




# IMARA TECH

Imara Tech makes income-generating, time-saving, and labor-reducing machines for smallholder farmers in Tanzania.

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# Challenge



**6 Million  
Small Farms  
In Tanzania**

**90% Without  
Mechanization**  
as of 2019

**Lack of mechanization  
lowers farm productivity**  
Affects resilience, poverty, and food security



# Solution



**Increased Productivity  
with Mechanization**  
Transforms agriculture from a  
subsistence activity to a  
modern livelihood



# Products Overview



**MULTI**  
*Crop Thresher*

Petrol  
Tsh. **1,950,000/-**

WARRANTY  
1 YEAR  
WARRANTY

GHARAMA ZA USAFIRI  
ZITATENGEMEA MAHALI  
ULIPO

imaratech.co | info@imaratech.co

#MCT



**CHAFF**  
*Cutter*

WARRANTY  
6 MONTHS  
WARRANTY

Petrol Tsh. **1,600,000/-**  
Umeme Tsh. **1,800,000/-**

GHARAMA ZA USAFIRI  
ZITATENGEMEA MAHALI  
ULIPO

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#CHAFFCUTTER



**MAIZE**  
*Thresher*

Petrol  
Tsh. **1,500,000/-**

WARRANTY  
1 YEAR  
WARRANTY

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#MAIZETHRESHER

## Multi-purpose

Multi-Crop Thresher processes 9 staple crops while Chaff Cutter is used for 5 different material types

## Powerful

Up to 25x faster than traditional methods

## Portable

Fits on a motorcycle

## Income Generating

Investment can be returned within 1 season



# Business Model



## Local Just-in-Time Manufacturing

- Products are made in Arusha with high-tech tools such as a fiber laser cutter
- Local production reduces working capital constraints and creates jobs

## Sales to the Last Mile

- Imara Tech has full-time sales staff to manage B2C and B2B sales and reach the last-mile





# Sales Channels

## Last-Mile Marketing

Imara Tech staff engages communities in the last-mile, often in partnership with other farmer-support organizations

## Exhibitions

Imara Tech markets and sells products at agricultural expos such as Nane Nane

## Digital Marketing

26% of our customers learn about Imara Tech from Radio, Instagram, or Facebook





# Market Size

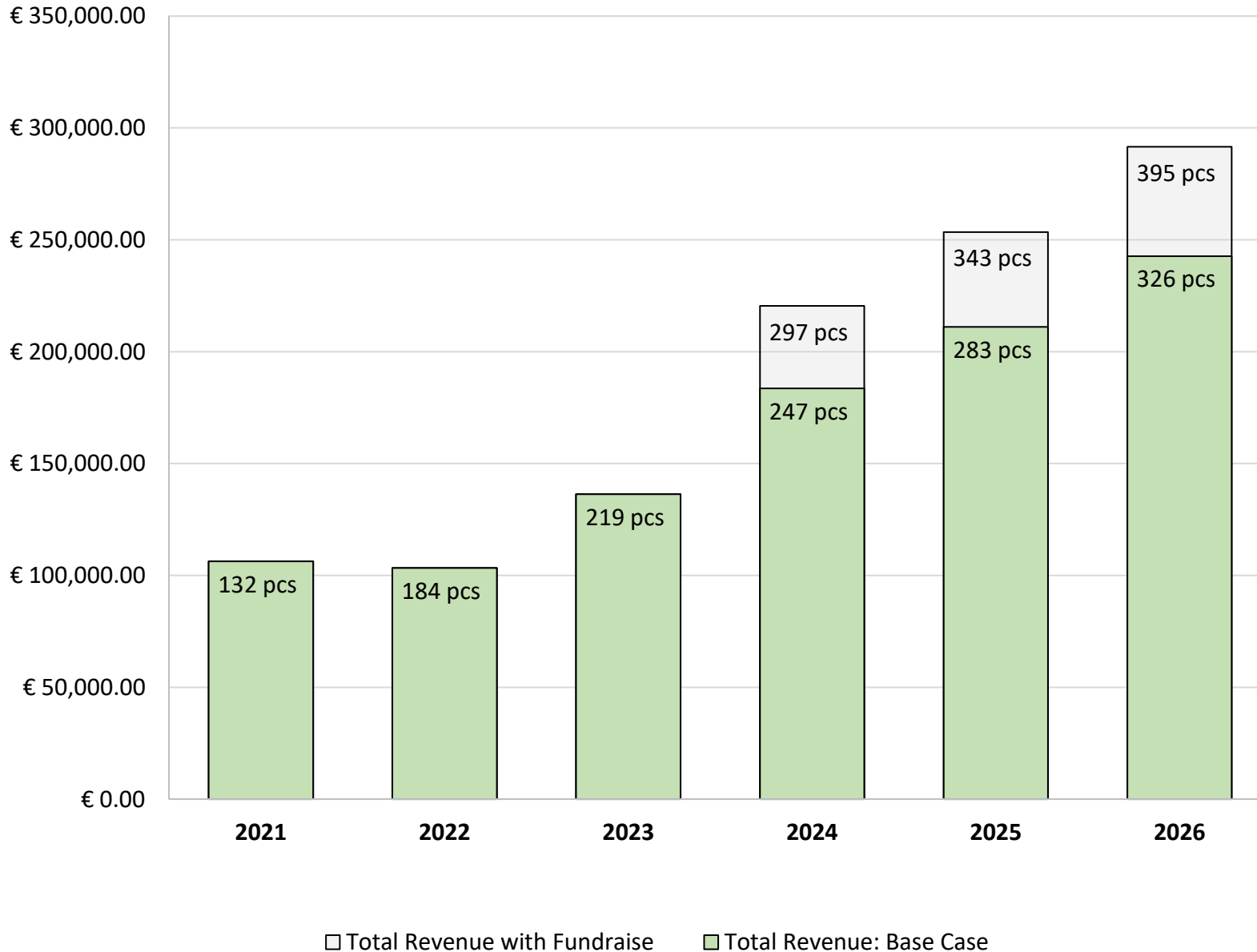
**Targeting 125k Farms  
Across 9 Regions**

Our current penetration is  
less than 1%

**Growing Youth Market**

700k-1M youth enter the  
workforce each year in TZ  
and less than 10% get jobs.  
75% of Imara Tech products  
are operated by youth  
under 35.

# Traction Overview



**833 units sold to date**

Supporting 16,000 farms with mechanization and 600+ youth employed in agriculture

**30% YOY Volume Growth from 2021 -2023**

Growth projections based on conservative at 15% YOY growth, plus additional boost in 2024 for expansion case

**2024 Growth**

- 39 units sold in Q1 2024, up from 20 in 2023 and 9 in 2022
- Just secured project that will subsidize 150 products for youth and women





## Team

### **Alfred Chengula**

Co-founder and  
Managing Director.  
YALI East Africa fellow.  
10+ years in last-mile  
sales.

### **Elliot Avila**

Co-founder, Advisor.  
B.S. In MechE from MIT.  
10 years in East Africa.

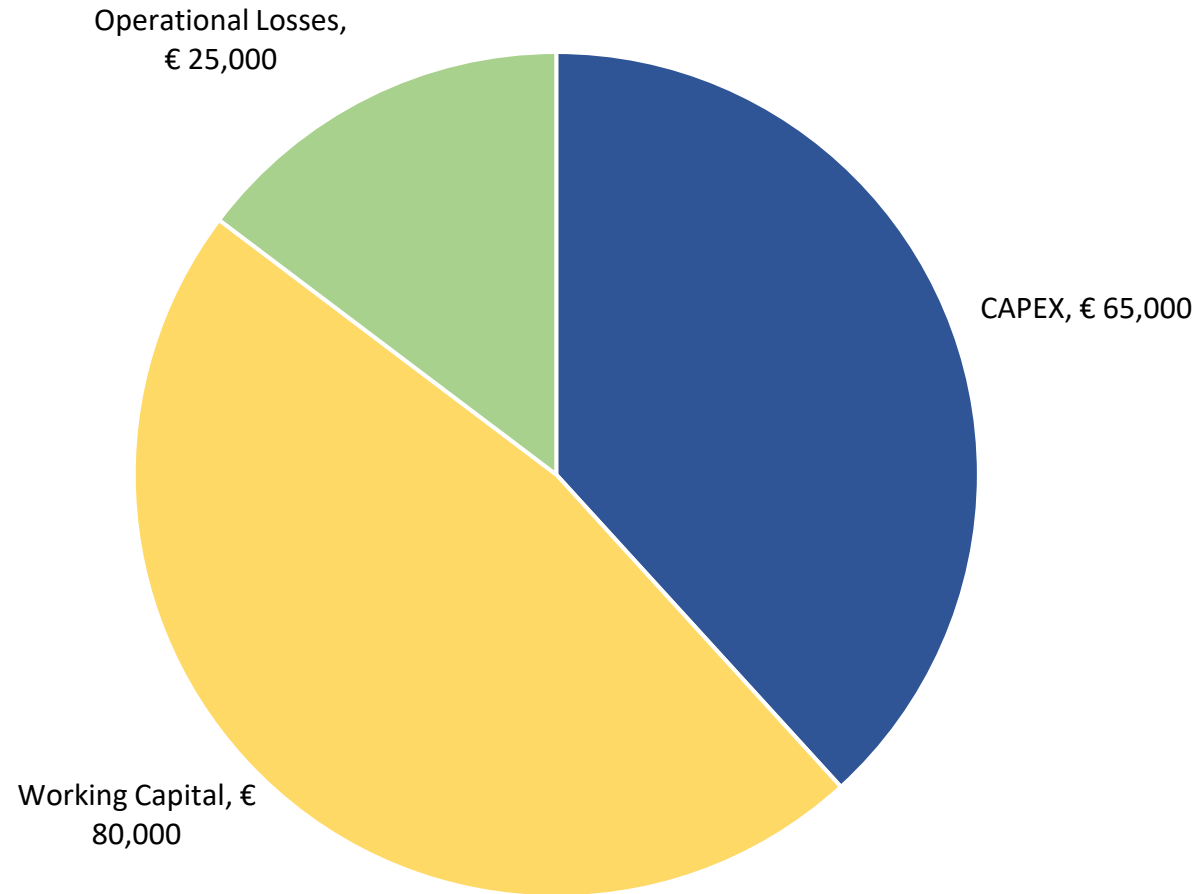
**9 Full Time, 10**

**Part Time Staff**

Local staff are majority  
youth



# Imara Tech Fundraising 2024



## Key Scale-Up Barriers

- Lack of working capital limits inventory and sales during peak season and means we pay more for some off-the-shelf materials
  - Increased CAPEX needed to reduce production time and lower COGS
- Currently only in northern and central TZ, leading to seasonality risks

## Raising €163.000 in Grant and Debt Finance

To invest in production equipment, grow our inventory, lower our gross margin by 10pp, and expand into 4 new regions. Through this, we will achieve profitability in 2024 and over 5 years we will reach 2000 new customers and generate €1.5M revenue