INGABEYACU Company
WHERE GROWERS ARE CONSIDERED AS CLIMATE and HEALTH “HEROES”.
INGABEYACU is a youth led social enterprise that aims at reducing Postharvest losses and malnutrition problem using local resources. Our approaches are Community café and Complementary porridge flour.

we are looking for $19,613 US-Dollar to buy the standardized machines, expand marketing and production capacity and expansion of the community café centers.

The Uses activities Vs the % cost

- Activity/Milestone 1: Ordering and Importing machines
- Activity/Milestone 2: Recruiting the employees and fixing the production rate
- Activity/Milestone 3: products design and Supplying
- Activity/Milestone 4: Enhancing the marketing strategies
- Activity/Milestone 5: Distribution of the products
Mr. NKINDI Patrick, sales & marketing manager.
10 years in Technology and Business coaching. He is instrumental in achieving record annual growth, Digital Ambassador at Mozilla foundation, MiTec and DOT

Ms AMIZERO IGIHOZO lise Janviere,
Production and quality control Manager
Food scientist and Nutritionist. Worked at SOSOMA industries for her own commitment out of school.

Mr. BYIRINGIRO Samuel
Research and product development officer
Graduate from the UR-CHMS in the Nutrition and dietetics, he is so passionate about Research in Health for children and other vulnerable people.

Mr. HABUMUKIZA Elyse-CEO
6 years in the business focusing at Financial, Agribusiness ad Markets & Marketing. He is a decisive decision maker, resourceful and passionate to the success of the business

Ms BUSHAYIJA Esther.
Finance Officer
4 years working in Management, Administration, Corporate Finance, Bookkeeping and Auditing. She has experience in Accountancy, Tax Planning Business Management, and auditing

Mr. NKUNDABAGENZI François-HR
4 years in Human resources, Management at AIESEC Rwanda. Former Ministry of disabilities at UR-CAVM. He has held various executive positions in sales
“Creation of employment through conservation and transformation of highly perishable commodity, into food products of essential nutrients that boost for human healthy body, with Neat services; punctuality; and on the affordable price”.

The 17 SDGs
Carrot production in western province (Nyabihu and Rubavu) is 10821t and 3979t respectively. The rest of the districts produce less than 2000t as shown in figure below,

Through **community café**, we have been able to address the real problem and root-cause from the community discussions.

By direct connecting the beneficiaries from the community and different practitioners, we’ve been able to impacts more than 270 participants through the program as well as the 128 farmers in cooperatives have been gotten the markets and capacity building.

With the 5-ingredients: Well mixture of carrots, beetroots, soybean, sorghum and maize flours
Name of Business: INGABEYACU Ltd
Name of legal representative: Eng.-Elyse Habumukiza

KEY ACTIVITIES
- Acquiring Raw materials
- Cleaning & peeling
- Grinding
- Drying
- Mixture at the appropriate ratio.
- Labelling and Packing
- Distributing

VALUE PROPOSITION
- Constructive, energetic and body protective flour
- Finest Flour
- Instant porridge flour
- Vegetable flours for conservation
- Porridge flour with body protective flours
- Less or never use sugar for the porridge have its own and natural sugar.
- Kero porridge flour which comprised of 5 different nutritive flours.
- Igikoma gikutuka cyane (swollen flour _1kg for 24 cups)

CUSTOMER RELATIONSHIPS
- Community services-UMUGANDA
- Social media including company website
- National and international expositions
- F2F approaches

CUSTOMER SEGMENTS
- Retailers
- Health centers
- Early child development Centers (ECDC)
- High schools (especially Boarding schools)
- NGOs: _Compassion international Northern province Projects (CDSP)

KEY RESOURCES
- Oven
- Drying plates
- 2 Small Balances
- 3 hectares of arable land
- Nutritionist, food scientist, Crop producer & Horticulturist, Market and Partnerships, Financial & management team members in the industry
- MoU and developed Curriculum for the farmers

channels
- Door to door distributions
- Brokers
- Renting Distribution Van

REVENUE STREAMS: selling porridge flour, vegetables flour for soups (potage) and for food spices,
In Total: 1000Rwf with 30% of profits

COST STRUCTURE: buying raw materials, rent the working spaces, Gaz refilling, communications, wokers’s wages, electricity and woterslabelling and packaging, distribution
- In total 1kg is 781Rws
# Offer and its Competitive Analysis

## Nutritive values/category of ingredients/features

<table>
<thead>
<tr>
<th>Feature</th>
<th>INGABEYACU Porridge flour (Kero Porridge Flour)</th>
<th>AIF-Nootri- Mama, Toto, Family and Shisha Kibondo</th>
<th>Sosoma industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic products</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Complete and well balanced porridge flour</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Mixture of Vegetables</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Instant porridge flour</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>No additives or fortifications</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Affordability (Price per kg)</td>
<td>1000Rwf/kg</td>
<td>1500Rwf/ half kg</td>
<td>2000Rwf/half kg</td>
</tr>
<tr>
<td>Igikoma gitubuka cyane (swollen)</td>
<td>Kero porridge flour_1kg for 24 cups</td>
<td>Not effective</td>
<td>Slightly</td>
</tr>
</tbody>
</table>
By working with cooperatives, the farmers are getting the markets and assigned opportunities for their produces and they are learning about how to make organic compost which goes to modern agriculture system.

For the processing part of the business, we are making a porridge flour which is full of organic and nutrition for children and pregnant women.

The result is that for the severe child and or pregnant mother get well just after three months of regular consumptions.
Traction, Markets Demands, supply and quantity

My customers learn about business

- The adequate approach to fight hidden Hunger problem
- Human centered approach to tackle on SDGs
The graphs:
Demonstrate how the re-investment machines, marketing and production capacity will accelerate the business success.

From the first 5 months, we will shift from -25% to 10%. And during the three year of working the rate of margin will be 42%.

This means from 77,765 Rwf to 9,841,286 Million of Rwandan franc of Net profits
Dr Solange UWITUZE
Deputy Director General for Animal Research & Tech Transfer @ Rwanda AgriBoard | Founding Fellow of the Rwanda Academy of Science | Evangelist | Motivational Speaker

Empowerment and Employment Program Manager at DOTRwanda
Jean Claude holds diploma in Market Oriented Small Business Development Services from the International Training Centre of ILO (Turin/Italy); and a certified Rural consultant by Rwanda Institute of Administration and Management (RIAM).

Prof. RUKAZAMBUGA NTIRUSHWA
Daniel Thomas
(PhD.)
University of Rwanda, with expertise in Agricultural Plant
INGABEYACU is a youth-led social enterprise that aims at reducing the malnutrition rates and malnutrition problems in the community using the local resources.

Our technical approach are:

Community cafe serves at teaching our beneficiaries how to do it by themselves by connecting her with different producers where we disseminate the demonstrations.

Impact: 120 beneficiaries have gained the benefits and 128 farmers have increased the output farming techniques through the participation. Visiting: 2753, and other more.

Processing unit is for the preparation of complementary products for nutrition based on community needs. We have designed the INGABEYACU porridge flour named as GORO which is a mixture of cornmeal and vegetable added to form a supplementary, energetic and healthy nutritious product based on local conditions.

Impact: 2.9 tons of flour have been prepared and served to the community.

DRIVERS AND ENABLING CONDITIONS:

According to UNICEF, world widely Malnutrition rate remain alarming. Nearly half of all deaths in children under 5 are attributable to under nutrition, translating into the loss of about 3.1 trillion young years (https://data.un.org/). Malnutrition in children also is one of the leading causes of child mortality (https://data.un.org/).

Revenue generation and sustainability:

Selling Kern porridge flour and complementary products.

Elyse Habumukiza - Founder of INGABEYACU
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Tell me something, I will forget it
Let me write it down, I might remember
Let me do it. And it will become a part of me and I of it,
Benjamin Franklin
So why all of you become part of us?
Let’s bring the farmers and people into lives by preserving what we have.

Rwanda Youth In Agribusiness Forum (RYAF)
Youth as Agents of Change in Agribusiness

FEED THE FUTURE
The U.S. Government’s Global Hunger & Food Security Initiative
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