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\(^1\), and 10 million live below the poverty line\(^2\).

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.

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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.
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.
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

\[
\frac{1 \text{ customer}}{50 \text{ farms}} \times \frac{$2700 \text{ revenue}}{1 \text{ customer}} \times 12.2M \text{ farms} = $660M \text{ market}
\]

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

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