



Esabu Anthony



Pitch Deck

Agroforestry for land Scape Restoration

Our Mission

Elimination of Poverty through Innovation and Education in Agroforestry

Our Goal:

Scale our agroforestry Project to >10,000 acres by 2025

Problem

In Uganda 65% of arable land, 30% of grazing land and 20% of forests are degraded



Solution: Return degraded land to sustainable Production Using Agroforestry



- + 85% water retention
- +80 increase land value increase
- +1T CO₂e/acre/yr sequestered

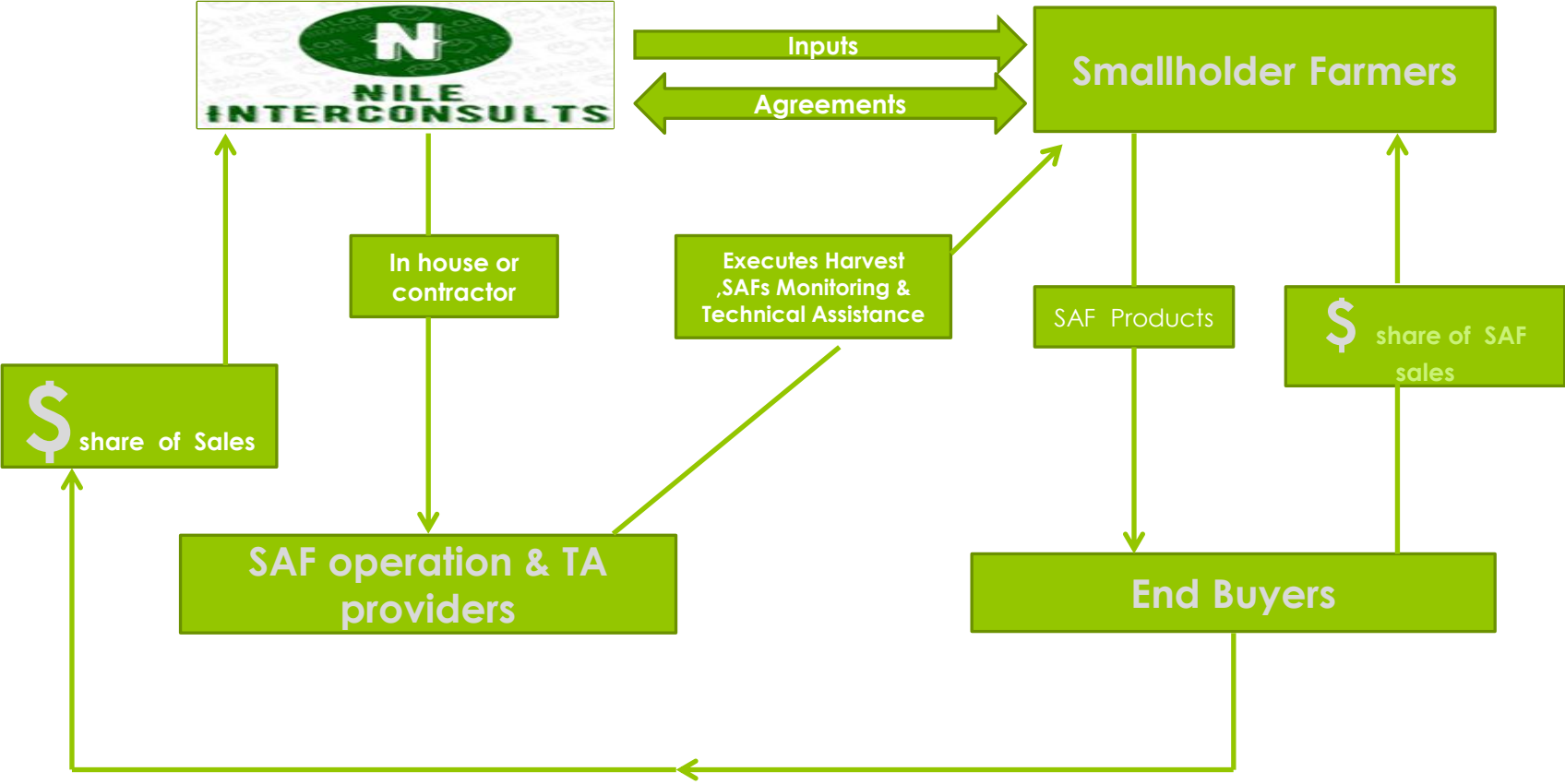
Target Market & Opportunity

- 42 million Ugandans who need food
- 80% of population are smallholder farmers
- Uganda's Agroforestry farmland – 1.9 million Ha
- Agroforestry farming Market in Uganda- \$75.5 Billion

Plan to occupy 1%

- SOM = \$37.8 million
- Possible saving through the sale of agroforestry products=
= \$1.2 million

Business & Revenue Model



Traction



1000 farmers reached



86% margins



500 consumers, growing 35% per month



\$15000 annual revenue



2.5 hectares of land restored

Marketing & Sales Strategy

1.Target Audience

- Government institutions e
- Schools
- Grocery stores
- Restaurants
- Construction Industry

2.Market strategy

- Digital marketing and direct e-commerce
- Social media
- Direct to consumers

Team



Esabu Anthony

Founder, Agronomist
MSc:- Sustainable Agriculture
BSc: Agriculture Makerere University
8 year experience in Agriculture & Rural Development



Dr: Egaru Emmanuel, Livestock Expert

BSc: Veterinary Medicine
MSc: Livestock & Rangeland Management
12 year experience in implementation of agroforestry & Livestock management system



Sikyomu Sharon, Co Founder; Business

Development Offer

BSc: Agribusiness Management ,
5 year experience implementing agroforestry systems among smallholder farmers



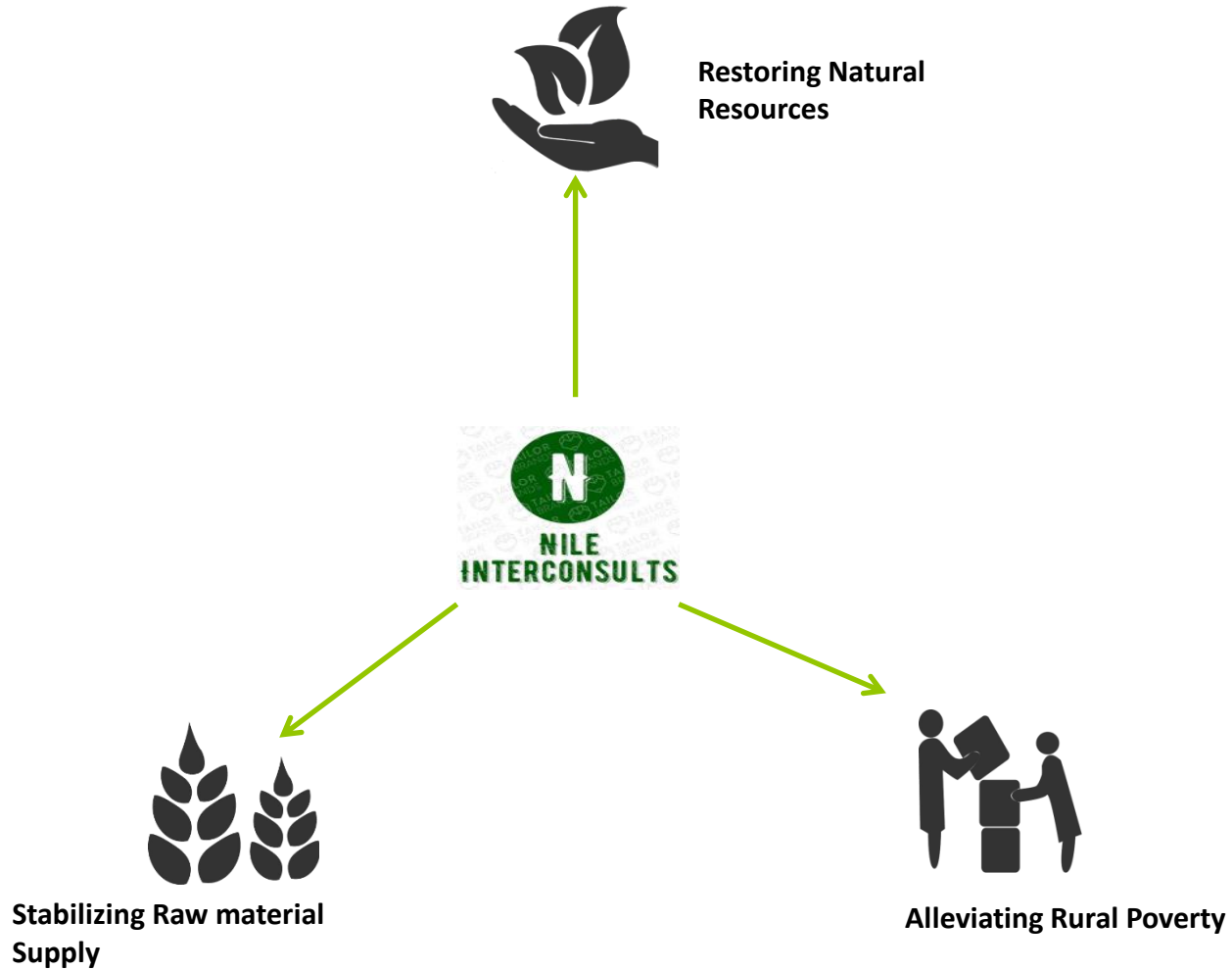
Auket Deo, Finance & Administration Manager

B.A; Business Administration
10 year experience in project management and implementation of sustainable livelihoods

Competition

Company	 NILE INTERCONSULTS	 BUNYATI AGRO FORESTRY LTD Prepare for Future Growth	 W's Agroforestry	 fairventures worldwide	 KJANI FORESTRY
Produce cost compete with retail prices	✓ ○	X	X	X	X
Affordable unit cost for consumers	✓ ○	X	✓ ○	X	✓ ○
Health conscious products	✓ ○	✓ ○	✓ ○	✓ ○	X
Input package provision	✓ ○	✓ ○	✓ ○	✓ ○	X
Productivity per dollar spent on unit	✓ ○	X	X	✓ ○	X
Productivity for area unit size	✓ ○	✓ ○	X	✓ ○	✓ ○

Social & Environmental Benefits



Financials

	Crop Harvest Forecast (Volume-kg)					
	2018	2019	2020	2021	2022	2023
Maize	2,000	3,500	5,650	8,100	11,000	14,000
Tomatoes	5,000	10,640	17,022	25,000	34,000	43,180
Eucalyptus	0	0	0	3,000	5,000	8,000

	Sales Forecast (USD) Selling at Medium Quality					
	2018	2019	2020	2021	2022	2023
Maize	0	7,000	12,250	19,775	28,350	38,500
Tomatoes	4,000	37,500	79,800	127,665	187,500	255,000
Eucalyptus	0	0	0	0	6,000	10,000
Total	4,000	44,500	92,050	147,410	221,850	303,500

	Sales Forecast (USD) Selling at Extra High Quality					
	2018	2019	2020	2021	2022	2023
Maize	0	20,000	35,000	56,500	81,000	110,000
Tomatoes	6,500	62,500	133,000	212,775	312,500	425,000
Eucalyptus	0	0	0	0	12,000	20,000
Total	6,500	82,500	168,000	269,275	405,500	555,000

	Budget Forecast				
	2017	2018	2019	2020	2021
Revenue	0	4,000	44,500	92,050	147,410
Cost of Inventory	15,989	29,505	38,961	32,282	
Operating expenses	6,797	14,111	38,781	16,093	
EBITDA	-22,762	-39,616	-33,242	43,675	
Operating Cash flow	-22,762	-39,616	-33,242	43,675	

Valuation
\$218,375-\$305,725

Investment and Funds Use (The Ask)

We are seeking Seed 1 and round 2- 2021

- To prove our ability to export out of Uganda and enter a product to market

Beyond 2021 we seek financial partners

- To expand production, consolidate operations and facilitate further market entry in Sub-Saharan Africa.

We are looking for \$250,000

- To scale agroforestry project in all regions of Uganda between 2021 and 2025

Exits

- Being bought by large multinational
- Merging with other service/rural distribution company
- Merging with Agroforestry product producers

Thank you



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