

SCALING UP NUTRITION PITCH COMPETITION

PITCHBOOK 2020



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GLOBAL NUTRITION STATISTICS



Healthy diets are unaffordable for more than **3 billion** people



90% of stunted children live in Africa or Asia



The world is **NOT** on track to achieve Zero Hunger by 2030

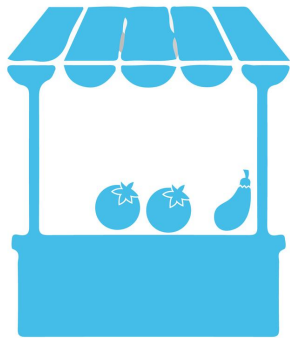


840 million people are predicted to be hungry in **2030**

Source: FAO, 2020

SUN PITCH COMPETITION

Low-income food markets represent



**US\$155-265
billion**



for private sector investment

As the largest providers of food in Africa and Asia, small and medium-sized enterprises (SMEs) are critical in shaping local food systems and bringing nutrition to the market. SMEs occupy critical positions along agri-food value chains as input suppliers, off-takers, processors, distributors, or otherwise - not only supplying the vast majority of food consumed, but also acting as key drivers of job creation and regional economic growth. But the growth of these SMEs is highly constrained by lack of access to finance, and as such agri-food SMEs remain largely untapped for developing and scaling up market-based solutions that can improve the consumption of safe and nutritious food.

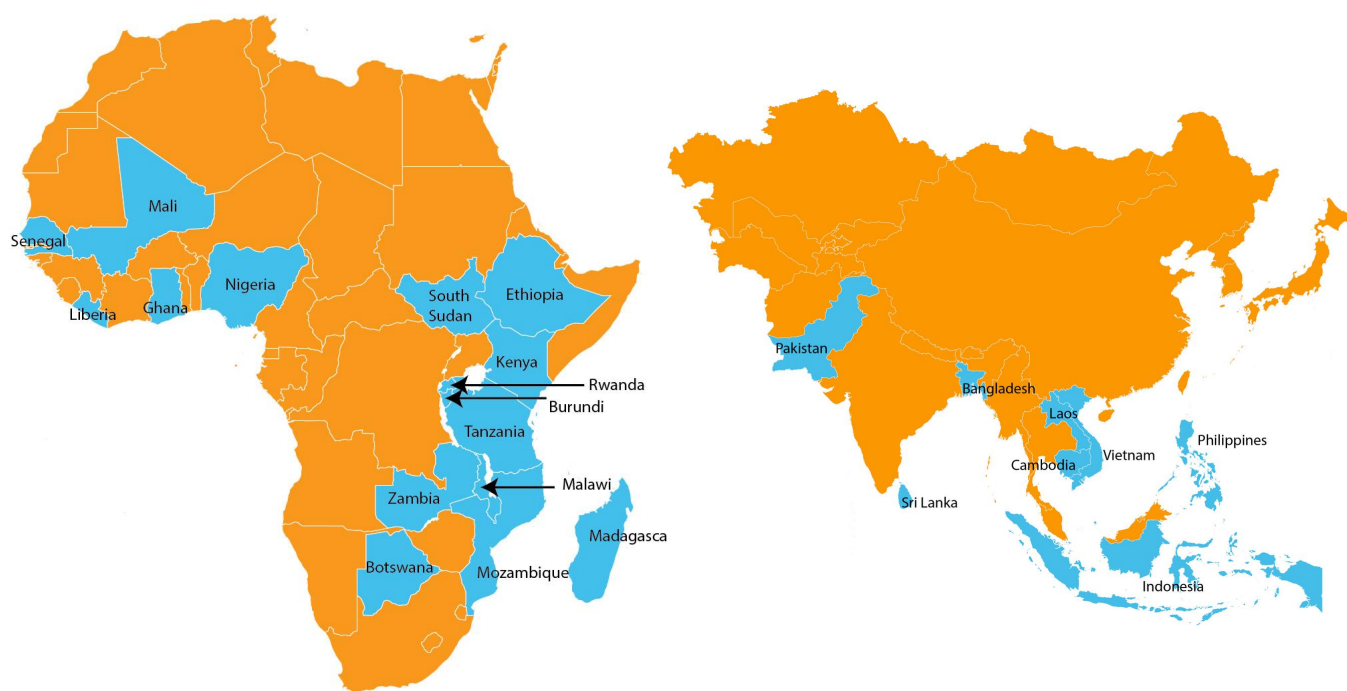
The SUN Pitch Competition, organised by the SUN Business Network (SBN), aims to fill this gap by showcasing SMEs that are working to improve access to nutritious food along the agri-food value chain, establishing the commercial viability of nutrition sensitive businesses, and positioning entrepreneurs for growth and scale.

Specifically, the SUN Pitch Competition harnesses innovative solutions for improved nutrition by connecting SMEs in emerging markets with technical assistance and investment opportunities. Through the SUN Pitch Competition, SBN aims to showcase nutrition-related investments from SMEs that can catalyse innovation in local food systems and improve the affordability and accessibility of nutritious and safe foods for low-income consumers in Africa and Asia.

The SUN Pitch Competition was launched in 2018, taking place initially in 7 countries across Africa and receiving more than 450 applications. Building on this success, SBN held the second edition of the SUN Pitch Competition in 2019/2020, culminating in the Global SUN Pitch Competition on 30th July. This virtual event was proudly sponsored by the Global Alliance for Improved Nutrition (GAIN), the UN World Food Programme, Cargill, Royal DSM, with the support of AGREA, Aspen Network of Development Entrepreneurs (ANDE), BoP Innovation Centre (BoPInc) and Food Industry Asia (FIA).

Please access the full competition event video [here](#).

SUN PITCH COMPETITION



To build a pipeline of eligible finalists for the 2020 Global SUN Pitch Competition, over the course of 2019, a series of National and Virtual SUN Pitch Competitions were held across Africa and Asia in the countries highlighted.

All shortlisted applicants selected through the National and Virtual Competitions undertook a 3-month training programme prior to their participation in the Global Competition. The mentoring and coaching, provided by BoP Innovation Center and Cathy AgriProjects Management Limited focused on nutrition education, business development, and investor readiness.

From the 500 SMEs that initially applied from across 24 countries, 21 were selected. In the final round, hosted as an interactive video event, the selected finalists pitched their creative business solutions for improved nutrition to secure a range of cash and business mentorship prizes awarded by a panel of judges from Royal DSM, Cargill, GAIN and AGREAA - an agro-social enterprise in the Philippines.

EXPERIENCE OF THE 2018 WINNERS



**“Embracing a culture
of continuous
innovation is so
important, now more
than ever”**

In 2018, Nigerian entrepreneur Ope Olanrewaju emerged as the winner of the first ever SUN Pitch Competition with his innovative enterprise Kennie-O Cold Chain Logistics (KCCL). The company’s refrigerated trucks transport perishable fruit and vegetables from farms directly to urban consumers, thereby reducing food loss and increasing fresh produce availability in the country.

As part of his prize, Ope attended a week-long training course at the Base of Pyramid (BoP) Innovation Centre based in the Netherlands, during which he gained critical insights into how to improve his business plan. Ope was also able to interact with cold chain actors and investors in the Netherlands.

Since winning the competition, KCCL has been able to reach more farmers to increase the amount of produce transported from 10,000 tonnes to 25,000 tonnes. The company is also expecting its first tranche of investment this year. With this funding, Ope plans to purchase 12 more cold chain trucks (up from three) before the end of 2020.

His advice to other agri-entrepreneurs? “Innovate, innovate, innovate to improve the business in ways that improve the lives of people around you. Embracing a culture of continuous innovation is so important, now more than ever.”

EXPERIENCE OF THE 2018 WINNERS

**“In a competitive world
work on remaining
relevant by offering
products and services
that add value”**



Neema Lugangira’s start-up, Healthy Maisha (meaning Healthy Life), received the BoP Inc Award at the inaugural SUN Pitch Competition held in Nairobi, Kenya in 2018. Based in Dar es Salaam, Tanzania, Healthy Maisha seeks to bridge the country’s nutrition gap by producing preservative-free cold-pressed juices made from local produce.

As part of the award, Neema received financial support and underwent business training and mentorship, a process she says that prompted her to revise her business model and operations with a view to cutting costs and exploring innovative ways to expand. “I didn’t realise I was spending so much money on rent and staff, two overheads that were eating into my margins. My mentors advised me to tame my expenses and channel my profits into growing the business,” she says.

Neema has been able to significantly increase her production capacity since winning the competition by setting up a larger processing facility. And the business has increased sales, delivering up to 200 bottles of juice every month – up from about 10 before taking part in the competition. She advises future finalists to use the guidance and exposure they get as a launchpad for scaling and adding value to their businesses. “Believe in your business then work on bringing it to life. In a very competitive world, work on remaining relevant by offering products and services that add value and respond to the needs of your target markets,” she concludes.

INVESTMENT STATISTICS FOR THE FINALISTS

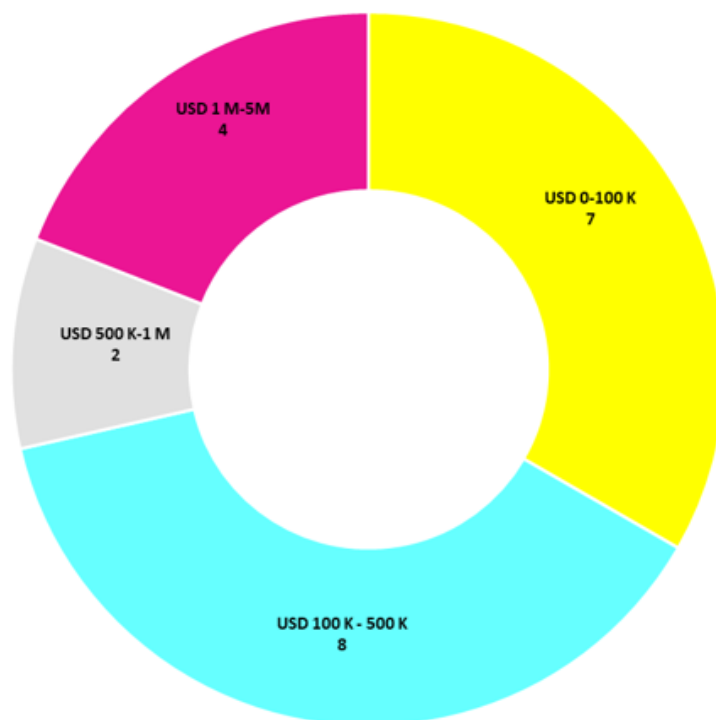
Annual Revenue



Geographic Distribution

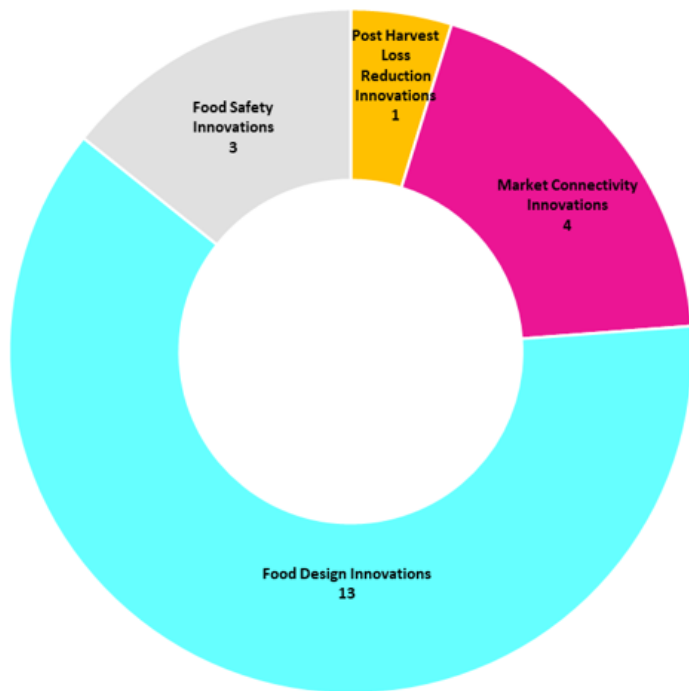


Investment Ask



INVESTMENT STATISTICS FOR THE FINALISTS

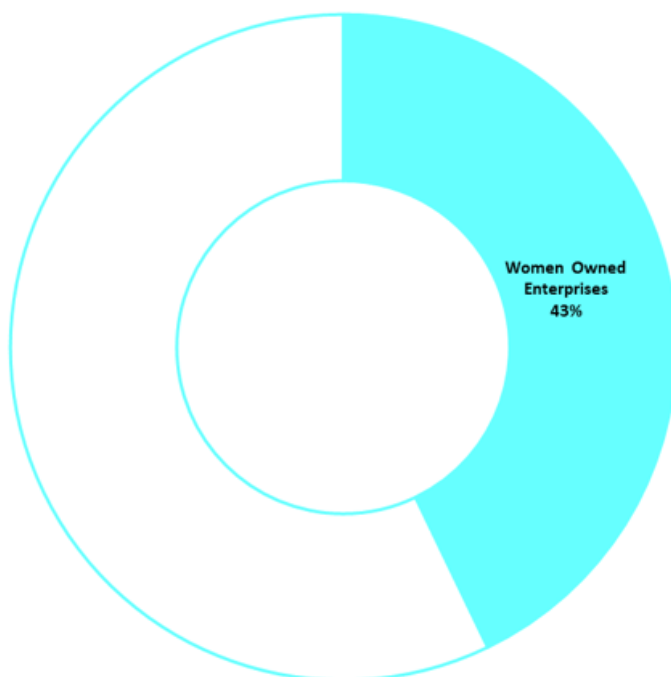
Innovation Focus



Nutritious Food Focus



% Women Owned Enterprises





WEST AFRICA

According to the Global Nutrition Report, Western Africa experiences a malnutrition burden amongst its under-five population; stunting is at 29.2% and wasting is at 8.1%, compared to global averages of 21.9% and 7.3%, respectively. And the adult population also faces malnutrition challenges. Among women of reproductive age, for example, 49.3% suffer from anaemia.

SUN Pitch Competition finalists from this region included:

- Baby Grubz from Nigeria
- eFarms from Nigeria
- Mealimeter from Nigeria
- Fieldswhite Co. Ltd from Ghana

Baby Grubz

ENTREPRENEUR: OLUWASEUN SANGOLEYE
COUNTRY: NIGERIA



SUN Pitch Competition winner!



BUSINESS PROFILE

Baby Grubz is a social enterprise in the nutrition space, processing all-natural cereals for children under 5 years to tackle malnutrition, with a special focus on authentic African tastes made from locally sourced ingredients. Baby Grubz's products are sold through a women-only sales and distribution model, a deliberate approach for gender inclusion and empowerment.

CONTACT

website: www.babygrubz.com
facebook: @babygrubz
twitter: @babygrubz
instagram: @babygrubz



NUTRITION CHALLENGE

The nutrition situation in Nigeria indicates that 37% of children under 5 are stunted, 18% are wasted and 29% are underweight. The consumption of animal sources of food such as fish has remained static, and the consumption of vegetables and pulses has declined by 7%. Meanwhile, the consumption of sugar-sweetened beverages has increased by 39%.

SOLUTION

Baby Grubz develops and delivers low-cost, optimally nutritious complementary meals that address major nutritional challenges facing Nigerian children in their first 1,000 days, such as Vitamin A deficiency and protein-energy malnutrition.

COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$50,000
Revenue 2020: US\$72,000
Seeking US\$360,000 in equity or convertible debt.



USE OF FUNDS

Investment will be used to produce smaller single-use sachets (fortified) for the Bottom of the Pyramid market, with aim of improving food safety and preventing malnutrition and hidden hunger in at least 100,000 children within the next 12 months.

Efarms

ENTREPRENEUR: EMEKA NWACHINEMERE
COUNTRY: NIGERIA



BUSINESS PROFILE

Efarms is an agriculture-focused fintech company that provides a platform for people and organisations to directly invest in agricultural production and commodity training, thus unlocking finance and markets for smallholder farmers. Through their peer to peer investment platform, they raise finance for smallholder farmers, enabling them to access high quality inputs that they require to produce high yields.

CONTACT

website: www.efarms.com.ng
Facebook: @efarms.com.ng
Twitter: efarms_ngr
Instagram: @efarms_ngr



NUTRITION CHALLENGE

An estimated 2 million children in Nigeria suffer from severe acute malnutrition. The key drivers are high poverty rates, income inequality, and illiteracy especially among smallholder farmers in distant pocket locations who make up over 75% of all people who survive on under a dollar a day in Nigeria.

SOLUTION

Efarms provides smallholder farmers with high quality bio-fortified and high yield inputs while connecting them to guaranteed markets and knowledge on good agriculture practice and post harvest handling by leveraging finance and industry insights; so as to ensure the production of traceable and highly nutritious food commodities.



COMPANY REVENUE AND INVESTMENT ASK

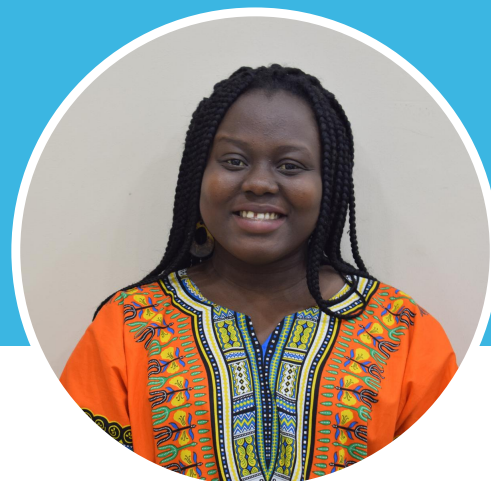
Revenue 2019: US\$523,033
Revenue 2020: US\$173,589
Seeking investment of US\$516,000 in convertible note.

USE OF FUNDS

Funds would be channeled into marketing, training and on-boarding farmers, hiring new talent, acquiring post-harvest equipment and allowing for bridge financing.

Fieldswhite Co. Ltd

ENTREPRENEUR: MAAME EKUA MANFUL
COUNTRY: GHANA



BUSINESS PROFILE

Fieldswhite Co. Ltd are a food tech startup dedicated to providing innovative and affordable food solutions across Africa. Their flagship product, Sweetpot Yoghurt, is a delicious yoghurt enriched with highly nutritious bio-fortified orange fleshed sweet potatoes. The yoghurt is naturally flavoured, full of minerals and a great source of vitamin A.

CONTACT

Facebook: @sweetpotyogurt
Twitter: @SweetpotYogurt
Instagram: @sweetpot_yogurt
Linkedin: @sweetpot-yogurt



NUTRITION CHALLENGE

A significant problem in Ghana is vitamin A deficiency, which affects about 7 in 10 children under 5 years of age. Estimates show that vitamin A deficiency contributes to 1 in 3 deaths of children 6-59 months of age.

SOLUTION

Sweetpot aims to contribute to alleviating malnutrition (principally Vitamin A Deficiency syndrome) amongst preschoolers, pregnant women and lactating mothers by increasing their vitamin A uptake through their products; sweetpot yoghurt and sweetpot instant plus, a Ready-to-Use Therapeutic Food (RUTF).



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$600
Revenue 2020: N/A
Seeking a grant of US\$20,000.

USE OF FUNDS

Funds will be used for product development, setting up a modular factory (mini processing), hiring staff and creating an advertisement campaign.

Mealimeter

ENTREPRENEUR: ADEKUNLE JINADU
COUNTRY: NIGERIA



SUN Pitch Competition 2nd runner up!



BUSINESS PROFILE

Mealimeter is a corporate nutrition marketplace, giving working professionals and school children access to healthy and nutritious meal, snack and drink options. Mealimeter curates the best nutrition-focused chefs and small businesses, supports them with kitchen facilities that meet food safety standards, and helps them access customers through their nutrition marketplace mobile app and automated kiosks/vending machines which make nutritious foods available immediately and 24 hours a day.

CONTACT

Website: www.mealimeter.com



NUTRITION CHALLENGE

Nigeria is increasingly experiencing the double burden of malnutrition, where undernutrition coexists with overweight, obesity and other diet-related non-communicable diseases (NCDs). Despite the recent upsurge of small nutritious food businesses, getting healthy and nutritious meals still remains a challenge largely due to affordability issues.

SOLUTION

Mealimeter is a data-driven corporate-catering marketplace that helps offices, hospitals and schools get access to a variety of meal options from different vendors. By using a ghost kitchen model and clustered deliveries, they are able to offer meals at fair prices starting with no delivery costs and provide market access and infrastructure for nutritious food businesses



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$22,733

Revenue 2020: US\$5,095

Seeking an investment of US\$250,000.

USE OF FUNDS

Funds will be used for team expansion, kitchen facilities and working capital facility.

South East Asia

Across South East Asia, some progress has been made towards improving nutrition standards. However, not a single country in the region is on course to meet the global nutrition targets for under-five wasting, anaemia in women of reproductive age, low birth weight, and male and female obesity.

SUN Pitch Competition finalists from this region included:

- Bale Sehat from Indonesia
- Duo Mitra Raya from Indonesia
- Danish Care Foods. Co. Ltd from Cambodia
- Mai Savanh from Laos



Bale Sehat

ENTREPRENEUR: MUHAMMAD ZACKY RIZANO
COUNTRY: INDONESIA



BUSINESS PROFILE

Bale Sehat collaborates with farmers around Indonesia to create great-tasting and nutritious food and beverages. Bale Sehat manufactures a range of rice bran products to tackle malnutrition and anaemia. Rice bran is highly nutritious, containing protein, fibre, vitamin B complex, iron, minerals, calcium and zinc. Their products are distributed via e-commerce and retail channels.

CONTACT

Website: www.balesehat.com
Instagram: @balesehat_id
Facebook: Bale Sehat



NUTRITION CHALLENGE

In 2001, the Ministry of Health in Indonesia identified that the consumption of dietary fibre of Indonesian people (10.5 gr/day) was far less than the daily requirement (30gr/day). More recent research indicates that the dietary fibre nutritional gap still persists with only 4.5% of the Indonesian population (≥ 5 years old) consuming enough vegetables and fruit.

SOLUTION

Bale Sehat Rice Bran offers in one serving (33 g), 12%DV dietary fibre, 5%DV total carbohydrates, 7%DV total fat, and 7%DV protein daily intake for adults. In its convenient powder form, it can be served as a hot drink or as a food additive making it an ideal nutritious, high fibre product for busy workers or mothers on the go!



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$10,700
Revenue 2020: US\$15,100
Seeking an investment of US\$50,000.

USE OF FUNDS

Funds will be used for fixed capital investment in machinery and technology, working capital, the development of new products, and an online marketing campaign.

DCF Danish Care Foods. Co. Ltd

ENTREPRENEUR: LYNDON G PAUL
COUNTRY: CAMBODIA



SUN Pitch Competition 1st runner up!



BUSINESS PROFILE

DCF Danish Care Foods is a food manufacturing company that specialises in making Ready to Use Therapeutic Food (RUTF) and Ready to Use Supplementary Food (RUSF) with locally available ingredients. Their unique products are made from wild caught fish and are more affordable than other products in the market for treating malnutrition.

CONTACT

Website: www.danishcarefoods.com



NUTRITION CHALLENGE

Cambodia has one of the worst levels of stunting (32%) and wasting (9%) in the region. Child undernutrition remains a serious public health concern. In addition, 48% of women of reproductive age are malnourished. Every year, malnutrition costs the Government of Cambodia USD \$250-400 million.

SOLUTION

DCF uses locally available nutritious ingredients, including fish, mung beans, soy beans, rice, sugar, and oil to create RUTF and RUSF. Their product is 15% cheaper than other products on the market. DCF has partnered with the Ministry of Health, UNICEF, and Save the Children.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$13,720
Revenue 2020: US\$34,660
Seeking US\$375,000 in equity and debt investment.

USE OF FUNDS

Funds will be used for developing specialised products and other continued innovations.

Duo Mitra Raya

ENTREPRENEUR: RANI MELDIYANI
COUNTRY: INDONESIA



BUSINESS PROFILE

Duo Mitra Raya produces snacks made from vegetables and fish. They strive to develop innovative high quality snacks that are safe and nutritious, including spinach sticks, carrot sticks, baby fish tilapia, pepes fish and other products.

CONTACT

Instagram: @happytastefactory



NUTRITION CHALLENGE

More than 19 million people in Indonesia suffer from nutrient intake deficiencies. 30% of children are stunted and 1 in 2 pregnant women are anaemic.

SOLUTION

Duo Mitra Raya recently developed an innovative product - I-Fit Serealikan - which is a healthy nutritious drink made from pangasius, milk, and cereal. It is aimed particularly at reducing anaemia, stunting and malnutrition in children and pregnant women. It is sold at an affordable price making it widely accessible.

COMPANY REVENUE AND INVESTMENT ASK

Revenue Feb-May 2020: US\$9,600
Seeking an investment of US\$201,280.



USE OF FUNDS

Funds will be used to purchase equipment to scale up production; promotion and branding (paid online advertising, in-store promos, free sampling of products); product distribution to retailers (reaching 16,000 outlets); and listing at Modern Trading.

Mai Savanh

ENTREPRENEUR: DR PHILIPPE SCHMIDT
COUNTRY: LAOS



BUSINESS PROFILE

Mai Savanh aims to develop sustainable income to struggling farmers in Lao. They develop various food products such as Sacha Inchi, teas, hibiscus, pepper, and dried bananas. Mai Savanh's approach is simple, dynamic, and innovative. They combine intervention with education.

CONTACT

website:

<https://sachainchilaos.com/en/snacks4smiles-project/>

Mai
Savanh
Lao



NUTRITION CHALLENGE

Lao experiences a high burden of malnutrition among its under-5 population. The national prevalence of under-5 stunting is 44.2% and under-5 wasting is 6.4%. In addition, almost 40% of women of reproductive age have anaemia.

SOLUTION

Mai Savanh produce and distribute high nutritional energy bars made with locally available products (Sacha Inchi, banana and rice). They also provide nutrition education, explaining to families how they can grow nutritious foods in their garden and turn them into nutritious meals for their children.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019 and 2020: N/A
US\$20,000 in grant funding and strategic partnership support is sought for processing equipment and new product and packaging design.

USE OF FUNDS

Funds will be used to increase production capacity, up to 1.5 million bars per year. Strong marketing efforts have already been made to secure the purchasing and distribution of these energy bars.

Southern Africa

The prevalence of overweight in children under-five years is 13% in Southern Africa. This is higher than any other subregion in Africa. In addition, not a single country in the region is on course to meet targets regarding anaemia in women of reproductive age, low birth weights, and obesity and diabetes in men and women.

SUN Pitch Competition finalists from this region included:

- Limpho Produtos Alimentares from Mozambique
- Nutri'Zaza from Madagascar
- Perisha Agro from Malawi
- Sir Hackson Processors from Malawi
- Shais Foods from Zambia

Limpo Produtos Alimentares

ENTREPRENEUR: OCTÁVIO MUCHANGA
COUNTRY: MOZAMBIQUE



Winner of the Royal DSM prize!



BUSINESS PROFILE

Limpo, Produtos Alimentares process highly nutritious foods for low-income consumers. They have already successfully launched many products in the local market, including peanut butter and peanut chikki.

CONTACT

Facebook: Xikhaba
Twitter: xikhaba1



LIMPO PRODUCTOS ALIMENTARES, LDA



NUTRITION CHALLENGE

In Mozambique 44% of children suffer from malnutrition, which is responsible for 30% of deaths in children. The main causes are related to inadequate nutrient intake often linked to high levels of poverty.

SOLUTION

Building on the success of their portfolio of nutritious products, Limpo are now looking to launch affordable fortified rice flour products including flour and biscuits that contain high levels of nutrients (Fibre, Carbohydrates, Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B6, Iron, and Zinc). These products will also provide a market for local rice producers.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$17,819,07
Revenue 2020: US\$8,249,57
Seeking an investment of US\$68,170.

USE OF FUNDS

Funds will be used to acquire and install processing and packaging line equipment.

Nutri'Zaza

ENTREPRENEUR: MIEJA VOLA
RAKOTONARIVO
COUNTRY: MADAGASCAR



BUSINESS PROFILE

Nutri'Zaza are a Malagasy social enterprise that produce fortified cereals. They deliver their products through classic, institutional and innovative networks (including restaurants for babies and door-to-door sales).

CONTACT

Facebook: Koba-Aina



NUTRITION CHALLENGE

Madagascar experiences high levels of chronic malnutrition, which affects almost half of children under-5 and causes 45% of deaths in this age group. Stunting is a major public health and development concern. Madagascar is the 5th worst affected country in the world, with 47% of children under 5 suffering from stunting.



SOLUTION

Nutri'Zaza offers families the means to properly feed their children through the development and innovative distribution of quality fortified food products, made locally, and adapted to the nutritional needs of vulnerable populations. Their innovative distribution channels include door-to-door sales in the poor neighbourhoods of urban areas.

COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$554,000
Revenue 2020: US\$58,998
Seeking an investment of US\$840,000.



USE OF FUNDS

Funds will be used for purchasing intangible assets e.g. inventory management and sales software and fixed assets e.g. transportation and construction; logistics and distribution costs; and advertising expenses.

Perisha Agro

ENTREPRENEUR: FANNIE GONDWE
COUNTRY: MALAWI



BUSINESS PROFILE

Perisha & Packaging Enterprise promotes the consumption of locally produced crops, particularly Orange Fleshed Sweet Potato (OFSP) and orange maize which is biofortified with vitamin A.

CONTACT

Facebook: Perisha Agro
Twitter: @fannie_gondwe



NUTRITION CHALLENGE

Malawi has the highest rates of stunting (37.1%) in Southern Africa (regional average of 29.3%). High levels of poverty further limit access to nutritious food.

SOLUTION

The company is looking to improve the nutritional status of women and children by promoting the cultivation and consumption of locally produced OFSP. They provide smallholder farmers with seeds, and offer a buy-back plan so that they can process the crops into puree and flour, which are eaten as instant porridge, pulp and baked products.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$26,000
Revenue 2020: US\$39,000
Seeking an investment of US\$37,000 (either Grant/Debt/Equity/Hybrid).

USE OF FUNDS

Funds will be used for marketing, packaging and branding; market research and supply chain management; and quality control and distribution.

Shais Foods

ENTREPRENEUR: MIRRIAM NALOMBA
COUNTRY: ZAMBIA



BUSINESS PROFILE

Shais Foods focus on promoting healthier diets by providing grain-based, drought-resistant alternatives to traditional mono-diets. They produce nutrient-rich cereal products from millet, sorghum, cassava, soya beans, vitamin A orange maize and blended multigrain cereals. They also encourage farmers to grow indigenous drought-resistant crops.

CONTACT

Twitter: @ShaisFoods



NUTRITION CHALLENGE

In Zambia, 15% of children under five are zinc deficient, 21% are iron deficient and 87% are deficient in vitamin B12. The latest national micronutrient survey indicates a vitamin A deficiency prevalence of 54% among children under five.

SOLUTION

Shais Foods have developed Fullpack Cereal porridge which is rich in vitamins A, B1, B2, B3 and B6. It is also high in Iron, Zinc, Calcium, protein and carbohydrates. The product aims to boost immune systems and reduce the likelihood of developing anaemia in children.

COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$66,054.96

Revenue 2020: US\$132,110

Seeking an investment of US\$140,000.



USE OF FUNDS

Funds will be used for the construction of two warehouses (one for processing and one for storage) and for the development of a three year consumer awareness marketing campaign via road shows, radio and TV adverts and township sensitisations.

Sir Hackson Processors

ENTREPRENEUR: DANIEL MWAVULI
COUNTRY: MALAWI



BUSINESS PROFILE

Sir Hackson Processors work with small scale producers of soya beans, cassava and maize, which they process into fortified Soya Corn Blend Flour. They supply their products to homes, institutions and humanitarian agencies.



NUTRITION CHALLENGE

The national prevalence of under-five stunting is 37.4% in Malawi, which is greater than the developing country average of 25%.

SOLUTION

The company has developed a Soya Corn Blend Flour which is a good source of energy, carbohydrates, protein, fat and micronutrients for children aged 6-59 months. It is fortified with a variety of vitamins and minerals, (and in the new formulations, with iron EDTA, which is a more bio-available form of iron), Zinc, Potassium, Calcium and Phosphorus.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$39,675
Revenue 2020: US\$46,782
Seeking an investment of US\$80,000.

USE OF FUNDS

Funds will be used to upgrade the processing capacity to produce 100 metric tons of fortified Soy Corn Blend Flour per month. Specifically, the investment will fund factory upgrading, machine procurement and training for small scale farmers.



South Asia

Despite economic growth and a reduction in poverty in recent years, malnutrition remains rampant in South Asia. The region has the highest burden of malnutrition in the world with a staggering 33.3% of children under five years being moderately or severely stunted, according to the Global Nutrition Report.

Another major cause of concern is the high levels of anaemia in women of reproductive age, with as many as 40-50% of them suffering from anaemia. None of the countries in South Asia are currently on track to meet global nutrition targets and some will be missed by a significant margin.

SUN Pitch Competition finalists from this region included:

- Feed Me from Bangladesh
- Khamar-e from Bangladesh
- Food Trax from Pakistan
- Poulta Inc from Pakistan
- Saaraketha Holdings Ltd from Sri Lanka

Feed Me

ENTREPRENEUR: ZARIN RASHID
COUNTRY: BANGLADESH



BUSINESS PROFILE

Feed Me is a meal prep service that delivers healthy and nutritious meals to people in Dhaka, Bangladesh. Since launching a year ago, they have already served over 800 clients. They aim to target the masses now through their two products: Nutri Bar and Nutri Mix. Feed Me's target consumers are ready-made garment workers and adolescents.

CONTACT

Website: www.feedme.com.bd
Facebook: FEEDME
Instagram: Feedme.bd



NUTRITION CHALLENGE

1 in 6 people (26 million) in Bangladesh are undernourished and do not have access to sufficient food. Malnutrition is estimated to cost USD \$1 billion every year in lost productivity.

SOLUTION

Nutri Bar and Nutri Mix are rich in healthy fats (Omega3, Omega 6, MCTs), antioxidants, vitamins (vitamin B complex, folate, thiamin), plant-based protein and minerals which are essential for maintaining a healthy lifestyle. The products are affordable and use locally sourced nutrient rich ingredients e.g. pumpkin seeds, dates, peanuts, coconut, wholegrain wheat flour, rice flour with bran and pulses.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: NIL
Revenue 2020: NIL
Seeking an investment of US\$250,000.

USE OF FUNDS

Funds will be used to purchase initial fixed assets including factory setup, rent, machinery, ingredients, salaries and utilities.

Khamar-e

ENTREPRENEUR: DIPTHA SAHA
COUNTRY: BANGLADESH



BUSINESS PROFILE

Khamar-e Ltd. aims to tackle Bangladesh's nutrition challenges by increasing milk production, ensuring the nutritional value of dairy products, and creating 'dairypreneurs'. Khamar-e promotes data-driven farming by providing software, training and resources to farmers on credit.

CONTACT

Facebook: @khamarebangladesh



NUTRITION CHALLENGE

Bangladesh experiences a high burden of malnutrition, particularly among its under-5 population. 36.2% of under-5s are stunted, and 14.4% are wasted. Milk is essential for tackling malnutrition, but in Bangladesh consumption of milk is very low due to a production deficit. In addition, 55% of consumers do not trust the quality of milk.



SOLUTION

Khamar-e Ltd. promotes data driven farming by providing software, training, and resources to farmers on credit. They ensure traceability at the collector's end, so that authenticity can be guaranteed for consumers. In this way, the entire supply chain is digitally enhanced in a sustainable cycle which results in the best quality milk being delivered to consumers.

COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: NIL
Revenue 2020: NIL
Expecting revenue from August 2020.
Seeking an investment of US\$150,000



USE OF FUNDS

The investment will be used to scale up to 20 hubs across Bangladesh. Khamar-e is currently operating in one district hub, which provides training, contract farming and collection booths for 28 dairy farmers (producing more than 1,200 litres of milk every day).

Food Trax

ENTREPRENEUR: RIZWAN BUTTAR
COUNTRY: PAKISTAN



BUSINESS PROFILE

Food Trax provides farm to fork supply chain visibility and transparency. Through their platform they are able to track and trace for ingredients; check process integrity; ensure process quality; and enable authentication of foods (e.g. Halal, non-GMO)

CONTACT

Website: <http://foodtrax.pk/>
Facebook: Food Trax
Instagram: Food Trax



FOOD TRAX
TRACK - TRACE - VERIFY
WWW.FOODTRAX.PK



NUTRITION CHALLENGE

According to the 2018 National Nutrition Survey, 33% of all children are underweight, nearly 44% are stunted, 15% are wasted, and 53% are anaemic.

SOLUTION

Food Trax uses emerging technologies such as barcodes, RFID, IoT, A.I. and blockchain to enable auto-identification and traceability. This reduces food fraud, increases food safety and enhances supply chain security.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$431,000
Revenue 2020: US\$258,000
Seeking an investment of US\$2,000,000.

USE OF FUNDS

Funds will be used to capture the Pakistan market and target international markets (GCC and South East Asia). In addition, this investment will be used for advocacy, product development and cash flow.

Poulta Inc

ENTREPRENEUR: ALI MURTAZA SOLANGI
COUNTRY: PAKISTAN



Winner of the Cargill prize!



BUSINESS PROFILE

Poulta envisions and strives for a healthy poultry industry in Pakistan. Poulta is a 'Software as a Service (SaaS)' based model that enables farmers to detect early, predict and take measures to prevent operational issues. Poulta provide end to end solutions to breeder farms, broiler farms, layer farms, hatcheries, slaughterhouses, and consumer outlets.

CONTACT

Website: www.poulta.com
Linkedin: Poulta Inc



NUTRITION CHALLENGE

There is an urgent need in Pakistan to improve the protein intake and nutritional status of vulnerable populations. Particularly, Pakistan is experiencing two forms of malnutrition, anaemia and stunting. The national prevalence of under-five stunting is 37.6%, which is greater than the developing country average of 25%. Among the adult population 52.1% of women of reproductive age have anaemia.

SOLUTION

Poulta aims to disrupt the poultry industry by establishing a data-driven monitoring system for industry wide use. Using IoT, BigData, A.I and block chain, it helps poultry farmers to detect, predict & prevent their problems early on.



INVESTMENT ASK

Seeking an investment of US\$2,000,000

USE OF FUNDS

The investment will be used to scale up operations across various countries including for product development, sales, marketing and HR.

Saaraketha Holdings Ltd

ENTREPRENEUR: PRASANNA HETTIARACHCHI
COUNTRY: SRI LANKA



BUSINESS PROFILE

Saaraketha is Sri Lanka's largest certified organic food solution provider that offers credible, organic, clean and ethically produced sustainable products. They strive to make it easy and convenient for everyone to choose healthy, organic food.

CONTACT

Website: www.saaraketha.com
Facebook: saaraketha
Instagram: saaraketha



NUTRITION CHALLENGE

Sri Lanka experiences the triple burden of malnutrition - undernutrition, micronutrient deficiency, and non-communicable diseases. 22% of the population are undernourished and Sri Lanka is ranked 3rd in the world for wasting.

SOLUTION

Saaraketha works with local producers and smallholder farmers to harness locally grown solutions to address and help mitigate national nutrition challenges. They aim to increase the accessibility of nutritionally sound, convenient, and simple food solutions which target undernutrition, micronutrient deficiency, and non-communicable diseases.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$680,000
Seeking an investment of US\$2,500,000.

USE OF FUNDS

Funds will be used to co-create regional agronomy hubs with cold chain facilities and green cold chain networks. In addition, this investment will be used for debt retirement, other CAPEX and working capital requirements for growth.



East Africa

When compared to other subregions on the continent, East Africa performs relatively well in terms of progress towards achieving its nutrition targets. However, there remains a malnutrition burden among its under-five population. According to the Global Nutrition Report, the prevalence of stunting for this age group is 35.2%, which is significantly higher than the global average of 21.9%. And East Africa's adult population also faces malnutrition challenges, with women's obesity at 10.1% and anaemia among women of reproductive age at 31.3%.

SUN Pitch Competition finalists from this region included:

- Park&Pick from Rwanda
- Sanavita from Tanzania
- Usomi from Kenya

Park&Pick

ENTREPRENEUR: SEGOND FIDENS
IRAGENA
COUNTRY: RWANDA



BUSINESS PROFILE

Park&Pick is an online grocery store offering home delivery services. They buy, clean, sort and deliver up to 208 fresh agricultural products from partner vendors/farms to homes around Kigali. Through their service, they provide efficient logistics and ease the way in which people access quality fresh food in urban communities.

CONTACT

Website: www.parkandpick.rw
Facebook: @ParkAndPick



PARK & PICK



NUTRITION CHALLENGE

70% of the population of Rwanda are involved in farming activities, yet they remain the poorest of the poor. As a result, Rwanda experiences a high burden of malnutrition, particularly among its under-5 population. 38.2% of under-5s are stunted.

SOLUTION

Park&Pick aims to curb food losses by revolutionising fresh food retail in urban communities through their online grocery store and home delivery service. They use consumer data to match the farmers' production capacity with market demand. They also influence food preferences by providing weekly meal plans with recipes for nutritious and affordable food options.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$25,000
Revenue 2020: US\$36,000
Seeking an investment of US\$236,000.

USE OF FUNDS

Investment will operationalise a 5 year strategic roadmap which includes scaling up home delivery services and setting up community food hubs.

Sanavita

ENTREPRENEUR: JOLENTA JOSEPH
COUNTRY: TANZANIA



Winner of the GAIN and AGREA prizes!



BUSINESS PROFILE

Sanavita is an agribusiness which addresses malnutrition, particularly hidden hunger, in Tanzania by producing, adding value, and processing staple crops with high micronutrient contents. They sell their products in local shops, supermarkets, and markets, and promote these products through awareness campaigns on social media.

CONTACT

Website: www.sanavita.co.tz
Instagram: @Sanavita_company_limited
Facebook: Sanavita Company Limited



SANAVITA



NUTRITION CHALLENGE

Tanzania experiences high levels of micronutrient deficiencies, notably high rates of iron deficiency (58% of children under the age of 5 and 45% of women aged 15 - 49 years). In addition, 33% of children aged 6-59 months suffer from vitamin A deficiency.

SOLUTION

Sanavita mobilise farmers to produce highly nutritious crops, including orange fleshed sweet potatoes (OFSP), pro-vitamin A maize, and high iron and zinc beans, which are then processed into different products. Sanavita uses an innovative solar dryer to ensure the retention of betacarotene (which is turned into vitamin A in the human body).



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$39,741
Revenue 2020: US\$49,676
Seeking an investment of US\$75,000.

USE OF FUNDS

Funds will be used to expand their operations and customer outreach through the construction of a factory, equipment purchasing, solar dryer installation and marketing and promotion.

Usomi

ENTREPRENEUR: FIDALIS MUJIBI
COUNTRY: KENYA



BUSINESS PROFILE

USOMI Limited is a technical services provision company which aims to transform of rural farmer market access systems, with a special focus on productivity and income growth for rural women and youth.

CONTACT

Website: www.usomi.com
Twitter: @UsomiAgro
Facebook: Usomi Agriculture
LinkedIn: Usomi Agriculture



NUTRITION CHALLENGE

3.4 million Kenyans severely food insecure; 26% of under 5 children are stunted; 41% of reproductive age women have iron deficiency. In the target region, Western Kenya, 20% of under 5 children are stunted and 27% of reproduction-age women have Iron deficiency.

SOLUTION

USOMI aims to transform market access systems for rural farmers. They provide a structured trading platform that drives maximum productivity, guaranteed market access, and inclusive value chain participation for smallholder grain and poultry farmers in Kenya and East Africa.



COMPANY REVENUE AND INVESTMENT ASK

Revenue 2019: US\$380,000
Revenue 2020: US\$850,000
Seeking an investment of US\$2,600,000.

USE OF FUNDS

Funds will be used to expand the trading platform including developing a precision farming platform and a virtual aggregation and market access platform.

SPOTLIGHT ON THE 2020 WINNERS



Emerging as the overall winner and receiving a cash prize of US\$20,000 for the most innovative solution for improved nutrition was **BabyGrubz** from Nigeria, an SME that develops nutritious complementary foods for infants. “This award will validate our work on a global level, but especially in West Africa,” enthused Oluwaseun Sangoleye, who set up her company to make natural baby cereal from locally-sourced ingredients. Oluwaseun also won a mentorship prize from BoP Inc to digitalise her business.

Fish-based food supplements

As the first runner up, **Danish Care Foods** (DCF) from Cambodia was awarded US\$10,000 by SBN. The company makes ready-to-use therapeutic and supplementary food products, including wafer snacks, to treat malnutrition in children. The company's unique product range incorporates only locally-available ingredients, including wild-caught fish, and is affordable for low-income consumers. “DCF had a very interesting and innovative product – highly nutritious and using local ingredients. Also, with their product, they can replace imports, which is an additional benefit for countries to make sure they add local value,” explained Royal DSM judge, Fokko Wientjes.



SPOTLIGHT ON THE 2020 WINNERS



The second runner up prize of US\$7,000 was presented to **Mealimeter**, also from Nigeria. Mealimeter links hospitals, offices and schools with nutritious meals by providing food vending machines, and connecting customers with the country's best nutrition-focused chefs and small businesses through a mobile app. "Thank you to all the sponsors and thank you so much to SBN and GAIN for putting this together - we are excited! And now it's time to get back to work to get nutritious food to every single Nigerian," stated Adekunle Jinadu, co-founder of the company. What was really impressive about Mealimeter was their ability to grow their business even under the current COVID-19 situation, explained Judge Charlotte Pedersen of GAIN.

From waste to wealth

Additional cash prizes of US\$10,000, and mentorship packages, were awarded by the pitch competition sponsors. The Royal DSM '3A Nutrition Award' was won by **Limpho Produtos Alimentares** from Mozambique which judges commended for turning broken rice, a waste product, into a nutritious product. To help meet the nutritional needs of low-income consumers in Mozambique, Octávio Muchanga set up Limpho Produtos Alimentares to process and distribute highly-nutritious food at low prices. He is now looking to launch a new line of nutritious biscuit products, turning broken rice into fortified rice flour high in fibre, vitamins B1, B2, B3 and B6, as well as iron and zinc.

SPOTLIGHT ON THE 2020 WINNERS



The Cargill Prize for Innovations to Enable Access to Improved Nutrition was awarded to **Poulta Inc** from Pakistan. Poulta uses technologies including blockchain, artificial intelligence and internet-of-things to disrupt the poultry industry by establishing a data-driven monitoring system for industry-wide use.

Double award for adding value

Tanzanian company **Sanavita** was the winner of GAIN's Food Technology Innovation Prize for providing food technology innovations that create food solutions that are affordable, safe and tasty. Founder Jolenta Joseph, whose company uses solar dryers to process nutrient-dense crops such as OFSP into staple food products, said they are focusing on ending hidden hunger in Tanzania. Jolenta was also the recipient of AGREA's mentorship prize for having shown innovation, creativity, value addition and impact in her pitch.



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