

Pitch Deck

Youth Empowerment in Regenerative Agriculture

Josephat Momanyi, Founder & CEO

Ann Sukantet, Cofounder

4th June, 2024

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Empowering youth is not merely an investment in their future it is also for our planet. Equipping them with the knowledge, skills, and opportunities to engage in sustainable farming practices helps to foster economic prosperity and sow the seeds of environmental resilience.

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OUR MISSION

To empower and engage youth in the realm of regenerative agriculture, equipping them with the knowledge, skills, and resources necessary to become leaders and champions of sustainable food systems. To cultivate a new generation of farmers, agricultural entrepreneurs, and environmental advocates who can drive the transition towards more resilient and ecologically-sound agricultural practices.

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MEET THE TEAM



Chief Executive Officer
Josephat Momanyi

Josephat is a champion and catalyst for change, driving forward initiatives that empower young people to become leaders and innovators in sustainable farming practices. His leadership, vision, and strategic direction are instrumental in shaping a future where regenerative agriculture thrives, and youth are at the forefront of this transformative movement.



Co-Founder and Financial Controller
Ann Sukantet

With a track record of leadership in innovative technologies and finance, as a Co-Founder Ann is able to provide visionary leadership and strategic direction, while as a Financial Controller, she ensures sound financial management and stewardship. Hence, contributes to the success and sustainability of youth empowerment initiatives in regenerative agriculture.



Coordinator
Moses Wanjiru

As an expert in managing and implementing programs, building community, and advocating for the importance of youth engagement in sustainable farming practices Moses understands in nurturing the next generation of environmentally conscious and skilled farmers who will help shape a more sustainable future for agriculture.



General Manager
Sharon Chepngeno

Sharon is skilled investor hence good in overseeing operations. She . drives the organization's mission of empowering young people to become leaders in sustainable farming practices.

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DESCRIPTION OF THE BUSINESS IDEA

Why it is innovative and sustainable?

Regenerative agriculture has emerged as a promising approach to address pressing environmental challenges, such as soil degradation, biodiversity loss, and climate change. By focusing on practices that rebuild soil health, enhance ecosystem services, and promote sustainable food production, regenerative agriculture offers a holistic solution to the challenges facing our agricultural systems.

However, the successful adoption and scaling of regenerative agriculture requires active participation and engagement from the next generation of farmers and land stewards - the youth.

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NEW PRODUCTS and Services



Mentorship **Youth Internships**

Develop internship programs that offer hands-on experience in regenerative agriculture practices on farms and ranches. These internships can provide valuable learning opportunities for young people interested in pursuing careers in sustainable agriculture and conservation.



Agribusiness support **Mobile Apps**

Develop user-friendly mobile applications tailored to young farmers, providing tools for crop planning, soil health monitoring, pest management, and market analysis. These apps can streamline farm management tasks and empower youth with data-driven insights to optimize their farming practices.



Training **Online learning**

Create online platforms offering interactive courses, webinars, and workshops on regenerative agriculture principles, sustainable farming techniques, and entrepreneurship skills. These platforms can provide accessible and affordable education for young people interested in pursuing careers in agriculture.



Market Linkages **Youth initiatives**

Create farm-to-table initiatives that connect young farmers directly with consumers, schools, restaurants, and local markets. These initiatives can promote the consumption of locally grown, sustainably produced food while providing economic opportunities for youth in agriculture.

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MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

We did market research which indicated a growing interest among young people in sustainable agriculture and a demand for education, training, and resources to support their participation in regenerative agriculture. We attained understanding market survey and competitive forces that our company can use to effectively empower young people in regenerative agriculture.

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COMPETITIVE ANALYSIS

Young Farmers' Coalition

The Young Farmers' Coalition aims to recruit, support, and inspire young people to pursue careers in regenerative agriculture, fostering a sustainable and equitable food system.

300 Youths have been employed

Engaged 5,000 young people through their outreach and educational activities.

Green Youth Agripreneurs

Green Youth Agripreneurs focuses on equipping young people with the skills and resources to become successful agripreneurs in the field of regenerative agriculture.

500 Youths employed

Engaged 8,000 young people, offering training and support.

Regenerative Agriculture for Youth

RAY is dedicated to empowering youth through education and practical experience in regenerative agriculture to ensure a resilient and healthy future for farming communities.

400 Youths have been employed

Engaged 6,000 youths in educational and practical activities related to regenerative agriculture.

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SIZE OF MARKET



Training

Considering the various training programs and workshops, the estimated annual market size for education and training in regenerative agriculture for youth in Kenya could be around USD 50 million.

Agribusiness support

This includes funding, business incubation, and mentorship programs. Given the focus on youth agripreneurship, the estimated market size could be around USD 40 million annually.

Innovation

Investments in agricultural technology and sustainable farming innovations specifically targeting youth could account for an estimated USD 30 million annually.

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OUR NUMBERS

Youths *Employed & Engaged*

We engaged 9000 youths
600 Youths were employed.

Year one *\$30000*

During year one of operation we attained the profit of \$30,000. It didnt meet our expectation because of higher initial investment cost.

Year two *\$50000*

During the second year of operation we attained \$50000 that was an improvement from the first year. It indicated more youths were engaged in regenerative agriculture.

Year three *\$90000*

During the third year, we attained \$90000. Most of the expenses were reduced and increase in number of youths who were enrolled into regenerative agriculture.

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Join us in empowering one
empowering many in regenerative
agriculture.

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Thank you!

Youth Empowerment in Regenerative Agriculture

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