



# Ethiopian Minerals

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Unique story behind stones

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# Mineral Market

- The sector directly have more than **1.2 million people.**
- **7 Million** Indirectly benefit in means of hotel and transport.
- **120,000 up to 150,000** jobs per year create.
- More than **1%** of the GDP.
- **15 %** of the export item.

207 mil ↑ **681 mil**



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# Market trend Currently



Small scale miner ➔ Supplier ➔ Commercial Bank ➔ National bank ➔ Int'l market



Small scale miner ➔ Supplier(1) ➔ Supplier(2)..up to sup(10) ➔ Exporter ➔ Int'l market



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# Problems in the market

## ✓ Pre market

Small production

Lack of sufficient technology (Old tools)

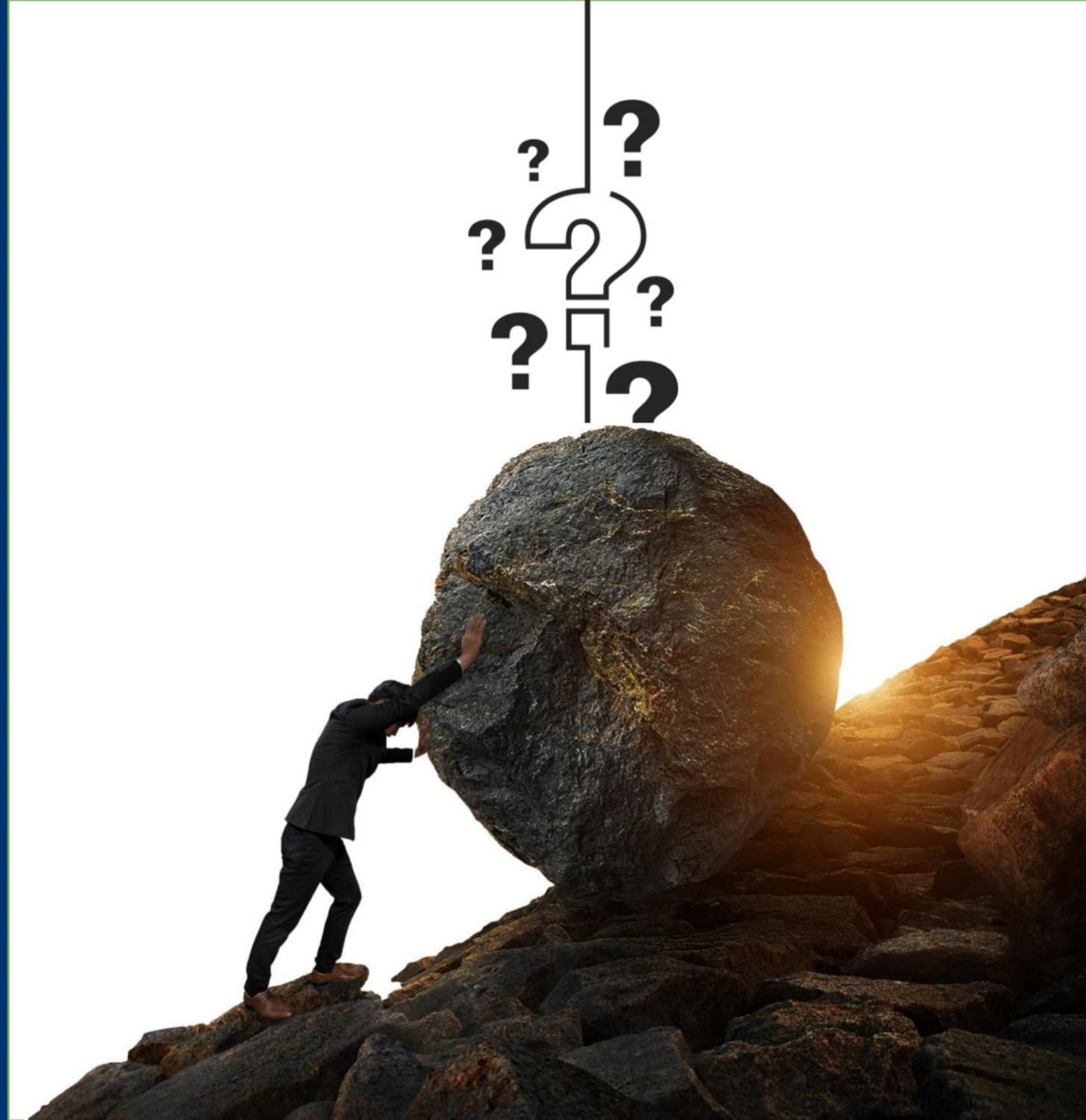
## ✓ Supply chain

Long up to 10 unwanted supplier

Corrupt and untrusted



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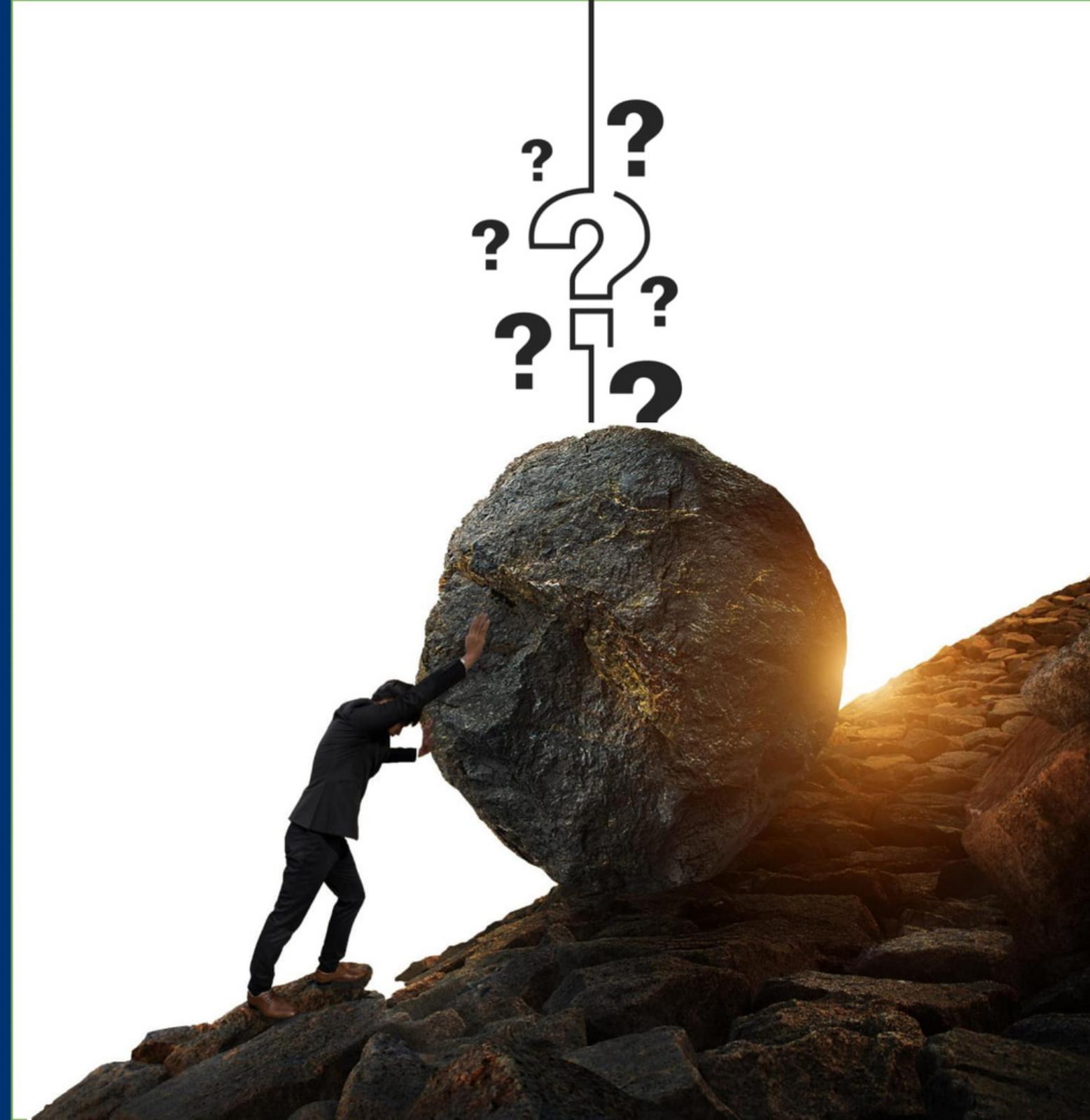
# Problems in the market

## ✓ Market

- Decentralized.
- Small market exposure.
- Small value proposition.
- Payment related problem.
- Many cash transaction.
- No Grading and standard.
- Contraband trade.
- Poor government regulation



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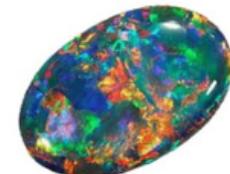
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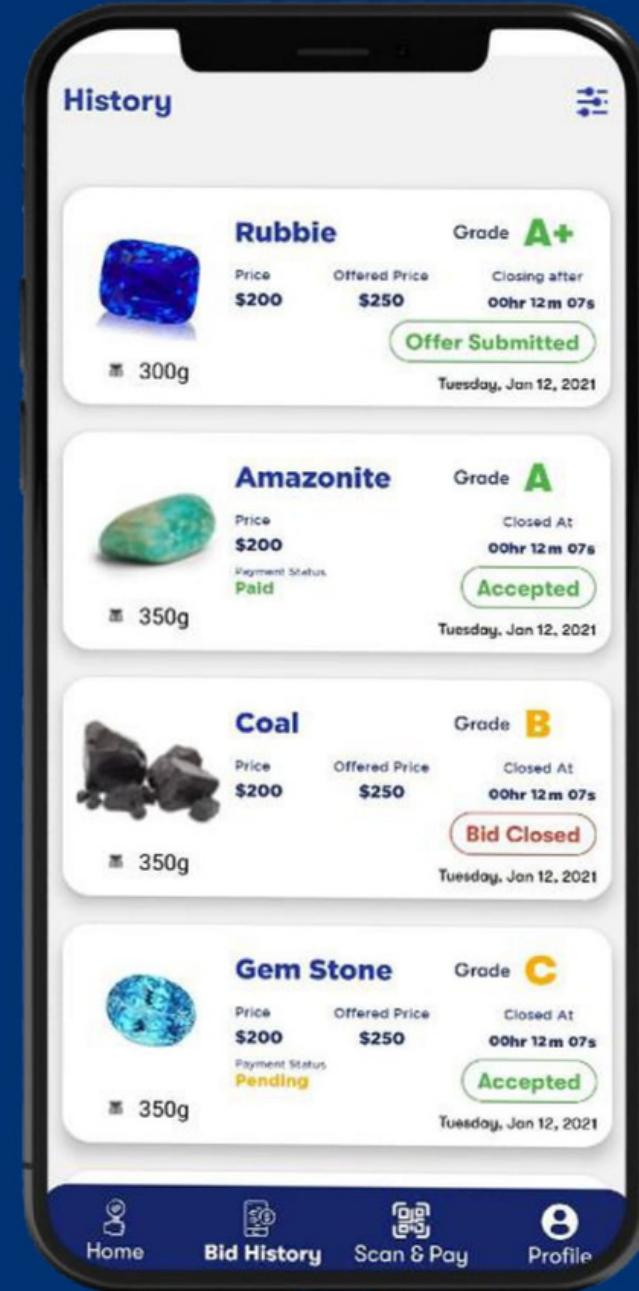


# Our Solution

Digital and centralized tech-oriented market wing which enable to transform the Ethiopian mineral sector.



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GetRooms is available on  
App Store



GetRooms is available on  
Google Play

# Branding the Ethiopian Minerals

- Niche market
- Birthstone | Energy stones
- Singly channeled market
- Well promoted
- Trusted and easy



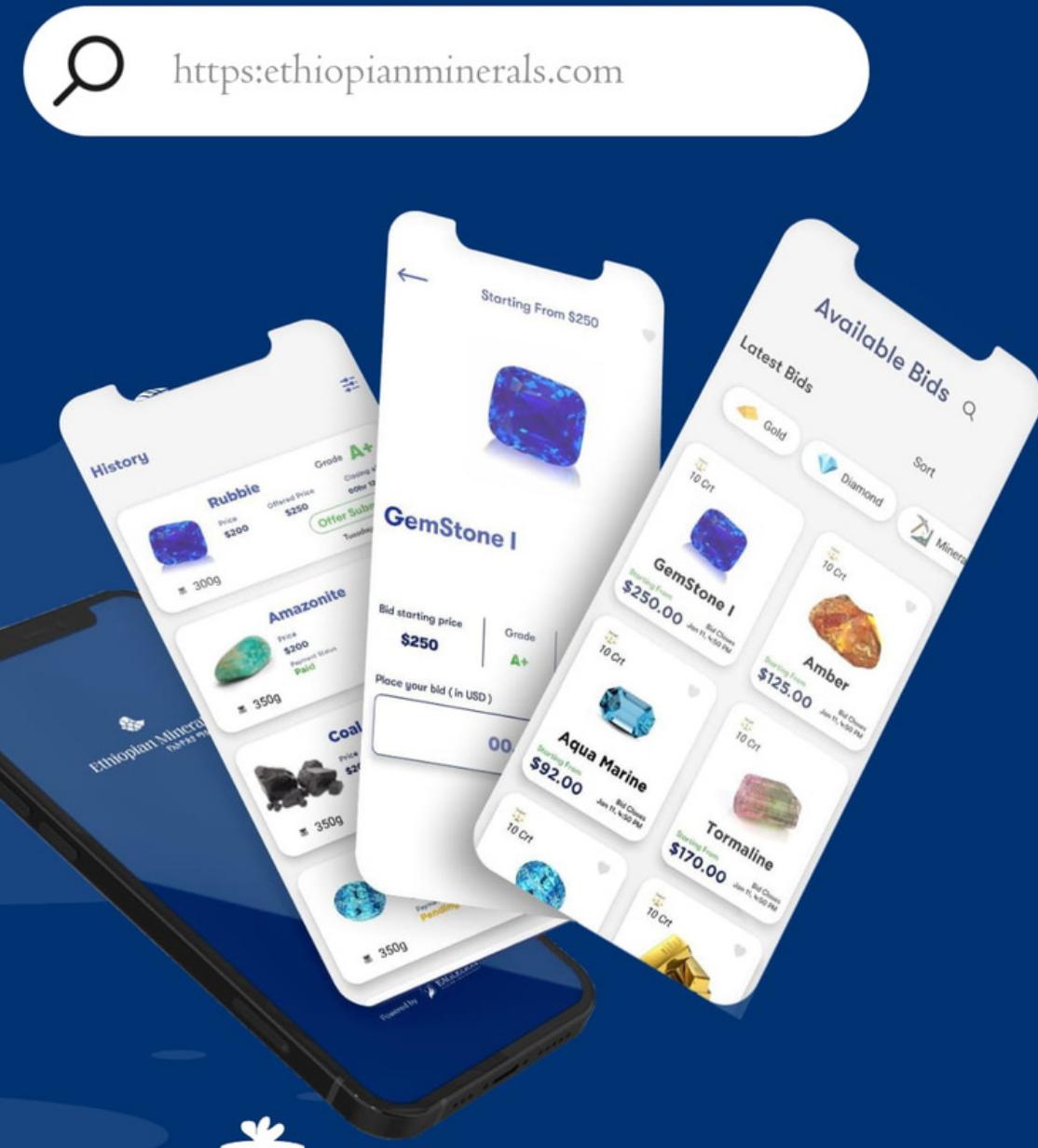
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Ethiopian  
Sapphire

# Digitizing the Mineral Sales

Ethiopian mineralas uses digital means of sells to increase the income in a more trasparent and efficient way  
Internationally standared auction and bidding system like the modality in tanzania .



# Sales Process

Ethiopian minerals will deliver an end-to-end fully automated and secured bidding without the intervention of humans.

The mineral buyers from all over the world can participate using Ethiopian minerals web application and mobile app.



## Bidng & Invoice





Ttireh Gireh Bila  
Ethiopia  
P. O. Box 9302  
[www.thishotelbila.com](http://www.thishotelbila.com)

Invoice no 796378  
Issued : Jul 12, 2021  
Due : Jul 06, 2021  
Transaction Ref : GF567896

\$4321  
PAID

[this@hotel.com](mailto:this@hotel.com)

Bill to  
**Samuel Lisano Borcho**  
123424112224  
[samuel.lisano@mail.com](mailto:samuel.lisano@mail.com)



## Wollo Opal

Grade: AAA  
Carat: 5 cts  
Initial bid: 3000 USD  
ID: WO33-529

Sub total	\$4321
TAX	(Inclusive)
Total	\$4321

Note to customer  
Addis Techale,

Here's the invoice for your reserved made to Sheraton Addis Hotel ( Deluxe Room )  
from Jul 7 , 2021 - Jul 14 , 2021. Please don't forget to bring your ID / Passport

Thank you



**SECURE PAYMENT**

**GetFee®**

**VISA**

**mastercard.**

**AMERICAN EXPRESS**

**MISCELLANEOUS**

# Payment Solution

- **Easy Invoicing**

Every inch of the system is operated virtually which makes the mineral market effective in controlling and organization of reports for strategic expansion and market analysis.

- **Secure Payment & Instant Settlement**

The whole process of payment will be processed by international and local financial organization in an end-to-end highly secured manner direct to the account of the beneficiary which will eliminate trust issue in terms of payment.



# Sales plan

## Current market

Percentage of the market	Total sales in dollar	Revenue (5%) Service in birr
100%	85,000,000 million dollars	191,250,000 Birr
50%	42,500,000	95,625,000
25%	21,250,000	47,812,500
10%	8,500,000	19,125,000
5%	4,250,000	9,562,500

## After 4 years

Percentage of the market	Total sales in dollar	Revenue (5%) Service in birr(with current forex rate)
100%	1,000,000,000 dollars	2,250,000,000
50%	500,000,000	1,125,000,000
25%	250,000,000	562,500,000
10%	100,000,000	225,000,000
5%	50,000,000	112,500,000



## Digital Marketing Strategy

- Search Engine Optimization & Search Engine Marketing
- Content Marketing
- Social Media Marketing
- Email Marketing

## Mainstream Marketing Strategy

- Cable TV
- Print media (Selamta, Ethiopian Holidays)

## B2B Marketing

- Agent based.
- Expos and exhibition.

# Scaling up Strategy



- Value addition & Refining export items
- Rebranding international items (Luxurious products)



Gemstone



Industrial



Metallic



Presented by \_\_\_\_\_

# Walwa Alemayehu

CEO – Ethiopian Mineral

+251-979-174504 Contact: [walwaalemayehu@gmail.com](mailto:walwaalemayehu@gmail.com)

[www.ethiopianmineral.com](http://www.ethiopianmineral.com)