Investor Frequently Asked Question

Market & sales

1. What is the current market size? How much does your company currently possess? How does your company see this growing over time?
2. What is your company’s competitive advantage? How do they plan to compete with the larger, more established players?

Business model

3. Does your company have experience managing outgrower schemes? What processes does your company have in place to manage farmer yields/outgrower scheme? What measures does your company have in place to manage side selling?
4. How many farmers does your company currently work with and how does it see this number changing in the next five years?
5. How does your company plan to maintain client base and remain sustainable?

Growth plans

6. How does your company plan on reducing dependence on government sales? How does the business plan on managing its cash flow considering the relatively high receivables days?
7. What key partnerships does your company have in place?
8. How does the business plan to manage staffing, technology, and financial management and reporting? What systems will be in place to ensure efficient communication between the staff and the head office?
9. What is the hub rollout schedule based on? Will your company be able to manage the opening of three high-volume hubs in the first year?

Financing

10. Does the business have alternative sources of financing if it is unable to raise capital in this round? How would progress be affected if hubs were developed on firm revenues?
11. What is driving large revenue increase between year 1 and year 2?
12. Why do profitability margins remain fairly constant over the next 5 years?