



**IMARA  
TECH**

Manufacturing for the Modern Smallholder



## **Vision**

To bring prosperity, resilience, and sustainability to every farm in Africa.

## **Mission**

To enrich the lives of smallholder farmers by empowering communities with locally made, productive-use technologies.





## Problem

**26 million people** live on smallholder farms in Tanzania<sup>1</sup>, and **10 million** live below the poverty line<sup>2</sup>.

Threshing (separation of grain from plants) is **laborious and time-consuming**.

A single sack of grain can take up to **3 hours** to thresh by hand.

1: FAO Small Farmer Data Portrait

2: World Bank Tanzania Mainland Poverty Assessment

## **Solution**

Imara Tech's **Multi-Crop Thresher (MCT)** threshes staple crops **90 times faster** than traditional methods.

It works for maize, beans, sorghum, millet, sunflower, cowpeas, pigeon peas, and more.





## How It Works

**Simple:** Pour crops in, collect clean crops at bottom.

**Powerful:** Thresh grains up to 90 times faster.

**Modular:** Swap one piece to switch between crops like maize, rice, and beans.

**Portable:** 80kg. Fits on a motorcycle.



## Our Customers

Our customers are **rural entrepreneurs**: male, rural, owns a motorcycle, wants a new business.

Customers earn **~\$10 USD per hour** in income operating MCT as service business for smallholders.

Payback is **70 hours**: within one harvest season.

**Imara Tech**  
Manufacturer



**B2C**

**Entrepreneur**  
Customer & Operator



**Service**

**Farmers**  
End User



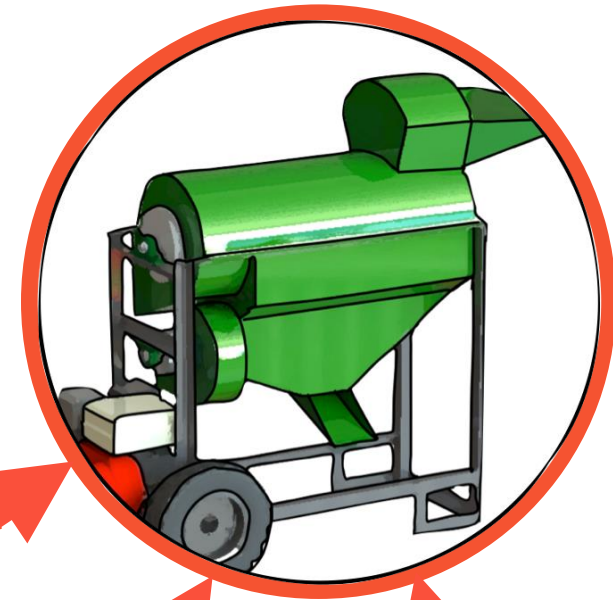
## **Sales Model**

Imara Tech recruits rural agro-vet shop owners as agents. Agents market products, collect leads, and sell on commission.

## Lean Manufacturing

Imara Tech contracts parts to small-scale workshops, and then assembles and finishes them for distribution.

Lean manufacturing is **efficient**, minimizing inventory, CAPEX, and overhead costs.





## Product Roadmap: 2020-2021

2020



**Chaff Cutters**



**Oil Presses**



**Planters**

2021



**Mills**



**Peanut Shellers**



**Cashew Shellers**

We are working with partners to expand our product portfolio to include products such as chaff cutters, solar-powered mills, and cashew shellers.

Customers that earn money from one product can become repeat buyers.



## Market Opportunity

$$\begin{array}{l} \text{1 customer} \\ \text{50 farms} \end{array} \times \begin{array}{l} \text{\$2700 revenue} \\ \text{1 customer} \end{array} \times 12.2\text{M farms} = \text{\$660M market}$$

Based on assumption that we can upsell \$2000 in additional products to customers, e.g. walking tractor and sheller



## 2019 Traction

- Grew team to 10 people
- Opened first workshop and built production network
- \$18,000 in revenue from sales since August
- Entered due diligence/contracting for \$400k grant project to develop solar-powered products for portfolio
- Reached 1050 new farms (2750 to date)

## 2020 Targets

- Expand to Southern TZ
- Add new products to portfolio
- Add 55 agents, sell 280 MCTs, and earn \$200k in non-grant revenue
- Impact 14000 new farms with access to labor saving products

# Financial Projections and Fundraise

Seeking \$50k for growth over 2020-2021

	2019	Conservative Growth Scenario		Stretch Growth Scenario	
		2020	2021	2020	2021
Revenue from Product Sales	\$17,965	\$100,497	\$200,577	\$194,843	\$420,023
Revenue from Grants	\$40,432	\$235,654	\$165,423	\$235,654	\$165,423
<b>Total Revenue</b>	\$58,397	\$336,151	\$366,000	\$430,498	\$585,446
COGS	\$12,877	\$82,959	\$135,429	\$120,290	\$222,260
<b>Gross Profit</b>	<b>\$45,520</b>	<b>\$253,192</b>	<b>\$230,571</b>	<b>\$310,207</b>	<b>\$363,186</b>
SG&A	\$68,708	\$173,630	\$155,851	\$174,661	\$158,533
R&D	\$1,873	\$51,480	\$22,275	\$51,480	\$22,275
<b>Total Operating Expenses</b>	<b>\$70,581</b>	<b>\$225,110</b>	<b>\$178,126</b>	<b>\$226,141</b>	<b>\$180,808</b>
<b>Operating Income</b>	<b>(\$25,061)</b>	<b>\$28,082</b>	<b>\$52,445</b>	<b>\$84,066</b>	<b>\$182,378</b>
Other Expenses	\$2,250	\$8,350	\$8,350	\$8,350	\$8,350
Tax	\$0	\$5,920	\$13,228	\$22,715	\$52,209
<b>Net Income</b>	<b>(\$27,311)</b>	<b>\$13,813</b>	<b>\$30,866</b>	<b>\$53,001</b>	<b>\$121,820</b>

Conservative projections based on recruitment of 3 agents per month who sell 4 machines per year each. Stretch projection is based on an average recruitment of 4.5 agents per month who sell 6 machines per year each.

# Founding Team



## Elliot Avila CEO

B. S. From MIT in Mechanical Engineering  
Lab Director at A2EI  
Former Head of Product & Customer  
Research at Mobisol Tanzania



## Alfred Chengula COO

B. A. from Ardhi University in  
Community Development  
2018 YALI East Africa Fellow  
Former Sales Team Leader at Off-  
Grid Electric



## Adriana Garties CTO

B. S. From Olin College in Mech. Eng.  
Former Prod. Dev. at Power Corner  
Former Agricultural Prod. Dev. at  
Twende Social Innovation Center

**A2EI**

Segal Family Foundation



**Vista Ventures**  
Social Impact Fund

**SIEMENS** | Stiftung

**MITD-Lab**