

FATTENING AND DIGITAL MARKETING OF SMALL RUMINANTS

IMPROVE ANIMALS AND MEAT PRODUCTS AVAILABILITY & ACCESS

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Daouda MONRA, Co-Founder & CTO

Titilayo David FOUNDOHOU, Co-Founder, Digital marketing expert

Hermine M.S. FAAKI, Co-Founder, Expert in fodder crops production

Guirguissou MABOUDOU ALIDOU, Co-Founder, Advisor



OUR MISSION

Easing the availability and accessibility of meat products throughout the year, and enriching the population's feeding in meat products.



OUR OBJECTIVES

DEEPER IMPACT (DI) ambitions to improve the availability and accessibility of healthy and overweight djallonke and Sahelian species of sheeps to urban populations in northern Benin during celebrations.



MEET THE TEAM OF **DI**



Founder & CEO
Bio Aloni YAROU

Bio Aloni has studied Animal production at the Lycée Technique Agricole de Ina, the oldest VET learning school in the north of Benin. He is passionate about animal breeding and started his own business 5 years ago.



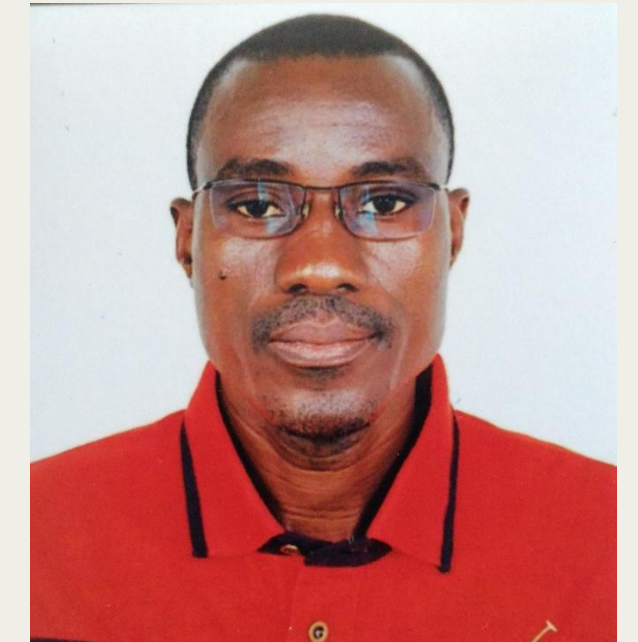
Co-founder,
forage cropping
expert
**Hermine M.S.
FAAKI**

Hermine Faaki studied Plant production at the Lycée Technique Agricole de Ina. She was in the same cohort with Bio Aloni but she specialized in forage cropping.



Co-Founder,
Marketing expert
**Titilayo D.
FOUDOHOU**

Titilayo David studied food processing at the Lycée Technique Agricole de Ina. Meanwhile, to satisfy his passion for computer science, he had simultaneously study digital communication.



Advisor
**G. MABOUDOU
ALIDOU**

Guirguissou MABOUDOU ALIDOU is a rural sociologist with a background in animal production with a focus in pastoralism.



DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

West and Central African regions are undergoing socio-political turmoil induced and maintained by violent extremism, climate change, and a rise of demonstrations against political decisions. This situation makes the movement of people and goods very difficult, reducing drastically the availability of meat products previously supplied to the coastal countries by the Sahelian ones.

This business idea targets the opportunity of filling this gap, by flattening sheep and goats within one-year period and supply consumers

An initiative of 5 dedicated people of which one woman, this business will use local raw materials combined with forage and supplements, to feed rapidly the animal, increasing the quality of their meat. It will contribute to reduce the dependency of the country in animals and meat products supply by neighboring countries.

The business will operate through a digital platform where consumers can select and order animals of their choice.

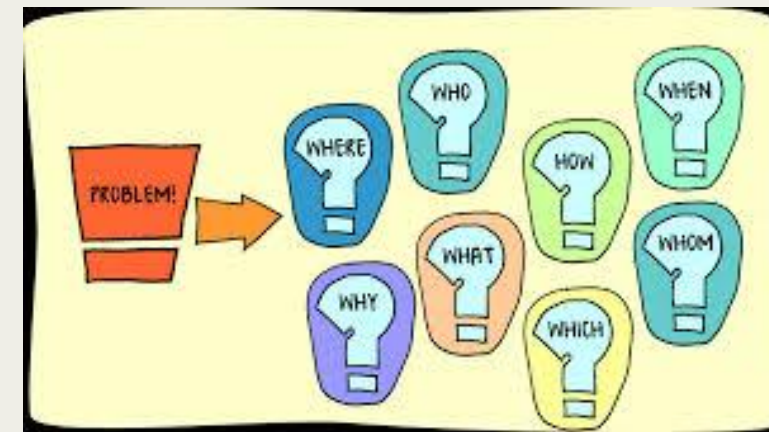


NEW PRODUCTS and Services



Servicing Creative Services

By its size, the business will need to mobilize post harvest residues like cowpea and groundnut hulls to feed the animals. Valorizing local products would therefore create a niche market for farmers of these crops. An additional service of home delivery at an affordable price is planned to be



Solving Affordability

Through the use of local products, the business will lower the cost of production of its produces. As a consequence, the produces will be affordable to any budget.



Simplifying Digital Technology

Thanks to the digital marketing, consumers can buy from their homes. In addition of the affordability of prices, the business will bring the product close to the consumers.



Innovating Water Adapt System

For animals watering, a drilling will be combined with a Water Adapt System, a Self-sufficient collection, storage and supply of rainwater for livestock farming. The water adapt system will be installed on forage plots and will be used during the free grazing of animals.



MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

Our business is created in a context of scarcity and high prices of the produce due to regional tensions and transformation, while the country is heavily dependent on imported meat products. One of its strengths is the competencies of the dedicated founders, which of many studied various domains related to the business, the high growing internal demand, and the double nature of the business's offer that is both physical and digital. The opportunities that we found are the political will to reduce the import, the reduction of the external offer from surroundings countries where some of the borders are closed. In the lack of such activities at scale, the main competitors are resellers of sheep and goat who go through villages to buy and sell to consumers. Our produced will be of better quality (overweigh, quality of the meat, health of the animals, etc.).



COMPETITIVE ANALYSIS

The government owned

livestock production farms

They are overwhelmed by bureaucracy and mismanagements and focused mainly on cattle. Sheep and goat production is marginal and not fully market oriented. The main one in the north is “La ferme d’Okpara” located 20km far at the Est of Parakou, the largest city. Its production is very low, supplying less than 3% of the demand.

Unregistered private farms

They are many but with very little to no impact in supplying sheep and goats for consumption. Most of them are located around Parakou, the largest city in the North. To those unregistered farms, we can add professional sellers on the markets whose Their share of the market is less than 5%.

Livestock breeders of surrounding countries

There are still some traditional livestock breeders who succeed in crossing the borders from the North to enter the country with their animals. Their share of the market supplies is greater than that of the existing farms together. However, their prices are volatile due to the hassle they face and all the ensuing transaction costs.,



SIZE OF MARKET

The market is huge, and composed of three levels of demand with different size depending on the number of animals that can be delivered.

Christmas & First Year

2nd level of demand situated at the end of the year and the beginning of the new one. We target this market with 15% of our production.

Tabaski

1st level of demand. It's the annual celebration of the Muslim's Aïd el-Kabir when each Muslim who can afford sacrifices at least one sheep/goat. With about 30% of Muslims in Benin, this market can consume 2 millions animals on the hypothesis that 50% of that population can afford at least one sheep/goat. We target this largest market

Ordinary uses (at the bottom) with 75% of the production.

This demand is on a daily basis for various uses: ordinary consumption of the middle and high classes, restaurants keepers, commercial catering, kebab sellers, etc. It's the smallest demand that we target with about 15% of the production.



OUR NUMBERS

1st Year

We will employ in total 15 people including the co-founders, put 250 small ruminants in fattening, get a turnover of 25 millions. The services developed will benefit about 3.500 farmers and transporters, and other casual workers.

3rd Year

The business will increase by 20%, employing 20 people, fattening 300 small ruminants. The turnover is expected to increase to 30 millions and the impacted farmers and transporters to 5.000. We will start cross-breeding the two species to get better animal.

5th Year

A 25% increase of the turnover is expected in the beginning of the 5th year thanks to better equipment that will be acquired. 30 employe will be taking care of 500 animals. The impacted people will increase to 6.000, selling their farm by-products (cowpea and groundnuts hulls), and many casual workers.

7th Year

By the end of the 6th year, the business will increase by 25% in number of employees (25 people), fattening 600 small ruminants. However, the productivity of the business will improve in efficiency. The turnover is expected to reach 50 millions and the impacted farmers and transporters to 10.000.



Social responsibility

It aims at giving from the benefices, more profit to the society at large. This will be done from DI to clean up dams and other water reservoirs constructed for the purpose of livestock watering. Those water reservoirs are denuded throughout the north, leading to high evaporation. The process generates the drying of many of these water reservoirs in the middle of the dry season, when herders and their livestock are in the crucial need of them. About 10% of the benefit derived from our business will be annually used to protect progressively those dams from the 3rd year. The protection will consist of planting trees around those reservoirs, thereby breaking the cycle of evaporation and drying. This will include trees that are on threat of disappearance like *Azelia africana*, *Pterocarpus erinaceus*, and *Kaya senegalensis*. While common species like *Leucaena leucocephala*, *Glyricidia sepium*, etc. will be bought to plant nurseries, the species in threat will be sown in nursery by us. The direct beneficiaries will be herders through the availability of water and fodder throughout the year; the indirect will be farmers, vegetable growers, and the society at large.



We trust the deep impact in society
of our idea and actions.



Thank you!

DI DEEPER IMPACT

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