



Teranga

"Empowering communities in Africa to end food waste"

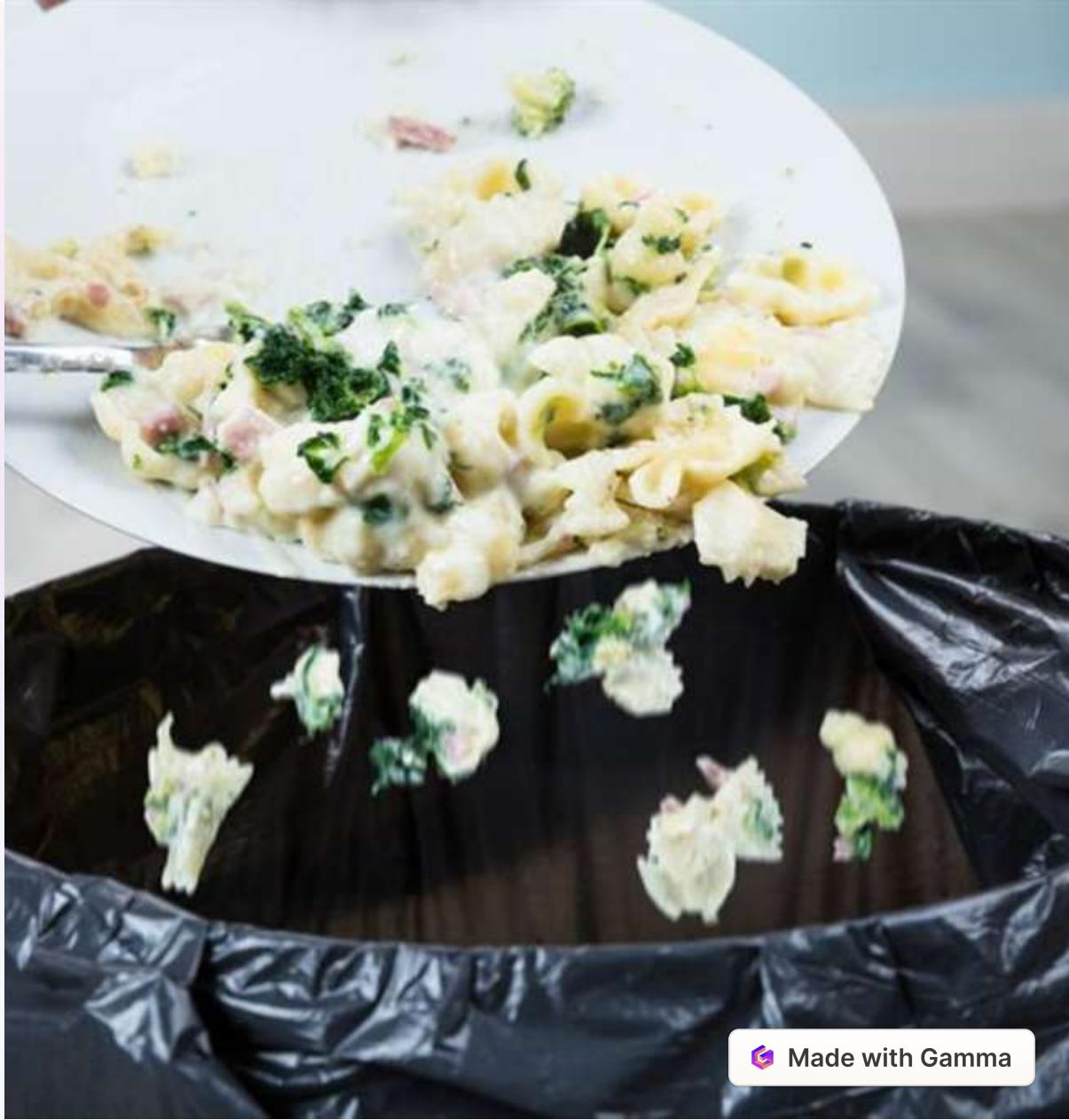


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Food Waste Dilemma

- 1 billion malnourished people living today
- Along the value chain, approximately **1.3 billion** metric tons of food remain unconsumed annually (FAO 2020).
- That implies **\$ 1 trillion** worth of food wastes.
- Waste of resources used in global food production i.e., freshwater (**24%**), cropland (**23%**) and fertilizer (**23%**)





Rescue Excess Food Save Money

Teranga is a mobile app that connects food businesses with excess food to environmentally conscious customers who want to rescue food at discounted prices.



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Making a Difference with Teranga

Impactful

By rescuing excess food, you're helping reduce food waste and preserve valuable resources, while saving money at the same time.

Easy to Use

Teranga's mobile app is user-friendly and makes it simple to search, select, and purchase surplus food.

Convenient

Pick up your pre-purchased food at a designated time, and enjoy the satisfaction of knowing you're doing your part to create a sustainable future!



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The SDGs Teranga Serves

1. No Poverty

2. Zero Hunger

11. Sustainable Cities and Communities

12. Responsible Consumption and Production

13. Climate Action



Saving Money and Reducing Food Waste



Save Money

Rescue food at a discounted price before it goes to waste, and enjoy quality food for less.



Reduce Food Waste

By rescuing excess food, you're keeping it out of landfills and reducing its impact on the environment.



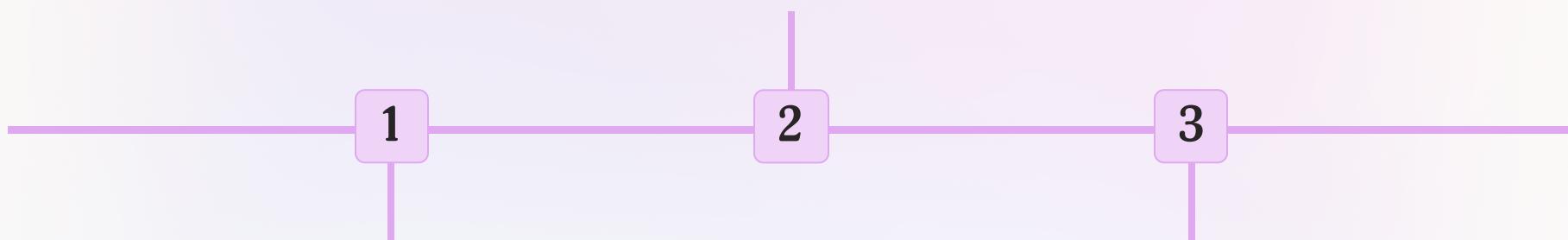
Support Sustainable Practices

When you purchase surplus food, you're supporting sustainable food production practices that help preserve valuable resources.

How Teranga Works

Step 2

Customers view "Orange boxes," select specific boxes, and pay on the app.



Step 1

Business entities with surplus food share their "Orange boxes" through the app.

Step 3

Customers receive confirmation codes and pick up their purchased food at a designated time.



Business Model

1. **Subscription fees.** These are the fee that will be paid by all business-related entities to use our services each. The initial fee for all entities will be **60,000/= Tanzania Shilling or \$30** annually.
2. **Commissions.** The amount of money the Teranga will receive from each order claimed by users of our mobile app. **65%** - goes to the business entity, **35%** - to the Teranga as commission and **5%** - feeding the need (our dedicated community impact)

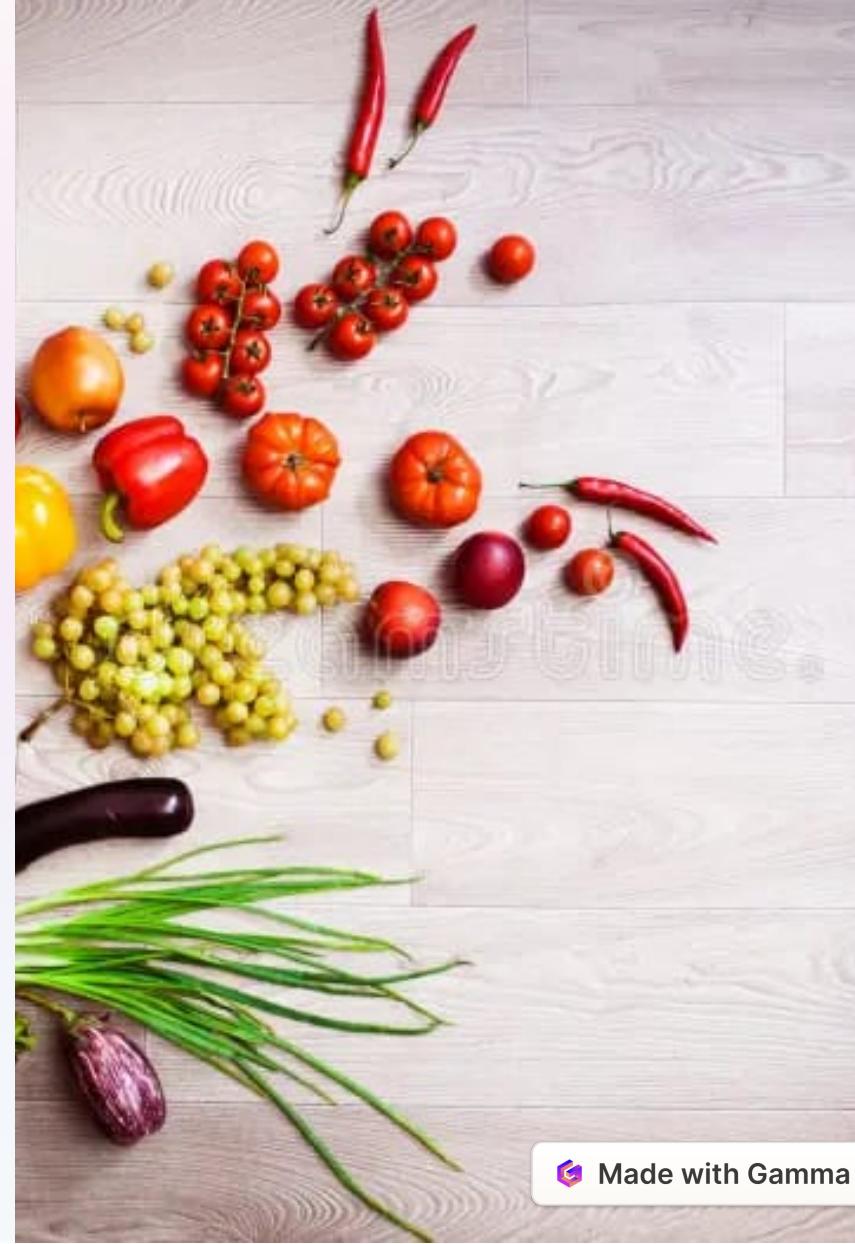


Teranga customers

1. Food business outlets with excess foods:
Food producing companies (Products with short expiry dates), Hot food brands (like pizza hut, KFC etc.),
Buffets, Restaurants and hotels, Bar and Lounges, Bakeries, Catering companies, Events (such as weddings) and
Grocery stores.
2. Customers with food saving mindset. These are environmental conscious customers that are willing to buy for less in order to rescue food items from going to landfills

Competitive Advantage

1. Efficient and Convenient user-friendly mobile app platform .
2. Discounted Prices: One of Teranga's key selling points is offering excess food at discounted prices.
3. Variety and Choice: Teranga differentiates itself by offering a wide variety of food options from different businesses.
4. Sustainability Mission: Teranga's focus on rescuing excess food aligns with the growing demand for sustainable and environmentally friendly practices.
5. Social Impact: Positioning Teranga as a platform that not only reduces food waste but also contributes to social causes.





Thank You.

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