



MAC-DRC_Matunda ya Afrika Company

The Pride of African Craftsmanship

Transforming field gold into liquid gold

Semi-Industrial Peanut Oil Production | Bukavu, Democratic Republic of Congo

A Thirsty Market, A Costly Dependence

📈 **1.6 million liters/month** : Oil consumption in Bukavu (1M+ inhabitants)

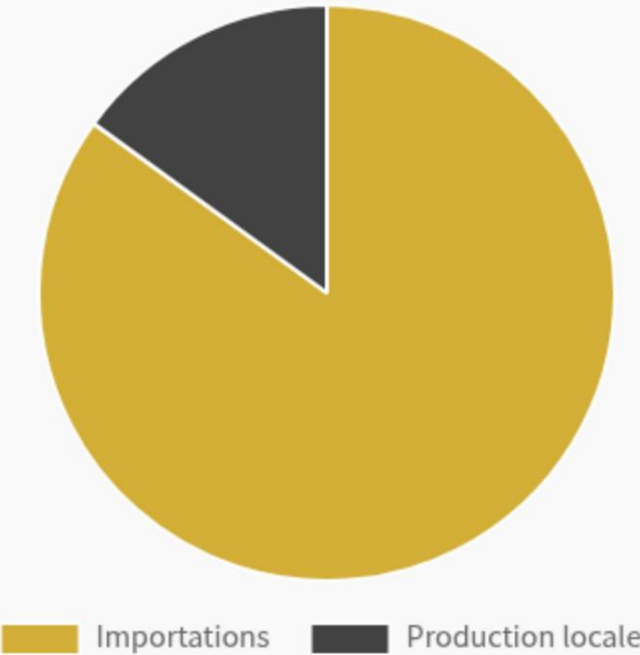
🛒 **Over 85% of imports are expensive**, irregular, and of uncertain quality.

📈 Volatile prices expose households to food inflation

🏭 **Zero local industrial** peanut oil production in Bukavu

🌿 Lack of market access for local producers: tons of peanuts sold
raw materials without added value

Sources d'huile à Bukavu



100% Local, Pure & Affordable Peanut Oil



Semi-industrial production : consistent quality, regular volumes



Pure, unrefined oil : nutritional benefits preserved (vitamin E, antioxidants)



Direct partnership with farmers in South Kivu: stable supply + social impact



4 sizes : 500ml, 1L, 5L, 20L for all needs (households, restaurants, institutions)



Competitive prices compared to imports



500ml



1L



5L



20L

A \$19.5 Million/Year Market in Bukavu Alone



TAM (Total Addressable Market)



100M+ inhabitants in the Democratic Republic of Congo



Consumption: ~10L/person/year



Estimated market: \$2 billion/year



SAM (Serviceable Available Market)



2M+ urban inhabitants (Bukavu & Goma)



26M liters/year = \$35M/year



SOM (Serviceable Obtainable Market)

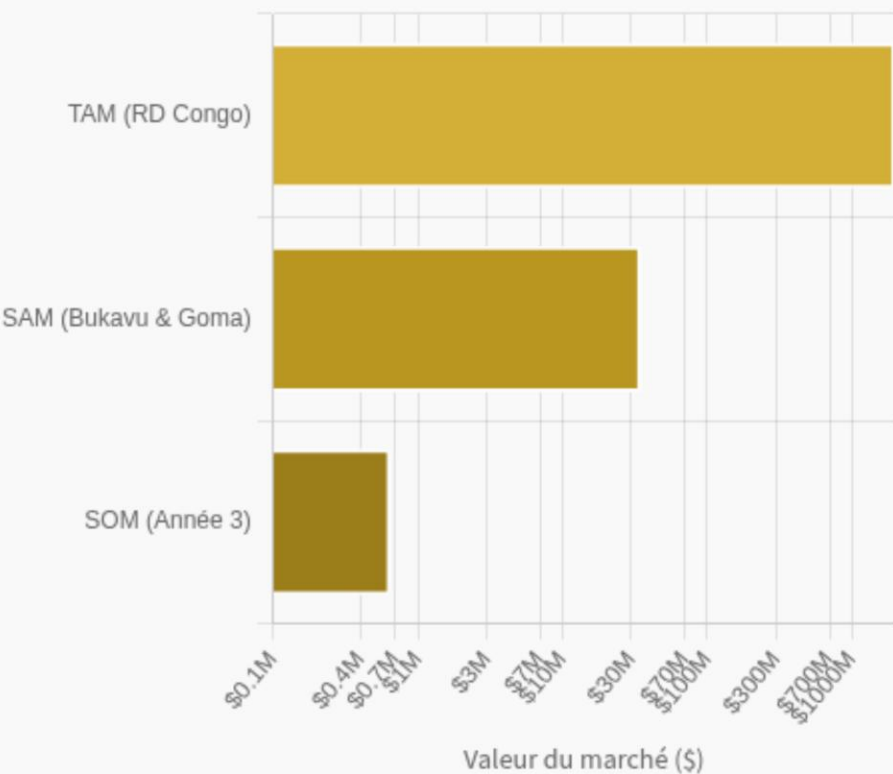


Year 1: 137,000 litres = \$183,580 (0.7% of Bukavu)



Year 3: 500,000 litres = \$650,000 (2% Bukavu + penetration Goma)

Segmentation du Marché



\$19.5M

Bukavu Market

\$35M

SAM Bukavu+Goma




2%

Penetration Year 3

A Value- and Accessibility-Centered Model






PRODUCT

-  **Pure, semi-industrial** peanut oil
-  Multiple formats (B2C: 500ml-5L | B2B: 20L)
-  Transparent labeling with nutritional values







PRICE

-  Penetration strategy: **10-15% below premium imports**
-  Volume discounts available (B2B).
-  Mid-range positioning: superior quality at a local price







PLACE

-  **Direct:** Retail sale at our point of sale
-  **Retail:** Supermarkets, grocery stores, local markets (50+ points)
-  **B2B:** Restaurants, hotels, institutions (dedicated delivery)
-  Expansion: Bukavu (Year 1) ÿ Goma (Year 2) ÿ Provinces (Year 3+)



PROMOTION

-  **Community marketing:** tastings, partnerships with women's associations
-  Local radio + strategic advertising in markets
-  Ambassador program (retailers)
-  Storytelling: "From our fields to your table"

Navigating the DRC Context with Realism



POLICY



Government pro- local agriculture and import substitution



Instability in Eastern DRC: location in Bukavu (relatively stable area)



ECONOMIC



Urban population growth (+4%/year to Bukavu)



Inflation (15-20%): indexed prices, mixed USD/CDF farmer contracts



CDF volatility: USD pricing, flexible payments



SOCIAL



Cultural preference for peanut oil (taste, traditional cuisine)



Strong social impact: 200+ partner farmers (Phase 1)



Young population (60% <25 years old) = growing market



TECHNOLOGICAL



Accessible semi-industrial equipment



Intermittent electricity: backup generator planned



ENVIRONMENTAL



Sustainable and climate-adapted peanut cultivation



Valorization of oilseed cakes (animal feed) = circular economy



LEGAL



Compliance with international health standards
ISO 22000, Codex Alimentarius, etc.



OCC (Congolese Office of Control) certification planned

Why Matunda ya Afrika Will Win This Market



Local industrial quality

Only semi-industrial production in Bukavu • Unreliable for artisans • Costs lower than imports



Vertical integration

Farmer partnerships = **quality control + price + stability** • Reduction 30% cost vs. spot market



Freshness & Traceability

Local production = **field ÷ consumer time <2 weeks** • Imports: 3-6 months + questionable storage



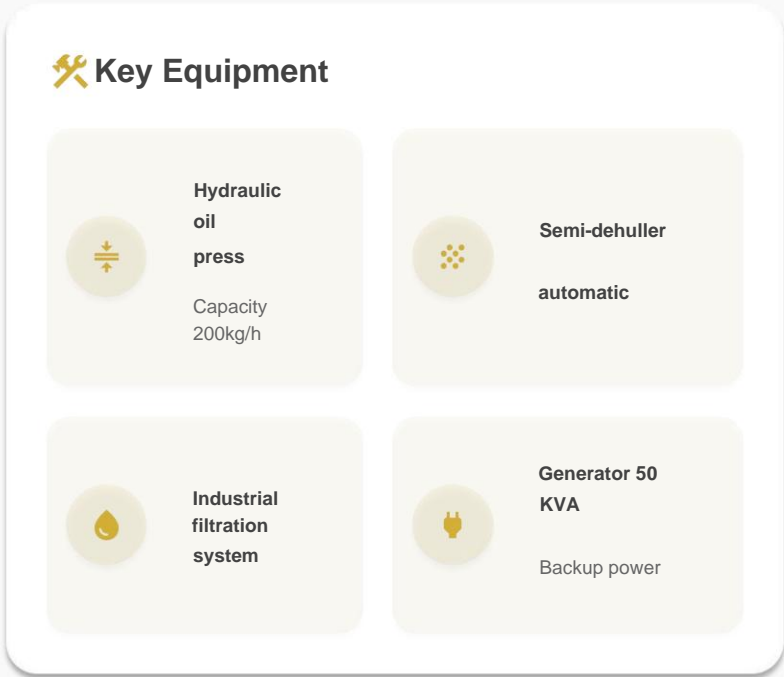
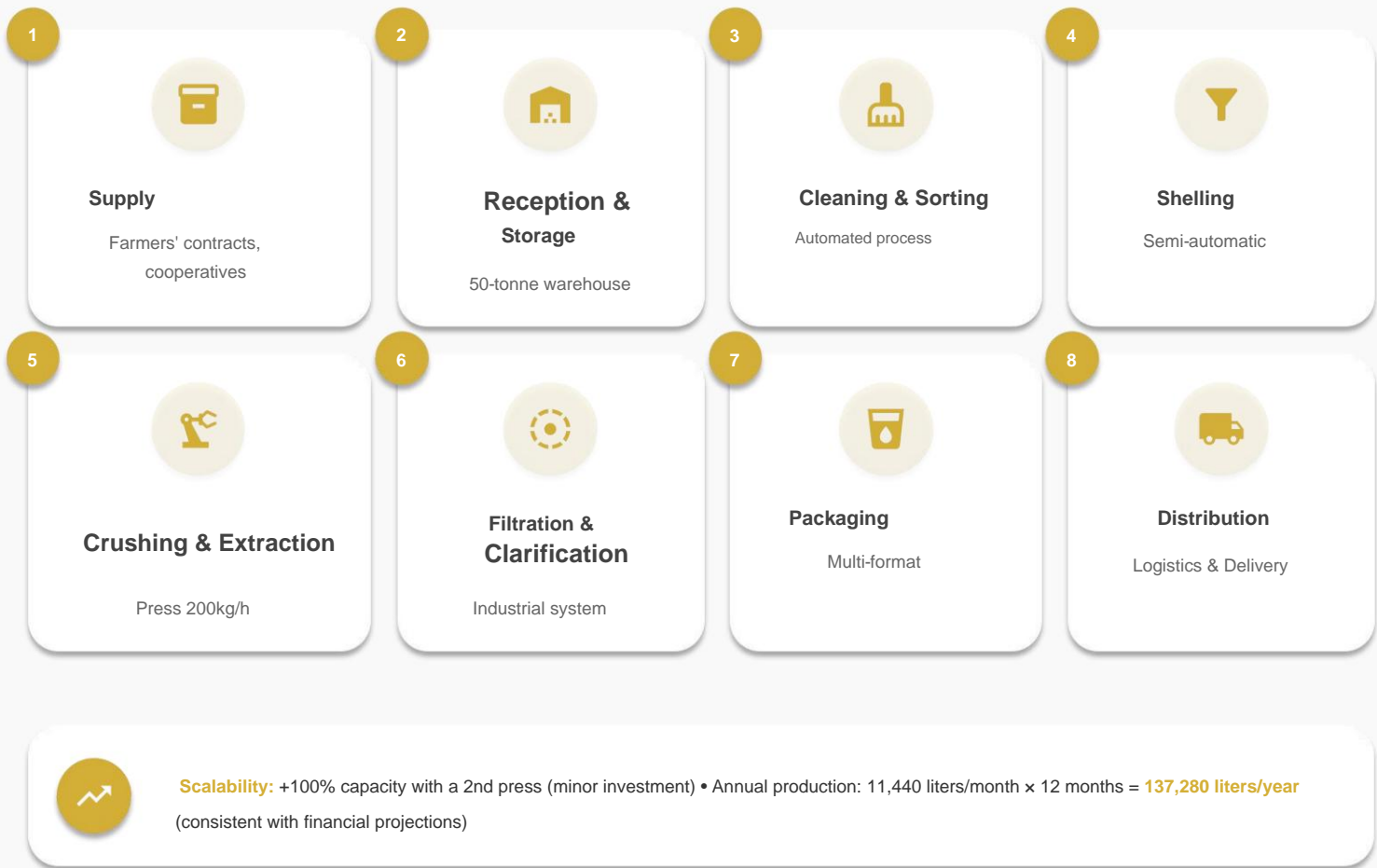
Strong brand identity

"The Pride of African Craftsmanship" : local pride + quality • Distinctive packaging with logo • Stories from partner farmers (emotional connection) • Measurable social impact: each liter = support for 0.5 local farmers

Comparison of Competitive Advantages

Criteria	MAC	Craftsmen	Imports
Quality	✓	–	✓
Price	✓	✓	✗
Regularity	✓	✗	–
Freshness	✓	✓	✗
Local Impact	✓	✓	✗

From Seed to Bottle: A Controlled Chain



A Team Rooted in African Excellence



Elia Baraka

CEO / Founder

Training: Business Management
Experience: **8 years** in the leadership sector

Vision: To build the agro- champion industrialist from Eastern DRC



Elia Mastaki Michael

Production Manager

Education: Agricultural Engineer
eating
Expertise: **extraction processes**, quality standards, maintenance
Experience: 5+ years in food production



Miriam Wakwela Baraka

Sales Manager & Marketing

Experience: FMCG Distribution in DRC

Established network in **retail and** B2B Bukavu/Goma

Specialization: Community marketing and penetration strategies



Ntabalira Mushagalusa Nehemiah

Financial and Accounting
Education: Chartered Accountant and Management Economist
Experience: **Financial management** in the agri-food sector

Skills: Budget planning, reporting, control of management

Advisors / Board Advisors



Agronomist expert
Supply chain improvement

Financial advisor
Investment structuring, fundraising

Entrepreneurial Mentor
African agri-industry experience



Production Worker

Local recruitment preferred
Hygiene standards training



Production Worker

Local recruitment
privileged
Hygiene standards training



Production Worker

Local recruitment
privileged
Training in
hygiene standards

Progress & Momentum Before Investment

🏆 Achievements to date



Business plan finalized

Detailed financial projections • Comprehensive market analysis • Operational strategy



Field market research

100+ interviews (consumers, retailers, restaurants) • **87% purchase interest** in quality local oil •
Acceptable price: \$1.30-1.50/liter



Farmers' Partnerships

Preliminary agreements with 2 cooperatives • Capacity **80 tonnes of peanuts/year** •
Relationships established with 50+ farmers



Equipment sourcing

Quotes confirmed • Budget optimized • Technical specifications validated

Market validation and operational preparation



The project isn't just an idea on paper. We've validated the market, the costs, and the partnerships. Investment triggers execution, not exploration.

📅 Immediate milestones (post-funding)



Preparation

Months 1-3



Securing financing and premises



Equipment ordering and installation



Recruitment of the core team



Finalizing farmers' contracts



Launch

Months 4-6



Production start-up & quality testing



First 20 partner points of sale



Bukavu commercial launch



Target: **5,000 liters sold**



Growth

Months 7-12



Ramp-up: **11,440 liters/month**



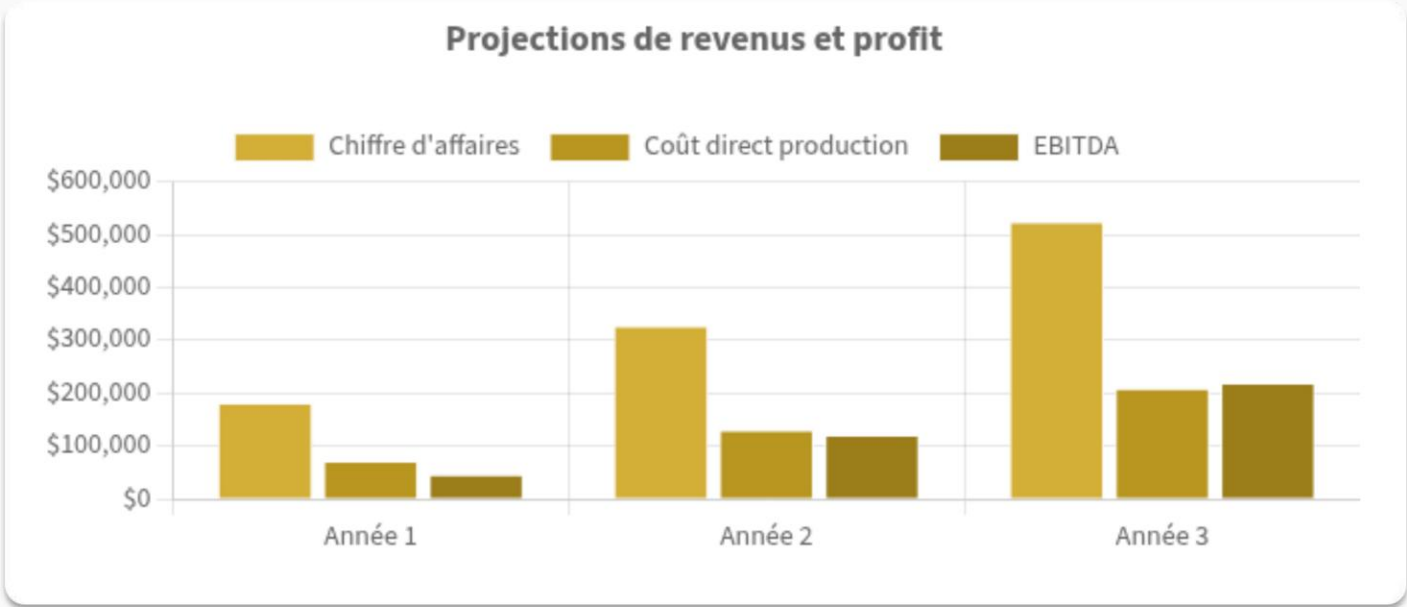
Expansion: 50+ points of sale



Goma prospecting (field reconnaissance)

Profitable and Conservative Growth

Financial Projections (3 years)



ROI Metrics for Investors



Total initial investment

\$125,000



Break-even point

Month 8 (Year 1)



cumulative ROI over 3 years

240%

\$300K cumulative net profit



Projected TRI

78%

over 3 years



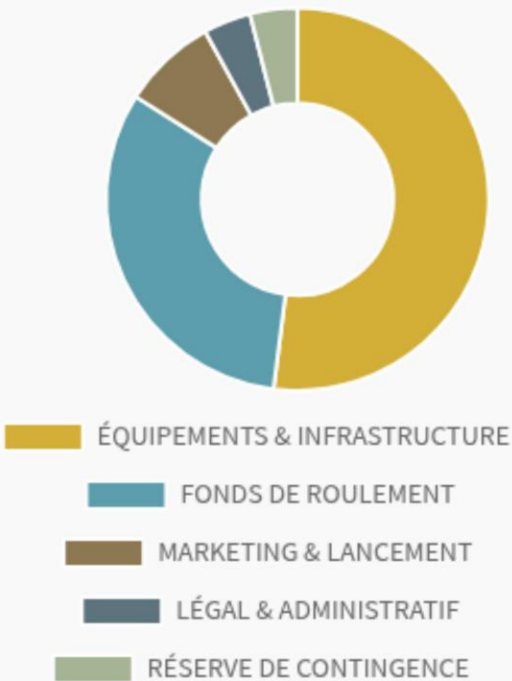
Potential multiple output

4-6x

Future valuation \$750K-1.2M

\$125,000 to Launch & Scale Intelligently

Répartition de l'investissement initial



Total investment: \$125,000



EQUIPMENT & INFRASTRUCTURE 52%

Hydraulic oil press, huller, filtration system, packaging machine, generator, local equipment

\$65,000



WORKING CAPITAL 32%

Raw materials inventory (3 months), initial packaging, pre-revenue salaries (3 months)

\$40,000



MARKETING & LAUNCH 8%

Complete branding & packaging design, launch campaign, promotional materials

\$10,000



LEGAL & ADMINISTRATIVE 4%

Business registration, licenses, health certifications (OCC, CSAN), insurance

\$5,000

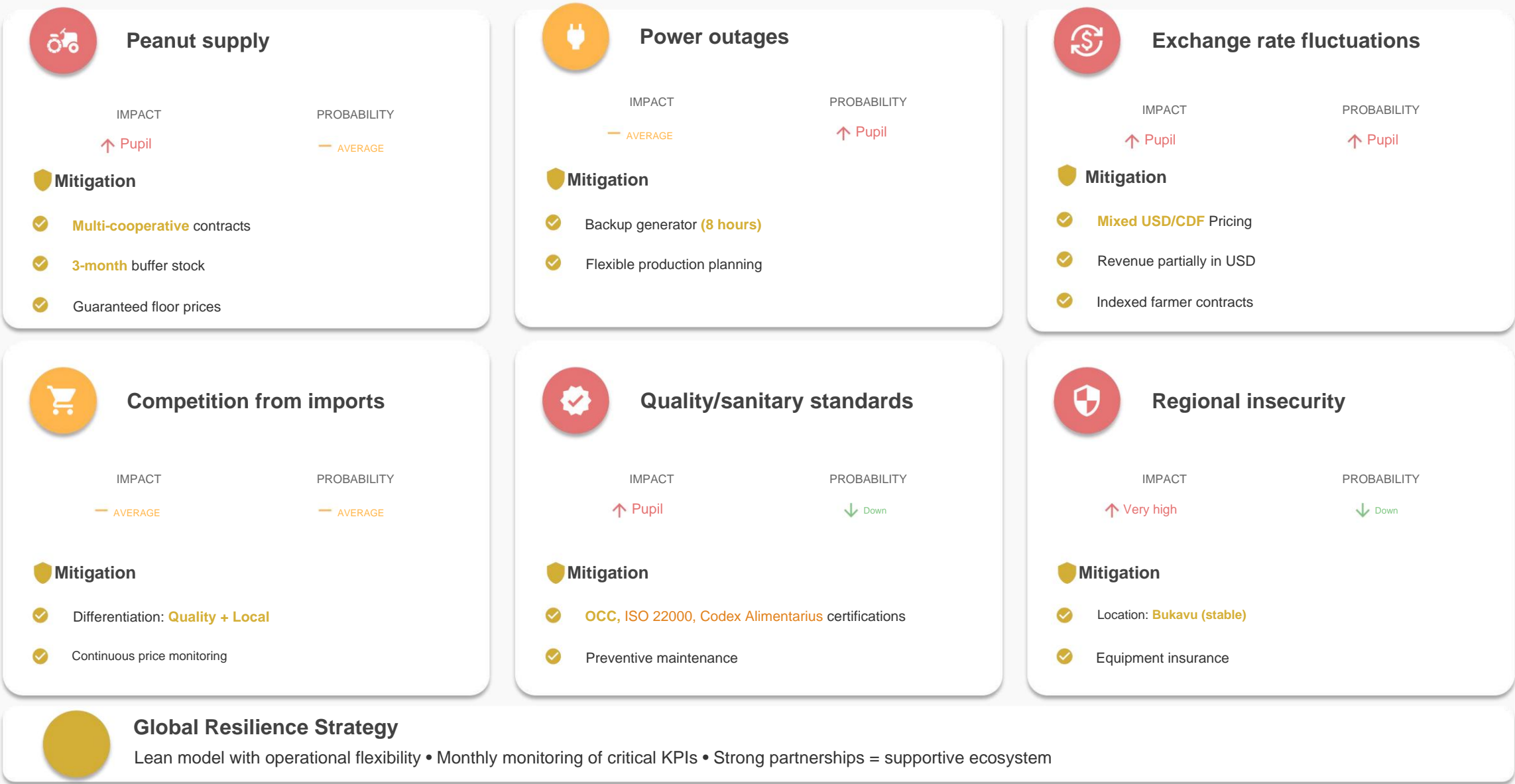


4% CONTINGENCY RESERVE

Unforeseen expenses, initial adjustments

\$5,000

Anticipate Challenges, Secure Success





Invest in the Agro-Industrial Future of the DRC

OFFER

\$125,000

Amount sought

 Equity (shares)

 Participatory loan


Pre-valuation money

\$250,000

Equity offered


33%

EXIT STRATEGIES




Acquisition by an agribusiness group

Acquisition by a regional agri-industrial group (Years 5-7)



Expansion and Lifting Series A


Expansion and Series A funding round (valuation \$3-5M)



Management buyout

Management team buyout

WHAT YOU GET




Attractive ROI

Projected IRR: 78% over 3 years

Output multiple: 4-6x in 5 years


Dividends from Year 2 (30% of profits)



Measurable social impact

200+ farmers supported (Year 1) 12 direct jobs created (Year 3)

Substitution of \$500K imports



Scaling potential

Goma expansion (Year 2): +\$200K turnover

Product diversification: +40% revenue (Year 4)

East-DRC Market = \$35M SAM

Together, let's build food sovereignty for the DRC

Our vision for 2030



Agro-industrial leader in Eastern DRC

5M+ liters/year of multi-oil production • Presence in **10+ cities** • **2,000+ farmers** partners



Agricultural Transformation Platform

Hub for other products (tomato sauce, flours, legumes) • Agricultural training center (yield improvement) • Model replicable in other provinces



National pride & continental impact

"Matunda ya Afrika" brand recognized in the DRC • Export to neighboring countries (Rwanda, Burundi, Uganda) • Ambassador of quality "Made in Congo"

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Africa does not lack resources, it lacks

Visionary transformers. Let us be those transformers.

— Founder, Matunda ya Afrika Company



Join us on this adventure



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THANKS

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