



IMARA TECH

2023
Annual Update
March, 2024



Summary



Achievements

- Sales: 219 machine sales, up from 184 in 2022 and 132 in 2021
- Technical: Operationalizing our fiber laser cutter and bringing larger products to market
- Management: Opening of Dodoma office, being on BBC Swahili, and sending Alfred to Europe
- Impact: 103 businesses started with Imara Tech products, 161 youth jobs created in agriculture

2023 Year in Review

Sales

Achievements

- Sales: 219 machine sales, up from 184 last year and 132 in 2021
- Sold 13 units of newly developed “Mega” MCT and Chaff Cutter products
- Channels: 40 sales from Instagram, 44 from exhibitions, 20 through partner connections, and 65 through sales officers
- Territory: attended Nane Nane exhibition in Mbeya (southern Tanzania) for the first time and closed 18 sales there
- Received promotional support Jakaya Mrisho Kikwete Foundation and Azam Tv

Challenges

- Shortage of inventory leading to some missed sales opportunities

Way Forward

- Increased focus on working with partner organizations to market in the last-mile and improve sales numbers



Technical

Achievements

- Team training and capacity building at CAMARTEC to improve fabrication processes
- Operationalizing our fiber laser cutting machine!
- Upgrading our workshop to accommodate our laser cutter and more inventory
- Redesigning our machines for manufacturing efficiency, performance, quality, and cost savings
- Development of our Mega product lines

Challenges

- Product quality: we experienced issues related to our engines and the appearance of our products

Way Forward

- Increased usage of the laser cutter and MIG welding machines to simplify production process and improve quality



Management and Head Office

Achievements

- MD and co-founder Alfred Chengula went to Europe for the first time to attend the SLUSH event in Finland
- Participating at the Africa Food Systems forum in Dar es Salaam
- Being showcased on BBC Swahili news and in the COSTECH Tanzania magazine
- Presenting our work to the Vice President of Tanzania
- Opening up our Dodoma office branch

Challenges

- Finance: devaluation of the Tanzanian shilling adding additional costs to taking on investment

Way Forward

- Working on improving our internal processes: financial controls, monthly close process
- Raising additional investment to support our growth and help us reach profitability





219 Machines Sold

resulting in...

103 service business started with Imara Tech products
\$23,000 in income by new customer businesses

161 agricultural jobs for youth
800 new farms accessing mechanization

Impact

A note on this year's Impact Assessment

In October 2023, we surveyed 50 of our customers to understand how they were using our products and the impact it has on them.

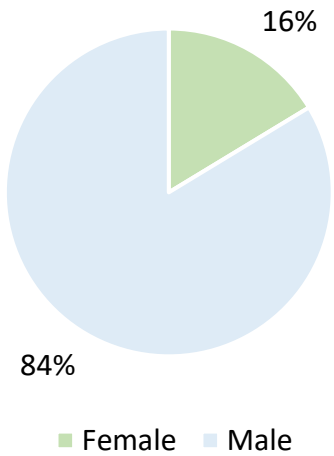
In comparison to previous years, we see a trend of fewer customers reporting using their products to run businesses and less income reported from the businesses that were started, two impact metrics that we have tracked consistently since our company founding. Instead, we see a shift toward “personal usage” of our machines.

To us, this shows how agriculture is developing in Tanzania and we believe that there is an ongoing shift away from subsistence farming and toward small and medium scale commercial farming. The impact of mechanization on this transition isn't cleanly captured by our usual impact metrics, but we believe it is just as meaningful. Subsistence farming is not sustainable, and mechanization is critical to developing farming into a modern job that can attract and employ the hundreds of thousands of young people who enter the workforce each year in Tanzania. Next year, we plan to adapt our impact survey to better understand how our customers use their machines on their own farms, not only others!



User Demographics

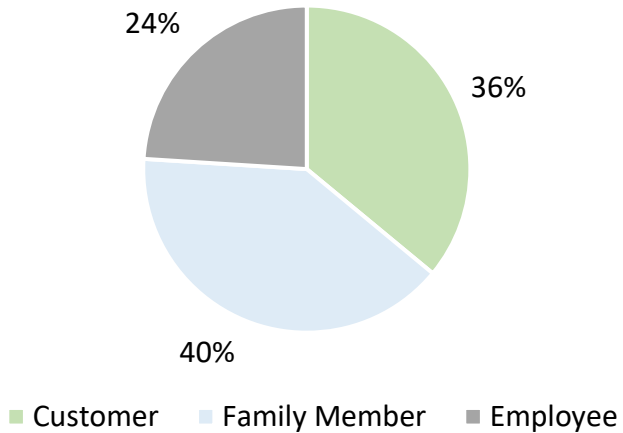
Who Owns the Product



27%
Customers Below 35

21 acres
Average Customer
Farm Size

Who Operates the Product

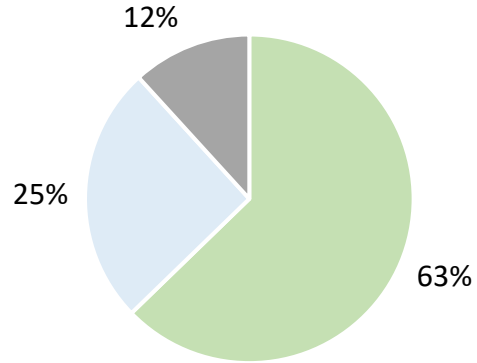


73%
Product Operators
Below 35



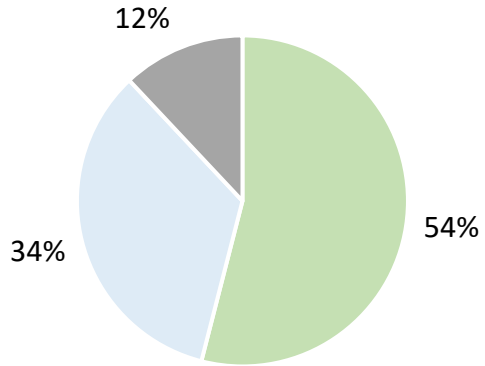
Product Ownership

Product Owned



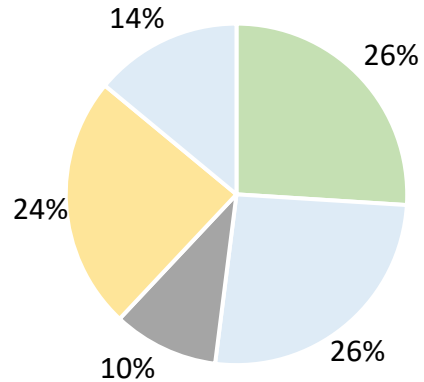
■ MCT ■ Chaff Cutter ■ Maize Sheller

Primary Use



■ Personal ■ Personal and Business ■ Business

How Customers Learned About Imara Tech



■ Advertisement (Radio, Instagram, Facebook)
 ■ Demonstration
 ■ Office Visit
 ■ Store Display
 ■ Trade Show

3 months

Average use time per year

6%

Own More Than 1 Imara Tech Product



MCT Business Customer Findings

$$\begin{array}{ccccc}
 \mathbf{\$25} & & \mathbf{8} & & \mathbf{\$200} \\
 \text{Median Reported} & \mathbf{x} & \text{Median Reported} & \mathbf{=} & \text{Expected Income} \\
 \text{Earning per} & & \text{End-Users Served} & & \text{per MCT} \\
 \text{Customer} & & & & \text{customer}
 \end{array}$$

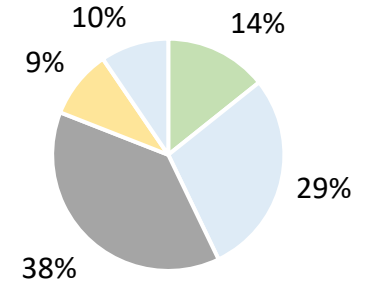
$$\begin{array}{ccccc}
 & & \mathbf{Maize} & & \\
 \mathbf{\$0.72} & & \mathbf{20} & & \mathbf{\$14.54} \\
 \text{Average Threshing} & \mathbf{x} & \text{Average Bags} & \mathbf{=} & \text{Average Revenue} \\
 \text{Price per Bag} & & \text{Threshed Per Hour} & & \text{Per Hour}
 \end{array}$$

$$\begin{array}{ccccc}
 & & \mathbf{Sorghum} & & \\
 \mathbf{\$1.6} & & \mathbf{4} & & \mathbf{\$6.4} \\
 \text{Average Threshing} & \mathbf{x} & \text{Average Bags} & \mathbf{=} & \text{Average Revenue} \\
 \text{Price per Bag} & & \text{Threshed Per Hour} & & \text{Per Hour}
 \end{array}$$

$$\begin{array}{ccccc}
 & & \mathbf{Sunflower} & & \\
 \mathbf{\$1.76} & & \mathbf{4} & & \mathbf{\$7.4} \\
 \text{Average Threshing} & \mathbf{x} & \text{Average Bags} & \mathbf{=} & \text{Average Revenue} \\
 \text{Price per Bag} & & \text{Threshed Per Hour} & & \text{Per Hour}
 \end{array}$$

\$250
 Mean Self-Reported
 Annual Income from MCT
 Business

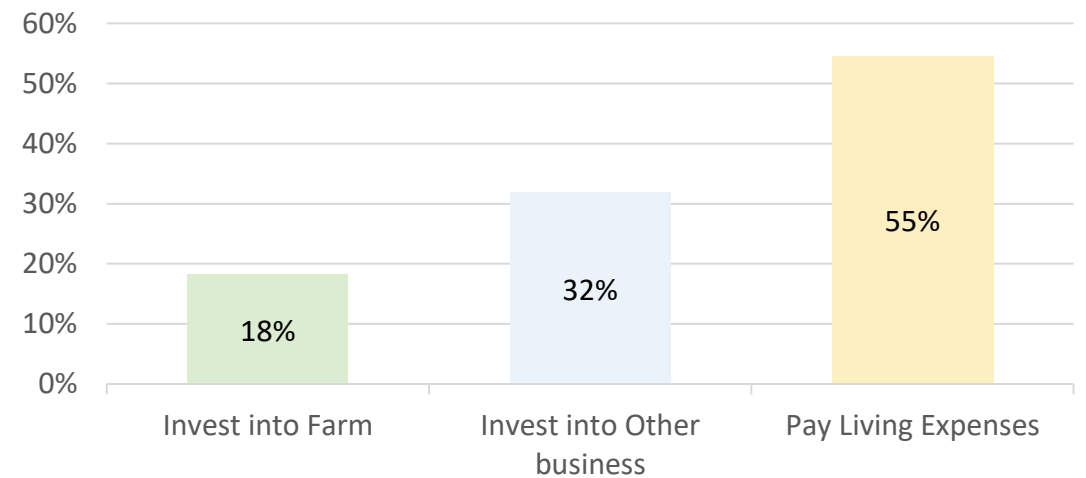
Why End-users Buy Threshing Services



30 acres
 Mean farm size of
 threshing clients

- Affordability
- Grain Quality
- Labor Saving
- Other
- Time Saving

How Customers Plan to Use Their Income



Chaff Cutter Findings

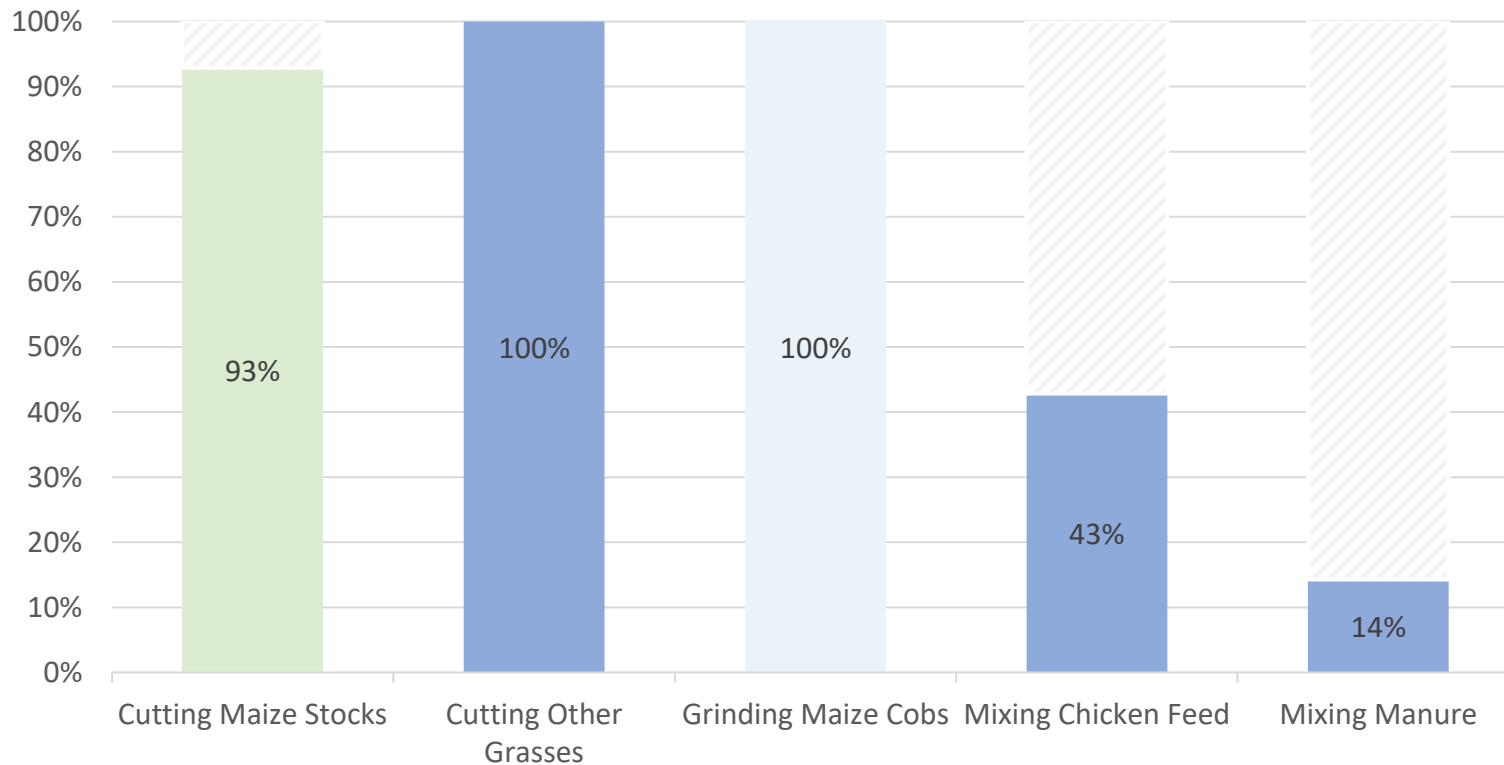
29%

Use their Chaff Cutter as a business,
which earns them...

\$122

per month estimated income potential

How Customers Use Their Chaff Cutter



Overall Impressions

11%

NPS Score for All Products

0%

NPS Score for MCT

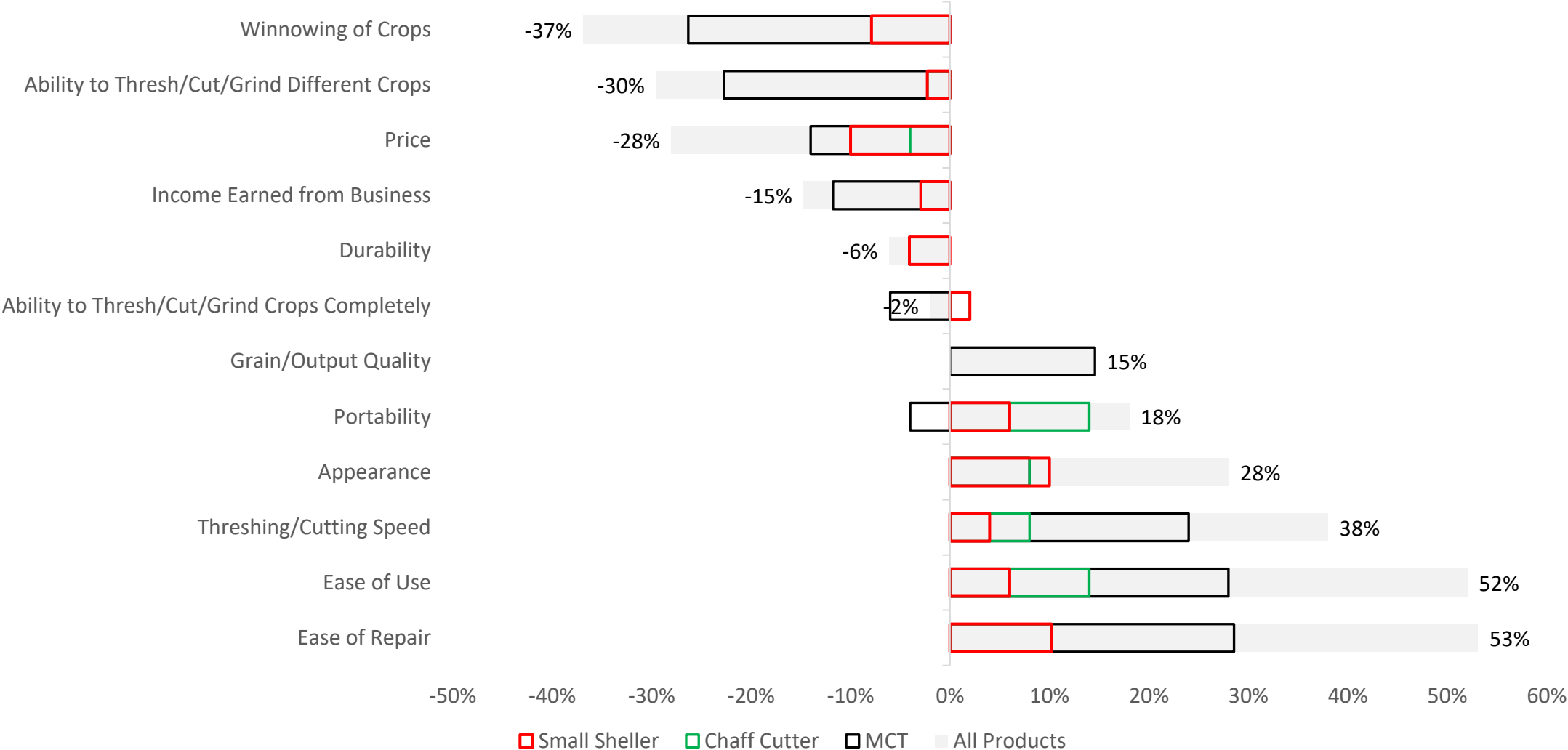
35%

NPS Score for Chaff Cutter

0%

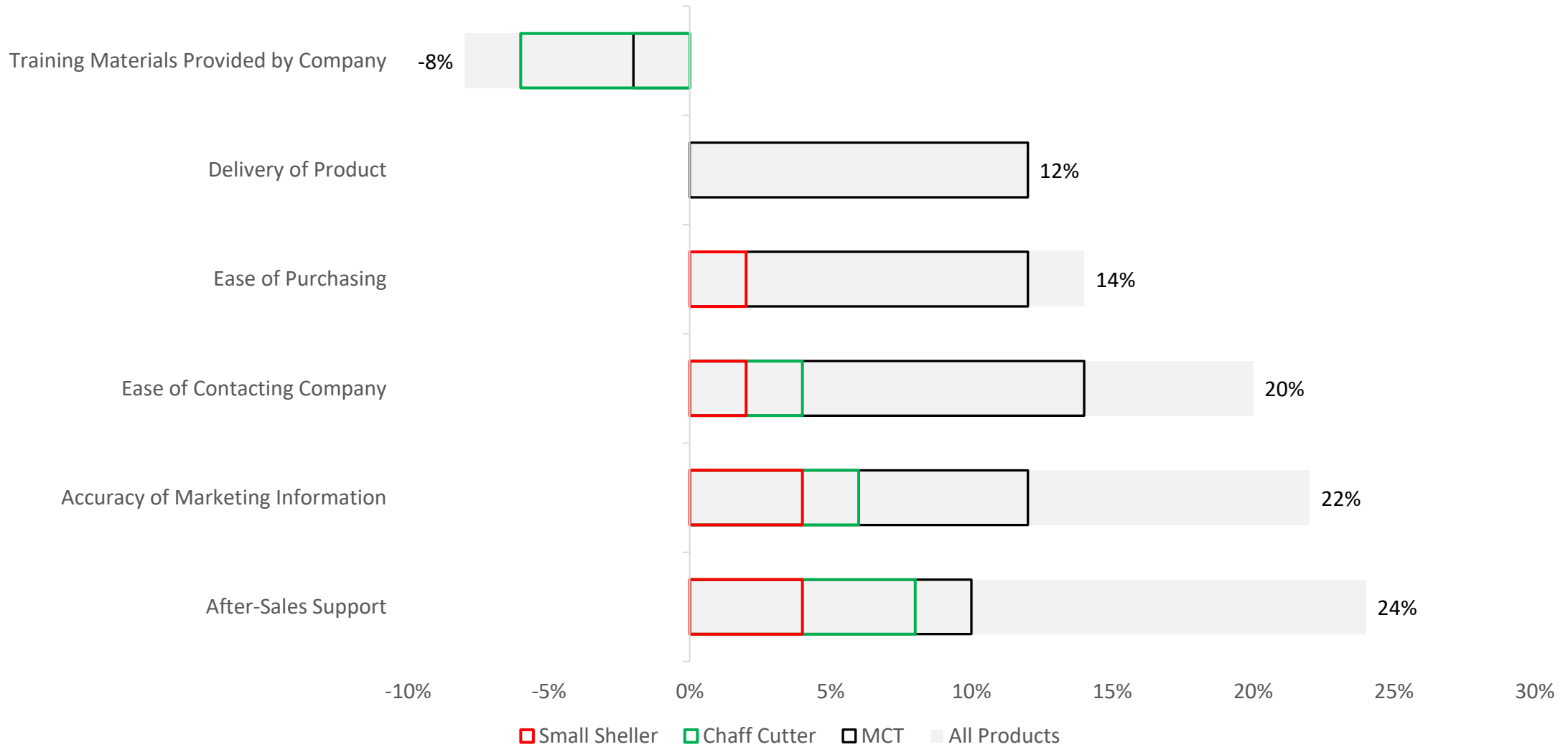
NPS Score for Maize Sheller

Net Promoter Score of Imara Tech Product Features



Q44: Please rank the following features of your product:
Options were Very Poor, Poor, Neutral, Good, or Very Good. NPS calculated by Very Good respondents counted as Promoters, Good counted as Passives, and all others counted as Detractors

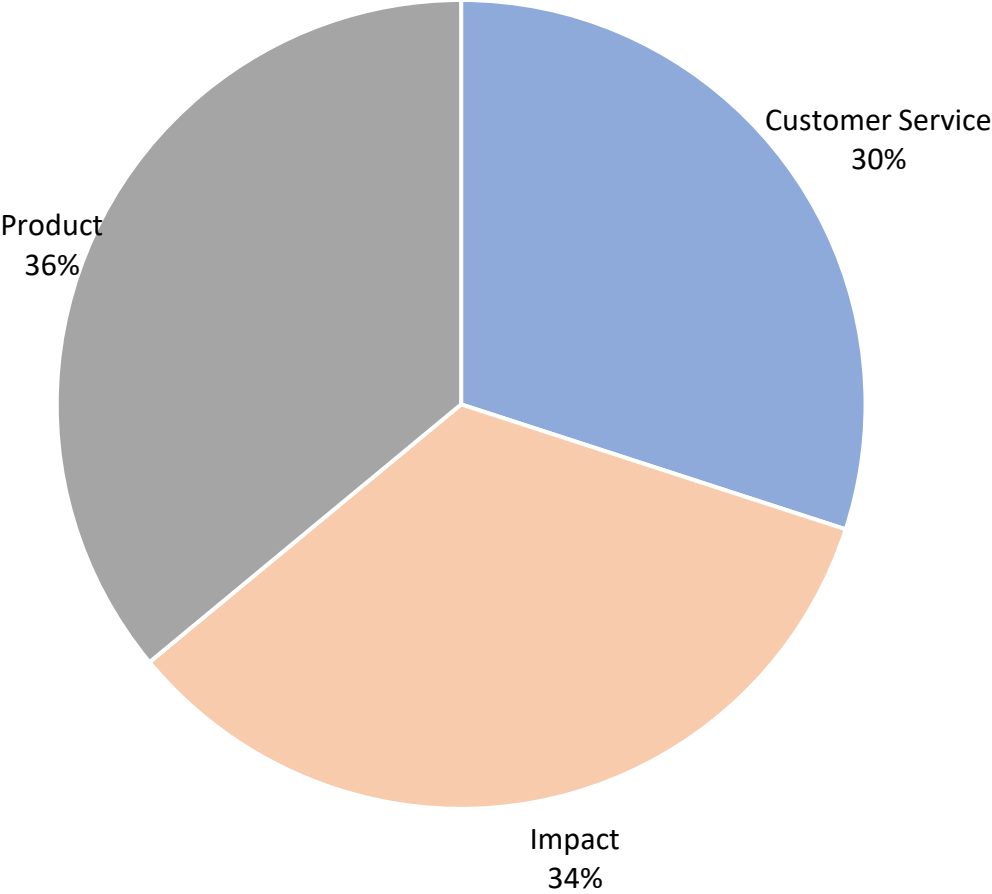
Net Promoter Scores of Imara Tech Service



Q45: Please rank the following based on your interactions with the Imara Tech team:
 Options were Very Poor, Poor, Neutral, Good, or Very Good. NPS calculated by Very Good respondents counted as Promoters, Good counted as Passives, and all others counted as Detractors

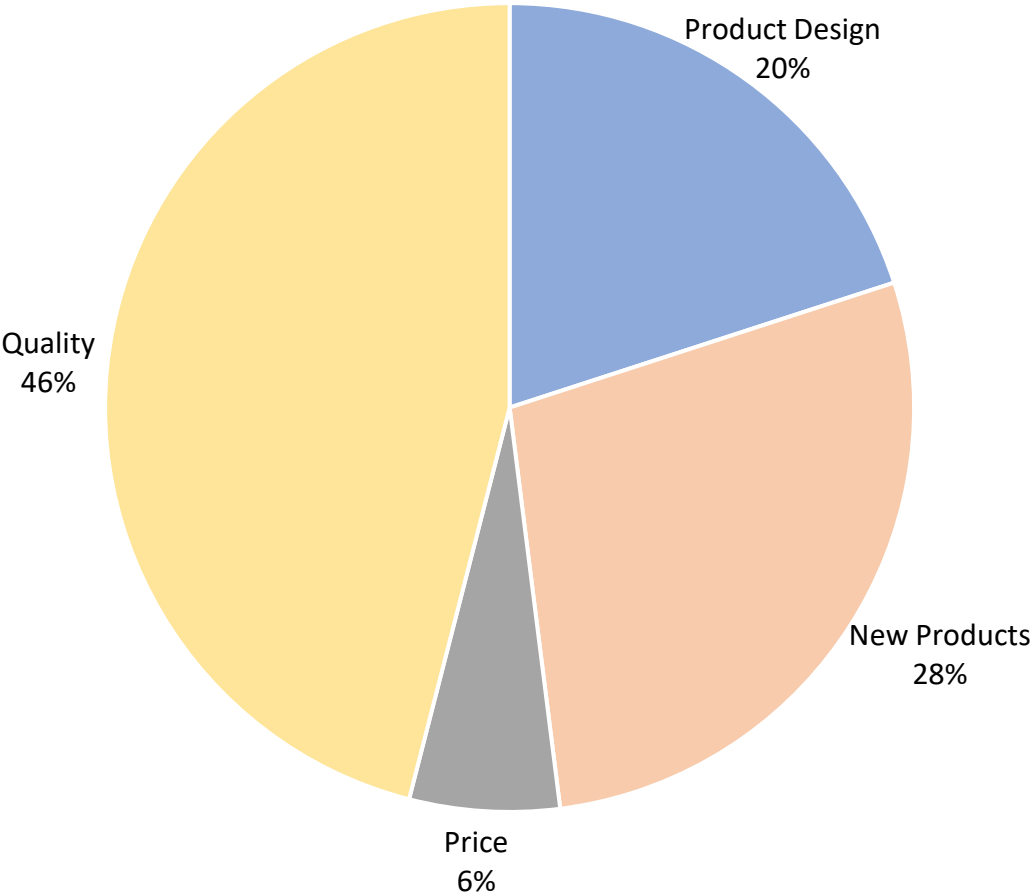
What Customers Think of Imara Tech (Open-Ended)

What Customers Think Imara Tech is Doing Well



Impact: "Creating opportunities for small business entrepreneurs"
Customer Service: "Providing after sales support"
Product: "Providing machines that reduce labor and save time"

What Customers Think Imara Tech Should Improve



Design: "To improve the fan for winnowing of the grain"
New products: "To product other machines like planters"
Quality: "To improve the body of the machine and the tires"

Photos





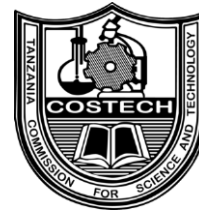






Thank you

to all of Imara Tech's partners and supporters!



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