



# MAKUYU AQUAPONICS

FOOD FOR THE FUTURE

## OUR VISION

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We dream of a world where aquaponics is not just a niche solution but a widespread practice that can provide food security through fresh fruits, vegetables, and fish locally.

We give answers to global challenges by demonstrating responsible growth while focusing on innovations, sustainability, and efficiency.



## OUR MISSION

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To be the leading purveyor of viable, sustainable farming solutions in the community worldwide by training, supporting, promoting, and cultivating success for our customers in aquaponic food production helping them to fill the global demand for sustainably grown, premium quality fish and vegetables.



# MEET THE TEAM

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	MAKUYU AQUAPONICS	
1.	GEORGE MUTWIRI	CEO
2.	ABRAHAM NYAGA	Director
3.	JUDY WANJUGU	Director
4.	WILSON MUCHIRA	Director
5.	CALEB NGIGI	Director
6.	LILIAN NJERI	Director
7.	MARK MBURU	Director
8.	PETERSON MUNENE	Director
9.	MICHAEL JITEWA	Director
10.	ELVIS KARIUKI	Director
11.	VIVIAN MURUNGI	TRAINER



# PROJECT AREA INFORMATION

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# DESCRIPTION OF THE BUSINESS IDEA

## Why it is innovative and sustainable?

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Reliance on rain-fed agriculture, part of the traditional agricultural systems, has proved unreliable in the current age.

Climate change and the fast adoption of smart-tech agricultural technologies have rendered it redundant.

Aquaponics offers soil-less mediums for planting and gives the farmer control of altering the growth environment.

Aquaponics systems are sustainable as they ensure reduced environmental impact in the use of pesticides and fertilizers. It also minimizes wastage as the crops are fed just the right amount of nutrients needed.



# OUR Products

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## Hybrid aquaponic kits

Develop beginner friendly aquaponic kits that combine tried and tested aquaponics components with new innovations like smart monitoring systems or automated water flows controllers. This could work towards urban consumers who have limited spaces and are interested in sustainable agriculture for production.

## Vertical aquaponics system

Design and sell vertical aquaponics system that maximize space utilization. These systems would be ideal for urban settings or areas with limited land availability.



# OUR Products continued...

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## Fish specific aquaponics system

Create aquaponics system tailored to specific fish species, considering their wider quality requirements, staking density and preferred growing conditions for plants that thrive alongside them.

## Aquaponic NFT (Nutrient Film Technology)

Develop recirculating NFT systems that use minimal water and ideal for growing leafy greens and herbs.

## AI-POWERED AQUAPONIC SYSTEMS

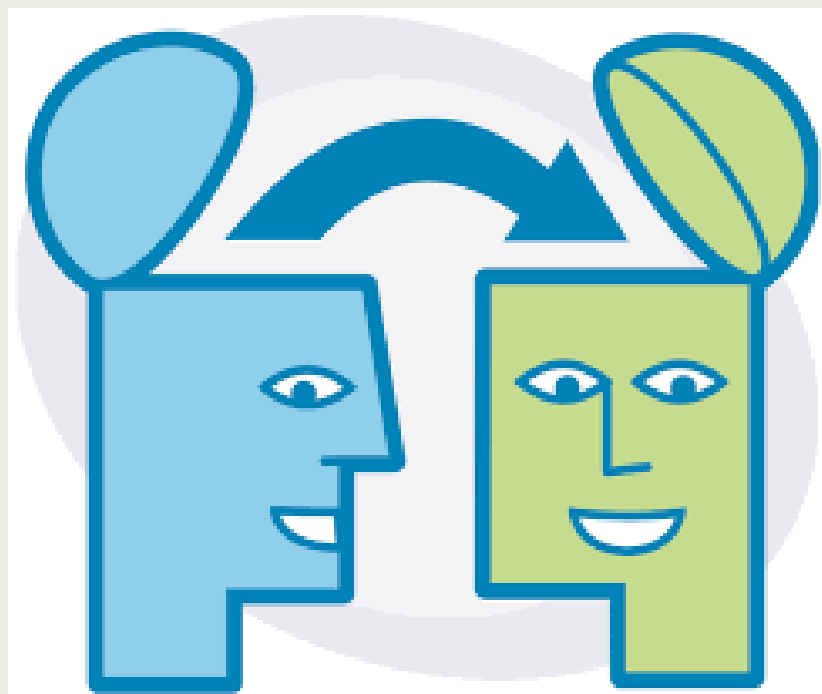
Integrate artificial intelligence into your systems to monitor water quality, fish health and plant growth in real time. This would allow time for automation of tasks and data driven decision making to optimize aquaponics production.





## OUR Services

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### KNOWLEDGE DISSEMINATION

- **Aquaponics consulting**
- **Aquaponics workshops and trainings**



### DELIVERY SERVICES

# MARKET RESEARCH RESULTS

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**Our market research provided the following insights:**

- **There is a high demand for fish.**
- **The Makuyu Area is densely populated.**
- **Aquaponics does not rely on rain-fed agriculture.**
- **Fair pricing**
- **There is less competition.**
- **Good quality produce.**



# COMPETITIVE ANALYSIS

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**We stand a chance against our competitors because our solution offers:**

- Diverse market
- Drought resistance
- Year-round production
- Food security
- Education and training
- Local employment



# IMPACT

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**10,000**

**2,500**

**1,000 students**

## Neighboring schools

1 Don Bosco Primary School, 2 Don Bosco Secondary schools, 4 TVET institutions, and 4 neighboring schools.

## Within Murang'a County

About 2,500 people

## Outside Muranga' County

Region – Embu, Nairobi

counties

About 10,000 customers



**MAKUYU  
AQUAPONICS**

## OUR NUMBERS

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We are beginners in the Aquaponics business but are intending to grow our numbers with time.



**With your support, we are not just growing plants and fish, we are cultivating a future where food security meets environmental stewardship, creating a legacy of abundance for future generations.**



# Thank you!

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