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Dear Potential Partner,

I am writing this letter to introduce Lishe360, which is an active and goal oriented nutrition business. We provide healthy food products and education to parents with children under five years of age reaching over 150,000 people so far. Our enduring mission is to make a significant positive impact in childhood nutrition and happiness while also building a sustainable and profitable business model.

1. Our Mission and Impact

At Lishe360, our ongoing mission is empowering parents and caretakers to provide the healthiest and tastiest foods to their young ones. Through combining lovingly formulated food products and relevant educational programs, we are fighting childhood malnutrition that causes 45% of deaths of children under 5 according to the WHO. We are also improving the health and development of our future generation.

2. Combining Social Impact and Profit

Our position as a social impact for-profit business makes us very proud. Our dedication to social improvement goes together with our goal of being financially sustainable. By solving the problem of inadequate nutrition for young children, we are not only making a positive and worthwhile impact on society but we can also create a viable and scalable business.

3. Innovative Solutions

Our main innovative approach is to combine top quality food products with easily accessible education to parents. This way we are ensuring that parents have knowledge and resources to make proper decisions about what their children are eating. This dual-focus strategy together with our highly scalable and tech-enabled product and education distribution models puts us as a unique player in the market, while maximizing social impact and profit potential.

4. Market Potential

The potential market for both nutrition and food products for children under 5 is substantial. In Africa for 2023, Statista has projected revenues of 2.872 billion USD for baby food only. We aim to eventually provide our offerings to the whole of Africa for food products and education. The



social impact angle also adds a layer of dedicated purpose that today's conscious consumers appreciate. As we continue to grow, our capability to empower more families and improve childhood nutrition will continue to get stronger as well.

5. Purpose of Funding

We are requesting up to 600,000 USD in the form of grants and/or investments. These funds will be immensely useful in expanding our reach, developing new educational resources, enhancing our current product offerings and developing new food products. With your support, we aim to amplify our impact by reaching more parents and children in need of our offerings.

We deeply believe that supporting Lishe360 goes together with your organization's vision of creating sustainable and meaningful social change. We welcome an invitation to discuss our impactful business further and explore how we can work together to make a significant and lasting impact on childhood nutrition.

Thank you for considering our application. We are looking forward to the possibility of partnering with you to create a healthier and happier future for our next generation.

Yours for the betterment of our children,

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