

ZEMUKA

STAGE ONE MVP DATA ROOM Jan 2025



ABOUT US

Zamuka is an innovative platform on a mission to bridge the gap between smallholder poultry farmers and essential resources in East Africa. By leveraging **blockchain and Artificial Intelligence (AI)** along with a comprehensive approach, the platform empowers farmers to thrive and contribute to a more sustainable and prosperous agricultural sector.

Venture incubated for last **5 years**.

Development team with **50 year** collective experience.

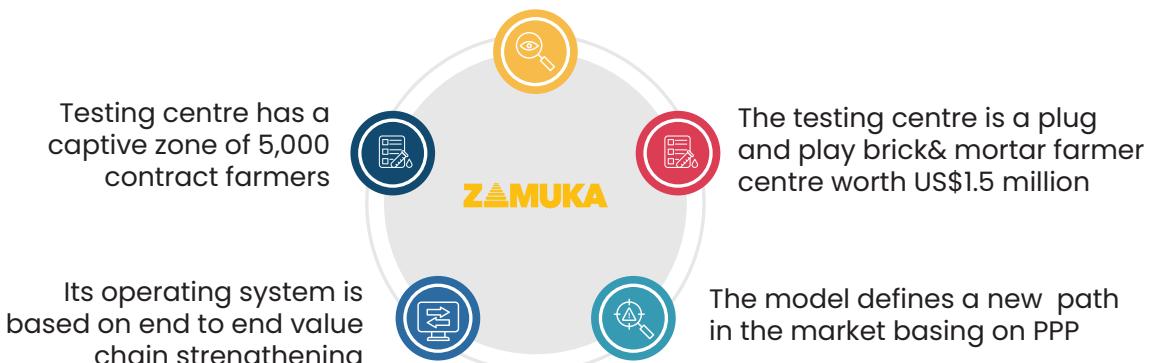
\$**2.5 billion EAC Market**.

Our competitive matrix

Zamuka employs what is known as hub and spoke business model. This is a combination of a brick and mortar and virtual system to produce a potent force in the market.

Other elements of its competitiveness include:

Acquisition of a testing site in Muhazi
Rwamagana district Eastern province
Republic of Rwanda



GO TO MARKET STRATEGY

Zamuka executes go to market through its on farmer boarding platform. The focus is on creating a strong product-market fit and generating word-of-mouth buzz. During MVP stage, Zamuka will execute through a subscription model, allowing contract farmers to start using the product for free and experience its value. Along the way Zamuka as part of MVP will invest in partnerships and integrations with other popular tools to enhance its functionality. The following elements comprise our go to market strategy:

1. Define our target market: During pre-MVP stage, we identified our target market and customer segments. We did so by understanding their needs, preferences, and pain points. This helped to tailor our strategy to address their specific requirements.



2. Established value proposition: We determined as part of pre-MVP stage, our unique value proposition—the key benefits and advantages our product or service offers over competitors. We clearly articulated this value proposition to differentiate Zamuka in the market and to attract customers.



3. Set clear objectives: During pre-MVP stage, we defined our GTM objectives and goals. We aimed for rapid user acquisition, revenue growth, market expansion. Our objectives are specific, measurable, achievable, relevant, and time-bound (SMART).



4. Build customer personas: We created as part of pre-MVP stage customer personas based on our target market research. As a result, we were able to understand their demographics, behaviors, motivations, challenges, and buying patterns. This information guides our marketing and sales strategies.



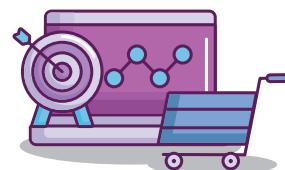
5. Develop messaging and positioning: We have crafted compelling and consistent messaging that resonates with our target audience. These messaging clearly communicates how Zamuka product or service solves customer problems and fulfills their needs. In addition, our messaging differentiates ourselves from competitors through unique positioning.

6. Select marketing channels: We have identified the most effective marketing channels to reach our target audience. This includes a combination of online marketing (website, content marketing, social media), offline marketing (events, conferences), partnerships, or other strategies.



7. Pricing strategy: We have determined our pricing model and strategy based on factors such as market competition, value delivered, and customer willingness to pay. As part of MVP process commencing as from early 2025 we are poised to conduct pricing experiments to optimize our pricing approach.

8. Sales approach: We have defined our sales strategy and process. This entails determining our approaches such as employing an inside sales team as well as farmer field sales representatives. In addition we have established sales targets, commission structures, and key performance indicators (KPIs) to track and measure success.



9. Develop launch plan: As part of MVP process we have defined a comprehensive launch plan that covers all aspects of Zamuka's GTM strategy. Include timelines, responsibilities, and budget allocation for each marketing and sales initiative.

10. Iteration and refining: We are continuously measuring, analyzing, and refining Zamuka's GTM strategy based on real-time data and customer feedback. We intend to monitor key metrics such as customer acquisition cost (CAC), customer lifetime value (CLTV), conversion rates, and market share.



Critical links

In its capacity as a virtual organization Zamuka during its MVP stage is building on line. The following includes its online information linkages.

1. Links to Zamuka website.
2. Social platforms.
3. Product demo video.
4. Pitch deck



App screenshot

A farming app for on-demand, farm level production enabling chicken grown to benefit from top-tier extension and access to credit using free range organic system of operation

Why now? The EAC smallholder poultry industry has not changed for decades.

EAC led by Kenya has emerged as a tech hub in Africa

In this era of digitization there is rising demand for farm level poultry farming services

Our cutting edge mobile app supported by an AI powered extension services and access to funding linkage is the future of smallholder poultry farming in East Africa



Beta testing

Zamuka's minimum viable product(MVP) development stage as from March 2025 to October 2025 will involve an estimated 50 beta testers. Zamuka MVP stage will enable a realization of feedback loop on the usability, design, and user experience. In addition, beta testing will help identify bugs, usability issues, and other areas for improvement.

Zamuka MVP beta users will form part of a controlled test environment where they use the product in the same way they would as a regular user. They will be given early access to features in exchange for providing feedback.

Beta testing will allow the development team to gather valuable insights and make improvements based on user experiences. Beta testing will be a first chance to fully test Zamuka's security and reliability.

Zamuka testing site at Muhazi

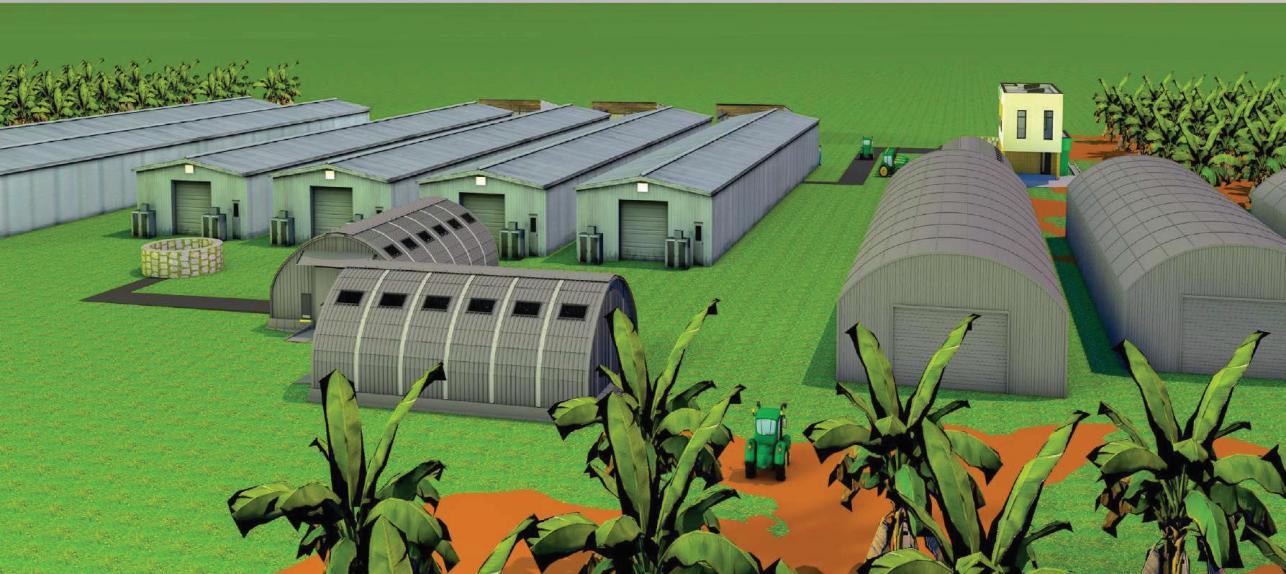
The management of Zamuka has secured by December 2024 a testing site at Muhazi in Rwanmagana district eastern province republic of Rwanda to support beta testing stage.

The Muhazi farmer training centre(MFTC) will execute Zamuka MVP involving an estimated 50 beta testers.

Zamuka testing site at Muhazi is an abandoned boarding primary school thereby according Zamuka plug and play facilities to conduct beta testing.This includes:

- Admin offices
- Staff housing
- Classrooms





Zamuka MVP's ideal customer profile

Zamuka's ideal customer profile (ICP) is a smallholder poultry farmer from East African community (EAC) countries of Rwanda, Kenya, Tanzania, Uganda and DRC. Zamuka's ICP tells its management everything about the people the management wants to bring its customer list.



It includes common details they tend to share, such as their:

- **Age**
- **Location**
- **Hobbies**
- **Job title**
- **Income**
- **Purchasing habits**
- **Goals or motivations**
- **Challenges or pain points**

Unique selling proposition (USP)

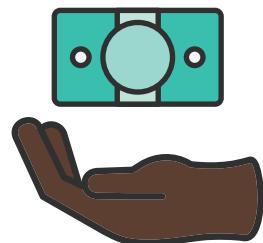
A solid unique selling proposition (USP) is crucial for standing out in the competitive business world. Zamuka's USP is the factor that sets it apart from its competitors and gives it a unique edge in the market. It is a promise Zamuka makes to its customers.

This will be incorporated into Zamuka's marketing materials, from official website to social media posts. The management will strive to ensure that it consistently communicate its promise to customers so they understand why they should choose Zamuka over the competition. After all, a strong USP can be the difference between blending in with the crowd and standing out in a sea of options.

Zamuka's unique selling proposition lies in its customer centric form, innovation and accessibility. Zamuka built on blockchain seeks to provide users instant access to farming information basing on AI making it a very important tool for user engagement.



1. Accessibility: Zamuka's unique selling proposition is rooted in its ability to provide users with easy access to abundant farming information to boost their productivity. That said information will be at their fingertips. With a simple chatbot call on its AI platform, users can find answers to virtually any production question, discover ways of boosting production, and stay informed on various topics. This accessibility will make Zamuka the go-to source for smallholder poultry knowledge in East Africa thereby solidified its position as the leading farming portal in Africa.



2. Innovation: Zamuka is a technology firm. Its unique selling proposition is its commitment to innovation. This is a promise delivered through constant updates and improvements to its blockchain driven platform and user interface. Zamuka will be committed to stay at the forefront of technological advancements in the digital space. This dedication to innovation allows Zamuka to continually enhance the user experience and maintain its competitive edge in the market.

3. Customer centric approach: Zamuka's unique selling proposition revolves around its laser focus on user satisfaction. By prioritizing user experience and constantly refining its services based on user feedback, Zamuka intends to build a loyal customer base who rely on its platform for everyday production needs. This customer centric approach will set Zamuka apart from its competitors thereby reinforcing its position as a trusted source of information.



Zamuka's official launch

The conclusion of Zamuka's beta testing in October 2025 will be executed through an official launch ceremony.

The event will be used to share with key stakeholders findings of the beta testing stage. Management will use the occasion to officially unveil the service to the general public. A suitable launch format has already been suggested including:

1.Venue:Norsken House Kigali

2.Estimated attendees:200

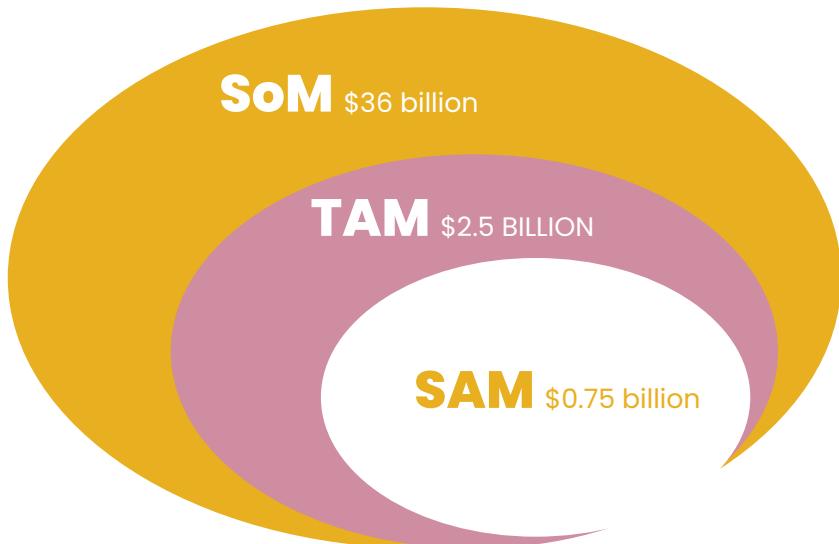
3.Style:Panel discussion,Formal unveiling and press conference

4.Proposed program

Item	Estimated time	Remarks
Arrival of chief guest	4.00 pm -4.10 pm	Minister of ICT Paula Ingabire is candidate guest of honor
Unveiling of the app	4.15 pm – 4.30 pm	Brand ID unveiling
Panel discussion	4.30 pm-5.30 pm	Four panelists drawn from key stakeholders and guest of honor
Press conference	5.30 pm-6.30 pm	Involving major presshouses from Kigali
Cocktail	6.30 pm-9.00 pm	Open style format for 200 invitees



TARGET ADDRESSABLE MARKET(TAM)-US\$2.5 BILLION



- Zamuka's ideal customer is a smallholder poultry farmer from East Africa.
- Zamuka was created to relieve the major pain points that smallholder poultry farmers in EAC face .These includes lack of access to production credit,lack of access to markets and lack of acces to knowledge.
- Zamuka's management used official statistics to estimate its target addressable market(TAM).
- The EAC has over 70 million households out of which 50 million households are subsistence poultry farmers.
- These 50 million households earn on average US\$50 per year per households from rearing poultry.
- Poultry farming is considered a key enterprise among smallholder farmers in EAC
- Smallholder poultry farming is perceived as key exit strategy in addressing food security in EAC.
- Zamuka's TAM is estimated at US\$2.5 billion.

Zamuka's Service Addressable Market(SAM)

- Zamuka's SAM is pegged at 30 percent of TAM estimated at US\$0.75 billion.
- SAM is a segment of the TAM that Zamuka seeks to realistically target and serve, taking into account limitations such as geography, pricing and distribution.

Zamuka's Service Obtainable Market(SOM)

- Zamuka's SOM is estimated by calculating customers it can serve pegged at 20 percent of SAM and multiplying by an estimated 10 percent it can capture and lastly multiplying by Average Revenue per User(ARPU) pegged at US\$2,400.
- Zamuka's SOM comes to US\$36 billion.

Market situation

- In the EAC poultry industry operates 99 percent on indigenous breeds
- These breeds are well adopted to varied conditions thereby promoting asset accumulation ie are disease resistant, have ability to withstand feeds fluctuation and are hardy
- EAC poultry sector is currently one of cluster areas of value chain development ie R&D, more focus on increasing access to finance etc
- Government and key stakeholders have introduced improved indigenous breeds to boost sector performance underpinning its crucial role in farming



COMPETITION

Name	Type	Remarks
Uzima 	Uzima Chicken is a vertically integrated poultry company operating in East Africa. Uzima's model entails reaching out to smallholder farmers with a robust bird called Sasso that thrive in the local, rural conditions and is 4 times more productive compared to the local breeds	Truly East Africa whose vertical integration makes it Zamuka's principle competitor
Emata 	A Ugandan based alternative affordable loan platform to farmers using AI powered alternative scoring system	Its market limitation to Uganda narrows its reach within East Africa
Mobigrow 	A commercial banking product by KCB in Kenya, Uganda and Rwanda targeting small holder farmers with a range of products using their mobile phones.	Truly East Africa whose parent KCB as a traditional bank makes it Zamuka's principle competitor
Eazzy Loans 	A commercial banking product offering upto US\$30,000 by Equity Bank in Kenya, Uganda, Tanzania and Rwanda that offers instant loans without the need for guarantors or filled out forms	Truly East Africa whose parent Equity as a traditional bank makes it Zamuka's principle competitor
Apollo 	A farming platform in Kenya that uses machine learning credit models to offer its contract farmers credit to get an instant decision.	Truly an agrifintech brand making it Zamuka's principle competitor
DigiFarm 	is an integrated mobile platform in Kenya that offers farmers convenient, one-stop access to a suite of information and financial services	Truly an agrifintech brand making it Zamuka's principle competitor

TEAM & ROLES

Why we can solve this problem.

The team has what it takes including:

- Credible with over 50 year collective experience
- Diversity in areas of expertise
- Incubated the venture for last 5 years



Franklin Mwiti

Profession: Finance and accounting expert

Position: Chairman

Accomplishment: over 35 years in finance and accounting

Relevant experience: Lecturer at KIM university for over 18 years, CFO at Aegis Trust, Founder member Institute of public accountant of Rwanda (IPAR), Founding director at Wonder Holding Ltd- parent to Zamuka.

Impressive school: MBA Herriot Watt university



Simon Oyier

Profession: Finance and accounting expert

Position: CEO and managing director

Accomplishment: over 20 years in finance and accounting

Relevant experience: Serena Hotel Kigali, Ujenge group, Founding director at Wonder Holding Ltd parent to Zamuka.

Impressive school: MBA university of Zambia



Fred Oluoch

Profession: Technology and media expert

Position: Director and Chief Strategy Officer (CSO)

Accomplishment: over 20 years in sales, marketing, media and technology

Relevant experience: Rwanda football federation(Ferwafa),Heineken, Samsung East Africa, New Times of Rwanda, Forbes Africa, Rwanda Stock Exchange, RG Consult Inc, Founding director at Wonder Holding Ltd- parent to Zamuka.

Impressive school: B.e.d(arts) Egerton university

TEAM & ROLES



Fabrice Ganza Shingiro

Profession: Technology expert

Position: Director and Chief Technology Officer (CTO)

Accomplishment: over 5 years in technology and commercial space

Relevant experience: RG consult Inc, UNDP, consultant at Wonder Holding Ltd- parent to Zamuka.

Impressive school: B.BA university of Kigali



Daniel Nyere Gacwe

Profession: Technology expert

Position: Director and Chief Development Officer

Accomplishment: over 3 years in technology and commercial space

Relevant experience: E&M Technology, Llyod Constelletions Ltd,Upesi Networks Ltd, consultant at Wonder Holding Ltd- parent to Zamuka.

Impressive school: B.Sc(electronic&computer engineering)Jomo Kenyatta University of Agriculture and Technology(JKUAT) in Kenya.



Natacha Madirisha

Profession: Administration expert

Position: Director and Chief Administration Officer(CAO)

Accomplishment: over 15 years in administration

Relevant experience: Administration officer at The Registrar of companies at Rwanda Development Board(RDB) for over 10 years,director at Wonder Holding Ltd- parent to Zamuka.

Impressive school: B.Arts University of Bujumbura in Burundi

TEAM & ROLES



Kevine Umwali

Profession: Finance and management expert

Position: Director and Chief Finance Officer(CFO)

Accomplishment: over 5 years in finance and accounting management

Relevant experience: Accountant at Zlymo Ltd,Auditor at Namblar Grand Thorton Certified Public Accountants, director at Wonder Holding Ltd- parent to Zamuka.

Impressive school: Bachelors in Business Management from University of Kigali in Rwanda, Member of the institute Certified Public Accountants of Rwanda.



David Kimaru Ngerere

Profession: Poultry breeding expert

Position: Director and Chief Production Officer(CPO)

Accomplishment: over 20 years in poultry production

Relevant experience: Farm manager at Muguku Poultry Farm, Farm Manager at Starehe Girls School, Agronomist at Amiran Kenya, Production manager at Grandier Agriculture,director at Wonder Holding Ltd- parent to Zamuka.

Impressive school: Diploma in Animal Science and Technology(Egerton University of Kenya)

CAPTABLE

Over view of Nyanza Super Farm Ltd operating entity owning Zamuka equity.

Capitalization table summary

Name	Not diluted shares	Not diluted percentage	Fully diluted shares	Fully diluted percentage
common	80,427	%10.00	73,633	%9.00
Founder shares	482,563	%60.00	482,698	%59.00
Preferred A	241,282	%30.00	237,668	%29.05
Preferred B	0	%0.00	0	%0.00
ESOP	0	%0.00	2,618	%0.32
Phantom Founders	0	%0.00	21,516	%2.63
Totals	804,272	%100.00	818,132	%100.00



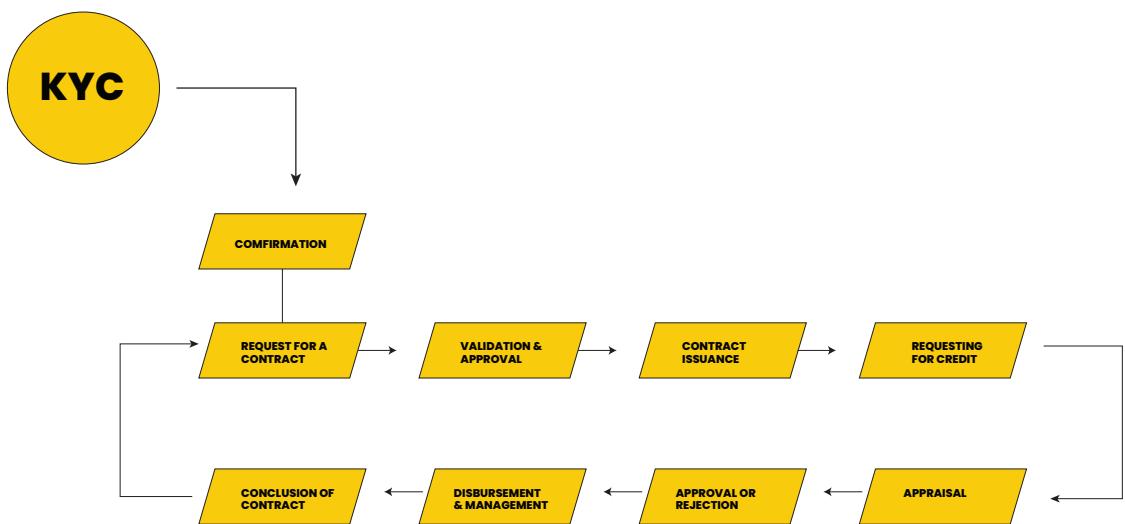
TECHNOLOGY

This section provides an over view of Zamuka's soft ware products,their core functionality, and third poarty software it uses. Documents includes:

List of third party and open source software

Name	Sub type	Collaboration
Lisk Network Zug Switzerland	 Layer 2 blockchain	Zamuka Ethereum Virtual Machine(EVM) is seeking partnership to issue smart contracts on Lisk as a mechanism to scale up Ethuruem in East Africa
Soroban San Francisco USA	 Smart contract platform	Zamuka Ethereum Virtual Machine(EVM) is seeking partnership generate smart contracts using Soroban.
Mastercard New York USA	 Mastercard web 3 cards	Zamuka credit scheme is seeking collaboration with Mastercard to introduce to East African farming community, an easy-to-use crypto debit card to support a crypto-to-fiat system for everyday purchases in fiat currency wherever Mastercard is accepted.
Vottun Accelerator Barcelona Spain	 Blockchain accelerator	Zamuka seeks strategic partnership from Vottun to enable its team to access Vottun's cutting-edge tools to allow its developers with no blockchain programming experience to begin building dApps, Tokens, and DeFi projects
AI21 labs Telaviv Israel	 Generative AI studio	ZamukaAI is seeking collaboration with AI21 Labs to create and operate a human-centered AI advisory built for smallholder poultry production. Designed to be practical, easily scalable and ease to use by target users in East Africa

ZAMUKA SMART CONTRACTING MECHANISM



ZAMUKA ARCHITECTURE DIAGRAM

