# 

an integrated approach to bridge access to

production inputs and credit directly to smallholder

poultry farmers doorsteps in Rwanda.







## WHERE WE ARE.











# OUR COLLECTIVE VALUE AS A

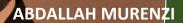
TEAM Core team is highly credible in relation

 to their areas of expertise with a collective experience of 50 years

- 2 Comprising experts drawn
- from diverse backgrounds i.e. tech, branding, business development, finance and agribusiness.
- The team has incubated this venture for last 5
- years and studied pain points farmers in Africa experience to turn this idea into a viable venture.







Position: Chairman/of Board of Directors

Profession: Administrator

Accomplishment: over 15 years experience in

public administration

Relevant experience: Mayor Nyanza District, Chairman of Rayon Sports FC, President Rwanda Cycling Federation (Ferwacy), Director at Wonder Holdings Ltd (WHL) parent to Zamuka

and Nyanza Super Farm Ltd

Impressive school: MBA University of Kigali.

**SIMON OYIER** 

Position: Managing Director & CEO

Profession: Finance and Accounting Expert

Accomplishment: over 20 years experience in finance

and management

Cofounded in 2017, Wonder Holdings Ltd(WHL) parent to Zamuka and Nyanza Super Farm Ltd.

Relevant experience: Serena Kigali, Solid Africa, Heaven Holdings Ltd, Ujenge Group and Wonder Holdings Ltd parent to *Zamuka* and Nyanza Super Farm Ltd

Impressive school: MBA university of Zambia





### **FRANKLIN MWITI**

Position: Director and Chief Finance Officer (CFO)

Profession: Finance and Accounting expert

Accomplishment: Over 35 years experience in finance and management.

Cofounded in 2017, Wonder Holdings Ltd (WHL) parent to Zamuka and Nyanza Super Farm Ltd. Founder member of institute of public accountants of Rwanda, former finance lecturer at KIM university for over 18 years.

Relevant experience: Kim University-Kigali, Aegis

Trust, Wonder Holdings Ltd

Impressive school: MBA Heriot-Watt University

Position: Director and Chief Innovation Officer

(CIO)

Profession: Technology Expert

Accomplishment: Over 5 years experience in technology and management advising, designing and building IT systems in Rwanda in areas such as ticketing, HR management, e-commerce, foodtech, project management to mention but a few.

Relevant experience: RG Consult Inc, UNDP, Wonder Holdings Ltd parent to Zamuka and Nyanza Super Farm Ltd

Impressive school: B.BA (University of Kigali)



Rwanda and Uganda.



### DAVID KIMARU NGERERE

Position: Director and Chief Production Officer

(CPO)

Profession: Agribusiness expert

Accomplishment: Over 15 years experience in

poultry breeding and production

Relevant experience: Starehe Girls Centre Farms,
Amiran Kenya, Muguku Poultry Farm, South Sudan
Development Agency, Wonder Holdings Ltd, parent
to Zamuka and Nyanza Super Farm Ltd

Impressive school: Higher National Diploma (animal production) Egerton university

Impressive school: B.A. (Mass Communication)
Makerere University







(1)

Over 99 percent of smallholder poultry farmers in Rwanda struggle with finding convenient production services, leading to losses in production and perpetuating subsistence production.

2

Access to finance is the biggest challenge facing all smallholder poultry farmers as they are deemed as too risky by traditional banking system in place.

the problem







Abusol of Bugesera: A large scale producer of broilers and eggs using foreign sourced breeds.

Abusol uses cage production system and does not involve itself on smallholder system value chain

Poultry East Africa Ltd (PEAL) of Bugesera:

A second large scale producer of broilers and eggs using foreign sourced breeds.

PEAL uses cage production system and does not involve itself on smallholder system value chain Uzima Chicken: A producer of dual purpose breeds appropriate for local conditions with target of transforming smallholder farming in Rwanda.

Uzima Chicken is considered as key competitor to Zamuka







## the competition





### competitive advantage

"Plug & play" system to create a center of excellence in agribusiness in Southern Province with a captive zone of 1200 hectares.

Basing on end to end value chain covering four admin sectors worth US\$ 20 million.



### key differentiators

While Uzima operates a business model basing exclusively on smallholder farmers hence similarity with Zamuka, it does not have a stand alone management systems like Zamuka.

Zamuka attacks a key challenge facing smallholder farmers which is access to extension and credit.

Zamuka will offer 360 degree support to all its contract farmers far beyond what Uzuma does including 100 percent buy back scheme, branding, value addition



## The Ask

Raising US\$2.5 million from several sources

- Create a beta version of Zamuka
- **Grow our team of tech experts**
- **Expand our marketing footprints**
- Develop Al-powered production system



# Let's talk

Fabrice Higiro/Fred Oluoch

Nobiscum House 2nd Floor Kisimenti KG 11 Ave Kigali

www.zamuka.co.rw

+250 788 606 079

Info@zamuka.co.rw

