



# IMARA TECH

## 2020 Annual Update

January 2021





# Imara Tech



## About Imara Tech

Imara Tech is a Tanzania-based social enterprise start-up that manufactures and distributes agricultural equipment for smallholder farms.

Our vision is to bring prosperity, resilience, and sustainability to every farm in Africa, and our mission is to enrich the lives of smallholder farmers by empowering communities with locally made, productive-use technologies.



# Executive Summary: Highlights of 2020



## Highlights from 2020

- Sales: Grew our sales volume by 11x; sold 244 of our Multi-Crop Threshers; generated \$140,000 in revenue
- Workshop: Sustained a production volume of 20 threshers per week during peak sales period; secured new workshop space
- Solar R&D: Completed user research and entered prototyping phase for solar mill, oil press, and peanut sheller
- Investment and Partnerships: Received investment from multiple new investors; COO awarded Builder's of Africa's Future award
- Impact: Created 177 new agribusiness jobs and provided 8,850 farms with access to mechanization



## **2020: In-Depth Updates**

# Sales Updates



## Highlights from 2020

Our 2-person sales team sold 244 Multi-Crop Threshers, resulting in an 11x growth in sales volume from 2019! We attribute this growth to a combination of:

- Better team focus and organization: we were diligent about the use of our weekly sales tracking tool to keep us focused on our targets
- Better marketing: we invested more in marketing such as radio, video and image content creation for social media, and trade shows
- Better market understanding: we raised product awareness earlier and spent more time on training our agents and teams to sell

## Challenges

One of our biggest challenges for the year was that we had stock shortages during our peak sales season due to an influx of orders. Although we couldn't fill every order, we sustained sales throughout the season and grew tremendously.

Another challenge that we faced this year was supporting our sales agents to close deals. We are continuing to test different models for training and incentivizing our sales staff so that they are highly qualified, motivated ambassadors of our products and brand!



# Workshop Updates



## Highlights

This year we made more machines than ever before, faster than ever before, and with higher quality than ever before. Our highlights from the year include:

- Hitting and sustaining a production capacity of 20 Multi-Crop Threshers per week from June through August
- Hiring a new workshop manager to oversee our production team and workshop
- Secured a new workshop space, more than 2x bigger than previous space

## Challenges

Our main challenge this year was that our production capacity was overwhelmed during the peak sales season. Since then, we have been working to both grow our internal production capacity and to train new external workshops to manufacture parts for us.



# Solar R&D Updates



## Background

At the beginning of this year, we started a project to develop energy efficient agricultural machines for use with solar and clean energy. These products will be a part of a new product portfolio that will diversify our revenue streams and create clean-energy-powered value-addition in rural areas.

## Highlights

We initiated product development on three new products: a solar-powered flour mill, oil press, and peanut sheller. Our highlights were:

- Completing and releasing user research on each of our upcoming products. Our research described the customer journey and defined the design criteria for our prototypes. Our research outputs were well-received by stakeholders in the clean energy space!
- Finishing our oil press prototype and putting a demo unit in the field, which then created over \$500 in value addition for users that operated it over a few weeks of field testing
- Finalizing procurement of a new fiber laser cutting machine and a roll grinding machine, which will help increase our shop capacity and allow us to finish the R&D and begin piloting these products

## Challenges

We faced challenges this year related to timely procurement of quality imported parts that we used in prototyping. Our R&D has since improved as a result of ordering earlier and working through partners to select items of high quality.



## Investment, Partnerships, Other



### Highlights

We owe many of our successes this year to the support of our partners and investors. We have much to be thankful for, including:

- Initiating our solar R&D project, which was supported with UKaid from the British people and by Access to Energy Institute (A2EI)
- Receiving investment from 3<sup>rd</sup> Creek Foundation, Arthur B. Schultz Foundation, and SK2 Fund to support our solar R&D work
- Receiving investment from Vista Ventures to support our sales and marketing operations
- Being accepted into the World Food Program accelerator and entering into the diligence phase of their Sprint program
- Making connections and building relationships with the Tanzanian government, including the Ministry of Agriculture and Tanzania Investment Center
- Having our COO and co-founder Alfred Chengula be selected as one of the winners of the Builder of Africa's Future award



# Impact



## Highlights

Impact is what motivates us. With the support of Soybean Innovation Lab, we conducted a survey of 40 of our Multi-Crop Thresher customers to understand what impact our products had on their lives and their community. We found that:

- 72.5% of customers used our thresher as a seasonal agribusiness
- Each customer that used our thresher as a business provided mechanized threshing services to 20-120 other farms over the course of the year. Based on prior research, we feel comfortable estimating this figure to be 50 farms served per customer and that each of these farmers saved 100 hours of manual labor.
- Our customers estimated earning between \$1550 and \$1700 in income from their threshing businesses! We know some customers definitely earned this much income (we tracked some who earned more!), but we feel a more conservative estimate would be \$750 in income, which is still enough to recover the cost of their \$700 thresher within the year.

Based on these results, we estimate that in 2020 Imara Tech:

- Created 177 new agribusiness jobs in rural areas that generated more than \$135,000 in total income for our customers
- Enabled 8,850 small farms to access mechanized threshing services and save a total of 888,500 hours of manual labor

New jobs and better farming! We are extremely proud of such big results at such an early stage of our growth!

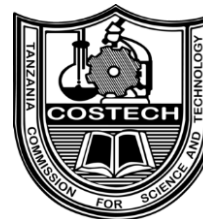


# Thank you!

A big thank you to the following investors and partners who have supported Imara Tech in 2020 and on our journey to date.



# A2EI



Portions of Imara Tech's work have been funded by Ukaid provided by the UK people and by other organizations listed above. The views expressed in this document do not necessarily reflect the views of the UK government or any other organization.



## What's next?

2020 was a big year for Imara Tech and we plan for 2021 to be even bigger. We have our sights set on launching new products, expanding into new territories, growing our team, generating more sales, and reaching more farms.

Not on our mailing list yet?

Sign up on our website [www.imaratech.co](http://www.imaratech.co) to follow our journey and receive quarterly updates.

