

Imara Tech: Pitch Deck

February 2021



Problem: Manual Farming



**17 Million
Small Farms**

In Tanzania, Kenya,
Uganda and Malawi

**98% Without
Mechanization**

**Lack of mechanization
lowers farm productivity**

Affects poverty and food security

Solution: Mechanization



Mechanized Equipment

Increases productivity and farming efficiency: more farming, fewer hands

Income Generating

Mechanized agribusinesses earn income by selling services that are affordable to small farms

\$759 Million

Market for

Mechanization

Based off of 1 thresher, 1 chaff cutter, and 1 planter (\$2300 combined) sold for every 50 farms

Our Customers



Entrepreneurial Customer Base

72.5% of customers use Imara
Tech products to earn income

Serving the Community

Each Imara Tech product used for
business purposes is expected to
provide services to 50 farms

Not Only for Farmers

Business people, teachers,
government workers, and others
are investing in Imara Tech
products

Product Portfolio for Entrepreneurs



Walking Planter

\$8.70 per acre earning potential



Multi-Crop Thresher

\$6.50 per acre earning potential



Chaff Cutter

\$19.50 per acre earning potential



Fast ROI

Customers recoup their investments in Imara Tech products within 1 season

High Upsell Potential

Income generated from one product enables customers to purchase the next

Efficient Sales

Multiple products all using the same channel to target the same customer

Business Model



Local, Lean Manufacturing

Just-in-time production reduces overhead and scales to meet demand



Sales Staff and Agents

Imara Tech sales officers support rural agents to market and sell product

Recent Traction: Last 12 Months



Grew Sales 11x

From 23 threshers sold in 2019
To 244 threshers sold in 2020

New Product R&D

Prototyped 5 new products for 2021
launch; Pilots start this quarter

Expanded Team

Hired senior sales staff; growing team to
25 FTEs

Secured Investment

Ending contract phase for \$75k to
expand regionally in Tanzania

Scaled Impact

180 agribusiness jobs created
9000 small farms mechanized

Upcoming Targets and Fundraising



2021 Targets

Grow team to 25 FTEs
Expand into new territory
Grow sales 60%
Launch 5 new products

Fundraising \$300k

Seeking to raise investment round at end of 2021, following primary sales season and completion of R&D

Scaling Beyond 2021

Investment to be used for regional expansion, scaling new products, and reaching profitability.

Senior Management Team

Gritty, dedicated problem-solvers



Elliot Avila - CEO

B. S. in MechE from MIT

Former Lab Director at Access to Energy
Institute

Former Head of Product & Customer
Research at Mobisol Tanzania



Alfred Chengula - COO

B. A. in Community Development

2021 Builder of Africa's Future Awardee

2018 YALI East Africa Fellow

Former Sales Team Leader at Off-Grid
Electric



Adriana Garties - CTO

B. S. in MechE from Olin College

Former Prod. Dev. at Power Corner

Former Agricultural Prod. Dev. at Twende
Social Innovation Center



Joseph Zikhali – Business Development Manager

BCom from University of Witswatersrand
in Law and Management

Former Head of Sales at Mobisol
Tanzania: Grew sales operation to 500
employees

Investors and Partners



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