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| **MY BUSINESS PITCH CANVAS** | | **BUSINESS NAME:** SONGAMBELE | | **DATE:** 14/01/2024 | |
| **ONE SENTENCE PITCH:** My name is Joseph Amani Kitsao, a web developer & an Agri-prenuer bridging the gap between tree nursery farmers and potential buyers. | | | | | |
| **PROBLEM**   * Inadequate tree seedlings for planting * High cost of seedlings sourcing from other places * Appropriate tree species planted * deforestation | **SOLUTION**   * Timely planting of seedlings * Reduced cost of acquiring the trees * Increase forest cover in the sub county | **UNIQUE VALUE PROPOSITION**  “Jaza miti, inua jamii” | **UNFAIR ADVANTAGE**   * Trained & experienced staffs * Well-equipped tree nursery | | **CUSTOMER SEGMENT**   * Schools * Government agencies, NGOs and individual farmers * Mining companies |
| **EXISTING ALTERNATIVES**   * Available tree nurseries * Green schools, 4-K clubs and environment departments | **KEY METRICS**   * Customer feedback (testimony) * Increased number of customers * Increased income * Increased forest cover in the sub county. | **HIGH LEVEL CONCEPT**   * Restoration of lost productivity in Ganze | **CHANNELS**   * Establish a well-structured tree nursery at Ganze. * Create a website that will bring the gap between the tree nurseries and the potential buyers * Capacity building on the importance of tree growing. | | **EARLY ADOPTERS**   * Institutions around Ganze and individual customers |
| **COST STRUCTURE**  Shed nets 130,000/=, fencing 85,000/=, water installation - 60,000, water tank 50,000/=, utility utencils – 50,000/= Total = **Ksh 375,000/=** | | | **REVENUE STREAMS**   * Selling of tree seedlings * Give discount on bulk services to help attract more customers * Introduce delivery service at a small fee | | |