

August 2020

Imara Tech Newsletter



Karibuni tena, welcome back to the Imara Tech newsletter! We hope you take the lapse as a positive sign – it is easier to find the time to write and reflect when things are less busy.

At the time of our last update, we were in the early days of the pandemic with little visibility on how the coronavirus would play out and affect our team and business. Shortly after that, our small team was hit with at least one confirmed case that forced our workshop to close for two weeks in May. I am thankful that our staff fully recovered and that we have since been able to re-open safely.

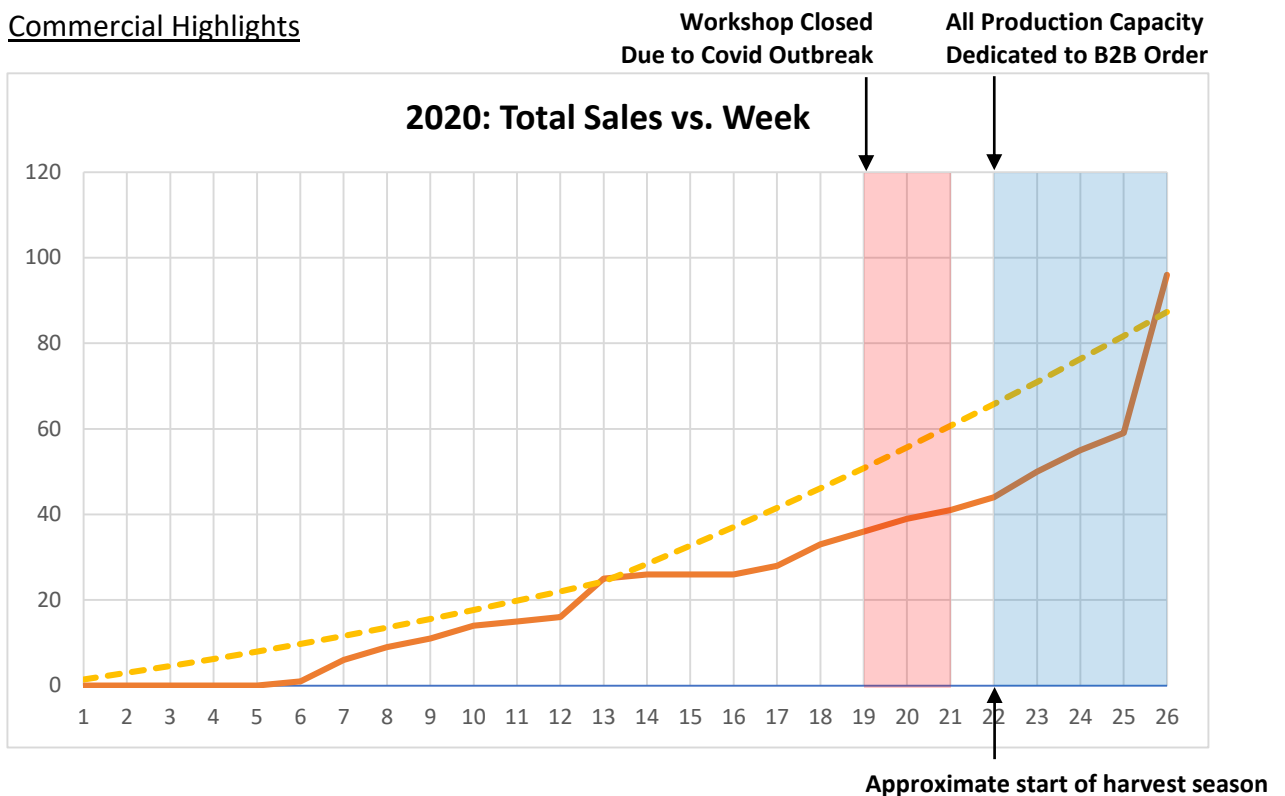
Following our brief shutdown, we entered into the main harvest season. Farmers in Northern Tanzania enjoyed a bountiful harvest, benefitting from the plentiful rains (and thankfully avoiding the locust swarms coming out of the Horn of Africa). These conditions translated into a booming market for us and kept our team extremely busy trying to fulfill incoming orders.

For the second quarter in a row, we have managed to hit our sales target, closing out with 96 MCTs sold by the end of the second quarter! This is a huge achievement for us and is only dwarfed by the pace that we have maintained throughout Q3. At the beginning of the year we set a target to sell 200 MCTs and reach 10,000 farmers, something we aimed for last year but fell far short of accomplishing. We are proud to be making such great strides this year.

The boost in traction comes amidst a wave of activity across our company. The past months have been hectic, filled with trade shows, new staff hires, financing pilots, and 7 day workweeks. We invite you to be part of our journey and read through some of the highlights of the past few months.

Cheers,
Elliot

Commercial Highlights



Q2 Sales Traction

Imara Tech sold 71 MCTs in Q2, putting our total sales to date for the year at 96 units sold by the end of June, exceeding our target of 87. Although our target was built based on the expected performance of our agent network, we have hit our goal by also gaining traction through our B2B and direct sales channels. A summary of our sales until the end of June is given in the graph above and expanded upon in our Q2 recap found on our website. Our current target is to hit 171 sales by the end of Q3, which we expect to hit by the end of August.

Marketing at Trade Shows

Imara Tech was at three agricultural exhibitions recently: Saba Saba Trade Expo in Dar es Salaam, the TARI Agribusiness Expo, and the Nane Nane Agricultural Fair. These fairs have brought local exposure and recognition to our work. Some of our favorite moments include presenting the Minister of Agriculture with his own Imara Tech hat and t-shirt and selling 20 MCTs in a week at the Nane Nane fair! Check out the pictures to see the team in action.

Workshop Highlights

New Workshop Manager: Imran Khamisi

As we become busier we are recognizing that we cannot do all of this work alone. In June we hired a new Workshop Manager to oversee our production at our Arusha-based workshop. Welcome to the team Imran!

New Workshop Space

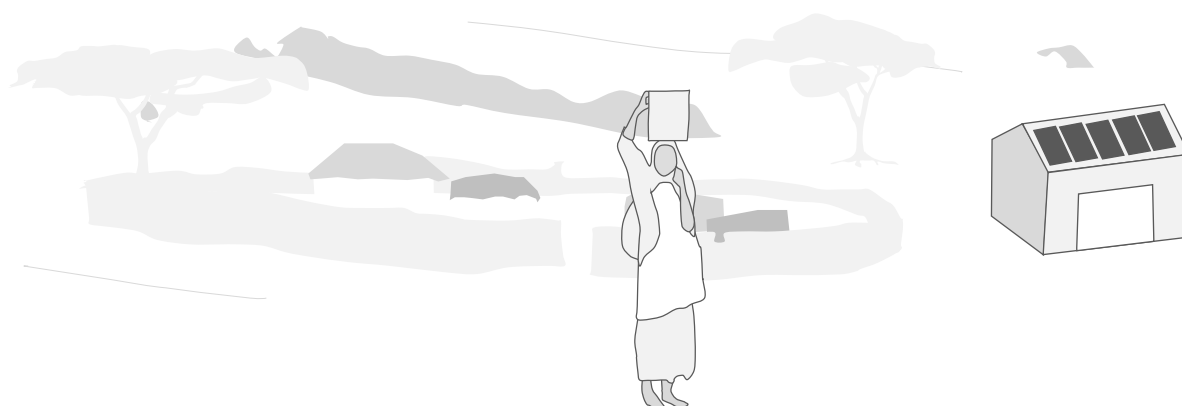
Given the recent increase in business, it became necessary for us to take on a bigger space. We secured a new workshop facility that is twice the size of our current workshop just 100 meters from our current space and will be moving in soon. Thanks to SIDO for helping us secure this great new space!

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Product Development Highlights



User Research on Flour Milling and Oil Extraction

We finalized our user research on flour milling and oil extraction happening in off-grid areas. This research plays an important role in helping us design appropriate clean energy technologies. Check it out on our website [here](#).

Partner and Investment Highlights

Welcoming New Investors: Arthur B. Schultz Foundation and SK2 Fund

We are excited to have the Arthur B. Schultz Foundation and SK2 Fund (recently known as Thrive) supporting us as investors! Both ABSF and SK2F have joined 3rd Creek Foundation to support us with financing that allows us to carry out our work developing new solar-powered agricultural equipment. Thanks to both Arthur B. Schultz Foundation and SK2 Fund for the support!

Grant Funding from MIT D-lab Scale-Ups

We received a grant the MIT D-lab Scale-ups program to help keep us going through these uncertain times. The funding allowed us to invest into marketing our company and products (have you seen our [Instagram](#) recently?), in addition to running promotions to increase commissions for our agents and offer discounts to our customers. Putting a little extra money in everyone's pocket goes a long way at times like these. Thanks to D-lab for the support!

WFP Global Innovation Accelerator and Financing Pilot

Imara Tech was one of 9 teams from around the world to participate in the World Food Program's Global Innovation Accelerator this last June. In addition to an online bootcamp and pitch event, we worked closely with the WFP country teams to explore financing models and reduce barriers to access faced by some of our customers. Thanks to all the WFP for working with us these past few months and we are looking forward to working together more in the future!

GIZ Investment Readiness Accelerator

Imara Tech is one of 15 start-ups participating in the GIZ Investment Readiness Accelerator. As part of the program, we are workshopping our business as we think about growth and scale. The program runs until the end of the year and culminates in a pitch competition. All that's left is to bring home the gold...!

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Other Updates

Inventory Management and Financial Reporting

One of our objectives this year was to provide transparent financial reporting to our supporters. On this goal we are still falling short as we continue to build out our internal financial systems. Recently this involved migrating all of our Quickbooks data from USD to TZS to allow for easier end-of-year reporting. Currently we are building out new inventory management systems that will allow us to track our COGS and quickly generate up-to-date financial reports.

While we are not releasing financial metrics as part of this newsletter, please e-mail Elliot at Elliot.Avila@imaratech.co if you would like more details on Imara Tech's finances.

Website Blog

Our website now has a [blog](#)! Check it out for shorter, more regular updates and news from the team.

Photo Updates



Above: Farmer demonstrations conducted with Farm Africa as part of exploration of financing options done as part of the World Food Program Global Innovation Accelerator.

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COO Alfred presenting an Imara Tech t-shirt and hat to the Minister of Agriculture at the TARI Agribusiness Expo in Arusha. Alfred had a follow-up meeting with the Minister the next day to discuss how the Tanzanian government can support Imara Tech's work.



An Imara Tech customer receiving his promotional t-shirt at the Nane Nane exhibition for National Farmer's Day. We set record sales number at the event, selling 24 MCTs in a week!

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Masai farmers use the MCT to thresh their beans. On the other side of the machine, our customer painted his name and number in big bold letters to promote his threshing business in the community.



Our new workshop manager Imran! Imran joins us with a background in mechanical engineering from the University of Dar es Salaam. In addition to his engineering experience, he brings a lot of passion to our team. Karibu Imran!

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