



Noble Gold- Pitch deck

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Company overview

- **Noble Gold** is a company with a vision of an Agro-farming and processing business. The company provides agricultural inputs to rural small scale farmers who then after harvest, sale their produce to **Noble Gold** factory as raw material inputs
- Our factory innovative products are banana flour, banana concentrate powder, bio-liquid fertiliser and sanitary pads made from the banana stem fibre. Banana flour is blended with other small grain crops to produce various cereal porridges
- Sanitary pads- a by-product produced from extracted banana stem fibre.
- The company champions the idea of green rural industrialisation hence strongly advocates for rural businesses to engage in green innovative value addition, and not just concentrate on selling unprocessed raw products.
- The company is founder-managed. Mr K Mawere is the Executive director responsible for the overall Finance, Administration and Business development and Strategic planning. He is a qualified accountant. Miss N Musingwini is a qualified Dietician. She is the Production executive responsible for production product development. The whole management team is results oriented.

Business value proposition

- The innovation aims at transforming rural farming through development of a farmer out grower supply value chain model that establishes a positive effect on improving the livelihood of the rural farming communities for self-reliance and sustainability. The company aims at introducing an innovative total farmer eco- inclusive partnership model that breaks the cycle of intergenerational hunger and poverty among smallholder farmers who have remained poor despite being in farming for decades.
- The primary impact of the business model is to fully support the local farmers by capacitating the drive to expand their farming operations as they become main suppliers in the supply chain for the required manufacturing raw materials for the factory under contract farming. This would be an essential broader-based framework towards poverty-



reduction strategy through employment creation and provide consumers with affordable nutritious food so as to improve lives and livelihoods in the communal communities.

Business idea innovation

- As **Noble Gold** after realising how difficult it is for the rural communal farmers to access funding opportunities and green entrepreneurial skills, the company noticed a need to support these farmers in adopting sustainable green agricultural practices that can enable them to realize their full potential and grow their green farming businesses and integrate them into the mainstream economy. This business model, seeks to solve interconnected developmental problems like damage to the environment, high levels of youth unemployment, low formal growth entrepreneurship and unsustainable SMEs growth in Zimbabwe.
- The project innovation helps to eliminate post-harvest losses as the factory provides a ready direct market for the produce. It is against this back drop that the business innovation model provides a factory that manufactures value added products.

Addressable market

- As **Noble Gold**, we understand the significance of scalability, identifying and satisfying a need as the corner stone for the success of every business model. Through a wide agribusiness experience that we gained through the walk in the journey, we realised that our banana flour and its blended value added cereal porridge products are highly demanded in **supermarkets, hotels, hospitals, food processors, restaurants, boarding schools and tertiary institutions**. Organic products are in demand because of the perceived health benefits for the clients as food free from synthetic additives are safer and healthier option.
- On the sanitary pads, our main focus are boarding schools and tertiary institutions. There are 103 boarding schools in Zimbabwe [Total Addressable Market (TAM)]. 23 are in Masvingo province [Served Available Market (SAM)]. As a Target Market (TM), we serve 10 boarding schools within the 100km radius from the factory. On boarding schools, the Head girls are the ambassadors of this product. This helps to create a bond with products straight from schools to tertiary level and that bond remains alive even when these students grow to parenthood.

Job creation potential

- The scheme covers every spectrum of the company's main raw materials which includes banana, papaya, coffee, maize, millet, sorghum, wheat, groundnuts, soya beans and sugar beans. The project innovation collectively supports 65 rural small scale farmer households and currently employs 5 employees. When the project becomes fully operational, over 200 rural farmer households will benefit from the project.



- The factory production facility largely employs local female workforce. The manufacturing of sanitary pads made from fibre extracted from banana stem, makes them available and affordable to women as well as creating decent jobs for them in the process. As the factory production increases, staff turnover is expected to significantly rise.

Business growth

- The long term goal of this business model is to develop the business to a level of becoming a fully-fledged and stand-alone business unit in its own right.
- The company would need to acquire a more efficient grinding mill for the factory as well as expanding the Charcoal briquettes facility so that the facility can supply all the heating energy requirements for the factory.
- The company will run a small dairy project so that all the production milk required by the factory can be internally sourced. The stock feed will be made from banana stem shavings produced during fibre extraction. The cow dung will be used on the biogas facility and the residue can be used as organic fertiliser.
- The long term plan is to develop the biogas facility so that it's big enough to produce at least a 1 megawatt of electricity that can be used by the factory thereby moving the factory off the national grid.

Financials

- **Noble Gold** keeps a closer look on operations so as to be able to plan and monitor the financial situation of the business. This is achieved by making profit projections and a cash flow projections and checking the actual performance of the business against these projections. Like any other business, this green business model needs to efficiently perform financially, otherwise it will not be able to keep on going, no matter how noble is the objective. Therefore, we ensure to be thorough in our financial planning.
- Currently the annual turnover is at USD15000.00. It is our sales projection that by 2023 our total annual sales revenue would have reached a \$100 000 mark.
- This is projected to treble in the next 2 years as we look forward to increase our market share from the current 5% to 30%. This would be achieved through expansion of our production levels and vigorous marketing of our products.