

22 July 2021

## Innovations Session N°5

# Food and Nutrition Security: the contribution of SMEs and businesses



INNOVATIONS<sup>📶</sup>  
SERIES





**PAFO–COLEACP Innovations Series**

**Leveraging the strength of mothers in  
the fight against malnutrition**



# A SUSTAINABLE APPROACH



## Locally sourced Super Foods

- Innovation in food product design

## Focused on prevalent deficiencies

- We target major deficiencies

## Nutrition Champions

- Innovation in market connectivity



**NIGERIA**

**GHANA**

**UK**

# SCALING ACROSS BORDERS

Change the way babies are fed in Africa  
Reduce the high rates of malnutrition and poverty in Nigeria

**Buys Food**

**Trainings**  
**\*Franchising**

**Subscriptions**  

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**\*In-App sales**  

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**Ebooks & \*Books**  

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**Meal Plans**

**\*Paid adverts**  

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**\*Influencer Marketing**

**\*Bespoke food Mixes**



**Pancakes**



**Smoothie**



**Cookies**



**Fufu**



# COVID-19 CHALLENGES

## **Economic challenges**

- **A tale of 3 women**
- **High exchange rates**
- **High material cost**
- **Low raw material quality**

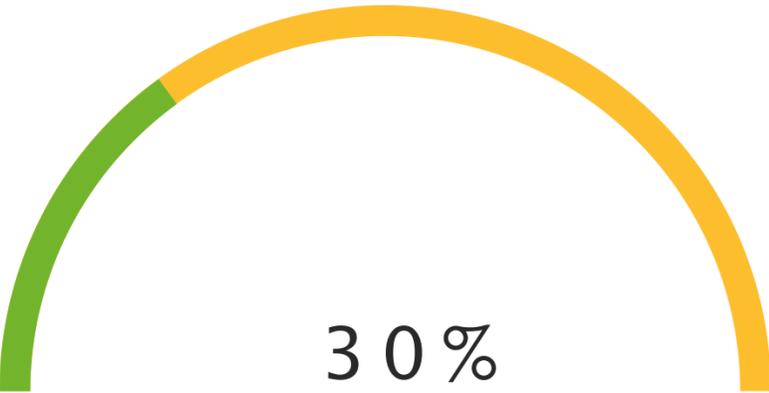
## **Growing trends**

- **Healthy alternatives**
- **Accessibility**

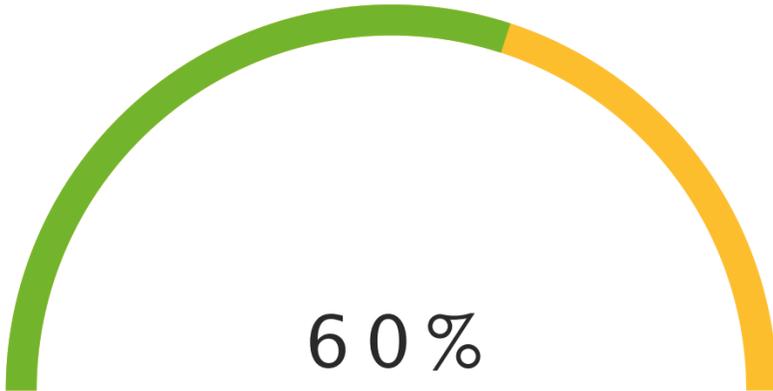


# COVID-19 RESPONSES

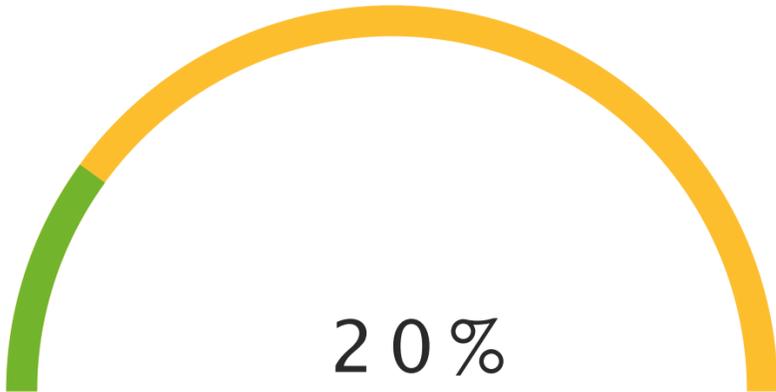
## Laboratory & Certification



## Economy packs



## In-grower scheme



- NAFDAC
- SON
- HACCP
- ISO

Percentages show how much work has been done



# **Expansion Plans: From 1 to 10% in 5 years**

## **Infrastructure**

- **Acquired production facility**
- **Imported equipment to 10x production**
- **Reformulated to improve nutrition component & affordability**

## **Investor**

**We are seeking \$200,000 in convertible debt or grant for branding, marketing and equipment. Our ideal investor would have distribution expertise.**

# THANK YOU



## MISSION

To transform the way African babies are fed, support their optimal growth, reduce malnutrition by maintaining a consistent production of quality and nutrients dense wholesome baby food.

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**Baby Grubz: Nurture, naturally with confidence**



*This series of events is organised by PAFO and COLEACP.  
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and the European Union (European Development Fund – EDF), with the  
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# Thank you

