

NEW

Multi  
**Chaff Cutter**  
*Coming Soon*

IMARA  
TECH



**Imara Tech:  
Q2 2021 Update**  
July 2021

IMARA  
TECH  
#kamatafursa

Ofa Maalum  
~~1,750,000/-~~

**1,600,000/-**



Ofa Hii ni Mpaka tarehe  
**15 May 2021**

Ar  
+255 755 007 447 |





# Summary of Activities



## Highlights:

- Sales and Marketing: Execution of new sales models, increased market awareness through diverse marketing channels.
- Technical: Opened a new workshop in Kigoma, hired 3 new staff there and began manufacturing. 3 solar peanut sheller prototypes finished, oil press prototypes in the field for pilots.
- Head Office: New finance tool launched to manage expenses and progress on due diligence

# Main Updates



# Sales and Marketing







## Sales and Marketing Highlights

- Hired 3 new sales staff
- Executed new sales models: testing different agent models and customer engagement strategies.
- **Challenge:** Our second branch opened in Kigoma during the harvest season (peak sales season for threshers) and so we missed the chance to raise market awareness and promote our products in advance. We are adapting by 1) raising market awareness for next season, 2) having Kigoma staff support our Arusha sales team, and 3) building relationships with local stakeholders (NGO partners, local government) who can amplify our work in the future.
- Huge market awareness online: 231,000 accounts reached on Instagram in June
- Participated in multiple exhibitions and partner-organized demonstrations: SIDO exhibition, Uhuru Freedom Torch showcase, Innovation Week



# Technical Team







IMARA  
TECH



Mashine zinaengenezwa **Tanzania**  
na wa **Tanzania**



## Technical Team Highlights

- Hired four new staff: 3 technicians and one R&D officer
- Opened Kigoma workshop and began manufacturing of threshers
- Product R&D: early launch of chaff cutter
- Product R&D: 2<sup>nd</sup> solar oil press in field, 3 solar peanut sheller prototypes finished, solar mill nearing completion
- Started contract manufacturing of 5kW wind turbines





## Head Office Highlights

- Finished 2020 Audit and 2021 Q1/2 Internal Audit
- Improvements and onboarding to new finance system: online approvals and retirements of expenses and better spending insights
- Conducted due diligence with potential investor, created due diligence drive in preparation for fundraising round
- Better local government outreach: sold products to local government and discussing collaborations such as integrating Imara Tech products into government finance schemes





## Impact Highlights

In the first 6 months of 2021, Imara Tech products...

- Created 60 new agribusinesses
- Provided mechanization to 3000 farms



# 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.



A2EI





## Photos and Extras





Below is a story shared by one of our sales team members.  
Great feedback from our customers!

“Met one of our customers in Simanjiro. He says the machine has given him such a good name in the community, he is running away from maize customers - they are simply too many he can't manage....advised to buy another MCT”





22.5% of our customers are below 35 and 90% of them use Imara Tech products for business purposes.  
We are charting a new way for young people to engage in agriculture, with modern equipment and productive machinery.  
#VijanaNdiyoMpango #YoutharetheFuture





Presenting at Innovation Week in Dar es Salaam





Following our Kigoma launch, we had a visit from our supporters at the WFP innovation accelerator. Thanks Asia for visiting!





Imara Tech presentation to government, spiritual, and community leaders in Kisarawe. We are building relationships with partners who can amplify our work.





Getting creative with our marketing. Next up: thresher TikTok dance..!





Demoing a new planter prototype at an exhibition hosted by SIDO, our partner. People were literally running to see this product!





Our field work on solar-powered equipment continues. We are *relieved* to have gotten our relief valves and been able to finish our prototypes. The avocado harvest season is kicking in now, and we'll see how our products perform in the field.





We recently improved the sunflower winnowing capability of the MCT. For this and for embodying our values, we awarded the Employee of the Quarter award to our Arusha sales officer Satale!





Bus, truck, motorcycle, or  
bicycle – the choice is yours,  
just get it to the farm!





Our Kilimanjaro region sales officer Alex presents our work at the Uhuru Freedom torch exhibition at Kilimanjaro airport.





From Kigoma ...





... to Dar es Salaam ...



