

AYA

VALUE FOR EVERY
OUNCE OF PRODUCE

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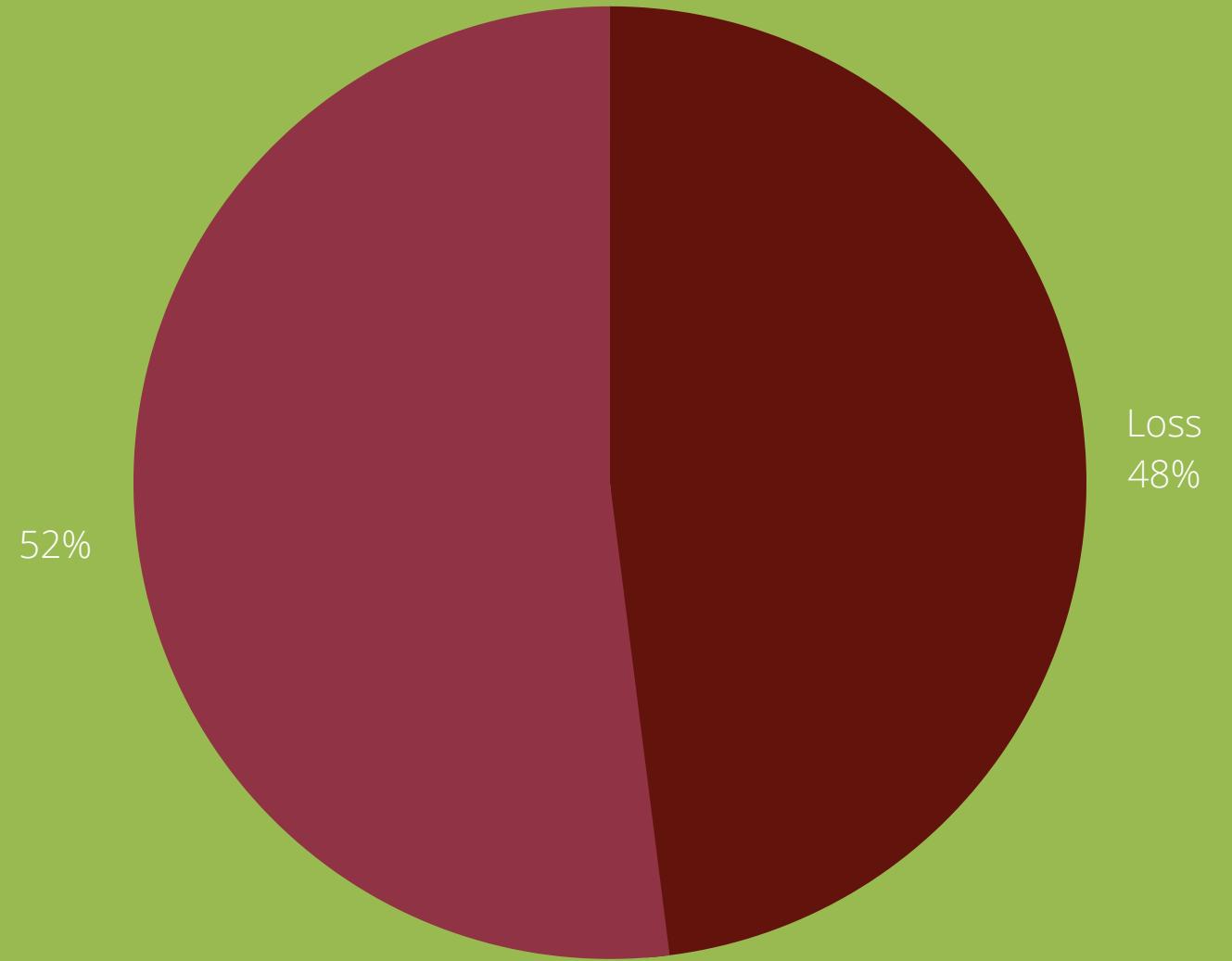
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Problem Statement

THE LACK OF ADEQUATE AGRICULTURAL INFRASTRUCTURE IN GHANA THAT CAN WITHSTAND THE EFFECTS OF CLIMATE CHANGE IS THREATENING GHANA'S ECONOMY AND THE LIVELIHOOD OF SMALL-SCALE FARMERS IN GHANA.

-SMALL-SCALE FARMERS ARE LOSING CLOSE TO 50% OF THEIR PRODUCE VALUE EACH YEAR DUE TO POST HARVEST LOSSES.





AYA

Solution Statement

We are developing a small-scale farmers' trading system which will help reduce post harvest loss and optimize value transfer between small-scale farmers and vegetable buyers.



COMPETITORS



GHANA COMMODITY EXCHANGE

GCX currently serves as a trading platform for commodities for farmers in Ghana. Urban Jungle serves as a delivery service for produce. Commercial farmers currently serve as the main suppliers for agro-produce buyers.

URBAN JUNGLE

COMMERCIAL FARMERS

Market Size

TOTAL AVAILABLE MARKET

SERVICEABLE AVAILABLE MARKET

17.97 MILLION

MARKET SHARE

UNIQUE VALUE PROPOSITION

AYA has uniquely built an ecosystem that allows us to support small-scale farmers and vegetable buyers in an unparalleled way.

1

PRODUCT PERFORMANCE

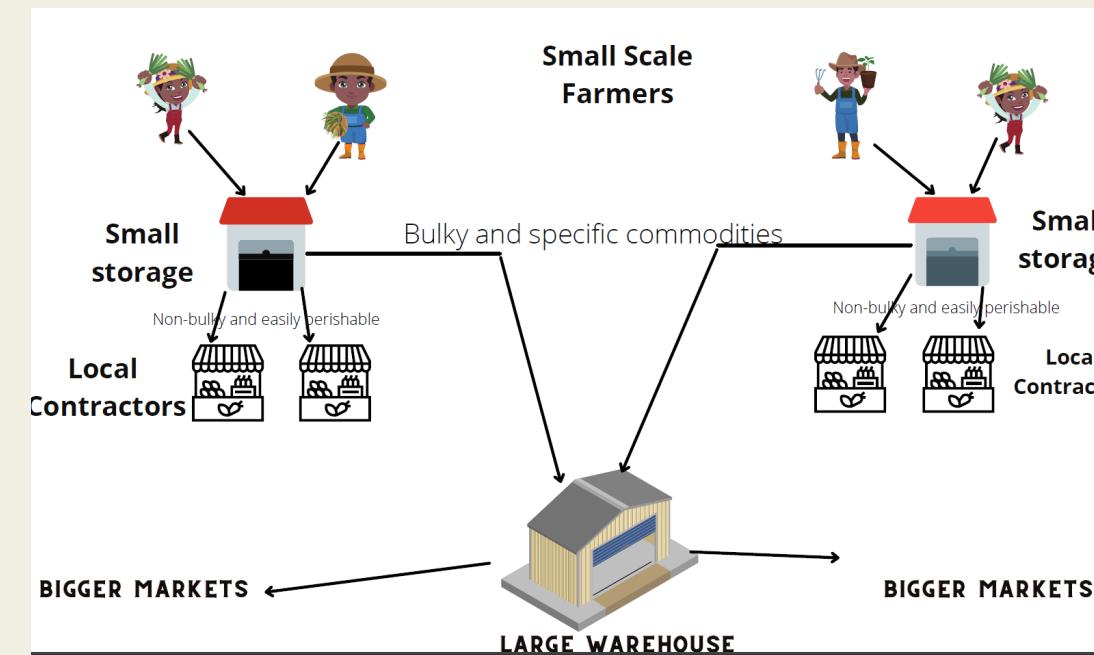
We developed and implemented an Enterprise Resource Planning system that manages all the internal logistics of our trading platform



2

STRUCTURE

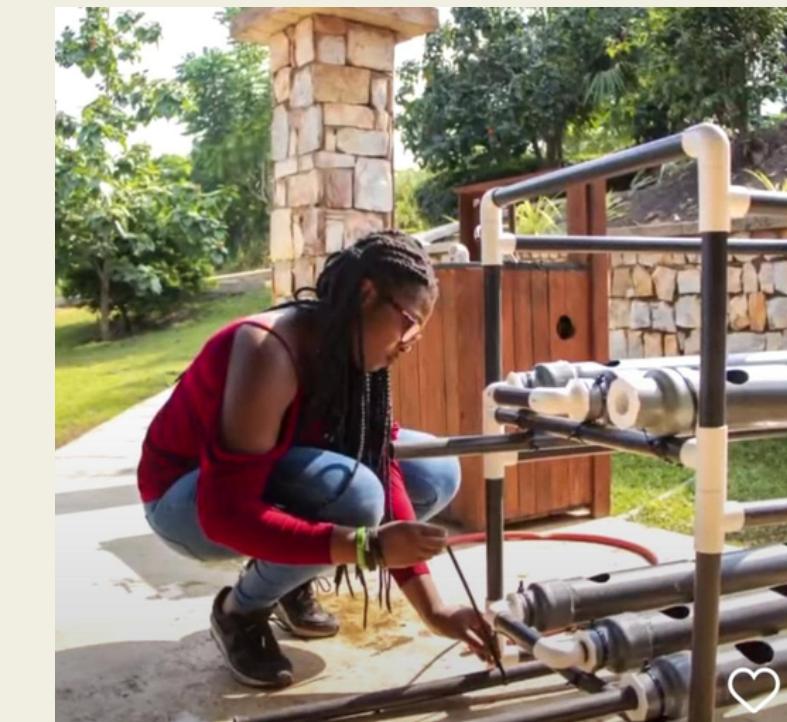
We assigned a single mentor to each farmers' group and gave them the responsibility of the farming group's success, increasing the accountability of our mentors and their commitment.



3

NETWORKING

We established partnerships with other agricultural institutions within the school, like the Vertical Farming Project, and outsourced the role of training our small-scale farmers in vertical farming techniques



STELLAR PRODUCT PERFORMANCE



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Revolutionary Farming

Experience our small-scale farmer trading system built to reduce post-harvest losses and help optimize the value transfer between small-scale farmers and commercial vegetable



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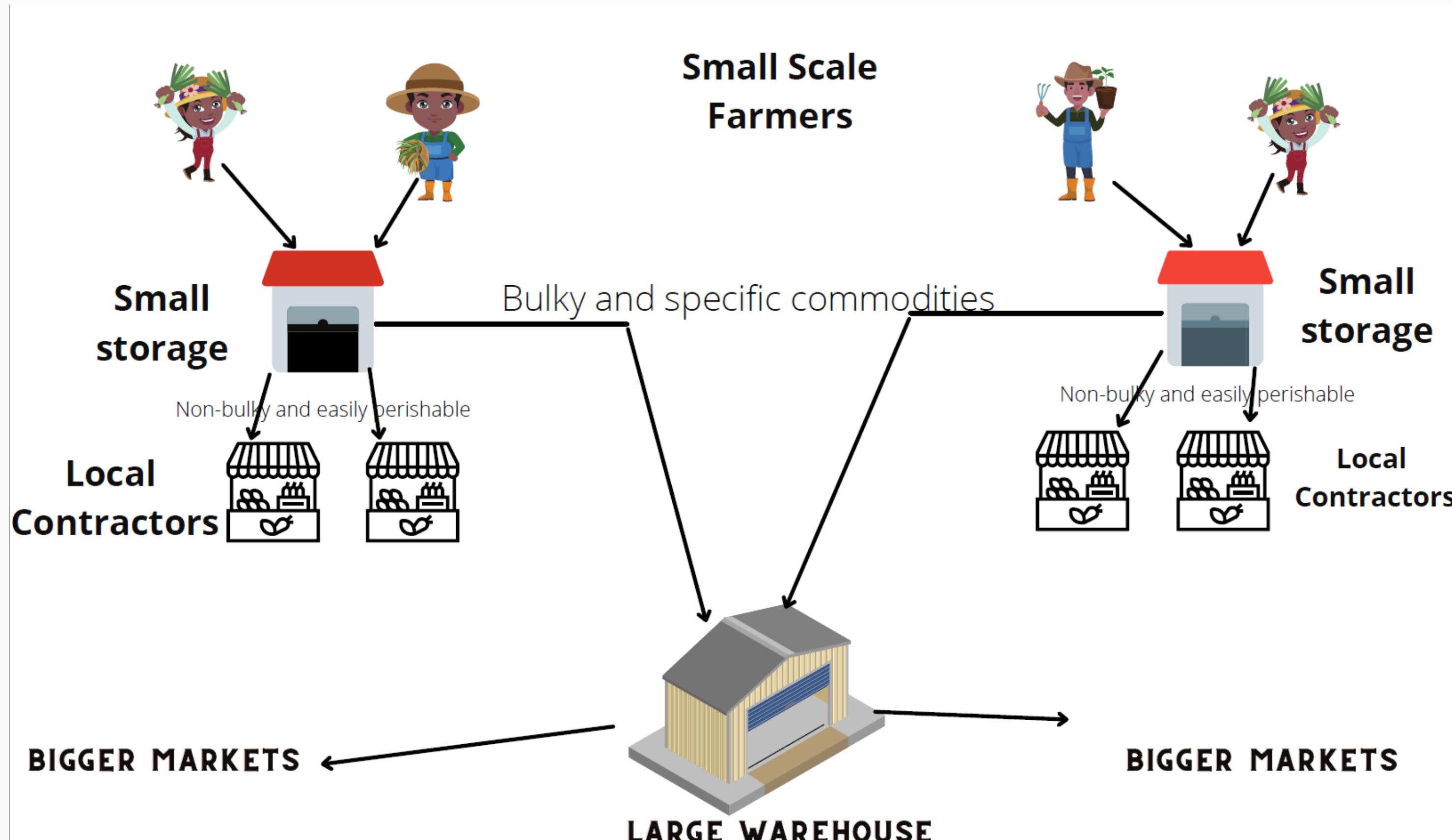
Contact Us



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DELIBARATE REVOLUTIONARY STRUCTURE



NETWORKING



We established partnerships with other agricultural institutions within the school, like the Vertical Farming Project, and outsourced the role of training our small-scale farmers in vertical farming techniques

Scaling Strategy

We have devised a scaling strategy that allows us expand our enterprise gradually firstly through affiliations then through systematic branching.

LOOSE AFFILIATION

We plan to form partnerships with agricultural institutions that help us support small-scale farmers.

BRANCHING

We hope to use a distributed storage system for our vegetable produce which allows farmers from the different parts of Ghana to store and distribute their storage

Currently we have partnered with the vertical farming project to train our small-scale farmers in vertical farming techniques.

ASK

We are looking for 30,000 USD in exchange for a 10% stake in our company to scale up.



DELIVERY

For fast and quick delivery.

- Buy delivery vehicle
- Create a network of bicycle delivery



R&D

To have deeper knowledge and insights

- improving existing processes
- Increasing efficiency and reducing cost



MENTORSHIP

To empower farmers on better farming practices

- Using Eco-friendly farming practices
- Vertical farming to save land



SYSTEM MAINTAINANCE

To ensure consistent best practices

- Improve overall performance
- Avoid crushing of the ERP system

THANK YOU!!!