

PROFITABLE FERTILIZER
PRODUCTION IN RURAL
VILLAGES

SafiOrganics

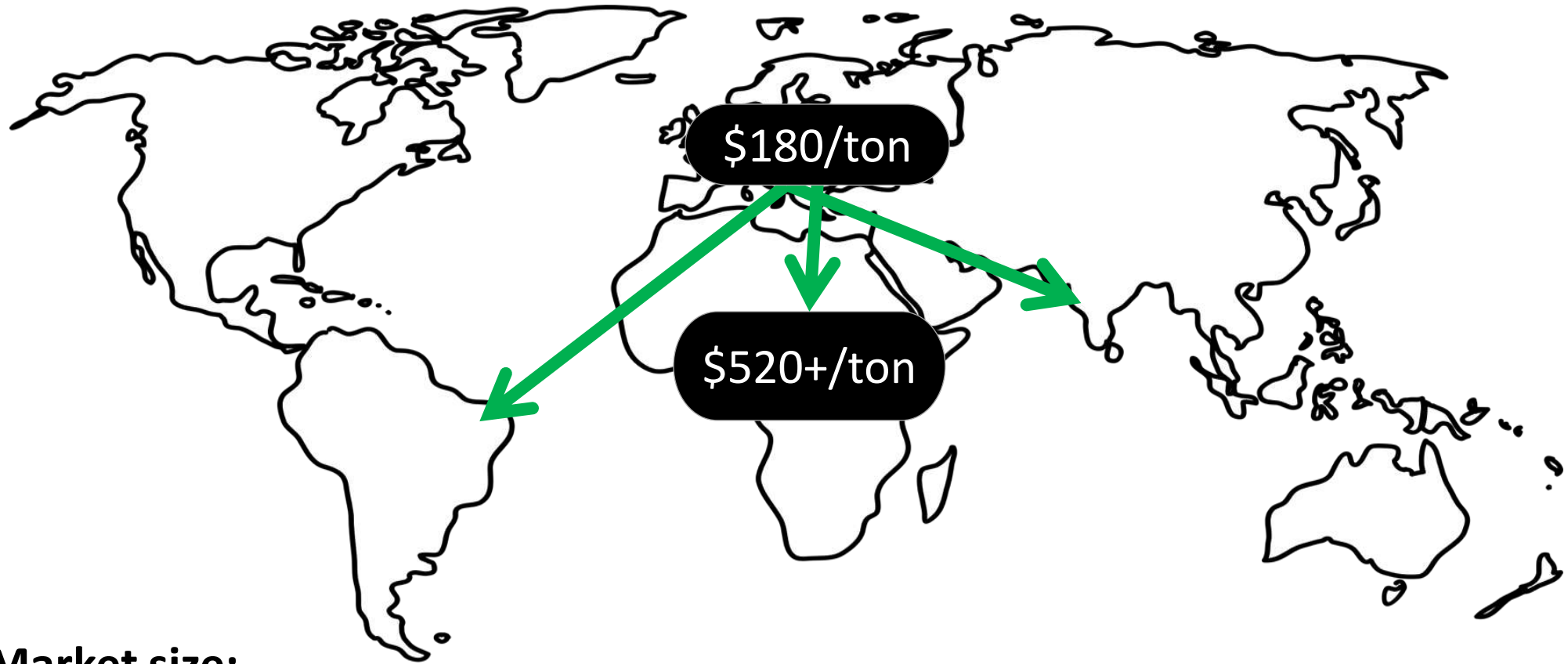
Samuel Rigu, CEO

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Problem

Farmers in Africa pay 2-5 times the price of world fertilizers, due to logistics cost of importation.



Market size:

Kenya: \$80 Million/year

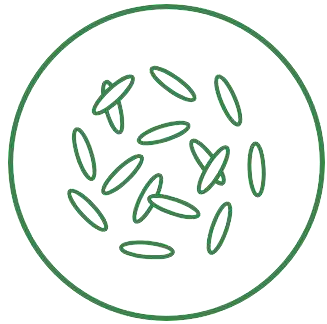
Global: \$30 Billion/year

Furthermore, global supply chain prone to disruption (e.g. COVID-19)

Solution: Our decentralized process enables high quality soil specific fertilizer production using local rural labour

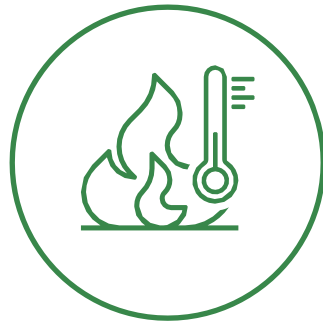
Overall process: 2- 4 hours

1. Collect



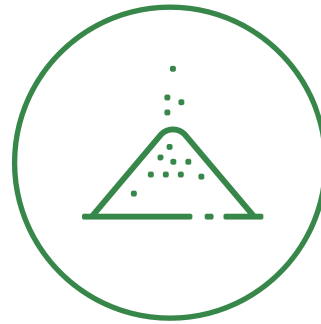
Crop residues

2. Torrefy



Under 30 minutes

3. Grind



1-2 mm particle size

4. Mix






Nutrient additives

5. Package



Via agrovets

Competitive advantage

| <h2>Fertilizer plants</h2>  | <h2>Composting</h2>  | <h2>Indigenous units</h2>  |
|--|--|---|
| <h2>Our Process</h2> | | |
| <p>1/400 the capital installation Installation time 70 times faster Prone to disruption</p> | <p>Conversion time 100 times faster</p> | <p>50% more thermally efficient 98% more pollution free</p> |
| <h2>Value Proposition: Tailor-made fertilizer product that increases farmers yield by 27%</h2> | | |

Revenue Model

Fertilizer Sale

Short term:
40% gross margin
Direct sale or via local distributors

Franchise Fee

Medium to Long Term:
We set up MiniPlants in a franchise system
7% of revenue as a franchise fee



Medium Term:
Per-ton usage fee on customizable
fertilizer to other community partners

Long Term

Technology Sale

Carbon Credit

Target market

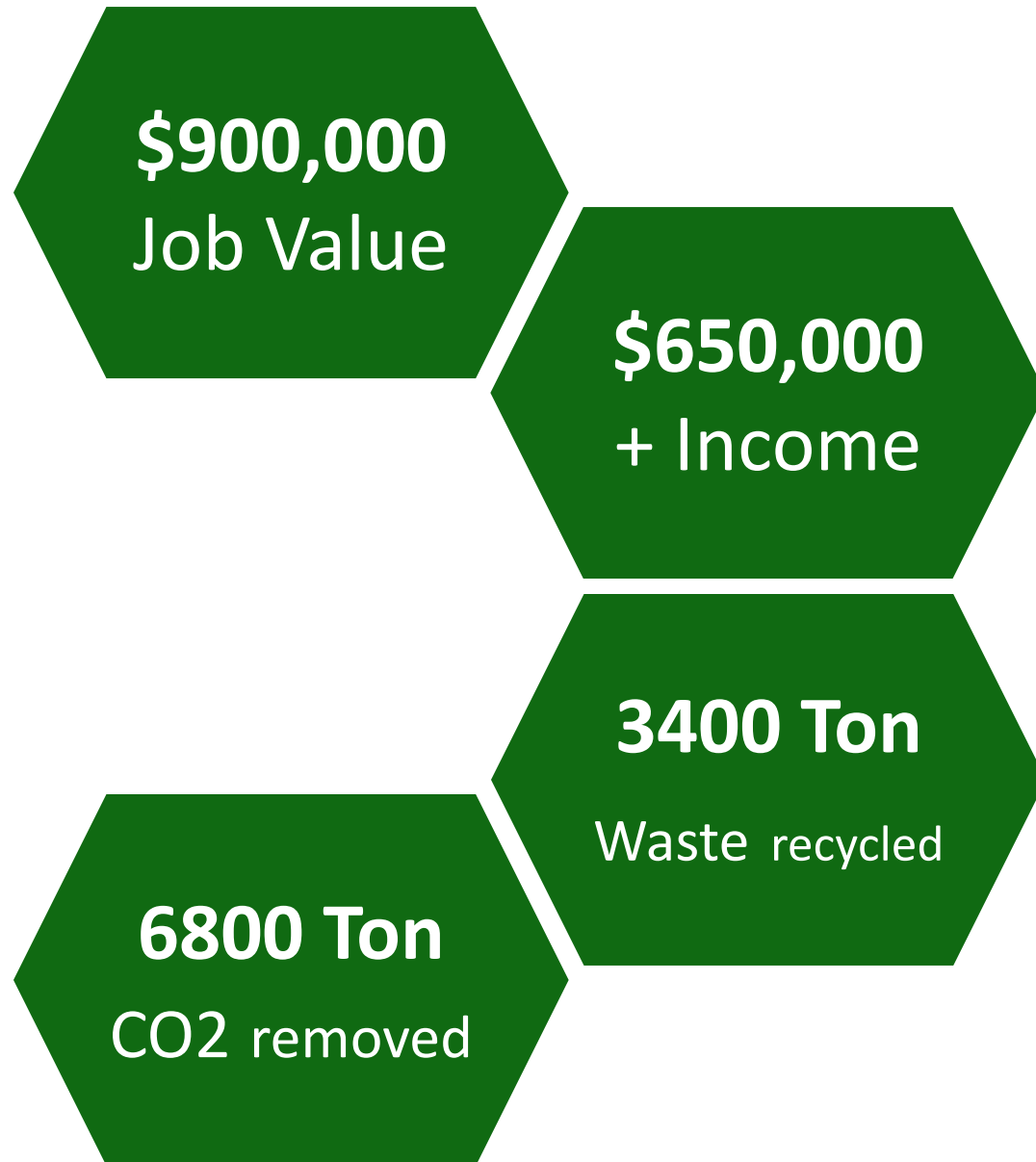


Mr. Riongo, a 43-year-old Rice farmer

- Owns a one-hectare plot
- Fears that his farm will not provide enough food for his children
- Is in a farmer aggregator group
- Market size: 240 Million farmers = \$ 30B (Global)
- Growth 2.9% per year



Actual impact to date



Traction: We serve +5,000 farmers with a team of 30 laborers

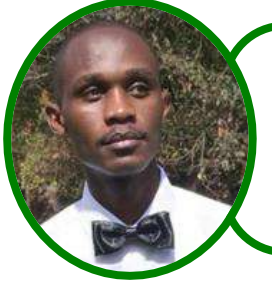
Our partners:



Management Team



Samuel Rigu
CEO



Justin Mugo
CFO



Joyce Simon
COO



Dr. Kevin Kung
CTO

Advisory Board

Kenya

- Mr. Eric Mwandia (CEO, KAPS Ltd)
- Mr. Samuel Maina (Consultant)
- Ms. Sharon Muriuki(Lawyer)
- Dr. Vincent Kega (University of Nairobi)

U.S.A.

- Dr. Johannes Lehmann (Cornell University)
- Dr. Daniel Sweeney (MIT)

Unit economics

| Item | Per ton production (actual) | Per year per village |
|---------------------------------|-----------------------------|---------------------------------|
| Revenues | 226 USD | 170,000 USD |
| Cost breakdown | | |
| Feedstock & transportation | 40.59 USD | 30,000 USD |
| Nutrient additives | 45.41 USD | 34,000 USD |
| Packaging & branding | 22.87 USD | 17,000 USD |
| Delivery & transportation | 82.1 USD | 6,200 USD |
| Labor salary & insurance | 76.7 USD | 5,800 USD |
| Capital depreciation | 59USD | 4,400 USD |
| Miscellaneous | 75.5 USD | 5,700 USD |
| Total cost of goods sold | 1380 USD | 104,000 USD |
| Gross margin | 88USD (40%) | 66,000 USD (per village) |

Cost of customer acquisition: 200 USD

Lifetime value per customer: 1,200 USD



Samuel Rigu

Co-founder & CEO

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