

BIOCHAR

PRODUCTION



40% of the world's land is damaged, compromising agricultural yields



Land degradation is accelerating as a result of **deforestation and urbanization**, points out a United Nations report. Its experts fear that an additional **16 million km² of damaged land** will be seen by **2050**.

The report highlights that this degradation will release a massive **69 gigatonnes** of extra CO₂ into the atmosphere. This poses a dual challenge, as it not only complicates CO₂ emissions management but also harms the affected lands' fertility.



We want to allow the farmer to fertilize their soil while fighting against global warming



- **Biochar** is a soil amendment resulting from the pyrolysis of biomass;
- It will be used in agriculture to **increase the quality of soils**, and therefore its productivity.
- It is also be used in the fight against **global warming** as a solution for the long-term sequestration of atmospheric carbon in soils.

Versatile Biochar: Enhancing Agriculture, Sequestering Carbon, and More

Agriculture
Soil Amendment
and
pH Adjustment



Carbon Sequestration
Mitigates
climate
Change



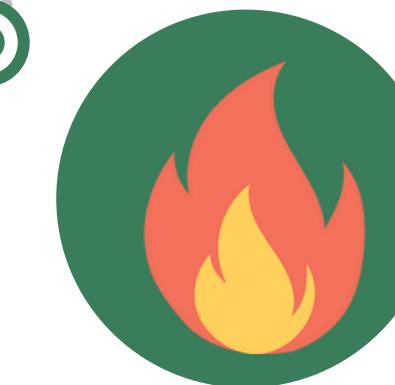
Energy Production
Renewable Energy generation



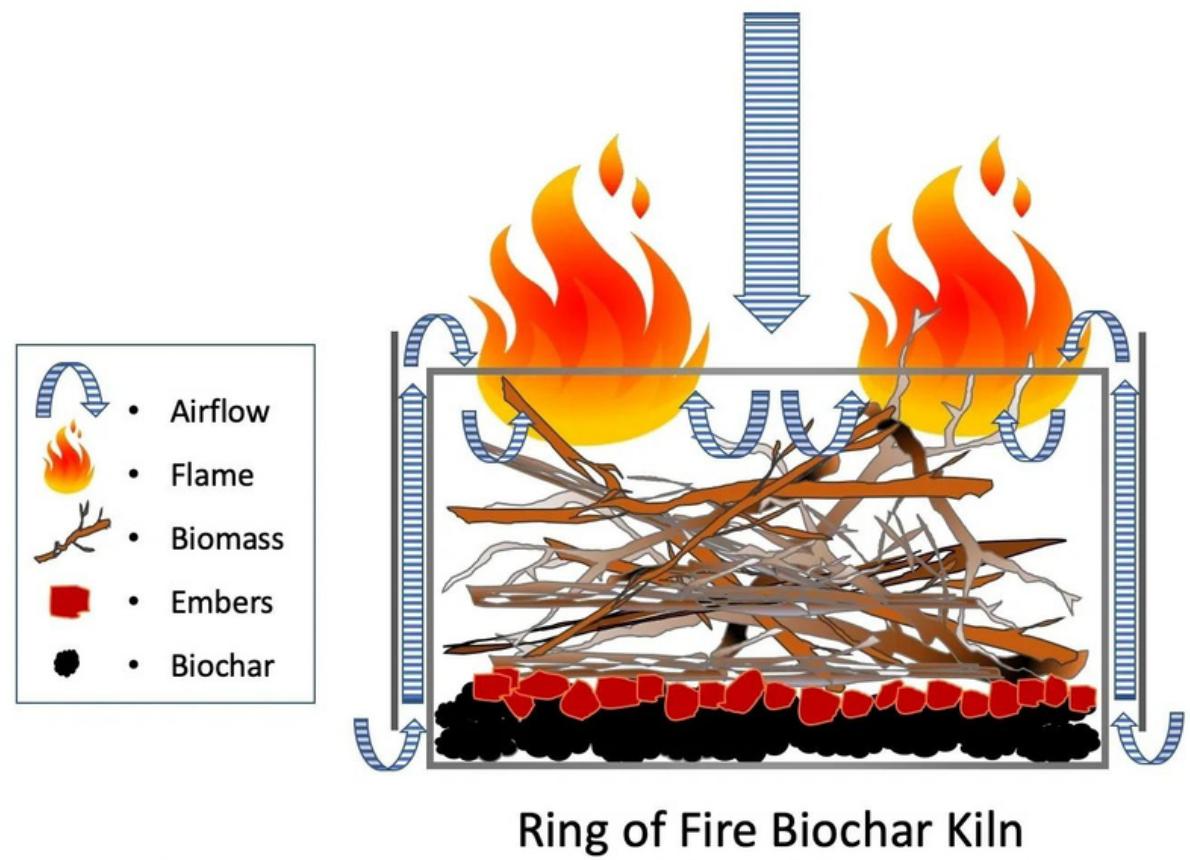
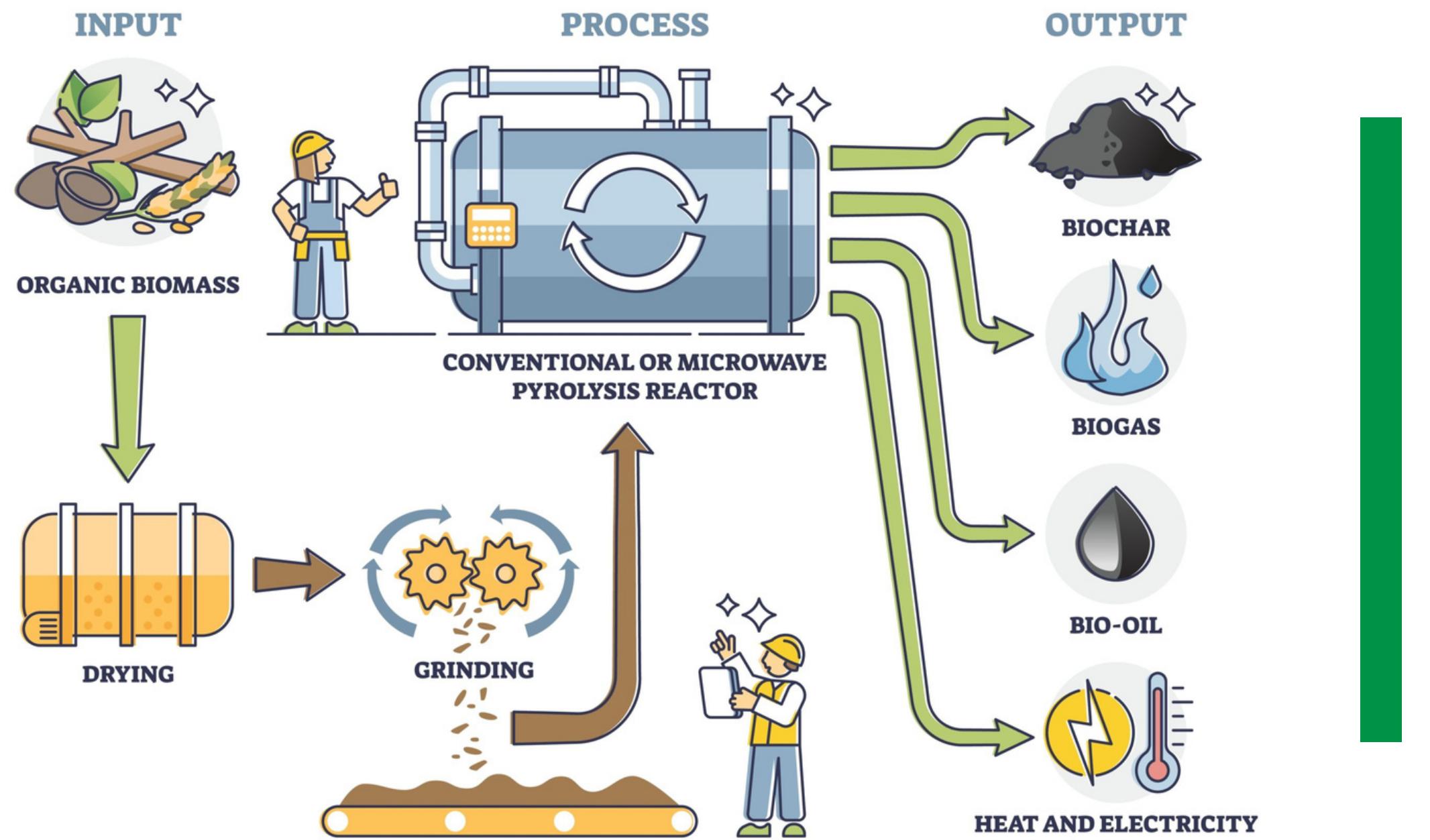
Waste Management
Biomass Waste
Utilization



Livestock Farming
Livestock Feed Additive

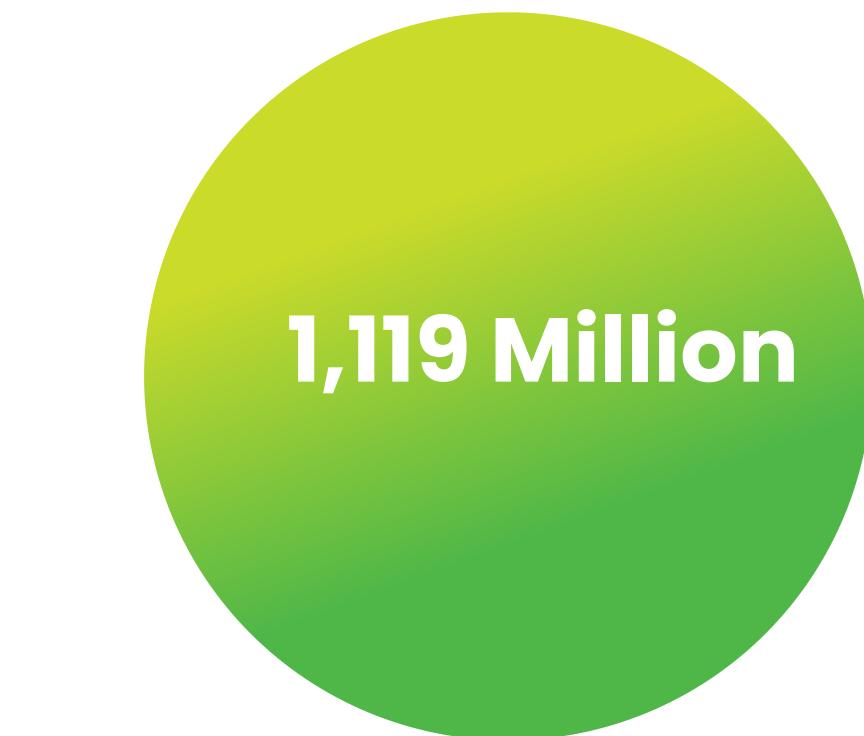


BIOCHAR

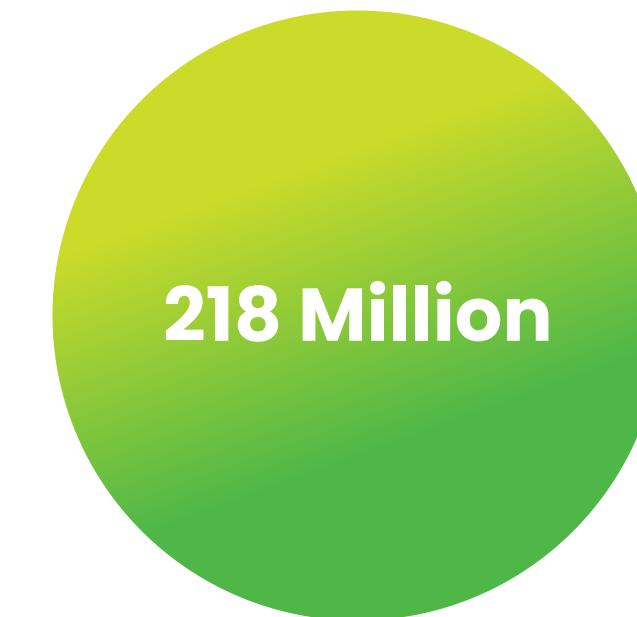


Biochar
Production

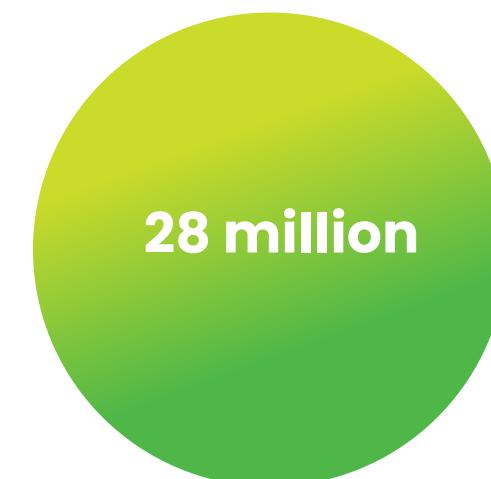
The service will primarily focus on agricultural communities in Kenya, with the potential for future expansion to other regions within Kenya and neighboring countries in East Africa.



**Cropland Area in hectare
(Africa)**



**Cropland Area in hectare
(E.Africa)**



**Cropland Area in
(Kenya)**

Biochar Market Summary Estimation

Fastest Growing Market:

✓ Asia Pacific

Largest Market:

✓ North America

Market Concentration:

✓ Medium

CAGR
7%



MAJOR PLAYERS

AIREX
ENERGY™

Sq Swiss Biochar

ANZ
BIOCHAR
INDUSTRY GROUP

BIOCHAR
SUPREME™

ArSta
eco

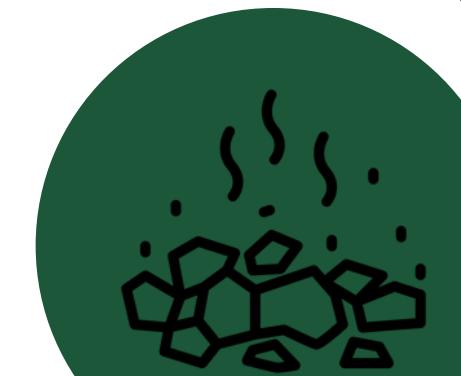
Business model

Our business model is focused on the purchase, production and distribution of biochar for the benefit of agricultural populations



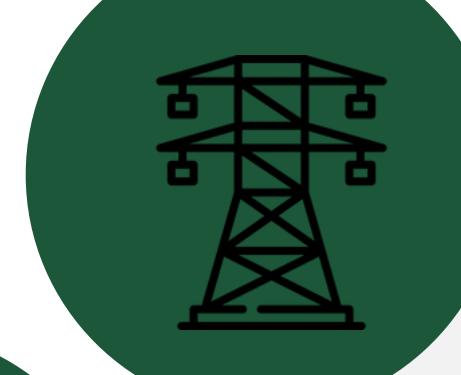
1st Quarter

Buy biomass from agricultural populations and process it to make it drinkable



2nd Quarter

Produce biochar after pyrolysis



3rd Quarter

Produce electrical energy by recovering the heat lost during pyrolysis



4th Quarter

Deliver the biochar produced by the trucks to the agricultural populations



5th Quarter

Sell the electrical energy produced to electrical energy production and distribution agencies

Distribution Channels

**Our distribution channels
will be direct and online**

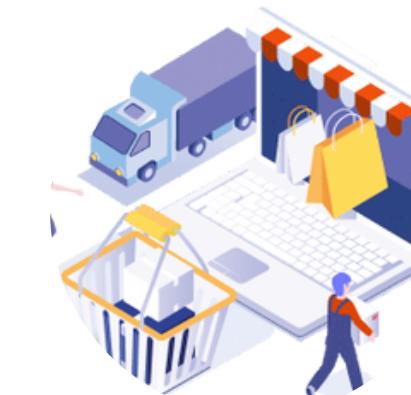


Direct distribution

Customers will be able to obtain an AgriRecy card from one of our partner distributors



Customers can get a response by calling us directly



Online distribution

Customers will be able to contact our social media accounts



Customers can contact and place their orders from our website

We will acquire our first customers through **Partnerships and Direct promotion**



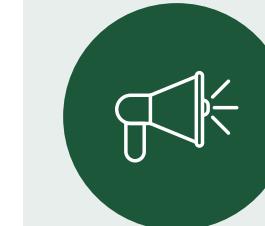
PARTNERSHIPS



With the cooperation
of farmers and market
gardeners in the
country



With International
Biochar Initiative NGO



PROMOTION



Advertising on social
networks,



TV and radio spot



Raising awareness in
agricultural circles of
farmers, market
gardeners, etc.

Customer Acquisition Cost

Digital Advertising :

Ksh. 35,000

Google Ads: Ksh. 15,000

Social Media Advertising : Ksh. 10,000

Other Online Platforms: Ksh. 10,000

Search Engine Optimization (SEO):

Ksh. 20,000

On-page Optimization: Ksh. 12,000

Link Building and Outreach: Ksh. 8,000

Social Media Management:

Ksh. 15,000

Content Creation and Scheduling: Ksh. 10,000

Community Engagement: Ksh. 5,000

Influencer Partnerships and Collaborations:

Ksh. 10,570

Compensation to Influencers: Ksh. 5,570

Product Samples and Gifts: Ksh. 5,000

Total CAC will be approximately Shs. 80,571.40 / year (Shs. 6,714.28 / month)

Revenue Generation



Subscription or Service Fees



Government Contracts and Grants



Product Sales



Partnerships

To generate revenue, the company can adopt several strategies

YEAR 1

Expected Customer Base:
100 customers

Average Annual Revenue per Customer:

Ksh. 5,000

(based on recycling services and product sales)

Year 1 Revenue:
Ksh. 500,000

YEAR 2

Expected Customer Base:
130 customers

Average Annual Revenue per Customer:

Ksh. 5,000

(based on recycling services and product sales)

Year 2 Revenue:
Ksh. 650,000

YEAR 3

Expected Customer Base:
169 customers

Average Annual Revenue per Customer:

Ksh. 5,000

(based on recycling services and product sales)

Year 3 Revenue:
Ksh. 845,000

AgriRecy's costs and profitability



COSTS

AgriRecy's costs will include:

- **Operational** Costs
- **Marketing** Costs
- **Employee Salaries**
- **Equipment and Maintenance**
- **Overhead** Costs



PROFITABILITY

To calculate profitability, subtract the total costs from the total revenue for each year:



- **Year 1:** Revenue (Ksh. 500,000) - Costs (Ksh. 300,000) = **Ksh. 200,000**
- **Year 2:** Revenue (Ksh. 650,000) - Costs (Ksh. 400,000) = **Ksh. 250,000**
- **Year 3:** Revenue (Ksh. 845,000) - Costs (Ksh. 500,000) = **Ksh. 345,000**

Life Time Value

AVERAGE PURCHASE VALUE

Average purchase value:

Ksh. 5,000

Purchase Frequency:

3 purchases per year

Retention Rate:

80% (Churn Rate 20%)

Customer Life Time:

$1/0.20 = 5$ years

Average purchase value:

Ksh. 5,000

Purchase Frequency:

3 purchases per year

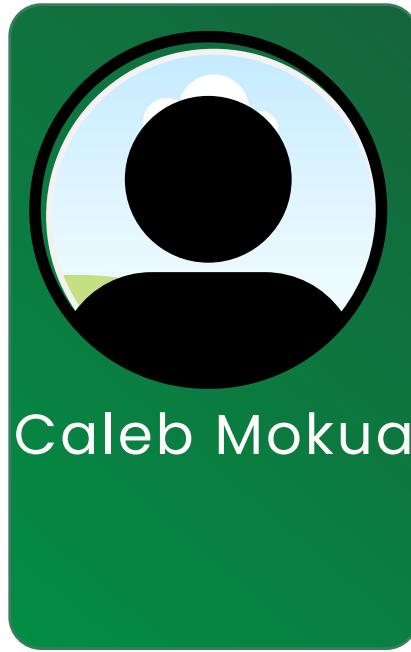
THEREFORE

LTV: Ksh. $5000 \times 3 \times 5$

Life Time Value:

Ksh. 75,000

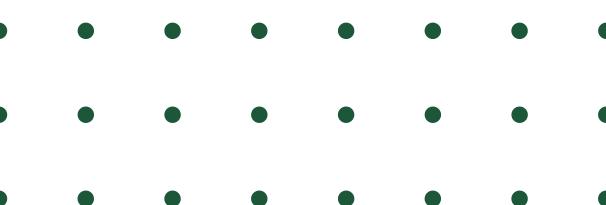
Our Team



Caleb Mokua

A dark green rectangular card with rounded corners. In the center is a white circle containing a black silhouette of a person's head and shoulders. The name 'Caleb Mokua' is printed in white capital letters at the bottom of the card.

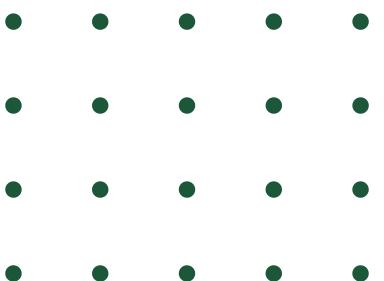
Brian KIPLIMO

A dark green rectangular card with rounded corners. In the center is a white circle containing a black silhouette of a person's head and shoulders. The name 'Brian KIPLIMO' is printed in white capital letters at the bottom of the card.



AGRI-RECY

Cultivating **Excellence**, Powering **Innovation**, Empowering **Farmers**





**THANK
YOU**

