USAID, USADF & Citi Foundation
Grants
for 2019 Mandela Washington Fellows – Finalist Profiles

The United States Agency for International Development (USAID), U.S. African Development Foundation (USADF), and Citi Foundation are pleased to collaborate with the 2019 Mandela Washington Fellows by providing the next generation of leaders in Africa with capital for competitively selected African ventures. The goal of the grant is to provide capital to 2019 Fellows thereby enabling investments in promising enterprises and civil society initiatives, and fostering opportunity and development in Africa.
CITIFOODS LIMITED
www.citifoodsgh.com
Founder & Chief Executive Officer
BENEDICTA ADWOA KORANTENG

AGE 33
NATIONALITY GHANAIAN
NUMBER OF EMPLOYEES 11
STAGE EXPANSION

BUSINESS SUMMARY
CitiFoods Limited is a premier agri-food business adding value and finding market for fresh farm products through committed partnerships with smallholder rural farmers in Ghana.

CUSTOMER PROBLEM
CitiFoods Limited is solving a dual customer problem – improve sustainable agriculture and income of rural smallholder farmers by providing solutions to perennial post-harvest losses they face while delivering healthy and affordable food options to urban working households.

TARGET MARKET
- Busy households with working mothers.
- Busy work professionals and students.
- Corporate organizations.
- Other food service companies.

COMPETITIVE ADVANTAGE
- Strong partnership with smallholder rural farmers.
- A well-qualified team.
- Excellent customer service culture.
- Competitive pricing.
- Social impact agenda – improving farmer livelihoods and income.

PRODUCT OR SERVICE
- Healthy pre-prepared meals.
- Clean and packaged fresh groceries.
- Processed fruits and vegetables (fresh cut and dried fruits, fruit-based drinks, smoothies).

info@citifoodsgh.com +233543665671
**THE FARM**

www.thefarmmw.com

Co-Founder, Chief Executive Officer (CEO)

AGNES KANJALA

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**BUSINESS SUMMARY**

The Farm is a social enterprise that partners with grassroots rural smallholder farmers to increase the productivity of their farms through livestock production. We provide farmers with livestock production products and services that enable them to double their annual incomes.

**CUSTOMER PROBLEM**

Malawi is an agricultural driven economy; however, the country experiences pervasive cases of food insecurity. The Farm exists to address the issues of extreme hunger and pervasive poverty widespread in the country.

**TARGET MARKET**

Our target customers are rural-based grassroots smallholder farmers who primarily depend on crop production and need a reliable alternative income source and reliable markets.

**COMPETITIVE ADVANTAGE**

The business model leverages a partnership with farmers to lower the cost of production and maximize value for both parties, which enhances sustainability.

**PRODUCT OR SERVICE**

Production: One-week-old chicks, training, veterinary services and access to competitive price markets

Processing: Processed and packaged meat products
BUSINESS SUMMARY

Carvi Food is the first beef jerky company in Senegal. It is based on a traditional recipe, in fact an improved version to offer more "trendy" products presented in modern and innovative packaging just like the major agri-food brands.

CUSTOMER PROBLEM

It is estimated that more than $116 million of ruminant animals are marketed annually by the Senegalese rural population. Despite this, there has never been any question of transforming this meat, given the demand for such a product in Senegal.

TARGET MARKET

One of Carvi Food's objectives is to be able to supply at least 10% of the Senegalese population with dried products, for at least 1.5 million of the entire population.

COMPETITIVE ADVANTAGE

Carvi Food democratized beef jerky in Senegal. It industrialized and improved a traditional unknown recipe. To innovate, it also uses ICT and digital marketing to promote its products.

PRODUCT OR SERVICE

Carvi Food offers two versions of beef jerky: a mini pack of 30g and a larger pack of 100g. There are four flavors: spicy, salty, ginger and garlic.
KUANZA DREAMS DELIVERY PTY LTD

Founder
SITHOLE BERTHA

AGE 29
NATIONALITY SWATI
NUMBER OF EMPLOYEES COMPANY START-UP

BUSINESS SUMMARY
Provides a platform for people to order fresh, organic fruits & vegetables grown in the community and delivered using bicycles to their home. Local Farmers will supply what is ready to be sold and also plant what is on demand.

CUSTOMER PROBLEM
Siphocosini residents travel 20KM to purchase expensive fruits and vegetables. This area has small and large scale farmers who sell their produce to the retailers in town with such low prizes they hardly make enough to cover their costs.

TARGET MARKET
Siphocosini Residents (500+ Homesteads)
Small scale farmers

PRODUCT OR SERVICE
We deliver fresh, organic fruits and vegetables to your home from local farmers. Customers use Whastapp, will later use an app to order and also to see available produces.

COMPETITIVE ADVANTAGE
- Uses technology for orders: Whatsapp & App
- Bad roads? We use bicycles to deliver fresh and on time!
- Employ local youths
- Provide a ready market for farmers
- New & Innovative
- Packaging: recycled paper bags

kuanzadreams@gmail.com +268 7638 8310
Maungo Craft makes Award-Winning (11 Awards) Artisanal, Handcrafted, Low-Sugar preserves. We use the indigenous fruits of Botswana and pair them with contemporary flavors for unique flavor profiles.
WATER ACCESS FARMS
www.agnmo.com
CEO/Co-founder
BRENDAH NANTONGO

AGE 29
NATIONALITY UGANDAN
NUMBER OF EMPLOYEES COMPANY 22
STAGE STARTUP

BUSINESS SUMMARY
Water Access supports individual smallholder farming households to establish and gradually increase their acreage of nutritious, high-value crops not only to improve household incomes but also to increase the nutritional variety of the foods they consume.

CUSTOMER PROBLEM
84% of Ugandans live in rural areas and 72% of the population is employed in agriculture. The population growth, combined with early evidence of climate change, absent technology applications in the agricultural sector, has affected productivity thus impacting smallholder farmers.

TARGET MARKET
- Smallholder farmers organized in farming groups and have excess land to cultivate.
- The market: 6,847,676 smallholder farmers in Uganda. 77% are women!
- 14,986 Farmers’ Cooperatives.

PRODUCT OR SERVICE
We provide affordable mobile solar-powered irrigation and fertilizer application services as well as a suite of farm establishment, crop management, and postharvest handling resources specific each smallholder’s farm

COMPETITIVE ADVANTAGE
Our solar-powered fertigation application system uses precise hyper-local satellite imagery and data processing to determine the exact irrigation and fertilizer needs of each farm as well as monitor crop and soil performance. Unlike other interventions, our solutions are tailored for each individual farm.

29 UGANDAN
22 STARTUP
VIAVY FISH SHOP

https://www.facebook.com/viavyfishshop/
Founder & Executive Director
DANIELA LOBERLINE RATIARISOA

AGE 28
NATIONALITY MALAGASY
NUMBER OF EMPLOYEES 6
COMPANY EXPANSION

BUSINESS SUMMARY

VIAVY FISH SHOP is a seafood company that aims to provide social and economic benefits for small-scale fisher communities in North-Western Madagascar by:
- Promoting Fair Trade
- Access to education
- Enhance social inclusion
- Promoting blue and circular economy

CUSTOMER PROBLEM

The sea products provided on the market are unhealthy and relatively expensive in Antananarivo; whereas fisher’s communities in North-Western Madagascar live with socio-economic shocks; or this part is one of the top producers of sea products in Madagascar.

PRODUCT OR SERVICE

- Fresh Fish
- Salty and dried Fish
- Oyster
- Mangrove honey

TARGET MARKET

VIAVY FISH SHOP target market are busy workers, caterers and restaurants in Antananarivo.

COMPETITIVE ADVANTAGE

VIAVY FISH SHOP delivers healthier and affordable price of fish and seafood. We ensure fish control and traceability, offer free recipe and home delivery service. We give a part of our income for fisher’s daughter education and marine ecosystem protection.

viavyfishshop@gmail.com +261 32 41 239 47
DYTECH LIMITED
https://seed.uno/enterprise-profiles/dytech-
Co – Founder (Director – Research and Development)
DAVID WATSON MWABILA

AGE 25
NATIONALITY ZAMBIAN
NUMBER OF EMPLOYEES COMPANY 10 EXCLUDING SEASONAL WORKERS
STAGE GROWTH STAGE

BUSINESS SUMMARY
Export focused, Eco-inclusive and Climate Smart agribusiness improving rural and small scale farming community livelihoods by engaging them in the production of honey and value added products for local and global markets.

CUSTOMER PROBLEM
Low productivity, expensive and environmentally harmful methods of production for farmers coupled with the lack of access to natural food products for a good and health living for the increasing global population.

TARGET MARKET
Our target market is the export market in China and the region i.e. Egypt and South Africa, we process and package honey 100% made by nature, as well as bees wax, venom, propolis, and various other honey-based products.

COMPETITIVE ADVANTAGE
Low cost beehives: ecofriendly designed to boost farmers’ productivity all made from wood and tyre waste.
Low cost bee venom harvesting devices specifically designed to fit the Miombo forest climate.

PRODUCT OR SERVICE
OLA™ HONEY: natural wild honey in 200 to 300 Kgs for exports.
OLA™ Bottled Honey in 250g, 350g and 450g conveniently packaged in different flavours.
OLA™Bee Venom, Wax and Propolis.
BUSINESS SUMMARY
Agro-Hub is a production and marketing agency which helps over 61,000 small scale farmers in Cameroon and Nigeria have access to markets, technology and finance. The company is championing a 50t/day cassava processing factory, an online market plus a micro-credit system for farmers.

CUSTOMER PROBLEM
“Africa has the potential to create a trillion dollar food market by 2030 but farmers need better access to help them grow and trade their products” (World Bank 2010). Some 2.5 million tons of cassava is grown in Cameroon each year and about 60% of it is lost from lack of available processing facilities.

TARGET MARKET
We currently sell the processed produce from farmers to city dwellers (Garri, Chips) through supermarkets and convenient stores. We sell to boarding schools (Garri) and local drycleaners (Starch). We also sell to bakeries (Cassava flour) who use it for bread making. We will sell to some 10 million city dwellers through our online markets.

PRODUCT OR SERVICE
Product: High Quality Cassava Flour, Garri, Starch and Animal Feed, Online Market, Micro-Credit.
Services: Mobile processing Unit, 50t/Day processing unit for farmers

COMPETITIVE ADVANTAGE
We produced gluten free cassava flour which is healthy for consumption. We practice shared value principles which will allow us to keep doing business in future. We build nutrition of our consumers and provide farmers with markets inputs to solve Sustainable Development Goals 1 and 2.
Adili Energy Solutions
www.adilies.com
Technical Director
EVAN KIMANI GICHUCHE

AGE 31 YEARS
NATIONALITY KENYAN
NUMBER OF EMPLOYEES COMPANY 3 YEARS
STAGE START-UP

BUSINESS SUMMARY
Adili Energy Solutions is a Renewable Energy business working in marginalized communities, providing solar energy solutions for productive use in order to increase their economic gains and improve their livelihoods.

CUSTOMER PROBLEM
Marginalized fishing communities rely mostly on drying for fish preservation. These communities don’t have access to energy hence are exploited by middlemen with cooling facilities. A high percentage of fish in these regions gets spoiled if it’s not immediately preserved.

TARGET MARKET
Our target market is marginalized communities without access to facilities requiring energy to run efficiently. Our Solar Fish Hubs target fish landing sites without access to energy and where fishermen could gain economically with our presence aiding the cold-chain management.

COMPETITIVE ADVANTAGE
We work closely with fisherfolks increasing their income from fishing. We have high technical expertise in solar energy and cooling systems hence run the systems efficiently. We reduce post-harvest/catch losses. Excess energy is used in purifying water for the communities.

PRODUCT OR SERVICE
We offer fisherfolks cold chain management using renewable energy ensuring fish produce is fresh from catch to end customers hand.

kg@adilies.com  +254-789146622
BUSINESS SUMMARY
Vicfold Recyclers is an incentive-motivating waste recycling social enterprise that captures value from waste through the conversion of recyclable waste into raw materials for industrial use, while empowering women and youth especially in low income neighborhoods and actively mitigating pollution.

CUSTOMER PROBLEM
Uncollected waste is a huge problem in Africa. Only about 10% of waste generated is collected daily due to grossly inadequate waste management infrastructures. Advancing circular economy through waste recycling is of interest in Africa and its emerging smart cities.

TARGET MARKET
Manufacturers of Synthetic Fibers, Polyester, Pillow Fillings, Carpets, Household Plastics, Toy Casings, Foot-ware Soles and Bin Liners

COMPETITIVE ADVANTAGE
Innovation, Technology and Competitive Pricing. We incentivize recyclable waste collection using social innovations like e-Recycle app, employ screw extrusion processing technology and sell our products at competitive prices with huge focus on our social impact.

PRODUCT OR SERVICE
Recycled Polyethylene Resin Pellets
Recycled Post-Consumer PET Bales
**Business Summary**
Tai Tanzania uses the power of combining storytelling and technology to inspire behavior change. It uses human-centered design in order to ensure that the customers/beneficiaries are at the center in all stages of creating and evaluating the solution.

**Customer Problem**
Tanzania has the highest number of recorded attacks at over 180 people with albinism. They face countless forms of discrimination and prejudices. Additionally, various myths and superstitions surround them. The beliefs are fueled by superstitions that the body parts of people with albinism can be used in charms and potions to bring wealth and good luck.

**Target Market**
In the upcoming general election in 2020, it’s important to raise awareness in order to reduce the negative impacts of these unfounded beliefs, myths, traditions, and superstitions. The main targets are political leaders, faith-based leaders, community leaders, media houses, parents and government agencies ie. Tanzania Police etc.

**Competitive Advantage**
Tai Tanzania is the first youth-led organization to pilot the use of edutainment contents to address pressing issues in Tanzania. The team has over 3 years of experience in production, dissemination of the digital contents and facilitating dialogues.

**Product or Service**
Tai Tanzania produce and disseminate digital contents which are educative and entertaining ie. Animation films, comics and music.
THE BLUE-PINK CENTER FOR WOMEN’S HEALTH

Founder and Executive Director
OLA, IDRIS OLASUNMBO

AGE
33 YEARS

NATIONALITY
NIGERIAN

NUMBER OF EMPLOYEES
NONE

COMPANY
START-UP

BUSINESS SUMMARY
Providing low-cost cancer education, screening, cryotherapy, and supportive services to increase access to affordable cancer prevention and control services for women in Lagos, Nigeria. Trained nurses will offer these services for at least 5000 women/girls in the first year.

CUSTOMER PROBLEM
Breast and Cervical cancers rank highest among causes of cancer deaths among Nigerian women. Studies have shown only 18.8% and 4% awareness of these cancers respectively. Only 36.4% of women knew about cervical screening and none has ever done it.

TARGET MARKET
5000 women/girls in 4 local government areas including Alimosho, Agege, Ijaiye-Ojokoro, and Agbado Oke-Odo in Lagos, Nigeria. Sexually-active women aged 21-65 years will be offered cervical cancer screening and also cryotherapy.

COMPETITIVE ADVANTAGE
The founder has over 5 years experience in the market and in medical practice. Venture has competitive price by offering cervical screening for $1.39 as against $14 from the few private services available. No government facility competes with the venture.

PRODUCT OR SERVICE
• Cancer education and breast self-examination training, and counseling
• Breast and cervical cancer screening
• On-the-spot cure of pre-cancerous cervical lesions using cryotherapy
• Connect women with higher-grade and/or cancerous lesions with specialist care

thebluepinkcenter@gmail.com 08159647449
MADIBA & NATURE
www.madibanature.com
Founder President
ISMAEL ESSOME EBONE

AGE
30

NATIONALITY
CAMEROON

NUMBER OF EMPLOYEES
7

COMPANY STAGE
EXPANSION

BUSINESS SUMMARY
Madiba & Nature is a social organization that was funded to help preserve the livelihoods of fishermen whilst also addressing the issue of marine plastic pollution. Here, plastic waste is recycled into Ecoboot used for fishing and ecotourism. The organization strategy is based on an innovation that uses the Ecobin to install the first plastic selective sorting system in Cameroon, thus supporting the State in its waste management, as well as in the promotion of environmental education in schools and universities.

CUSTOMER PROBLEM
Lack of fishing canoes; lack of leisure activities on the beaches; lack of appropriate systems for the management and recycling of plastic waste; and insufficient supply of plastics (raw material for the recycling industry).

TARGET MARKET
- Fishermen of Cameroon
- Tourist operators,
- Tourists,
- The Cameroonian government,
- Recycling companies in Africa,
- Universities, schools and private services in Cameroon

PRODUCT OR SERVICE
- Two products and three services are offered: The ECOBOAT for fishing and the Ecobin for waste management.
- Services of waste management and recycling and tour operator
- Environmental education and recycling training

COMPETITIVE ADVANTAGE
- Ownership of the ECOBOAT and the ECOBIN pattern for 10 years;
- Mastering of the innovative technique of plastic recycling in Cameroon;
- Low cost of Ecoboot
- One of the first to propose aquatic and beach leisure activities;
- Good social integration and community acceptance of the citizen project Madiba & Nature;
- Availability and abundance of plastic,
- Dynamic young team with a large volunteering program
**BUSINESS SUMMARY**

Kuza provides clean hydropower energy access to rural villages hence catalyzing socio-economic development and building sustainable rural communities. Sunspot is a solar energy company founded in 2017 and works to provide energy access to unserved communities in rural Kenya. “Blessed to Bless” is an initiative that gives back to the community through mentorship and capacity building in energy access hence positively impacting lives.

**CUSTOMER PROBLEM**

Nyangweta village, in Kenya is home to 2,500 residents comprising of households and small business owners. The village does not have access to energy. River Nyangweta has hydro power potential that has not been exploited and can power up to 60% of the village households and businesses. The area also has solar energy potential which can be harnessed to power the remaining households.

**TARGET MARKET**

The target market is divided into three segments:
- Households (2300)
- Small businesses- shops, food joints, etc (200)
- Productive energy use activities (50) such as grain milling, sugarcane milling, tyre repair, peanut butter processing, etc

**COMPETITIVE ADVANTAGE**

Our main competitive advantage is reliable electricity as compared to the grid. The area surrounding Nyangweta Village has unreliable electricity supply. Power black-out can last for weeks. Our electricity is also cheaper than alternatives due to lower production costs.

**PRODUCT OR SERVICE**

Kuza in collaboration with Sunspot and Blessed to Bless initiative will provide clean energy via a small-hydro powered mini-grid and stand-alone solar systems and capacity building, hence power 2500 households and businesses in Kisii, Kenya and power 50 productive energy use businesses.
JJD AGRO INCORPORATED

FOUNDER/ MANAGING DIRECTOR
JERALD KPAOULOU TAMBA

AGE 28 YEARS
NATIONALITY LIBERIA
NUMBER OF EMPLOYEES COMPANY 16
STAGE EXPANSION

BUSINESS SUMMARY
JJD AGRO INC is an agro-processing firm involved in the processing of palm kernels to produce crude kernel oil and palm kernel cake. We are committed to becoming a leading oil palm producer and processor into products such as cooking oil and soaps.

CUSTOMER PROBLEM
Today, several artisanal soap makers in Liberia continue to suffer from perennial shortages in the supply of kernel oil resulting in high costs of production during periods of scarcity. Local oil palm farmers are largely unable to supply this need due to their inability to process palm kernels.

TARGET MARKET
Our primary market comprises of artisanal soap makers who use crude palm kernel oil as their primary raw material as well as pig farmers who use palm kernel cake as feed for their animals.

COMPETITIVE ADVANTAGE
We presently have the largest daily production capacity relative to our competitors in the county. We commit a lot of effort in reducing production cost enabling us to sell at very competitive market rates with all our raw materials sourced locally.

PRODUCT OR SERVICE
Crude Palm Kernel Oil
Palm Kernel Cake

kpatamba@yahoo.com  +233 777652895/ 880692392
AQUA-FARMS ORGANIZATION

www.afo.or.tz
Co Founder and Director
JERRY GEOFREY MANG’ENAA

AGE 25
NATIONALITY TANZANIAN
NUMBER OF EMPLOYEES COMPANY 3
STAGE EARLY STAGE

BUSINESS SUMMARY
With a demand of 25 Million fish seed across Tanzania Aqua-Farms Organization sets up a Tilapia Commercial integrated Hatchery with Aquaponic Vegetable Cultivation with a capacity to yield 2 million fingerlings, and 3650 harvest of leafy green vegetables. This will reduce the demand by 7% annually and to 50% by 2026

CUSTOMER PROBLEM
With 18,000 fish farmers across the country, a demand of 30 million fish seed, the current supply can only meet 5 million seeds, which most of the fish have stunted growth and ability to reproduce making the farmers harvest to be poor. Through this afo-helionix hatchery, we will be able to supply super (YY) male tilapia fish seed, with fast growth and fully organic, to 1200 fish farmers.

TARGET MARKET
The Supply of fingerlings is to 1200 fish farmers in Dar Es Salaam and coast region; while the leafy vegetables will be sold to hotels and embassies (fully non chemical and organic).

COMPETITIVE ADVANTAGE
- YY Male Fingeling
- Brooding System
- Self-Cleaning, with reduced fungal infection rate
- Integrated leafy green veggies production
- Proper delivery packaging
- After sale consultation (Water Quality Assessment)

PRODUCT OR SERVICE
- YY Male Fingerlings
- Afo-heliponix system
- Leafy green vegetables
- Consultancy services
**Business Summary**

Mediscope Diagnostic and Health Services is a primary healthcare and medical diagnostic services provider. We undertake medical diagnostics, imaging, consultation and management of our clients. We are expanding into the Abusua community clinic with focused maternity and child healthcare services.

**Product or Service**

- Primary healthcare services
- Maternity and child health
- Medical Diagnostics
- Management of Neglected Tropical Diseases (NTDs)

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**Customer Problem**

The 148,000 inhabitants of Nkoranza North District of Ghana do not have access to a hospital or a medical doctor. The delays in reaching hospital 50 miles away lead to poor health outcomes and death especially for maternal and newborns.

**Target Market**

Pregnant women and children; medical diagnostics and imaging requests for patients visiting under-resourced healthcare facilities

**Competitive Advantage**

- Our location: Abusua Community Clinic is located right in the center of the district.
- Our sample courier system is digitalizing the medical diagnostics and delivery of results
- Affordable cost of services and client centered care
SAFI ORGANICS LIMITED
www.safiorganics.co.ke
Co founder and Operations Director
JOYCE WAMBUI KAMANDE

AGE 28 YEARS
NATIONALITY KENYAN
NUMBER OF EMPLOYEES 15
COMPANY STAGE EXPANSION/SCALE UP STAGE

BUSINESS SUMMARY
We use technology validated by MIT to decentralize and downsize fertilizer production processes, making feasible to implement localized fertilizer production in rural villages using locally available resources, and waste. Our standalone fertilizer, Safi Sarvi increases yields by up to 30%.

CUSTOMER PROBLEM
Farmers in Africa pay 2-3 times the world fertilizer prices, therefore they can only afford the cheapest fertilizer that eventually acidify their soils leading to yields decline year by year-thereby making them Food insecure.

TARGET MARKET
We target smallholder farmers For example- Mr. Nyokabi, a farmer who owns 2 acres of plot and spends $100/year on poor-quality, imported fertilizer. There are a total of 240 million farmers like him globally.

COMPETITIVE ADVANTAGE
Our product is tailor-made to African soils. At the same price as the synthetic fertilizers, will not only increase farmers' yields by up to 30% but also will rejuvenate the soils as well as sequester 1.7 tons CO2.

PRODUCT OR SERVICE
We have four fertilizer product ranges: Planting fertilizer, topdressing fertilizer, Acidic soil amender and Safi foliar. We also have services: Farmer trainings, agronomical advice and on site soil testing services.
BUSINESS SUMMARY
Limomonane Products naturally preserves fruits to response to global food crisis to salvage fruits that would otherwise go to waste and damage the environment, add value to them and sell them while at the same time financially empowering rural women.

CUSTOMER PROBLEM
Modern day food is clad with harmful chemicals and artificial excess sugars that are harmful to the human body. On the other hand, organic food is expensive, making it hard for ordinary people to afford good health. We bridge the gap.

TARGET MARKET
The company currently engages in B2B2C. A total of 7 guest houses, 3 catering companies, 12 national supermarkets and social markets. The plan is to get certification to sell to multi national stores and export.

COMPETITIVE ADVANTAGE
With the rise of consciousness and education about healthy eating, people are beginning to shun chemically clad foods. Additionally, Lesotho is currently aggressively promoting locally produced foods, therefore people are beginning to give preference to local products.

PRODUCT OR SERVICE
Canned Peaches, Orange Marmalade and Jam from Peaches, Apricot, Plum and Lemon-Ginger. Limomonane Products are prepared using locally sourced and disease-free fruits in a way that preserves the integrity of fruits.
**SANUVA**

www.sanuva.com  
Co-founder | CEO  
MAHAMADOUN ABDOUNEY TRAORE

**AGE**  
29

**NATIONALITY**  
MALI

**NUMBER OF EMPLOYEES COMPANY**  
14

**STAGE**  
EXPANSION

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**BUSINESS SUMMARY**

SANUVA is the first waste recycling company in Mali which purpose a waste sorting solution to customers at homes and offices. Created in July 2018, SANUVA employ 14 peoples, won 4 prize, have more than 150 customers like US Embassy in Mali.

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**CUSTOMER PROBLEM**

Every day in Bamako (MALI), we produce lots of quantity of trash. Less than 10% of trash are recycled. Because of the lack of recycling materials, people burn or throw away their garbage instead of recycling them.

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**TARGET MARKET**

Household, schools and universities, offices, companies, hotels, etc.

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**COMPETITIVE ADVANTAGE**

SANUVA’s solution is adapted to all organizations, educate Malian population on waste sorting, can be duplicated on a large scale, creates local jobs, and responds to the problem of waste collection and recycling in Mali.

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**PRODUCT OR SERVICE**

SANUVA provide a waste recycling service by sorting waste at source. It also offer ecological solutions for de-archiving or training on sustainable waste management for green businesses and local authorities.

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mahamadoun.traore@sanuva.com

+223 94 40 72 18
**BUSINESS SUMMARY**

Clean Collect aims at building a transparent, easy and accountable way for small and medium sized solid waste management companies in Tanzania to receive payments and manage financial and administrative records for their clients.

**CUSTOMER PROBLEM**

9 out of 10 small and medium sized solid waste management companies in Dar es Salaam, Tanzania do not have proper ways of receiving payments, keeping records and engaging with their clients.

**TARGET MARKET**

We target an estimate of 200 solid-waste management companies across Tanzanian major-cities. At an average each company serves about 3000 clients (citizens). We aim to facilitate 40% of the transactions from clients to companies in our first 2 years of operation.

**COMPETITIVE ADVANTAGE**

We have a strong network of key waste management stakeholders in Tanzania and have complimentary team that has deeper understanding of waste value-chain and experience of the ground problems. Our service is simple and can be accessed from any mobile-device.

**PRODUCT OR SERVICE**

A platform built as a web and mobile application, integrated with payment service that enables solid waste management companies receive digital payments and manage financial records.
ACCESS CARE

www.accesscarerdc.org

President and CEO
MIKE MPOYI NKASHAMA

AGE  34
NATIONALITY  CONGOLESE
NUMBER OF EMPLOYEES  17
COMPANY STAGE  EXPANSION

BUSINESS SUMMARY

Health Maintenance Organization (HMO) that works as a network of partner healthcare providers in the DR of Congo and other countries in Africa to improve accessibility to quality healthcare services for low-income groups by sharing risks, and streamlining health care financing.

CUSTOMER PROBLEM

Poverty and low uptake of health system. 90% of the population lives on less than $1 a day, with yearly health care costs of $545 per person. 70% of those who are ill visit traditional healers and 104 out of 100,000 children die before their 5th birthday due to preventable diseases.

TARGET MARKET

Access Care will target 500,000 residents of the Kisenso and Kimbanseke townships of Kinshasa, DRC. The aim is for 10% of this population to purchase healthcare coverage through the Access Care network of healthcare providers.

COMPETITIVE ADVANTAGE

- Affordability
- Large network of health care providers
- Accessible online and in person
- Provides patient assistance when accessing care
- Issue of individual ID card to each member of the family
- Weekly monitoring of client satisfaction and health care costs

PRODUCT OR SERVICE

Micro healthcare insurance available through network affiliated clinics at four levels of benefit plans: Basic, Copper, Silver, and Gold. Provides information and raises awareness on preventable diseases.

accesscarerdc@gmail.com  +243997300013
ML POULTRY
https://mlpoultry.business.site/
Founder & Farm Manager
MODOU LAMIN FATTY

AGE 23 YEARS
NATIONALITY GAMBIAN
NUMBER OF EMPLOYEES COMPANY 3
STAGE EXPANSION STAGE

BUSINESS SUMMARY
ML Poultry is a farm that produces quality poultry products. Our vision is to be the leader of poultry market to achieve food self-sufficiency in poultry eggs thus improving the socio-economic status of the people in The Gambia.

CUSTOMER PROBLEM
Our customers want to eat healthy poultry products, but 95% of the eggs and chickens consumed in The Gambia are imported, where most are rotten thereby losing its nutritional value and unsafe to consume.

TARGET MARKET
With a population of 2 million people 200,000 eggs are consumed daily in The Gambia. My primary target customers are restaurants, street corner shops, hotels and supermarkets within the urban area of The Gambia.

PRODUCT OR SERVICE
ML Poultry produces quality local fresh eggs and chickens to satisfy the huge market demands for eggs and meat in The Gambia which are delivered to our customers daily or weekly.

COMPETITIVE ADVANTAGE
The strongest competition ML Poultry faces is from cheaply imported eggs. But the advantage of ML Poultry is producing quality local fresh eggs and chickens which satisfy our customers because they are eating healthy poultry products.
De-rahbs Energy Services is on a mission to provide clean, safe, cost-effective renewable energy and save the planet. As the future of renewable energy in Africa brightens, we are strategically positioned to take the lead in solar energy sales.

BUSINESS SUMMARY

With a growing population, energy generation has been a concern for many governments especially in Africa. In Nigeria, power is a very scarce resource and rarely available for use. A crisis of over 40 years is affecting everyone, most especially SMEs.

CUSTOMER PROBLEM

Africa is a rich solar energy depot and we hope to harness this clean, abundantly available energy for the growth and development of the continent. Our potential customers are SMEs, Rural dwellers, and everywhere energy is required for daily function.

TARGET MARKET

Eureka is a portable, movable solar energy system modeled after a typical combustible generating set. It is a new innovation and because of its mobility it will allow an entrepreneur use same system for business and home power generation.

COMPETITIVE ADVANTAGE

PRODUCT OR SERVICE

Eureka is a portable, movable, solar energy system that is sold to SMEs and Rural dwellers. In addition, we provide solar installation and maintenance to clients.
BUSINESS SUMMARY

Eyesphere is a social enterprise that uses innovative recycling and internet technology as a dual means to tackle avoidable visual impairment in Nigeria. We promote access to needed eyecare services and products to everyone in everywhere, prioritizing the undeserved.

CUSTOMER PROBLEM

Poor vision due to uncorrected refractive errors remain a significant problem in Africa. There is an unmet need of spectacle coverage in Nigeria. About 3 in 5 people who need spectacles for near and distant vision correction cannot afford it.

TARGET MARKET

Middle and low class income earners with uncorrected refractive errors. Individuals who love to promote sustainable environment.

COMPETITIVE ADVANTAGE

Eyesphere offers a trio value; Affordability, Profitable recycling and Common good. Our spectacles are cheaper for its value. Our customers can return their older pair(s) for a newer design and we donate a pair for every 5 sold.

PRODUCT OR SERVICE

Production of eyewear and accessories from plastic waste.
LEGULP ENTERPRISES
www.legulp.com.ng
CEO/Environmental Engineer
EMUVEYAN OGHENETEJIRI

AGE 31
NATIONALITY NIGERIAN
NUMBER OF EMPLOYEES COMPANY 15
STAGE EXPANSION

BUSINESS SUMMARY
Legulp Enterprise is a Social Enterprise that offers innovative solutions to the Water Challenges Facing Nigeria. The Pioneers of the Legulp Water Bank Technology, a clean water dispensing facility that dispenses clean water in 2,5 and 19L jars.

CUSTOMER PROBLEM
We solve the problem of affordability and accessibility to clean drinking water for Nigerians who live in inner cities by providing our LEGULP WATER BANKS in these communities. We also solve the waste problem in Nigeria by controlling the waste generated from plastics and bottles from the source.

TARGET MARKET
Our target markets are Ota and Ogun State, Nigeria and environs. We would be targeting 1400 families in this Location then we would grow to a National scale using our Partnership Model strategy.

COMPETITIVE ADVANTAGE
Our competitive advantage is that we are first to market a new approach to an existing thriving industry and the pioneers of this technology in Nigeria. Our cost advantage is that we remove the cost of packaging materials

PRODUCT OR SERVICE
We offer 3 different lines of products. Our 2,5 and 19 liter innovative refill jars to consumers who live in communities where we install our LEGULP WATER BANK

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BUSINESS SUMMARY
InsurePay is a Fintech company that provides SME financing and Small Holder Input financing.

CUSTOMER PROBLEM
Access to credit for Small Farmers is Low due to their lack of proper accounting for the produce and returns and lack of credit history. Making them a high risk for financial institution.

TARGET MARKET
Small Holder Farmers

COMPETITIVE ADVANTAGE
We use traditional data and alternative agriculture data in order to build a credit scoring system that enables us to reduce the risks associated while enabling them with Financial skills through financial literacy trainings.

PRODUCT OR SERVICE
Credit for Smallholder Farmer’s and financial literacy Trainings.
At MSCAN, we develop low cost mobile Ultrasound devices to empower health centers and health workers in low resource settings to combat maternal mortality through early diagnosis.

**PRODUCT OR SERVICE**

Mobile Ultrasound devices

**BUSINESS SUMMARY**

At MSCAN, we develop low cost mobile Ultrasound devices to empower health centers and health workers in low resource settings to combat maternal mortality through early diagnosis.

**CUSTOMER PROBLEM**

Poor access to affordable ultrasound devices.

**TARGET MARKET**

- Health Centers
- Health workers
- Government

**COMPETITIVE ADVANTAGE**

Our devices are:
- Portable
- Affordable
- Energy Efficient
- Able to connect to a phone, laptop or tablet
OMIA AGRIBUSINESS DEVELOPMENT GROUP LTD
www.facebook.com/oadgltd/
Managing Director
IGANACHI RAZAKI OMIA

BUSINESS SUMMARY
Omia Agribusiness Development Group (OADG) Ltd provides small-holder farmers in Northern Uganda with access to quality and genuine and affordable agricultural inputs, door step agricultural extension services and linkages to profitable output markets.

CUSTOMER PROBLEM
Small-holder farmers in Northern Uganda live in the hardest to reach areas with poor access to high yielding agricultural inputs, agro-extension services and profitable markets. Often this leads to low yields at farm level, food insecurity and poverty.

TARGET MARKET
Small-scale farmers (farming less than 5 acres) growing vegetables and field crops such as maize, beans, soybean and rice in Northern Uganda. Some of the farmers are refugees from South Sudan and most are Ugandan nationals.

COMPETITIVE ADVANTAGE
Strategically establish demonstration gardens managed together with the farmers which provides a practical and hands-on learning experience, enhancing adoption and sales. Village Agent Retail Model that brings inputs closer to farmers while at the same time creating rural employment.

PRODUCT OR SERVICE
Quality, Genuine and affordable Agricultural Inputs such as Seeds and fertilizers. Agribusiness Consultancy Services. Agricultural Commodity Trading.
# Crossroads Digital Multimedia

**www.crossroadsanimations.com**

Partner  
**Rita Anyango**

## Business Summary

Crossroads Digital Multimedia is an animation studio and training academy with the mission to develop an artistic team and tell inspiring African stories using animation sustainably.

## Customer Problem

100% of children’s animated content for both educational and entertainment programming in Uganda is imported which greatly limits the sharing of cohesive cultural knowledge across generations.

## Target Market

- Children  
- Parents  
- T.V Stations  
- Online media service providers  
- NGO’s & Government  
- Corporate companies  
- Art students.

## Competitive Advantage

- Animated African Stories by Africans  
- High quality animation.  
- Adopted content for the target audience.  
- Youth industrial training  
- Diversity in artistic perspective from women and deaf animators.

## Product or Service

Production of Uganda’s first children’s animated TV series to provide diversity in animated content, inspire African children and reach over 20 million subscribers through on demand media service channels.

**AGE**  
34  

**Nationality**  
Ugandan  

**Number of Employees Company Stage**  
35 - 60  
Expansion
CENTRE FOR PLASTIC WASTE MANAGEMENT AND RECYCLING (CEPWAMAR)

https://web.facebook.com/Center-for-Plastic-
Founder and Chief Executive Officer
SAMUEL K. GOTEH

AGE
35 YEARS
NATIONALITY
LIBERIAN
NUMBER OF EMPLOYEES
25 (INCLUDING VOLUNTEERS)
COMPANY STAGE
START-UP

BUSINESS SUMMARY
The Center for Plastic Wastes Management and Recycling (CEPWAMAR) is a social enterprise that provides innovative solutions to traditional wastes management model in Liberia. It transforms plastic wastes into eco-friendly paving tiles and other reusable commodities. CEPWAMAR empowers youths and women through training and income generations.

CUSTOMER PROBLEM
Since we introduced the first floor tiles produced from plastics on our social media page, many people have expressed their interest in and requested to purchase some of our tiles to pave their facilities. We have completed assessment of 10 facilities, but due to lack of equipment and other logistical support, we have been unable to supply to our customers with the commodities and services timely.

TARGET MARKET
Our products can be used to construct low-cost housing units, children playgrounds and pavement of school facilities. Hence, the business targets everyone, rich or poor who wants to beautify his or her facilities. We also target private homes and health facilities owners. Currently, we have assessed and in the process of paving two health facilities in Monrovia.

PRODUCT OR SERVICE
- We produce interlocking floor tiles, bricks, etc.
- Collect plastic wastes from households, communities and market places
- Conduct awareness campaigns on behavioral change
- Train youths and vulnerable women on waste value-addition skills

COMPETITIVE ADVANTAGE
Although there are six other small and medium size enterprises (SMSE) engaged in waste collection and disposal, CEPWAMAR has developed a business innovation to transform plastic wastes into viable marketable commodities in Liberia, by using locally made and low-cost materials.

Sgoteh029@yahoo.com  +2310775439971/0886339829
KALIBA OIL
www.kalibacorp.com
Chief Executive Officer
SERGE KAYIJAMAHE KACHU

AGE
35

NATIONALITY
Congolese

NUMBER OF EMPLOYEES
9

COMPANY STAGE
Expansion stage

BUSINESS SUMMARY
kaliba corporation is established in agribusiness since 2016, with the philosophy of not taking the work of local farmers, but rather by adding a value to the most cultivated local products, such as soybean, banana in order to increase the consumption of this products in urban areas, as well as making the business profitable to everyone in the supply chain.

CUSTOMER PROBLEM
According to UNDP figures, young people aged 10 to 24 represent 44.1% of the population of my country, D. Congo, Congo. The unemployment rate of young people aged 15 to 24 is 23.9% in urban areas and 40.4% in rural areas. That why we focus on Rural area where agriculture employs more than 80% of the local population and whose young unemployed represent 70% and Therefore exposed to illicit and criminal activities.

TARGET MARKET
The DRC is a market of more than 80 million people. With our low-cost packaging product, we are targeting the rural market which represents 79.2%, and the urban market with products for the middle class representing 20.8%. In the short term, we are planning to expand into two other provinces South-Kivu and Orientale Province.

PRODUCT OR SERVICE
We are in the vegetable oil industry, processing local products such as soybean and sunflower. We pack our oils in four different types of packaging (5-litre cans, 1-litre bottles and 250 ml and 500 ml plastic packaging).

COMPETITIVE ADVANTAGE
Kaliba oil has an advantage on the market against the competitors by the fact that the company offers an organic and local product at a competitive price due to: local production of raw materials, a policy of trust with suppliers, a mastery of vegetable oil extraction techniques, a competitive advantage thanks to the "made in Congo" and the trend of consumption of organic products.
BUSINESS SUMMARY

LawBasket is an access to justice enterprise that hedges legal risk for small businesses, startups and community non-profit organizations. We leverage on a powerful platform of freelance lawyers across Africa and corporate partnerships to deliver legal services at lower cost.

CUSTOMER PROBLEM

Small businesses, startups and community non-profit organizations with limited legal expense budgets need a way to get legal help when they need it, yet traditional law firms are expensive and beyond their budgets.

TARGET MARKET

Small businesses, startups and community not for profit organizations with a legal expense budget of less than US$2,000 a year.

COMPETITIVE ADVANTAGE

LawBasket leverages corporate partnerships and a powerful platform of lawyers from across Africa to deliver legal services to its target market with low overhead costs.

PRODUCT OR SERVICE

LawBasket hedges legal risk and helps organizations prevent and resolve justice problems.
PRODUCT OR SERVICE

Waste collection, sale of sorting bins, supply of ecological latrines and marketing of biodegradable packaging.

CUSTOMER PROBLEM

Our contribution to the improvement of urban sanitation is that we produce more than 365,000 tons of waste per year while there are not enough efficient collection systems. We fight against the dangers linked to the use of plastic bags and we also fight against defecation in the open air in an urban environment.

TARGET MARKET

Our targets are households, public services, NGOs, private

COMPETITIVE ADVANTAGE

We have tricycle bikes that can go anywhere you need. We use recycled and cheaper materials to make our ecological toilettes. Our management system is automated to allow us to respond effectively.

BUSINESS SUMMARY

Nigerbioplast works in the field of urban sanitation, in particular the collection of household waste, the supply of ecological latrines and plastic recycling.
SHITAKI MUSHROOM TRADE
www.shitaki.org
Founder & CEO
YONATAN BEKELE HILEGABRIEL

AGE 30
NATIONALITY ETHIOPIAN
NUMBER OF EMPLOYEES COMPANY 47 (300 OUTGROWERS)
STAGE EXPANSION

BUSINESS SUMMARY
Shitaki Mushroom is working on mushroom production and processing. The company has a training center, tissue culture laboratory, and production and processing centers. The company also works in product development and improvement through rigorous research efforts in producing various mushroom products.

CUSTOMER PROBLEM
Mushroom availability is low compared to its own demand, and imported mushrooms are inorganic, expensive, and use chemical preservatives. During fasting periods most butchers are closed, and there is no substitute for meat.

TARGET MARKET
Supermarkets, hotels, groceries (Et- fruits, small shops), butchers and restaurants, private and state owned wholesale markets.

COMPETITIVE ADVANTAGE
The company has its product development and improvement unit and does continues researches. This provides organic, high nutritional and medical mushroom products with low cost. We keep focus on customers’ satisfaction by diversifying our products innovatively.

PRODUCT OR SERVICE
Fresh and dry mushrooms (button, oyster and shiitake mushroom), medical mushroom tea, organic mushroom coffee mix, soup powder and mushroom spice. Also, mushroom production training service and sells mushroom seeds/spawns.
IRIBA WATER GROUP LTD
https://www.iribawatergroup.com/
CEO, Founder
YVETTE ISHIMWE

AGE 23 YEARS
NATIONALITY RWANDAN
NUMBER OF EMPLOYEES COMPANY 16
STAGE GROWTH STAGE

BUSINESS SUMMARY
IRIBA Water Group is a social enterprise that provides affordable innovative and sustainable solutions for drinking water to low-income communities.

CUSTOMER PROBLEM
38% of Rwandans find it difficult to access safe drinking water due to its high cost. They drink dirty water risking acquiring waterborne diseases. This problem is similar to various other communities across the African continent.

TARGET MARKET
We target low-income and middle income individuals living in remote communities to clean water scarcity.

COMPETITIVE ADVANTAGE
- Reliability: We’re always available to serve our customers.
- Affordability: Our prices are 60% cheaper than other bottled water options.
- Environmental friendly: We reuse and recycle to minimize disposable plastic bottles and cups.
- Creativity/Innovations: We challenge the status quo.

PRODUCT OR SERVICE
IRIBA’s business model is Three-fold:
- Provision of affordable drinking water to low-income people through water ATMs.
  https://youtu.be/x__Txxi-Nsl

IRIBA WATER GROUP LTD
https://www.iribawatergroup.com/
CEO, Founder
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  https://youtu.be/x__Txxi-Nsl
BUSINESS NAME HERE: NUTRITION AND SUSTAINABLE DEVELOPMENT

NASDA Cameroon
FOUNDER/CORDINATOR
MANKA’AH YVONNE CHE

AGE
30 YEARS

NATIONALITY
CAMEROONIAN

NUMBER OF EMPLOYEES COMPANY
7

STAGE
EARLY STAGE

BUSINESS SUMMARY

NASDA is a Non-Governmental Organization Registered in Cameroon whose aim is to Engage, Empower and Equip communities for sustainable health and development. Our activities cut across nutrition, food security, health, agriculture, financial empowerment, climate change, the environment and development.

CUSTOMER PROBLEM

Crisis and displacements in the Northwest and Southwest Regions have prevented the population who mostly rely on agriculture. Also recorded are increase market prices, loss of sources of income, food insecurity and malnutrition.

TARGET MARKET

We target 100 internally displaced families with children under 5 years old from four Divisions in the Northwest and Southwest with nutrition, food security and financial empowerment service and 1000 people with our products, nutrition education and food demonstration.

COMPETITIVE ADVANTAGE

Our products unlike their protein competitors’ meat and fish are grown locally, sold fresh and cheap. We offer nutrition education, assessment and food demonstration as an added service and unlike other processed foods; we offer local, culturally acceptable and nutritious food.

PRODUCT OR SERVICE

- Training on mushroom and snail farming, see provision and farm setup.
- Growing layer birds for egg production
- Nutrition education, screening and cooking demonstrations.
- Food processing, healthy market stands and sales

nasda.org@gmail.co
+237675445858
BUSINESS SUMMARY
Provide sustainable and inclusive access to affordable clean water in rural area settings by building sustainable water supply infrastructures; using renewable energy, water treatment and water management system. Access to water through water ATM’S Technology with smart Cards or coins.

CUSTOMER PROBLEM
Lack of access to clean and nearby water at an affordable price; affecting socio-economic development and quality of life of rural community. Unsustainability of water supply infrastructure; lack of access to service poor capacity to expand water service infrastructure.

TARGET MARKET
Communities, schools, hospital, organization, company, NGO’S, particular, disadvantaged and/or marginalized people.

COMPETITIVE ADVANTAGE
- Pre-partnership with communities, organizations, and NGO’s to facilitate access to water supply infrastructures.
- Our systems are equipped with solar energy.
- Water ATMs solution technology as franchise model to expand the network of water distributor into local entrepreneurial drive.
- Financial model

PRODUCT OR SERVICE
- Engineering, design and implementation of well, borehole, and water supply infrastructures
- Supply and, installation of solar pumping systems
- Rehabilitation and substitution of existing pumps
- Maintenance services