATIONALITY	Nigerian
NUMBER OF EMPLOYEES	12
BUSINESS ADDRESS	5a, Emina Crescent, Ikeja, Lagos, Nigeria
COMPANY STAGE	Early Venture

BUSINESS SUMMARY

FarmCorps is an agritech company with a mission to build and deploy cutting-edge technologies on the foundation of scalable agribusiness model to facilitate easy access to finance and market for smallholders in order to boost sustainable food production and especially in sub-Saharan African countries.

MANAGEMENT

JOB OYEBISI

Co-founder and CEO

Self-taught software developer who started his first company, a platform that connects students to tutors, when he was just fresh out of high school 15 years ago.

ELIJAH AMUSAN

Co-founder and COO

Has five years experience in agricultural operations and project management having worked with the Ministry of Agriculture in Nigeria.

DEBORAH IGE

Co-founder and CFO

Has over five years experience in data and financial analysis.

BOLUTIFE KOLAWOLE

CTO

A graduate student of Computer Information Systems at Prairie View University, Texas, USA.

CUSTOMER PROBLEM

Smallholder farmers, who number over 200m in Africa, lack access to finance for farm operations. Research by Dalberg states that smallholders need over \$200bn in financing to grow, but less than one-sixth of that is being met currently both by formal finance institutions & value chain actors. Consequently, because of lack of access to finance to purchase quality farm inputs, among some other factors, Africa, whose 70% of its total food supply is produced by smallholders, has the lowest crop yield compared to other regions in the world.

PRODUCT / SERVICES

Farm-Input Financing: FarmCorps deploys mobile identity systems, risk analysis, and mobile payment to enable donors, peer-lenders, and micro-finance institutions. This helps to finance quality farm-inputs for smallholders easily.

Last-Mile Distribution of Farm-Inputs

Smallholders receive funds as tokens for input on their mobile phone, and our system connects them to the nearest agro-dealer.

Data-Driven Advisory for Farmers

We connect farmers to our network of extension agents who use agronomic software/apps. They offer data-driven advisory services to smallholders, especially to illiterate farmers. Extension agents could be farmers themselves, who we have been certified in their application of best agronomic practices for specific crops.

TARGET MARKET

Africa currently imports about \$40 billion worth of food annually. Her agricultural market size in Africa is projected to be worth \$1 trillion by 2030 with 60% of the agricultural workforce being contributed by smallholder farmers networks.

CUSTOMERS

1. Our customers are social lenders, donor agencies and microfinance institutions who provides finance for smallholders
2. Local agro-dealers shops who wants to sell to farmers
3. Farmers in need of financing
4. Food companies who wants inclusive and sustainable sourcing

SALES / MARKETING STRATEGY

We market directly to our customers using direct sales, referrals, digital marketing, and field agents. We collate data to determine patterns and behavioral predictability for credit scoring.

BUSINESS MODEL

1. Commission from sales of agro-product done on our platform charged to the agro-input dealers.
2. Commission on interest earned by lenders.
3. Commission on sales of agro-produce.

COMPETITORS

Farmcrowdy, Tulaa, Farmerline

COMPETITIVE ADVANTAGE

1. End-to-end financing for farmers.
2. End-to-end market services that ensure optimum farm production and reduces the loan default rate among farmers.
3. Mobile data-driven advisory services for farmers to reduce the risk of crop failure.
4. We provide cheaper and sustainable sourcing for food companies with systems for traceability and provenance built on the blockchain.

CONTACT

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LE LIONCEAU

www.le-lionceau.com

Presenting Founder
SINY SAMBA

AGE	27
NATIONALITY	Senegalese
NUMBER OF EMPLOYEES	6
BUSINESS ADDRESS	Yoff Ocean, Dakar, Senegal
COMPANY STAGE	Early stage

BUSINESS SUMMARY

LE LIONCEAU adds value to local African raw materials with high nutritional value to improve the nutritional health of moms and babies while strengthening the local food value chain by collaborating with organic local farmers.

MANAGEMENT

SINY SAMBA

Co-founder and CEO, R&D manager of nutritional program

She is a food processing engineer specializing in infant nutrition and had experience within France's leading infant nutrition company in R&D science and innovation.

REMI FILASTÒ

Co-founder and CFO, Financial and administrative manager

Remi is also a food engineer specializing in the valorization and processing of raw materials from the South. He has experience in corporate finance applied to R&D.

SAMANTHA FACHE

CPO, Production and planning manager

She is an agronomist specializing in agro-management.

GRETHA IBINDA

Marketing and communication manager

CUSTOMER PROBLEM

A WHO report in 2016 on malnutrition shows that 19% of children under five years of age suffer from stunting; 6% are acutely malnourished; 13% are underweight, however the country is full of natural resources that are very rich nutritionally but are not well exploited. By creating Le-Li we propose fortified products developed from organic raw materials to help fight against malnutrition especially babies (6-36 months).

PRODUCT / SERVICES

We offer African moms a unique value proposition for their baby, in ready-to-use purees adapted to their nutritional needs, and made from local organic ingredients with high nutritional value (moringa, millet, baobab fruit, fonio, cowpeas, etc.), directly processed in our semi-industrial plant and sold in reusable glass jars.

TARGET MARKET

High natality levels in Africa: 35 million babies/year. The market of baby purees in Senegal: US\$ 15 M (100% imported products). The market of baby purees in West Africa: US\$ 300M (100% imported).

CUSTOMERS

Our target customer is between 25-45 years old mom. She is an active worker with a busy schedule, who is very demanding in terms of product quality. She is curious and looking for information about her babies' health and nutrition and aware of local eating.

SALES / MARKETING STRATEGY

Marketing and communication will be done through social networks and with the pediatrics and maternities. Currently: Order online & B2C sales model, home delivery, and cash or mobile payments. We have also set up a monthly subscription system and plan to integrate a B2B model in 2020 by collaborating directly with a central purchasing.

BUSINESS MODEL

"LE LIONCEAU" blends tradition and innovation, to take advantage of the potential of known and unknown raw "super-products" of the African terroir. We are building a business that sustains and improves the Senegalese food value chain. Improve the livelihood of organic small scale farmers, and provides high-quality nutritional products to take up malnutrition and food insecurity. We source locally, transform locally, and sell locally!

COMPETITORS

Bledina, Danone group, Nestlé, VitaMeal, Agrofood industries.

In Senegal and in West Africa, the market of baby purees is only composed of imported products. These products are expensive and the recipes do not correspond to the needs and the local tastes. The infant nutrition market in Senegal and in West Africa is therefore mainly held by foreign multinationals. The puree market presents unique opportunities.

COMPETITIVE ADVANTAGE

Our products blend tradition and innovation. We combine nutritional and organoleptic quality standards of actual market leaders with locally sourced products, to answer with the best possible fit to local needs and behaviors; while developing a community.

CONTACT

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SESI TECHNOLOGIES LTD

www.sesitechnologies.com

Presenting Founder
ISAAC SESI

AGE	26
NATIONALITY	Ghanaian
NUMBER OF EMPLOYEES	4
BUSINESS ADDRESS	The Playground, Plot 18, Block 7, Ayeduase New Site, Kumasi, Ghana
COMPANY STAGE	Seed

BUSINESS SUMMARY

Sesi Technologies develops affordable technologies for farmers and businesses across the agric value chain to help them increase productivity and yield while reducing losses.

MANAGEMENT

ISAAC SESI

CEO & Co-founder

Entrepreneur and engineer with 6 years experience in management, business development and embedded systems engineering. Started his company, Invent Electronics, while in university and grew it from zero to six-figure revenue in two years without any funding.

EUNICE AKOWUAH

Operations Lead

Three years of experience managing operations in other companies. Has demonstrated excellent organizational skills, coordinating all aspects of our operations and ensuring they run smoothly.

AYATUL-LAHI ZAKARIA

Engineering and Manufacturing Lead

Computer engineer with 10 years experience designing and manufacturing electronic products. Has designed several hardware products as a consultant for many different companies in Ghana and Africa.

CUSTOMER PROBLEM

In developing countries, smallholder farmers and other players along the grain value chain regularly lose up to 40 percent of their harvest due to post-harvest losses. A significant cause of this is due to lack of an affordable, effective way to measure the moisture content in grains before storage leading to the growth of mould and invasion of insects which destroy the grains. Consequently, many farmers sell their produce immediately after harvest — at a time when prices are low due to high supply — only to buy back the same produce later at increased prices.

PRODUCT / SERVICES

Our critical solutions currently pivot around our flagship product, GrainMate, an affordable grain moisture meter which helps reduce post-harvest losses by making it easy for farmers to measure the moisture content in their grains before storage. Retailing at \$100, GrainMate costs at least four times less than existing solutions. Our innovative business model makes it possible for a group of farmers to exchange grains for GrainMate, making the cost to each farmer even more affordable. We are also currently developing other complementary post-harvest loss solutions.

TARGET MARKET

The smart agricultural devices market will reach \$11.23bn by 2022 driven by increased adoption of technology in agriculture and global efforts to reduce poverty and hunger. Our market size is 33million+ smallholder farmers in sub-Saharan Africa and other stakeholders across the grain value chain such as grain buyers, aggregators, poultry farmers, and more.

CUSTOMERS

We are targeting both smallholder and commercial grain farmers, crop aggregators and grain buyers, poultry farmers and food processing companies within sub-Saharan Africa.

SALES / MARKETING STRATEGY

We reach smallholder farmers, crop aggregators, food processing companies, poultry farmers and feed producers through direct sales, distribution partnerships, farmer-based organizations and stakeholder events.

BUSINESS MODEL

GrainMate, is an easy-to-use, accurate, portable and low-cost grain moisture tester, which makes it possible for farmers to accurately determine the moisture content in their grains before storage. This serves to reduce post-harvest losses in grains, thereby increasing yield for farmers and animal feed producers. Our second solution, FarmSense, helps determine the pH, nutrients and moisture level in the soil before cultivation. We have adopted the for-profit model in so doing. Sesi Technologies Ltd uses a simple tool with only 3 buttons, to give customers immediate information on the moisture levels of their harvested crop. We reach our customers through digital platforms, including a website where they can purchase GrainMate, as well as through crop and feed aggregators and farmer organisations. We also offer free to our customers, to ensure that the technology is correctly utilized.

COMPETITORS

John Deere
Dickey John
Agratronix
Chinese knockoffs

COMPETITIVE ADVANTAGE

Retailing at \$100, GrainMate costs at least 4 times less than existing solutions while delivering superior accuracy. We also make it possible farmer groups and cooperatives to exchange grains for GrainMate, making the cost to each farmer even more affordable. Alternatively, farmers can subscribe to moisture testing services where for \$0.20 per bag, they can have their grains tested for moisture. We are currently working with other partners to introduce and develop a complete ecosystem of post-harvest loss solutions for farmers.

CONTACT

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REELFRUIT

www.reelfruit.com

Presenting Founder
AFFIONG WILLIAMS

AGE	33
NATIONALITY	Nigerian
NUMBER OF EMPLOYEES	50 Full Time / 20+ Part Time
BUSINESS ADDRESS	2 Igbobi College Access Road, Yaba, Lagos, Nigeria
COMPANY STAGE	Expansion Stage

BUSINESS SUMMARY

ReelFruit is the largest dried fruit processing company in Nigeria by revenue and distribution. We retail our range of six unique dried fruit and nut snacks to over 250 retail locations in Nigeria as well as schools, airlines, hotels, and exports to Belgium, Switzerland, and the US via Amazon.com.

MANAGEMENT

FRANCISCA IDIGO

Finance Manager

ACCA qualified, CFA level 2, has over 5 years internal audit, and Treasury & Management Experience.

MAY ANYAEBUNAM

Sales Manager

Holds an MBA and has over 5 years experience in sales and marketing.

GLORIA ENWEMA

Production Manager

5 years experience in process and quality assurance.

TINUKE GASPER

HR/Admin Manager

Over 5 years experience in executive assistant and admin roles.

CUSTOMER PROBLEM

ReelFruit's target customer is part of a growing number of health-conscious individuals who are seeking to replace traditional snacks with more natural, less processed options. They also are short on time given busy lifestyles and need snacks that offer them wholesome, health benefits in a convenient manner.

PRODUCT / SERVICES

ReelFruit's range of 6, 100% Natural dried fruit and nut snacks in different size packs offers consumers the most convenient way to make fruit a staple in their diets. Our products are sold conveniently where consumers buy snacks, and with a one-year shelf life, customers can enjoy their favorite fruits when out of season.

TARGET MARKET

In Nigeria, there is no publicly available data on the market for dried fruits; however, as the largest dried fruit company in Nigeria, we are pioneering the market. According to the 2018 Euromonitor research, the demand for processed fruit snacks stands at \$5m. With a 96%

CAGR over the last 5 years, we are in good stead to continue to capture tremendous growth on the local market. ReelFruit is also in final stage agreements with a sizeable FMGC customer to provide inputs for their new cereal bar which would be a \$1.2m/annum opportunity. According to TradeStat Data, the market for imported dried mango into the US and EU respectively was \$80m in 2018, which proves a sizeable market for expansion for the company.

CUSTOMERS

ReelFruit's target customer is primarily the middle to upper-middle-class individuals who are the largest consumers in the country by income. The majority of our customers are women seeking healthier options for themselves and their families in a convenient manner, which saves them time. They typically earn \$600 and above monthly and reside in urban areas.

SALES / MARKETING STRATEGY

ReelFruit wholly owns its distribution nationally and internationally. Over the years, we have built a national network of 250 supermarkets locally, with three regional offices, and on the international market, have built a strong pipeline of customers and buyers in Europe and North America. ReelFruit is one of a few Nigerian products selling on Amazon.com. ReelFruit is also developing a customer base that includes FMCGs in Nigeria who will be using dried fruit as inputs in confectionery, cereals, and other snacks. We have begun to focus on marketing and brand building. This is through increasing our POS materials to drive in-store sales and investing in online marketing, which has yielded a measurable increase in sales.

BUSINESS MODEL

ReelFruit is a for-profit, shop-to-farm agribusiness enterprise built on the business model of creating products and global markets for higher value processed fruit products which have multiplier effects on increasing farmer incomes and job creation.

ReelFruit buys fresh produce from farmers which are then converted at the factory into varied fruit-based snack offerings. By selling dried fruit snacks locally and globally we add value to otherwise wasted fruits and create a ready market for farmers.

COMPETITORS

While there are Nigerian competitors such as SAC Fruits, FruitFul, and other mushrooming brands, ReelFruit is the only brand to be available year-round, with the most extensive range and distribution.

The direct competition globally for natural tropical dried fruit is mainly from South Africa and Ghana. Leading exporters include Bomarts Farms, Gebena, and HPW from West Africa.

COMPETITIVE ADVANTAGE

Raw Material Availability

While Ghana and South Africa have seen a reduction in raw material, Nigeria has an advantage in producing 920,000MT of pineapple and 795,000MT of mango in 2011. South Africa produced 52000MT of mango and 108000MT of pineapple in the same year.

First Mover Advantage

As the first to market dried fruits in Nigeria, we will gain from the increased consumption over the years. We're looking at introducing mass-market cheaper variants such as fruit rolls and mixed fruits for the lower end of the market.

Price Competitive

While costs are increasing in other countries, the price is still advantageous in Nigeria, with enormous value to be captured in the aggregation of fruit.

CONTACT

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