

Imara Tech: Q1 2021 Update

April 2021



Summary of Activities



Highlights:

- Expansion: Started a pilot project with support from WFP; opened a new office in Kigoma with a workshop soon to follow!
- Workshop: Opened a new workshop in Arusha with 2x available space
- Team: Grew team by 11 people, doubling our company in size. Hired 2 new management staff to support increased team size
- R&D: Started pilots of solar agricultural equipment, completed prototyping for peanut shelling pilots, set-up roll-grinding machine

Main Updates

Sales and Marketing



- Highlights:**
- Team: Hired new sales management, sales officers, and marketing officers, growing sales team from 2 to 11 people
 - Expansion: Opened up new office in Kigoma in western Tanzania
 - Sales models: Structured different sales and marketing models for A/B testing

- Challenges:**
- Inventory and cash flow: We have more agents and points of sales than ever before, which has increased our marketing expenses and the need for inventory in the field. We are making the most of what we have in the short-term, while also looking for finance sources to help our cash flow in the medium-term (6-36 months).

Manufacturing and Workshop



Highlights:

- Workshop: Left our old workshop and entered into our new, bigger workshop space
- Team: Hired workshop manager and technician and offered position for a R&D Product Officer, which will bring our technical team to 9 people
- Suppliers: Onboarded new MCT suppliers, bringing production capacity to 25/week at present day

Challenges:

- Bandwidth: Our team has been balancing many different priorities, including R&D, manufacturing, training suppliers, and setting up our new workshop. We expanded our team to support on managing these different work streams, but might need to hire additional workers.
- Workshop: Our workshop doubled in size, but it's still too small! We are discussing upgrades and possible additions to our space.

Solar R&D



Highlights:

- Pilots: Started our first pilot of our oil press machine in eastern Mt. Meru region. Conducted baseline surveys for the 2nd press pilot, and constructing facilities for the 2nd and 3rd. Organized pilot sites for 5/6 pilots for mill and peanut sheller products, expected to start from May
- Prototyping: Finished prototypes of a peanut shelling machine, now starting production of units for pilots
- CAPEX: Received and installed our major CAPEX purchases (laser cutter and roll grinding/fluting machine) and set up roll-grinding machine

Challenges:

- Schedule: We've faced challenges in this project related to procurement of components for prototyping and our CAPEX. This has improved recently, but the timeline for pilots was set back because of this. We are discussing a 3-month extension to our project so we can pilot longer.

Head Office, Investment, Partnerships, Other



Highlights:

- WFP Pilot: We officially started a pilot as a follow-on from the WFP innovation accelerator. We are using pilot funds to expand our presence and develop scalable sales and marketing channels in Kigoma, TZ where WFP is supporting 20,000 farmers
- Team: Hired new accountant for our Kigoma office
- Finance: Launched new finance tool that digitizes team's finance processes (requisitions, payments, retirements)
- Mission and Values: Revised our mission and values to be aspirational and something that we can refer to regularly amongst our team

Vision

Prosperity, sustainability, and resilience on every farm in
Africa

Mission

End manual labor on small farms

Values

Solution-Oriented: we focus on what we can do

Effort: we always give our all

Find a Better Way: we look for ways to improve

Think Like an Owner: we treat the company and its resources as our own

Big Picture: we relate our actions to our vision and mission

Thank you!

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

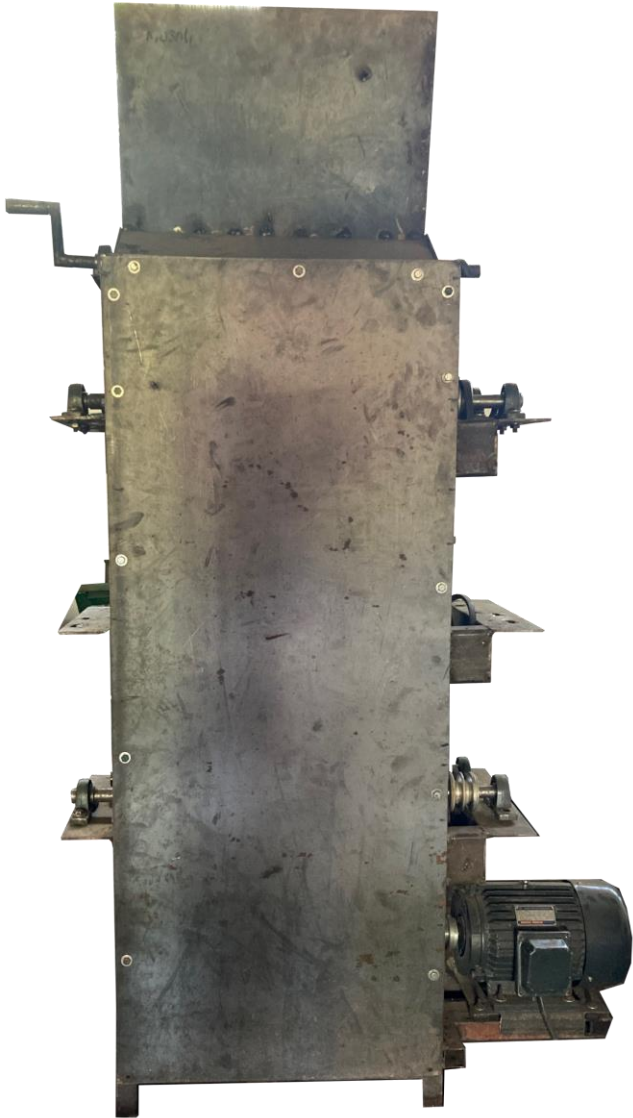


Photos and Extras

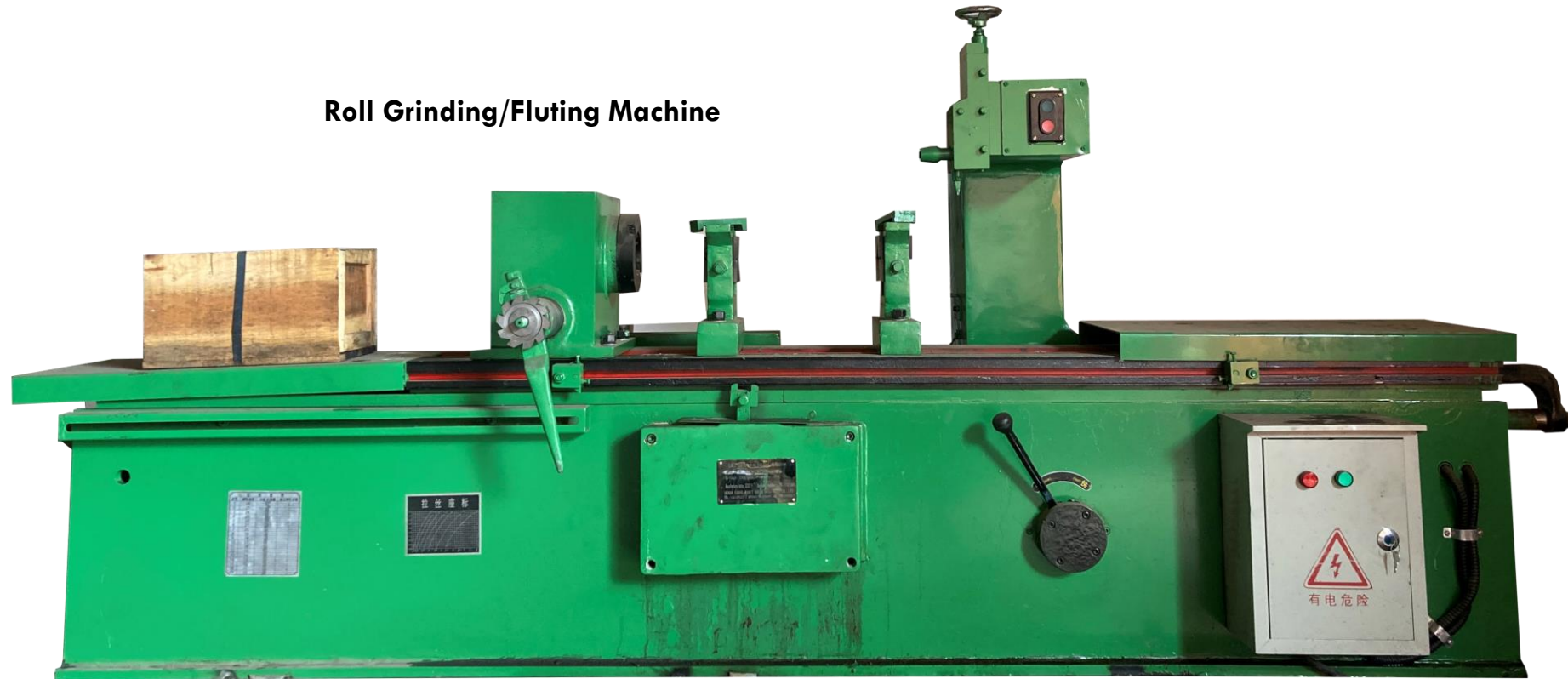


Imara Tech, Avomeru, and A2EI meet with community leaders at our first oil press installation site. The oil press is the orange machine in the foreground. The installation site where the solar panels were installed is just to the left of this photo.

Roller Mill



Roll Grinding/Fluting Machine



The roll grinding/fluting machine above is critical to finishing our mill prototype, as it carves flutes into the surface of the mill rolls. This gives the rolls extra grip, allowing them to grab onto the fine grain particles and crush and shear them into a powder.



Our V2 peanut sheller prototype. The sheller is capable of processing 120kg of shelled peanuts per hour on a 1.5kW motor. In contrast, a single person can process 0.5 to 1 kg of shelled peanuts per hour by hand.



Our new Business Development Manager for our Arusha operations. JZ joins us with an impressive background of sales leadership, holding previous roles such as Head of Sales at Mobisol, where he helped the company grow from 10 to 500 employees.

We are dreaming big here too – welcome to the team JZ!



The toughest team in town



Photos from sales demonstrations organized and led by our Manyara-Babati Sales Officer Evelina. Eve reached out to farmers groups and organized these meetings and demonstrations with them – way to go Eve!



Public announcements and demonstrations organized by our Arusha Sales Officer Satale. Satale recruited brand ambassadors to spread the word about Imara Tech. Marketing investments now are what will drive our sales 3 months from now.

Nice initiative Satale, keep pushing!



Our first Kigoma customers. We branded our machines differently so that we can measure the effectiveness of word-of-mouth marketing: at the end of the season, we will survey our customers to check how many saw one of these machines in operation.



Photo from our Q1 team party. Our Q1 stand-out award went to our workshop manager Imran, who embodied our values of Effort, Solution-Oriented, and Thinking Like an Owner!

(Note the computer: we needed zoom for this meeting because we are in 2 parts of the country. What a change!)