

Pitch Deck

CHICKEN REARING

Lawrence Maina, Founder & CEO
1 st July, 2024

Rear chicken, eradicate
poverty.

OUR MISSION

To eradicate poverty through chicken rearing in most of the homesteads within the region.

MEET THE TEAM

Founder & CEO *Lawrence*

With 10 years of experience in chicken rearing in small scale, he is devoted and has passion in chicken rearing, he is devoted in ensuring every homestead can have a livelihood through rearing of one or ten chickens

Founder & CTO **Odudo**

With a track record of leadership in innovative technologies and finance, Matt is now leveraging his expertise to bring new ideas to the chicken rearing industry. As an industry leader, he's dedicated to driving growth and fostering innovation in a sector that is ripe for disruption.

DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

My business idea is about chicken rearing in medium scale. Over the years there has been a problem of malnutrition mostly among children from noble families. There has also been an issue with poverty among these families. Through my idea if every homestead can raise at least 10 chickens it would mean they can collect 10 eggs every day in 5 months time. This would mean 300 eggs per month which is equivalent to 10 crates.

In Kenya 1 crate = 450 KSh

10 crates = 4500 shilling per month.

Which is enough money to feed a single family

and in turn the children benefit from proteins from the egg.

So think of this way. In 1 year it is possible to raise 120 crates = 54,000.

With the right management this would mean you double or triple your chicken in a few years time. Bear in mind after one and half years when the chicken can no longer rear eggs, you sell the chicken for meat which is more income.

MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.

COMPETITIVE ANALYSIS

Large scale rearers

They rear over 1 0,000 chicken with a wider market area within the country.

SIZE OF MARKET



90 chicken

30 chicken

10 chicken

TAM

We are at 90 chickens per homestead and this doesn't mean it's the maximum we can rear. More chickens, more revenues.

SAM

Second year we triple the chickens and this means we triple the chickens and in return triple the revenue.

SOM

We start with 10 chickens which is affordable. and slowly we rise to triple the same.

OUR NUMBERS

1 year

54,000 KSH

During the first year of operation we project to rear only 10 chickens which is manageable and affordable to every homestead and progress accordingly

2nd year

486,000

2nd year we triple the chicken numbers and here we sell the old chickens not rearing any more. This means triple the money and more revenue from chicken sales.

JUST 10 CHICKENS IN EACH
HOMESTEAD AND WE CAN ALL SAY
GOOBYE TO POVERTY AND
MALNUTRITION.

Thank you!

NEW BUSINESS OPPORTUNITY

Lawrence Maina, Founder & CEO

1 st June, 2024