



PHEMA AGRI

BUSINESS PROFILE

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PROPOSAL SUMMARY

Phema Agri is a "short- term" livestock funding platform that aims at providing running finances to livestock farmers through affordable collective funding from investors looking to make a Return on investment (ROI). In return, farmers share the profits from the sales with the investors.

BUSINESS DESCRIPTION

Phema Agri offers a win-win situation for farmers and investors. Using our online platform, investors will be able to finance a livestock farm and receive, in return, a part of the profit after sale (together with their initial investment).

Phema Agri is only focused on Livestock rearing mainly poultry and pig rearing. Once a farm is fully invested in, the farm will start operations. Upon completion of the set contract duration, the reared livestock are sold for the highest market price available and the profits are distributed between the farmer, the investors and the platform at a (40-40-20) profit ratio. The profits obtained from the investment are our primary source of revenue. Support services such as insurance and training are incorporated to ensure that the farms gives the highest output at the lowest risk possible.

VISION

To connect farmers with affordable running capital.

TARGET AUDIENCE

Customers of this service will be mostly urban workers looking for an extra income and with limited time for farming. These days, more people are getting comfortable with online systems, we will have no problem ensuring their investments are implemented online.

GOAL

Simplifying the access to funds for farmers by implementing a win-win approach between farmers and investors. Using an online platform, investments can be done anywhere around the world.

Initial Costs in 1st Year

Infrastructure	\$2,000
Tech Staff	\$5,000
Online platform	\$6,000
Marketing	\$1,000

REVENUE MODEL

Source of revenue will be from the profits obtained upon completion of a project. Using a “40-40-20” ratio approach, we will receive 20% of the profit as revenue, while the farmer and the investor will receive 40% each. To prove our commitment to investors, we have decided to make revenue after success of the invested project

ESTIMATED GROWTH FIRST YEAR

- ✓ 100 investors
- ✓ Over 40 farms introduced in the platform
- ✓ The average transaction per investor is TZS 150,000/=.

FUTURE DEVELOPMENT/PLAN

To incorporate a mobile app.

Partnership with 5 large organizations.

Initiate Trainings to livestock farmers.

For further details and partnership information, please contact:

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