

# MAVUNO MARKET



Expanding market horizons



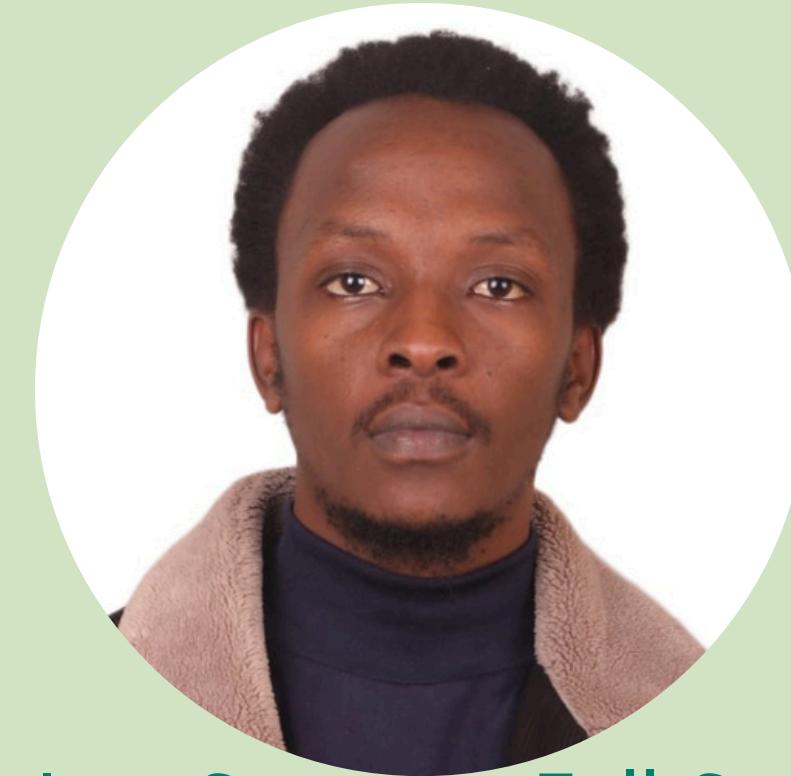
# THE TEAM



**Dr. Lawrence Nderu- Private Investigator**



**Eugene Obunde- Project Lead**



**Issa Saitemu- Full Stack Developer**



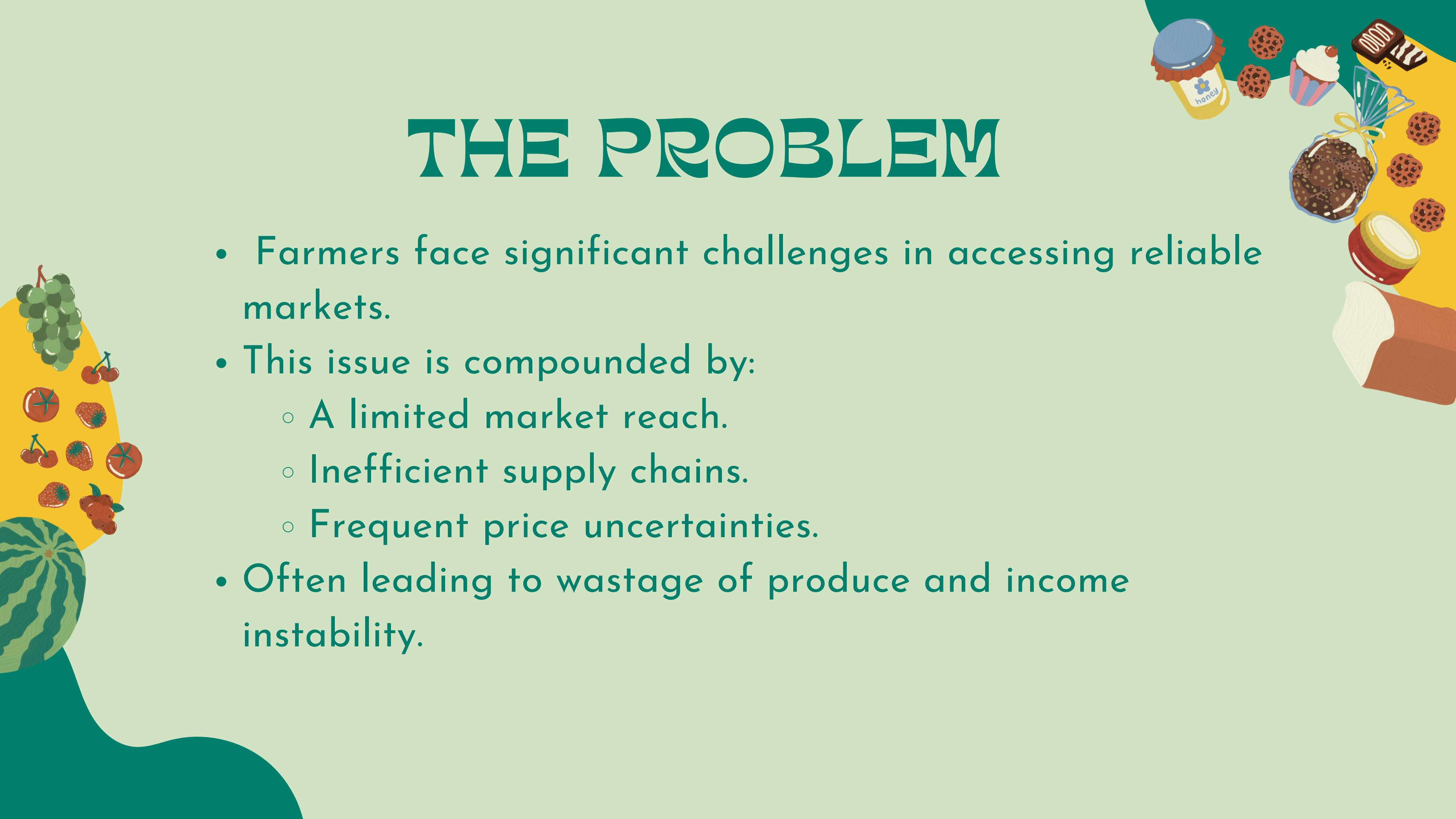
**Kelvin Kyalo- Data Analyst**



**Caroline Thomas- Front end Developer**



**Ruth Gitau- UI/UX Designer**



# THE PROBLEM

- Farmers face significant challenges in accessing reliable markets.
- This issue is compounded by:
  - A limited market reach.
  - Inefficient supply chains.
  - Frequent price uncertainties.
- Often leading to wastage of produce and income instability.

# WHAT IS THE SOLUTION?

## Mavuno Market

- The platform connects farmers with market directly.
  - This reduces supply chain inefficiencies.
  - enables real-time transactions
  - And increases profitability



# DEMO

<https://issasaitemu.pythonanywhere.com/home/>

# ACHIEVEMENTS

1. Acquiring a copyright for the project.
2. Creation of an MVP.

# CHALLENGES

- Farmers without access to smart devices and the internet may be unable to use the system..
- Vendors often face trust issues, particularly with purchasing items online.
- Attracting and encouraging users to adopt the platform.

# FUTURE OUTLOOK

- Enable peer to peer transactions and enhance trust through blockchain technology.
- Partnership with logistic companies to smoothen transportation of produce.
- Mavuno Market going international.

# MAJOR TAKEAWAYS

- Mavuno Market improves access to affordable, organic food.
- Farmers receive fair earnings, motivating increased production.
- Vendors benefit from lower-cost produce, increasing their profits.
- The platform encourages investment in agribusiness.
- This contributes to enhanced food security.



# THANK YOU

THE MAVUNO MARKET TEAM

WEBSITE:

[mavunomarket.jhubafica.com](http://mavunomarket.jhubafica.com)