**YARP FOODS**

**Introduction**

All protocol duly observed. YARP foods is an agro-processing start-up which is into the production of fortified cassava flour as a substitute for wheat flour.

Do you know that $246 million worth of wheat is imported annually to make flour in Ghana, while cassava, which is the largest crop produced in the country when fortified, can be used as a substitute for wheat flour but most of these cassavas go waste?

**Target persona**

Meet Ante Serwaa, a passionate small-scale baker in Sunyani. She started her business very well and was making a lot of money. However, the recent rising pricing of wheat flour has led to the closure of her bakery business, leaving her financially handicapped.

**Problem**

* The cassava value chain faces a loss of 10 million tons out of the 22m tons produced annually in Ghana which reduces farmers income. (According to MoFA, 2021)
* High price of wheat flour for baking industries in Ghana pushing bakers like Ante Serwaa, out of business. 100s of bakeries have been shut down in Ghana since 2021, according to Joy News.
* Inadequate value addition product from cassava produced in Ghana

**Solution**

* So, we to cultivate and process cassava into fortified cassava flour, a cost-effective and highly nutritious alternative using climate smart system for Ante Serwaa and others.
* Offer a range of valuable by-products from cassava production.

**How it works**

We are going to have our farm center and cultivate cassava all year round and we are also going to have 5 aggregator centers in different towns which we will be buying cassava from small holder farmers to our centers. Healthy cassava is selected, peeled, and washed thoroughly.

The cassava is chipped into smaller pieces and then pressed to remove the water. It’s dried and then fortified substances are added to it and milled to produce fine cassava flour. The final product is then packaged using our recyclable packaging.

**Value Proposition**

1. **Our flour is highly refined and of better quality.**
2. Save 30% on production costs as compared to wheat flour.
3. Fortified cassava flour contains protein, carbohydrates, fiber, minerals, and vitamins.
4. Gluten free which is perfect choice for those allergic to gluten.
5. Cassava flour is a versatile ingredient suitable for a wide range of products, including bread, pastries, and porridge.

**Impact**

**Impact on Small Holder farmers**

* Farmers get additional revenue of about $7,662 per season, which is a 30% increase in their income.

**Increased employment**:

* 25 direct jobs, 3 indirect jobs, would be created within one year of operation.

**Women and Vulnerable group Empowerment**

* 70% of workers to be employed will be Women, and Vulnerable group.

**Farmers support service**

* 5% of the annual profit will be set aside to support cassava farmers and partner with MoFA to educate farmers to increase their production.

**Impact on Environment**

* Processing cassava peels will help reduce emissions of methane, which contributes to climate change.

**Competitor Analysis**

The edge we have over our competitors, aside from our cheaper price, is the fortification with highly rich nutrients that offers a large nutritional benefit, and we are going to offer a farmer supportive system.

**Collaborators & Partners**

1. K I C- Funding us
2. UENR - Our faculty advisors
3. FDA
4. Ghana Standards Authority
5. CSIR
6. MOFA
7. Gratis Foundation
8. Brong Ahafo Bread Bakers Association

**Market Size**

So, $34 billion being the total addressable market in Africa and this are all flour

In Ghana, is about $25.8 million

Now we are targeting $3.87 million which is %15 of Ghana’s

According to **Statista and Food Dive/ Tridge**

So, in our Go-To-Market Strategy, we are targeting,

1. Bread bakers
2. Food & Pharmaceutical companies
3. Wholesalers
4. Retail Outlets and Export

**So, for Awareness,** we are going to engage ourtarget market, use

2. TV & radio advertisements.

3.Market display & Exhibitions.

4.Digital marketing.

5.Collaborations & Partnerships

**In Distribution** we are going to distribute toShops, malls and Supermarkets

We are using our website for delivery

Air and Sea Freight for export.

**MVP Learning**

**Variety**

Bakers prefers to have about 2 varieties to see which one the customers like most.

**Pricing**

The average mother cannot afford the wheat flour on the market

**Packaging**

Most bakers prefer the sack one to the rubber one because they believe the rubber is expensive.

**Distribution**

Pasteurizing the product will increase its shelf life to between 6-12

**Revenue model**

This is the model of our revenue and this are our products, we have fortified, high quality cassava flour, starch and the peels. So, we have the unit price of each of them, the target per half year and we are doing to these for the 18-months run way. So, we have the total sales, the production cost with the distribution cost embedded in there and the projected gross profit for each of them with margin 40%, 39.4 % and 37.5% respectively.

**Financial Projections**

"In our financial projections, we anticipate a robust growth of 25% annually over the next two years, driven by a strategic market penetration plan. Our conservative and multi revenue streams estimates are based on thorough market research, and we've factored in potential risks. With a focus on operational efficiency, we project a steady increase in profit margins, demonstrating our commitment to sustainable profitability. This, coupled with a well-defined exit strategy, positions us as a lucrative investment opportunity."

**Cashflow Chart**

In our cash flow chart, we've strategically outlined a path to an early breakeven point, a key strength that sets us apart because we will plug back our profits expend the capacity. With a conservative approach to expenses and a focus on efficient operations, our business anticipates reaching breakeven within the first 12 months. This is a testament to the viability of our business model and the market demand for our product.

**Road Map**

So, with our road map we are developing our business now, and from now till December, will be doing MVP testing, Securing Partnerships and Product Development.

**And by Oct-Dec 2024,**

We will be developing our Cassava peel feed, Cassava flour noodles, and pastries product.

**Team**

**1**  **2**

Andy Donsah Yeboah

Team & Production Lead

Chemist & 4 yrs. expert in food chemistry

Louisa Yeboah

Business develop & Marketing lead

BSC Hospitality & Business Management

Otu Prince

Operation & Finance lead

Mechanical Engineer & machinery expert

Amponsah Ankrah Richard

Agri Research & Admin. lead

Agri Engineer & 4 yrs. expert in post-harvest lost

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**MVP DEMO**

So, with our MVP, you can order from our website and these are some of our products and here are some of the products baked by different bakers with our mvp for feedback.

**Thank You**