

18 NOVEMBER 2021

**Innovations Session N°7**  
**Innovations in the African**  
**agroprocessing sector:**  
**the key role of SMEs and**  
**businesses**



INNOVATIONS<sup>📶</sup>  
SERIES



# **AXXIOM**

## **PRESENTATION**



**AXXIOM**

# WHO ARE WE?

Mushroom: contains vitamin D and stimulates the immune system, contributing to good health.



Elmine KOUYATE, social entrepreneur with an impact in Côte d'Ivoire, pioneer of organic farming of mushrooms, for natural consumption.



**Fresh mushrooms**



**Mushrooms processed**



**Mushrooms gastronomic**



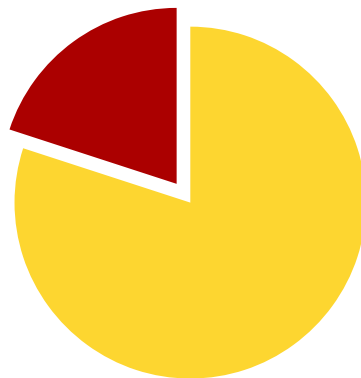
**Domestic franchises**

# KEY FIGURES

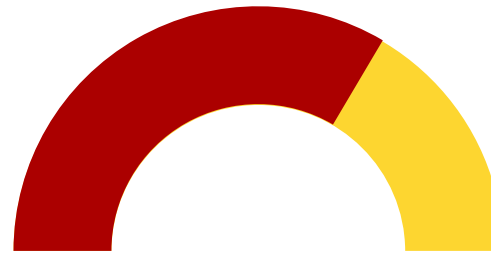
## Did you know?

1. In 60 years, 90% of the forest in Côte d'Ivoire has disappeared.
2. According to FIRCA, 40% of the 850,000 tonnes of food crops are post-harvest losses.

## Reachable clientele



## Market size



Fresh mushrooms represent almost **3,000 tonnes** and are imported in almost **5,000 tonnes**

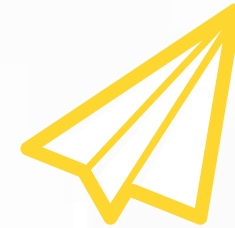
- China: 64% of edible mushrooms and 85% of oyster mushrooms.
- Cameroon, Congo, Zimbabwe, Côte d'Ivoire, Burundi: this activity is encouraged.

# EXPERIENCE SHARING



## 1) Entrepreneurial background

- 7 failed businesses in 10 years,
- AXXIOM stands for resilience
- Use of ICT tools (mailing, QR technology, etc.) and social networks
- Use of customer feedback to improve the various ranges



## 2) Opportunities

- Market for the collection of waste for recovery (15 to 17 million tonnes, GIZ)
- Winning awards and AWARDS for start-up
- Desire of large buyers to limit imports

# EXPERIENCE SHARING



## 3) Success factors

- Launch of the activities with personal funds,
- ZERO pesticides,
- ZERO deforestation,
- Empowerment of women,
- Culture adapted to local culinary habits: mushroom choukouya, ...
- Trade fairs, exhibitions, events.



## 4) Innovation

- Easy to move and install,
- Soil-less cultivation ,
- New language from hectare of forest to volume of available domestic species,
- Turning a Western or village culture into a part of industrial development in Africa.



  
AXXIOM

# CHOUKOUYA *de Champignon*

1 Plat **6 000 fr**

1/2 plat **3 000 fr**



Passez vos commande au **(+225) 54 19 94 88**





# ROADMAP

NEED TO TRAIN  
1,000 PEOPLE

FUND RAISING

EXPORT

2,500 JOBS

2022

2023

2024

2025

# THANK YOU!



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Cocody avenue Mermoz near  
the pharmacy Mermoz



Axxiom





*This series of events is organised by PAFO and COLEACP.*

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# THANK YOU

