



MORINGACONNECT

IMPROVING LIVES THROUGH THE MORINGA TREE

OVERVIEW

- Team
- Opportunity
- Our Vision
- Our Solution

MORINGA TO MARKET

- Market Strategy
- Moringa Oil (Bulk)
- Moringa Oil (Retail)
- Moringa Powder (Bulk)
- Moringa Powder (Retail)
- Moringa Pressmeal (Bulk)

SUPPLY CHAIN

- Model
- Nucleus Farm
- Factory

FINANCIALS

- Historical Revenue
- Revenue Forecast

IMPACT

- Crop Comparison
- Historical Impact
- Impact Forecast
- Farmer Testimonials
- Awards & Recognition

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TEAM

CO-FOUNDERS:

KWAMI WILLIAMS, CEO

MIT Aerospace Engineering, Concentration Global Development
VISION, TEAM, FUNDRAISING

EMILY CUNNINGHAM, COO

Harvard Development Economics
STRATEGY, BRANDING, OPERATIONS

AWARDS: Quartz Top 30 Africa Innovators, Forbes 30 Under 30, Echoing Green



ADVISORS:

FIELD OPERATIONS

EMMANUEL KITCHER
Manufacturing Expert
Stanford SEED, L'oreal

ANTON VAN VILSTEREN
Organic Agriculture & Irrigation Expert
37+ years experience

BEAUTY & RETAIL

ASHLEY KAMIURA
Senior Buyer, Beauty – Naturals
Target

SHARON HANNIGAN
VP Sales + Education
Intelligent Nutrients

MISSION & STRATEGY

CHERYL DORSEY
President
Echoing Green

AMY SMITH
MacArthur Genius Fellow
Founder MIT D-Lab

GHANA MANAGEMENT TEAM



Aziz Kasim
Minga Foods Production,
New Longoro



Francis Agyapong
Supply Operations



Joe Stein General
Manager



Priscilla Morny
Human Resources



Dennis Oppong
True Moringa
Production, Accra



Giulia Bondesan
Monitoring, Evaluation
& Impact



Panyin Benefo
Administration



Rita Appiah
Sales

THE OPPORTUNITY

There are **1.5 billion acres** of fertile, uncultivated land in Africa.

There are **175 million smallholder farmers** living on that land earning **less than \$2 per day** growing subsistence crops.

The resources they need to **transform their lives** are **growing in their backyards** in the form of high value, nutrient rich botanical crops, in growing demand on the global market.

While working with small farming families in rural Ghana in 2012, we were introduced to one of these super-crops, known locally as the 'miracle tree,' the 'never-die tree,' or just...**moringa**.



WHAT IS MORINGA?

A drought resistant, soil restoring, quick-to-grow, and easy-to-cultivate tree, rich in nutrients and in high demand in the food and beauty space.

A BETTER BEAUTY OIL

The seeds of the tree contain an anti-aging, moisturizing oil, comparable to argan or jojoba oil with a longer shelf life, superior essential fatty acid composition, and greater ability to repair scars, wrinkles, and stretchmarks.

A SUPERIOR SUPERFOOD

With more vitamin A than carrots, more calcium than milk, more protein than yogurt, more iron than spinach gram-for gram, and galactagogue properties to help nursing mothers increase milk supply, moringa leaves are a superfood for the western tea and snack market, and a tool for malnutrition prevention throughout the developing world.



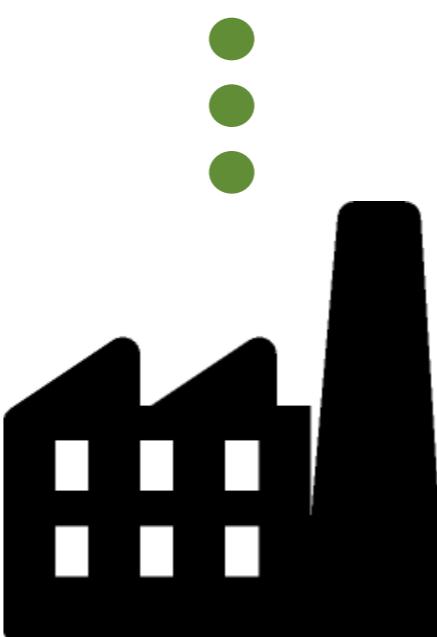
OUR SOLUTION

The few farmers who cultivated the trees were disconnected from the global market, and the moringa products on the market were of poor quality.

We knew there must be a better way to get this incredible oil to an international audience, so we rolled up our sleeves, and have built MoringaConnect –

an ethical, sustainable, vertically integrated supply chain for moringa products to demonstrate how agriculture in Africa can and should work.

Our natural beauty brand **True Moringa**, and our natural food brand, **Minga Foods** are introducing moringa to conscious consumers worldwide.



Since Q4 2013, we have created a network of small farming families growing moringa in Ghana. We provide training, technical support, and a guaranteed market for their moringa produce.

We purchase moringa seeds and leaves from farmers at a fair price and transport them to our processing center. We have designed and perfected the processing systems to turn moringa leaves into nutritious leaf powder and moringa seeds into cosmetic oil.

We sell both oil and powder wholesale to companies in Europe, Asia, and North America. We co-brand with cosmetic brands distributed in Sephora and snack food brands distributed in Whole Foods and Kroger.

We create branded natural products – skincare through our award-winning True Moringa line and superfood snacks and green protein through our Minga Foods line – to introduce moringa to a global audience.

OUR VISION IS A WORLD POWERED BY MORINGA

We aim to sustainably commercialize every part of the moringa tree using a model that can be replicated everywhere moringa grows.



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MARKET STRATEGY: Our aim is to solidify our position as the number one supplier of ethically sourced, high quality moringa oil and powder, and as the authority on moringa in the beauty industry and the preferred co-branding partner in the food industry.

WHOLESALE (B2B)

High volume demand drives our mission to support increasing numbers of farmers

Partner with platforms like Franchise Africa and the West Africa Trade Hub to build partnerships with contract manufacturers, distributors, pharmaceuticals, beauty/food brands

Offer discounts to companies aligned in our values to co-brand their product as “with/powered by” True Moringa/Minga Foods

RETAIL (B2C)

~2x wholesale gross margin

Demonstrate the versatility of moringa oil/powder in retail products

Highlight our transparent and impactful supply chain

Generate media buzz, awards, celebrity/influencer endorsements, features at events

Brand credibility leads to wholesale partnerships with larger brands

BUSINESS UNIT ROADMAP

<i>Key: Yellow- R&D; Green- Selling</i>	2014	2015	2016	2017	2018	2019	2020	2021
Seed Oil- Beauty (B2B)	Green	Green	Green	Green	Green	Green	Green	Green
Seed Oil- Beauty (B2C)	Yellow	Green	Green	Green	Green	Green	Green	Green
Seed Oil- Food (B2B)						Yellow	Green	Green
Leaf Powder- Food (B2B)				Yellow	Green	Green	Green	Green
Leaf Powder- Food (B2C)		Yellow	Green	Green	Green	Green	Green	Green
Press Meal-Food (B2B)					Yellow	Green	Green	Green
Press Meal-Feed (B2B)					Yellow	Yellow	Green	Green
Press Meal- Water (B2B)					Yellow	Green	Green	Green
Press Meal- Beauty (B2B)					Yellow	Yellow	Green	Green

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2018 TM WHOLESALE

2018 inquiries for
Wholesale Moringa Oil

\$1MM

Signed PO

\$200K

2018 revenue

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2018 MF WHOLESALE

2018 inquiries for
Wholesale Leaf Powder

\$3.6MM

Signed MOU for
10,000 kg/month
organic powder

\$1.2M

2018 revenue

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Moringa Oil (Retail)

- ✓ Overview
- ✓ Brand Positioning
- ✓ Products
- ✓ Unit Economics
- ✓ Market Landscape
- ✓ Brand Performance
- ✓ Next Steps



TRUE MORINGA





“MOVE OVER ARGAN”

youthful, beautiful skin.

Unlike comparable oils moringa oil is naturally rich in the cytokinin zeatin, known for stimulating cell division, growth, and delaying aging of cells. Moringa is also rich in crucial fatty acids and antioxidants that fight free radicals that cause premature aging.

intense hydration + protection.

True Moringa oil is cold-pressed in a heat-controlled environment using proprietary technology designed and built by our founders. Moringa oil is rich in oleic, behenic, and linoleic acid, which increase the permeability of skin, heal scars and stretch marks and prevent dryness, signs of aging, and cracking.

ideal for all skin types.

Lightweight and easily absorbed, True Moringa is an extremely smooth and dry oil that will not clog pores, leave a greasy afterfeel, or stain clothes. Dry or mature skin will benefit from its anti-aging and hydrating properties and oily or problem skin will benefit from its ability to soothe redness, minimize scars, even skin tone, and protect against breakouts.

VEGAN | PARABEN FREE | SULFATE FREE | MORE-THAN-FAIR TRADE

1 fl. oz (30ml)

BRAND POSITIONING:

- True Moringa is the first well-branded moringa oil based natural beauty line to market. We believe in a direct connection between the farmers and the conscious consumers we serve, and that natural beauty should be accessible to all.
- We help bring skin back into balance with 100% vegan, paraben free, sulfate free multitasking products that make personal care easy.
- Our core customer is 25-34, experiencing transition in her personal care routine. She seeks simple, effective products with a high-quality, transparent ingredient deck.
 - New mothers becoming conscious of the dangers of harmful chemicals in skincare products
 - Women of color transitioning to natural hair
 - Young professionals looking for an effective regimen to prevent premature aging



PRODUCTS





ETERNAL YOUTH & MAGIC BLACK SOAP

Designed to cleanse deeply and gently while keeping skin soft and supple. Handcrafted in small batches using raw shea, moringa oil, and a unique blend of essential oils and natural ingredients.



UNIVERSAL CURE BALM

Apply our moringa-powered Universal Cure Balm to dry, chapped, or damaged skin to deeply hydrate, protect, and minimize the appearance of scars and stretch marks.



ULTRA LIGHT WHIPPED BODY BUTTER

Feather light and luxurious, True Moringa Ultra Light Whipped Body Butter goes on light and absorbs effortlessly, leaving skin nourished and glowing from the inside out.



REJUVENATING BODY POLISH

Revive dry and dull skin with a blissful aromatic blend of Nicaraguan coffee beans, organic sugar, cold-pressed moringa oil and a sweet and spicy essential oil blend.



LIP WHIP

A nourishing coat of sheer color 100% vegan, paraben free, and sulfate free.



MOONLIGHT LIP WHIP
(Peppermint White Gold)
MSRP \$16

TRUTH LIP WHIP
(Pink Yarrow Cocoa)
MSRP \$16



MYSTERY LIP WHIP
(Burgundy Anise)
MSRP \$16

Product	MSRP	Unit Cost	Gross Margin (Wholesale)	Gross Margin (Retail)
True Moringa Oil (30ml)	\$26	\$4.44	66%	83%
True Moringa Oil (50ml)	\$36	\$5.75	68%	84%
Moringa Lip Whip	\$16	\$1.50	81%	91%
Ultra-Light Whipped Body Butter	\$32	\$2.25	86%	93%
Universal Cure Balm	\$29	\$5.62	61%	81%
Rejuvenating Body Polish	\$34	\$4.08	76%	88%
Magic Black Soap	\$12	\$2.58	57%	79%
Eternal Youth Soap	\$12	\$3.53	41%	71%

RETAIL STRATEGY: MARKET LANDSCAPE

- Our price point (MSRP \$12-36) falls within the masstige naturals category (i.e. S.W. Basics, Plant Apothecary, The Seaweed Bath Co, and Fig + Yarrow).
- Increasing consumer demand for simple, effective multitasking natural products with transparent supply chains.
- Named the #1 Wellness Trend for 2018 (Well + Good, Good Morning America), True Moringa oil is making its way into beauty aisles around the country. As the first vertically integrated supply chain, we are the expert voice on moringa in the wellness and beauty media space.



BRAND PERFORMANCE

CO-BRANDING PARTNERS:



CURRENT RETAILERS:



- + 50 independent spas, salons, boutiques US & Canada

NEXT STEPS:

- Line currently under review by senior buyers at Target, Whole Foods, MOM's Organic Market
- Q4 2018 Skincare Launch – True Moringa Balancing Toner & True Moringa Magic Black Soap Cleanser
- Co-branding partnerships in the works with emerging leaders in the clean beauty space & industry giants.
- Introducing True Moringa to targeted beauty subscription box customers (partners include The Lady Gang, New Beauty Magazine, Birchbox)
- Launch tool that allows customers to plant a tree in their name with purchase and digitally track the farmer and community their purchase serves



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make
LIFE
HEALTHY with
mnga



2x the protein of yogurt

for building muscle



4x the potassium of bananas

for electrolyte balance



4x the calcium of milk

for strong bones



4x the fiber of oats

for regular digestion



4x the vitamin A of carrots

for good vision



9x the iron of spinach

for healthy blood cells



THE NUTRITION OPPORTUNITY IN GHANA

- **1 in 5 CHILDREN UNDER 5 ARE STUNTED**
- **59–82% CHILDREN UNDER 5 ARE ANAEMIC**
- **40% WOMEN OF REPRODUCTIVE AGE ARE OVERWEIGHT/OBESE**
- **40% WOMEN OF REPRODUCTIVE AGE ARE ANAEMIC**

BRAND POSITIONING

- Minga Foods fills the gap in the Ghanaian market for healthy, delicious packaged snacks. Inspired by locally available ingredients and flavors, Minga makes superfood snacks in Africa for the African market.
- **We make healthy easy** with wholesome, transparent ingredients and delicious, ready-to-eat snacks.
- Our core customer is an educated young professional or working mom 25-34, aspiring to a productive, healthy lifestyle for herself and her family. Though she values wellness, she struggles to find the time to balance her desire for a more holistic lifestyle with her demanding career and family life

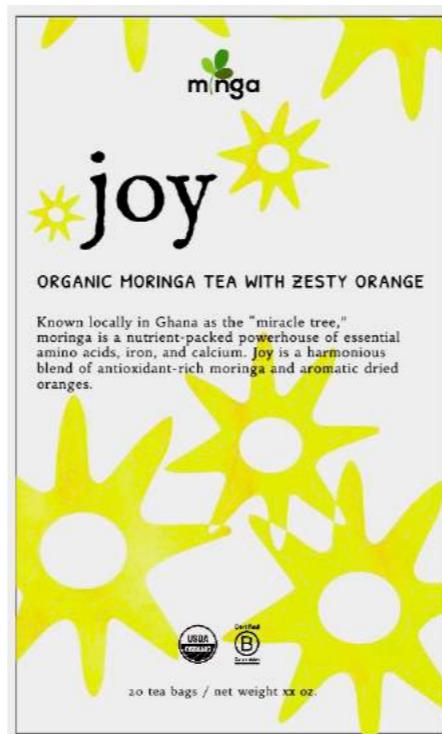


PRODUCT LINE

MORINGA SNACK BARS (IN DEVELOPMENT)



MORINGA TEA BLENDS



FRUIT + NUT BARS BLENDED WITH SIGNATURE LOCAL FLAVORS

- FRUIT & NUT MORINGA BAR
- CINNAMON SPICE MORINGA BAR
- COCOA CRUNCH MORINGA BAR

Product	MSRP	Unit Cost	Gross Margin (wholesale)	Gross Margin (retail)
Moringa Tea Blend	20 GHS	7.23 GHS	55%	64%
Moringa Powder	30 GHS	8.41 GHS	66%	72%
Moringa Bar	5 GHS	2.32 GHS	42%	54%

MARKET LANDSCAPE

- Minga bridges the gap between moringa based health products and bland high-calorie, low nutrition snacks by creating fun, guilt-free ready to eat snacks in clean, vibrant packaging that pop on the shelf and taste great.
- Our price point signals high quality, but remains accessible to middle class Ghanaian consumers.
- By creating community around an accessible healthy lifestyle through engaging social content, events and brand activations promoting an active and mindful lifestyle, and delicious products, Minga is poised to become Ghana's leading superfood brand and make healthy hip and easy for families throughout Ghana and beyond.



NEXT STEPS

Q3-Q4 2018

- Launch rebranded moringa powder, dry tea, and moringa bars
- Expand distribution within grocery chains in Accra
- Grow Accra-based e-commerce

Q1-Q2 2019

- Expand distribution in cafes, restaurants, and hotels in regional capitals and urban areas
- Pilot e-commerce delivery in major cities throughout Ghana
- Test distribution through street vendors
- R&D: ready to drink tea and lower cost version of minga line for base of the pyramid consumer

Q3-Q4 2019

- Expand distribution in peri-urban and rural communities; test in other markets (ex: Nigeria)
- R&D: line extension of existing product; instant/crystallized drink line, minga chips

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PRESSMEAL

The waste product of oil processing yields a solid, concentrated seed cake ("pressmeal") and a fine, buttery sediment ("foot")

Through in-house R&D, we have explored potential applications of these waste products in agriculture, water treatment, and food



MORINGA BY-PRODUCTS AS:



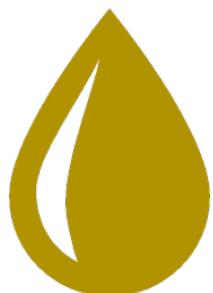
FERTILIZER

- 2x nitrogen content of poultry manure and similar organic fertilizers



ANIMAL FEED

- 45% protein by weight (comparable to soybean meal)



WATER TREATMENT

- Kills 90-99% of harmful bacteria in water
- More effective at reducing turbidity than Aluminum Sulphate, Ferric Chloride, & Polyaluminum Chloride
- Works across a wider range of pH and dye concentrations than commercial flocculants
- Effective at lowering pH, color, sulphide, BOD, copper, lead, cadmium, chromium vi+ to Ghana EPA guidelines for safe disposal



NATURAL FOOD

- Naturally sweet and protein-rich seed butter has applications as an additive or standalone product

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2018+ FARMER ENGAGEMENT MODEL

FARMER SELECTION:

MC works with District to select ideal communities, visits interested communities to conduct soil testing and present to local farmers and community groups. Interested farmers form groups of 5. MC selects groups based on past experience, economic need. MC conducts a baseline nutrition and economic survey.

LEADERSHIP:

MC selects one Field Officer per 30 farmers (6 groups). Field Officers undergo training on moringa agronomy, leadership, human centered design, data collection, and given a smartphone and a means of transportation. MC selects a Community Supervisor from among the Field Officers.

ONBOARDING:

Contracts between farmers and MC guarantee a market for all moringa produce and a yearly bonus based on yield. Farmers and land plots are registered into MC Farmer CRM, and farmers establish mobile money and/or local bank accounts to facilitate direct payment.

LAND PREPARATION & TRAINING:

MC organizes mapping and 3rd party land preparation (tractor services, delivery of organic fertilizer) and provides seedlings to farmers at cost. MC runs relevant trainings on best practices for moringa cultivation and farm management throughout the life cycle of the tree for farmers and field officer team.

HARVEST & PAYMENT:

Farmers are paid a stipend at each monthly meeting upon completion of assigned tasks for the month (Stipends are pre-payment to incentivize farmers to maintain farm before harvest is ready; stipends are deducted upon final harvest). Farmers are paid for their harvest + 2% bonus.

FARMER ENGAGEMENT

INGROWER FARMERS

Q1 2018

- Total: 29
- Certification: Organic
- Producing: Seeds & Leaves

Q4 2019

- Total: 1300
- Certification: Organic, Fair for Life
- Producing: Seeds & Leaves

OUTGROWER FARMERS

Q1 2018

- Total: 323
- Certification: None
- Producing: Seeds & Leaves

Q4 2019

- Total: 1200
- Certification: Organic, Fair for Life
- Producing: Seeds & Leaves

FARMER NETWORK

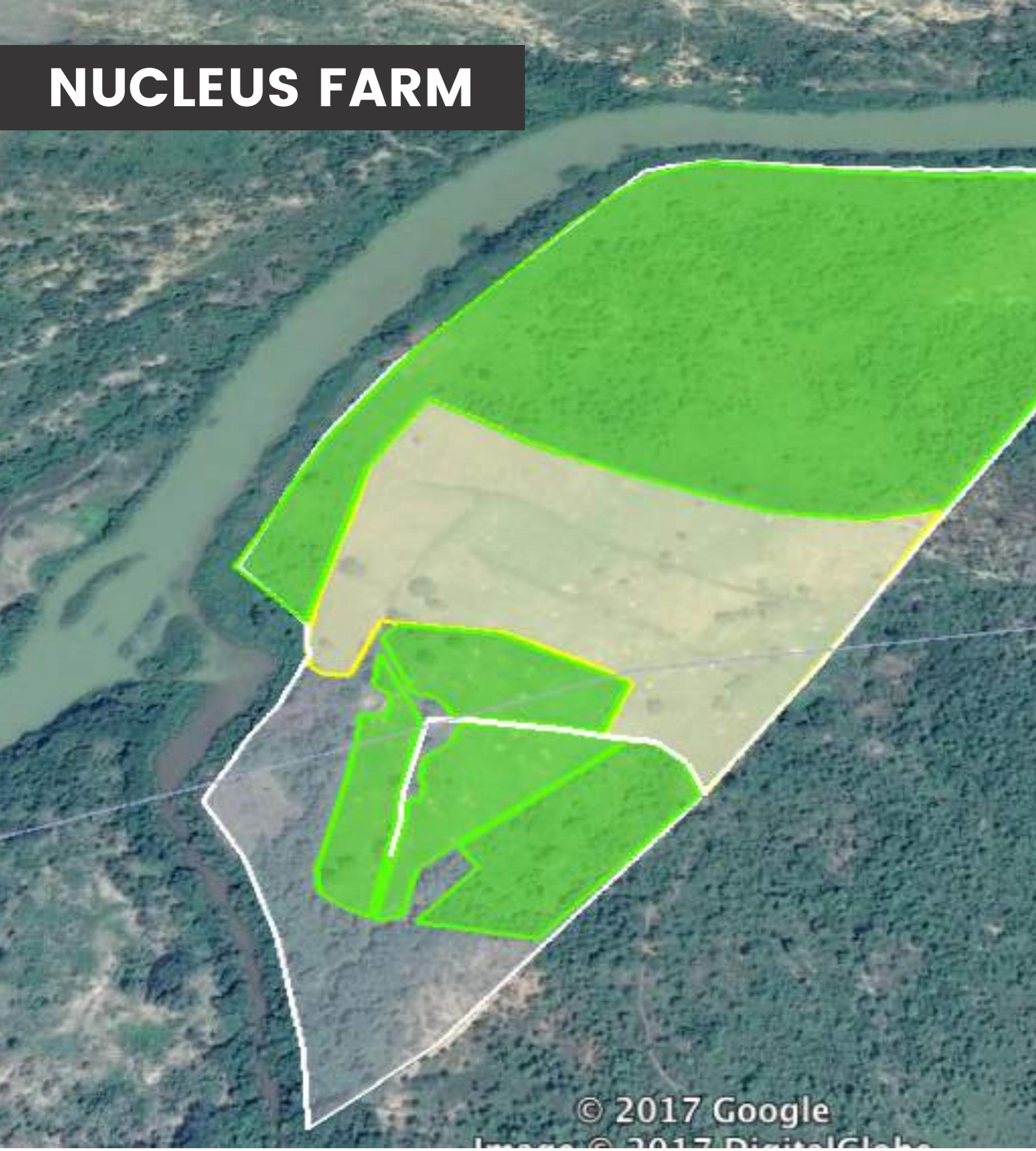
Q1 2018

- Total: 3000
- Certification: None
- Producing: Seeds

Q4 2019

- Total: 4500
- Certification: None
- Producing: Seeds

NUCLEUS FARM



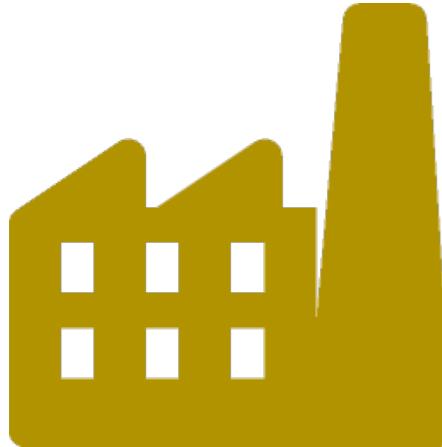
LAUNCHED GHANA'S
LARGEST ORGANIC
CERTIFIED
MORINGA FARM

35 of 150 acres
under cultivation



IN-HOUSE INNOVATION:
*Decreased Planting to First
Harvest Time*
Leaves:
4 months to 40 days
Seeds:
14 months to 7 months

PROCESSING CAPACITY



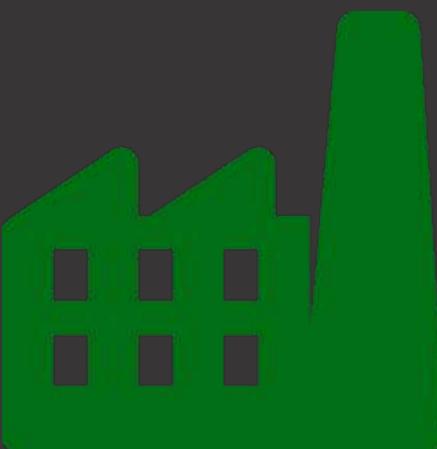
TRUE MORINGA

**INSTALLED
CAPACITY**
480
KG/MONTH

**2017
UTILIZATION**
417
KG/MONTH

**ORDER
PIPELINE**
2000
KG/MONTH

Transformation yield (oil/seeds): **13%**



MINGA FOODS

**INSTALLED
CAPACITY**
3000
KG/MONTH

**MAR 2018
UTILIZATION**
500
KG/MONTH

**ORDER
PIPELINE**
30000
KG/MONTH

Transformation yield (powder/fresh leaves): **25%**

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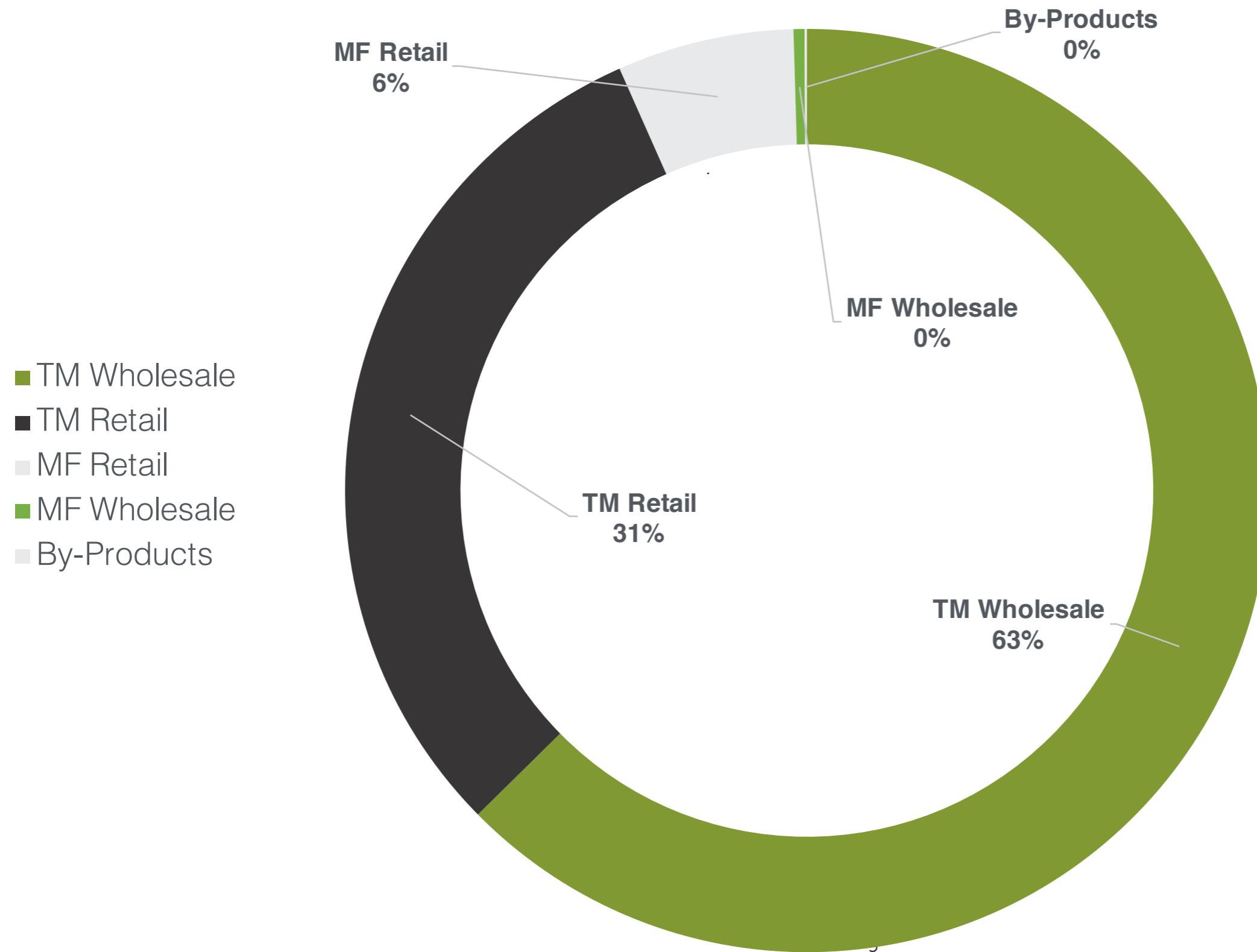
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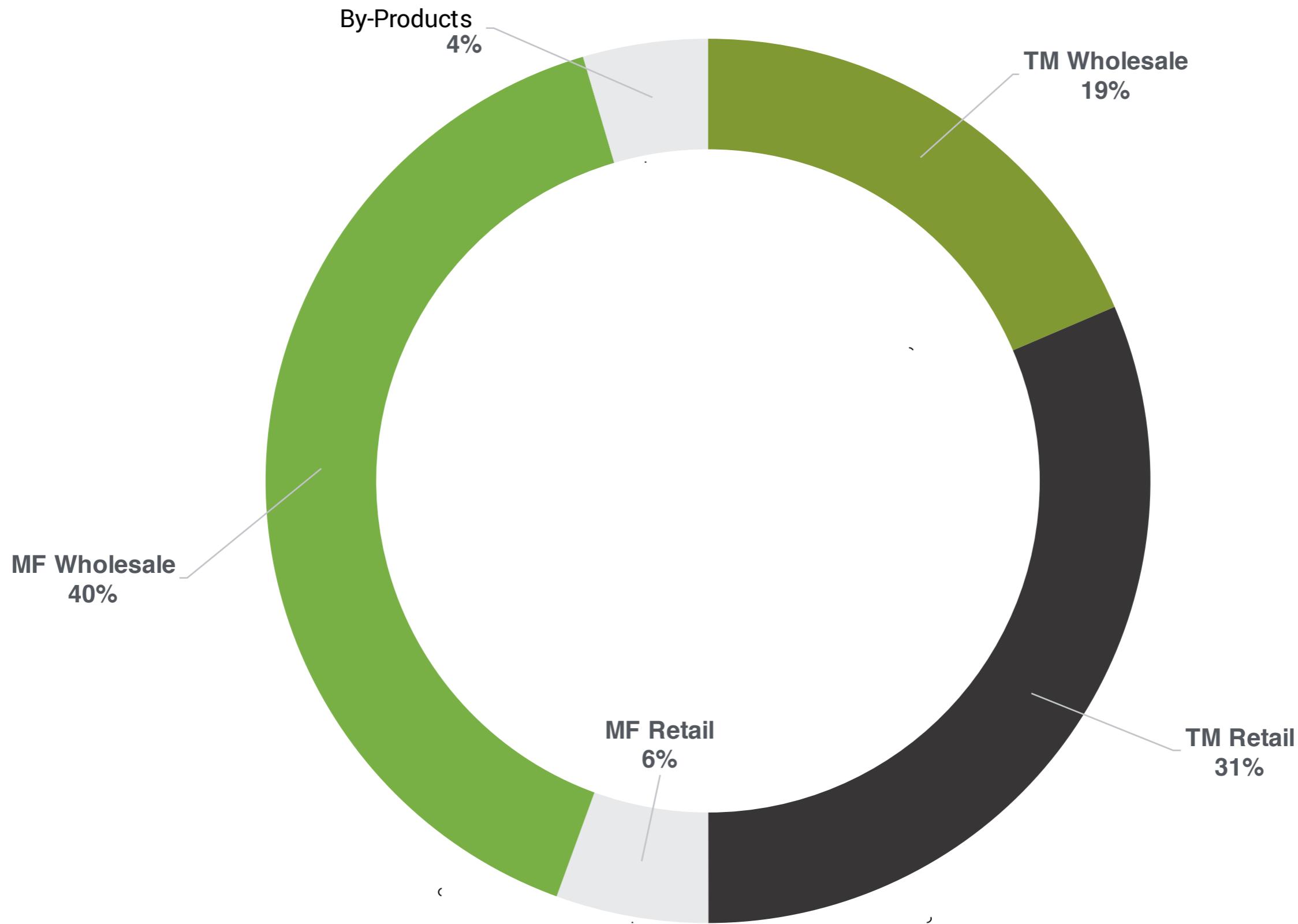
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HISTORICAL REVENUE: \$633K

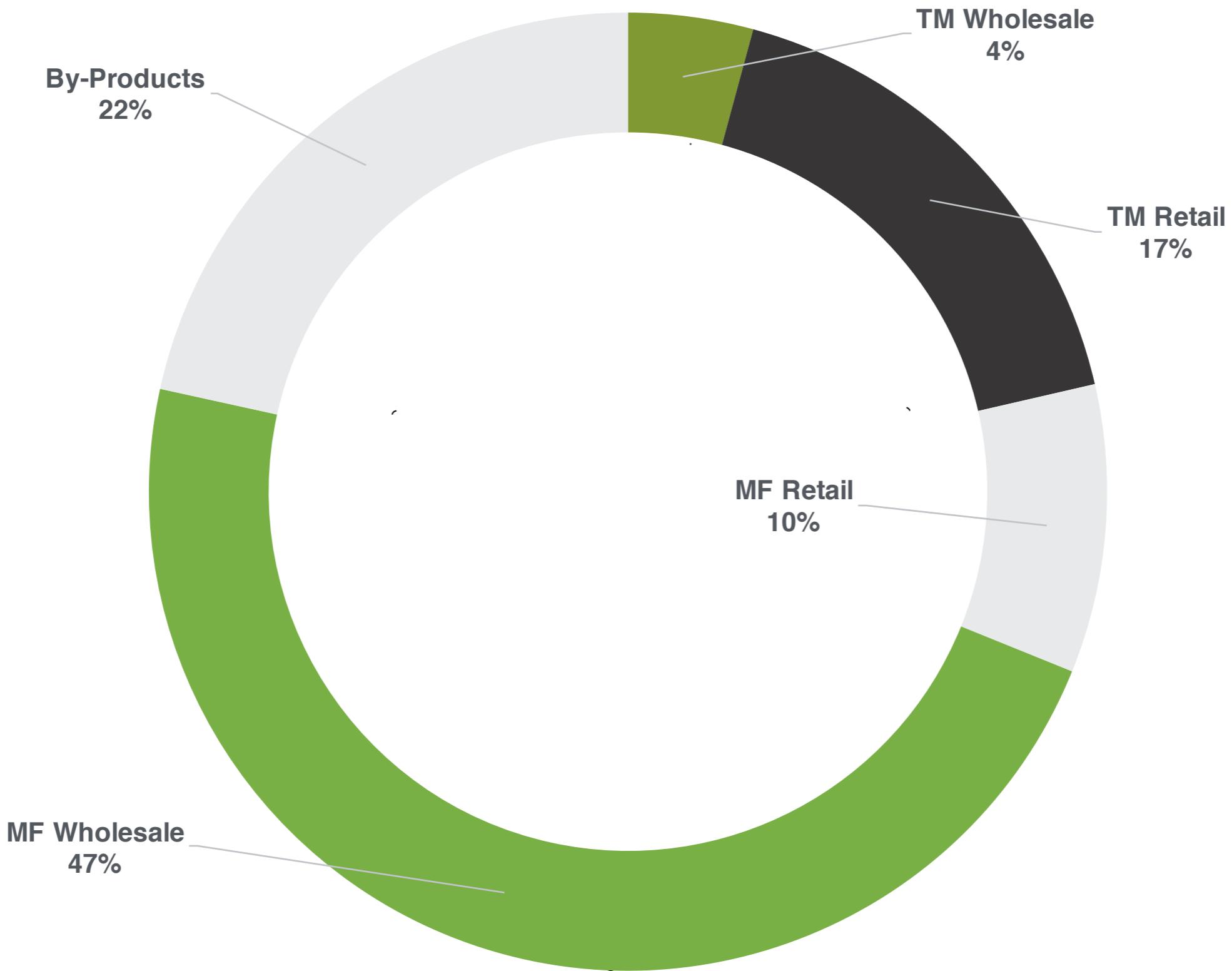
True Moringa= TM | Minga Foods= MF



2018 REVENUE FORECAST: \$1.5MM



2019 REVENUE FORECAST: 13.3MM



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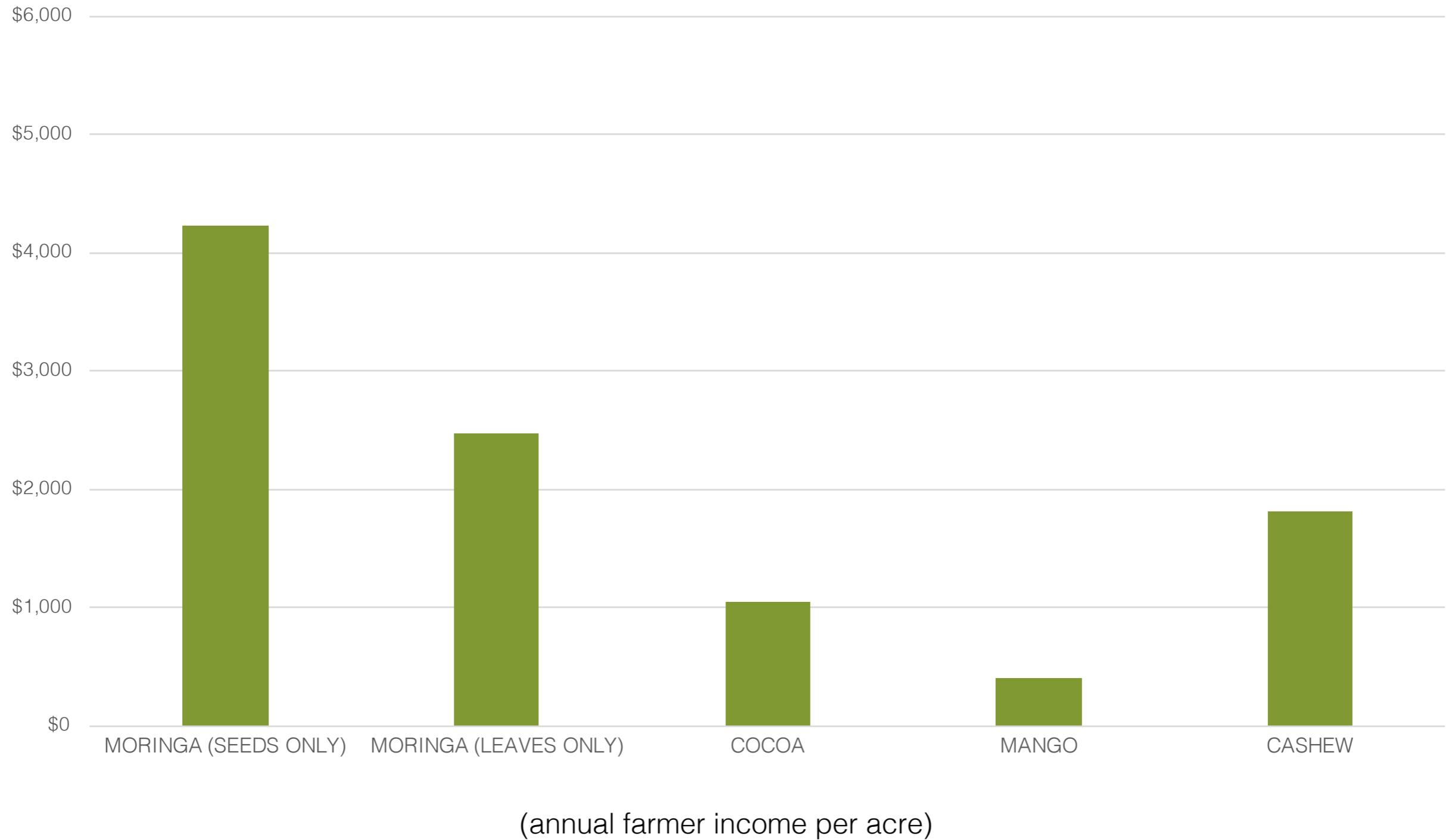
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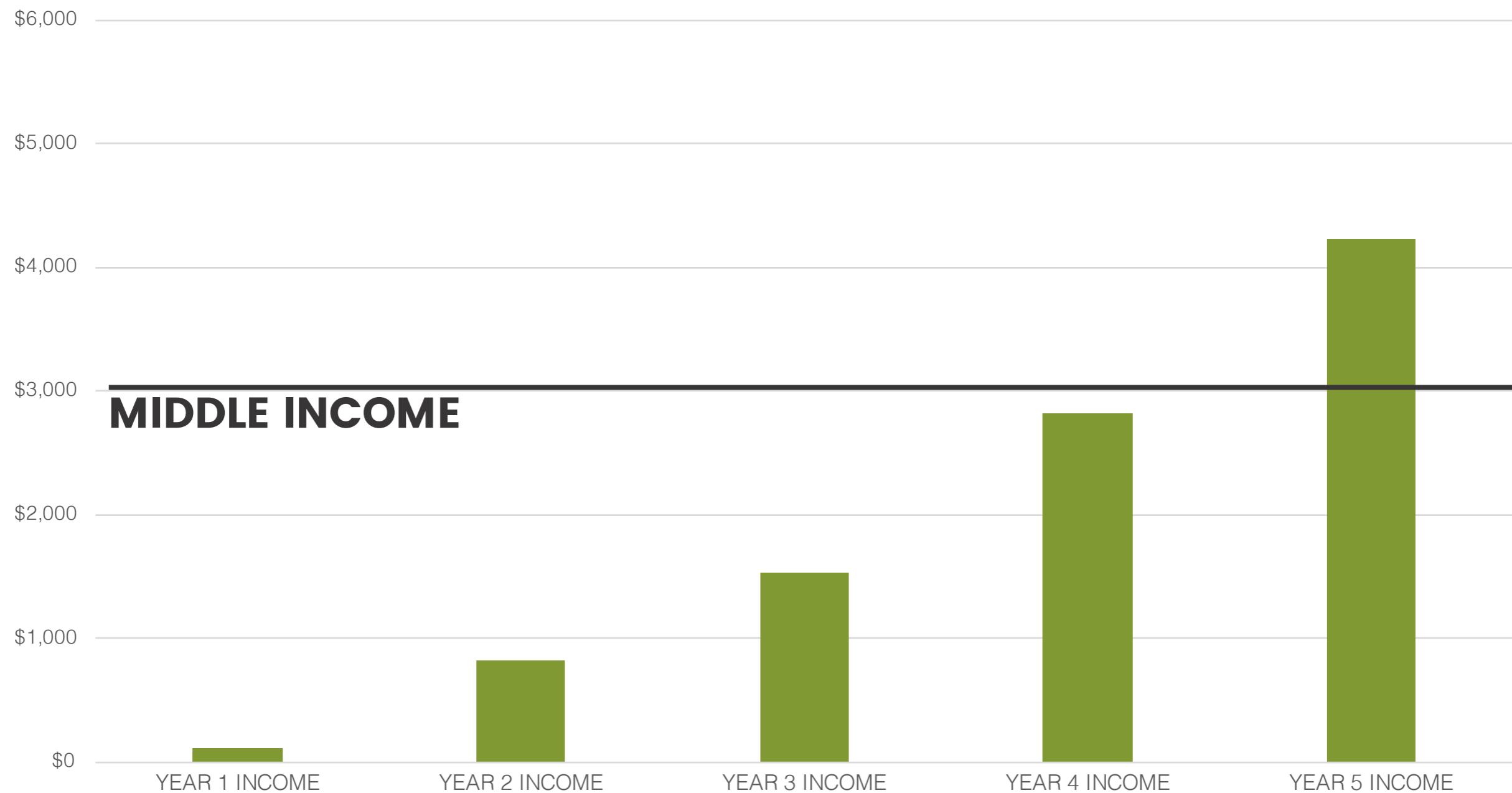
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- Factory

FARMER INCOME: MORINGA VS. OTHER CROPS



WE LIFT FARMERS FROM POVERTY TO MIDDLE INCOME



HISTORICAL TRACTION

3350

**SMALLHOLDER FARMING
FAMILIES ENGAGED**

90

**JOBS CREATED ACROSS
SUPPLY CHAIN**

\$500K

**IN INCOME TO
FARMING FAMILIES**

500K

TREES PLANTED



2021 IMPACT FORECAST

30,000+

SMALLHOLDER FARMERS

120,000+

BENEFICIARIES

10M+ trees

TREES PLANTED

500,000+ tons

CARBON SEQUESTERED

700+

JOBS CREATED



ALI

“Before MoringaConnect arrived here we didn’t even know how to plant the moringa tree. We had no idea it was such an important tree”.



YAMPOKA

“I used some of the money to hire tractor services to plough my land where I will now grow millets. I also used some of the money to buy school books for my children.”



HANNAH

“With the moringa money, I am going to educate my children in secondary school, buy machinery, and take good care of my family.”

MENTIONS/MEDIA BUZZ

The Economist

Forbes

BuzzFeed

allure

NYLON



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GOOD

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Forbes
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