

Name: UrbanAqua Microfarm (fictional) — Kiambu, Kenya

Location: Semi-rural plot, Kiambu County (15–25 min from Nairobi CBD). Good access to Thika Road and Jomo Kenyatta Intl Airport for any fast logistics.

Problem (1 line): Fresh, affordable tilapia and salad greens are inconsistent in Nairobi markets; restaurants want reliable local supply without long cold chains.

Solution (1 line): Small-scale aquaponics hub producing table-ready tilapia + hydroponic salad packs — same-day harvests, predictable weekly supply to cafés & hotels.

Customers: Local restaurants, hotel kitchens in Westlands & CBD, specialty grocers, and subscription consumers in Kiambu/Nairobi suburbs.

Revenue model: B2B weekly contract supply (primary); direct-consumer subscriptions & weekend farmer-market sales (secondary). Price per kg + premium for cleaned/filleted fish and salad packs.

Operations (super short): 2 greenhouse aquaponic beds, generator + battery backup, borehole or harvested rainwater, 3 staff (operator, packer, delivery/driver). Payments via M-Pesa; invoices to KRA/PIN registered business.

Key partners: Local feed supplier (Thika/Industrial suppliers), M-Pesa/payments (Safaricom), county agriculture extension for permits, small cold-storage partner in Nairobi for emergency orders.

Moat: Hyperlocal freshness (same-day), predictable weekly contracts, low transport & waste via integrated system — hard for distant suppliers to match lead times.

1st 12-month milestones:

0–3 mo: Build pilot greenhouse, secure 3 pilot restaurant contracts.

4–6 mo: Reach breakeven on operating costs.

7–12 mo: Scale to 2x beds, 15 weekly B2B customers, launch 50-subscription consumer base.

Funding ask (example): KES 1.5–2M seed (setup + 6 months ops) — or start lean with owner-built system + one bed and KES 300–500k.

Exit / Next step: License produce brand to other Kiambu microfarms or franchise weekly supply model to bordering counties.