



lishe360
NUTRITION COMPANY

A group of African children in a rural setting, with an orange text overlay. The children are of various ages, some pointing and smiling, others looking serious. The background shows a dirt path and some vegetation.

DID YOU KNOW?

In Tanzania, over 2.8 million children under 5 years are stunted due to limited access to child nutrition solutions.

PROBLEM

Limited access to child nutrition solutions

Limited access to diverse, nutritious baby food products and relevant child nutrition information in Tanzania results in only 3 out of 10 children aged 6-23 months receiving a minimally acceptable diet.



SOLUTION

lische360 increases access to high quality and affordable child nutrition solutions

- We offer wide range of **affordable, healthy and nutritious** baby food products with extensive distribution.
- We provide easily accessible, **trusted child nutrition guidance and resources** through mobile phones (WhatsApp & SMS).



CUSTOMER

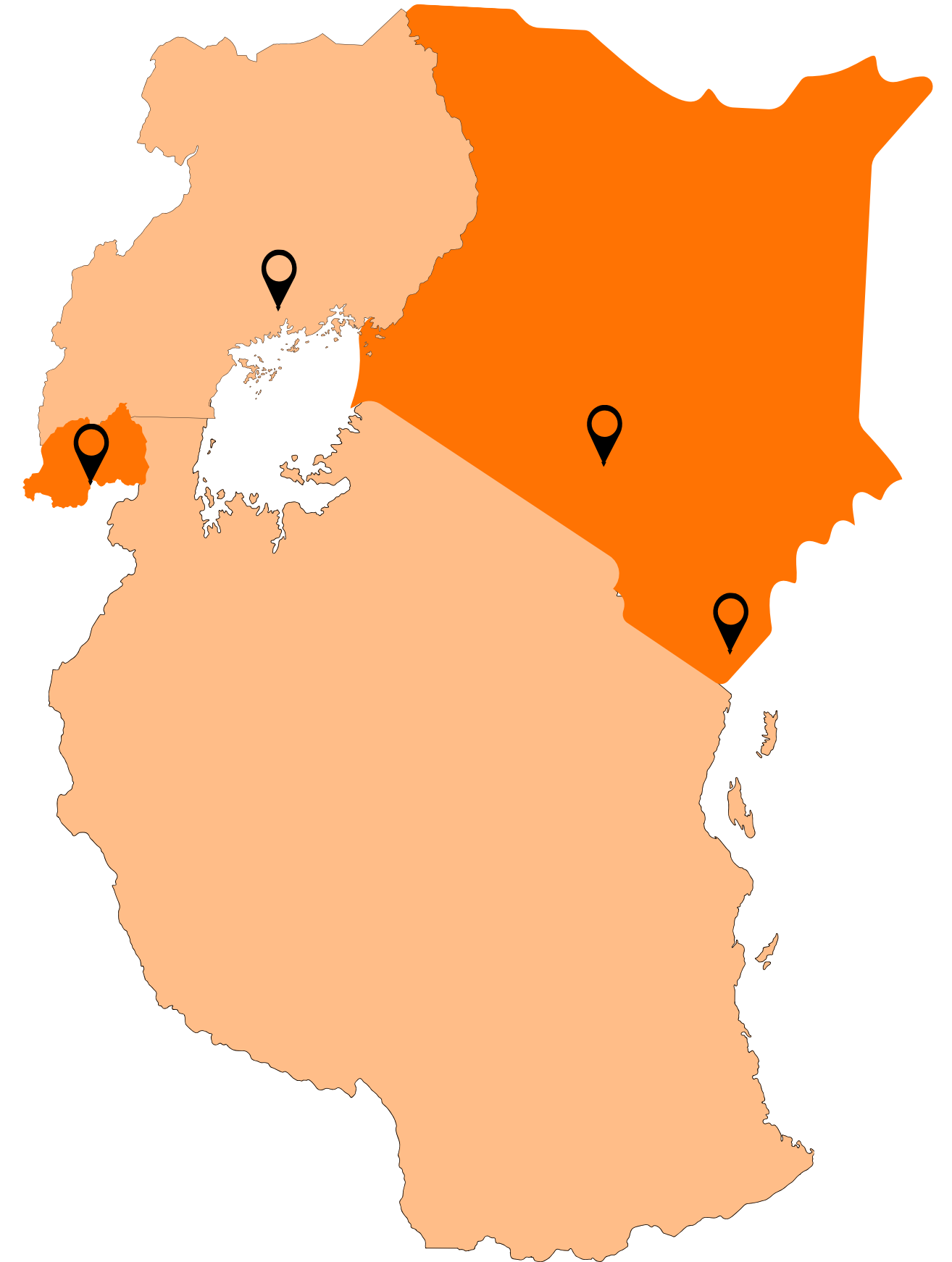
Our targeted customers are:

- Parents and caregivers with children under five years
- Day care centres

EXPANSION

Our plan is to expand to major East African cities by 2025

- 📍 Nairobi & Mombasa, Kenya
- 📍 Kampala, Uganda
- 📍 Kigali, Rwanda



PRODUCT



Affordable and nutritious baby food products

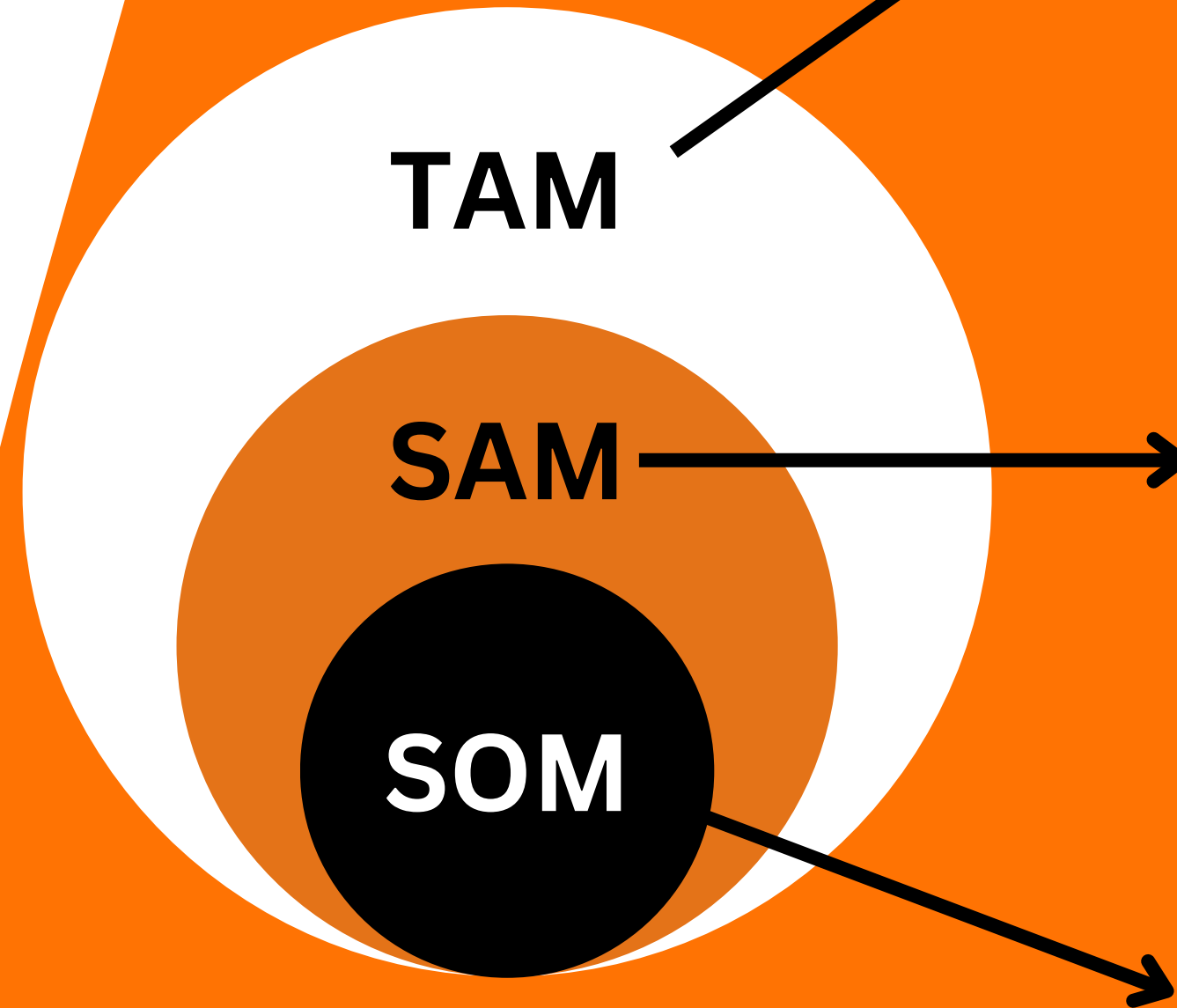


Online and offline child nutrition guidance and resources

BUSINESS MODEL

OUR MODEL:
B2C & DTC

GROSS MARGINS:
50-80%



**Baby Food Market
in Africa**
US\$2,872.00m

**Baby Food Market in
East Africa**
US\$369.00m

**Baby Food Market in
Tanzania**
US\$64.65m

VALUE PROPOSITION

Data Driven

We leverage data to improve our products and services



Product Range

We have wide range affordable, nutritious baby food products



Community Collaboration

Model for R&D

This ensures that our solutions are relevant and applicable to the community needs.

Accessible Price Points

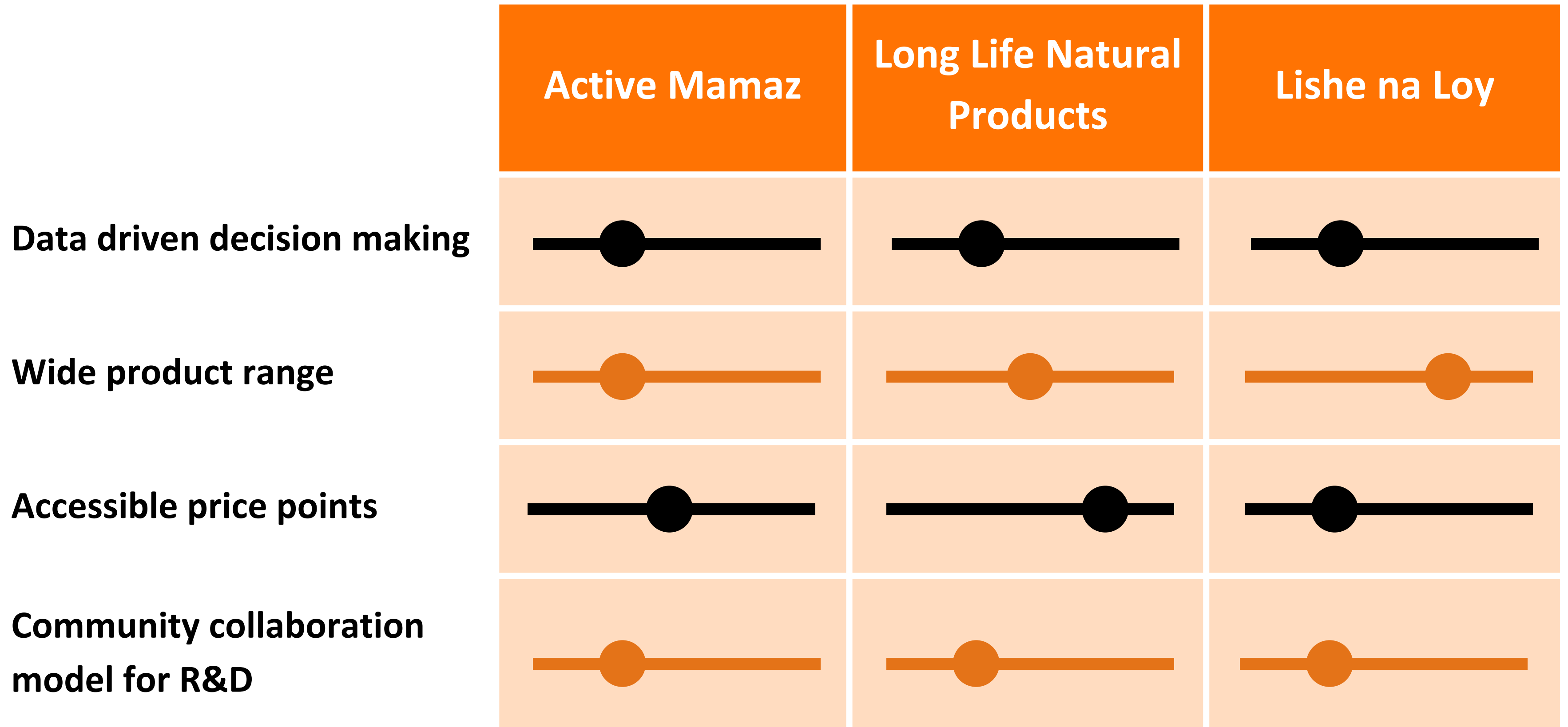
This has enabled us to resonate in urban and rural areas



Network of Distributors

We have a network of over 70 distributors all over Tanzania.

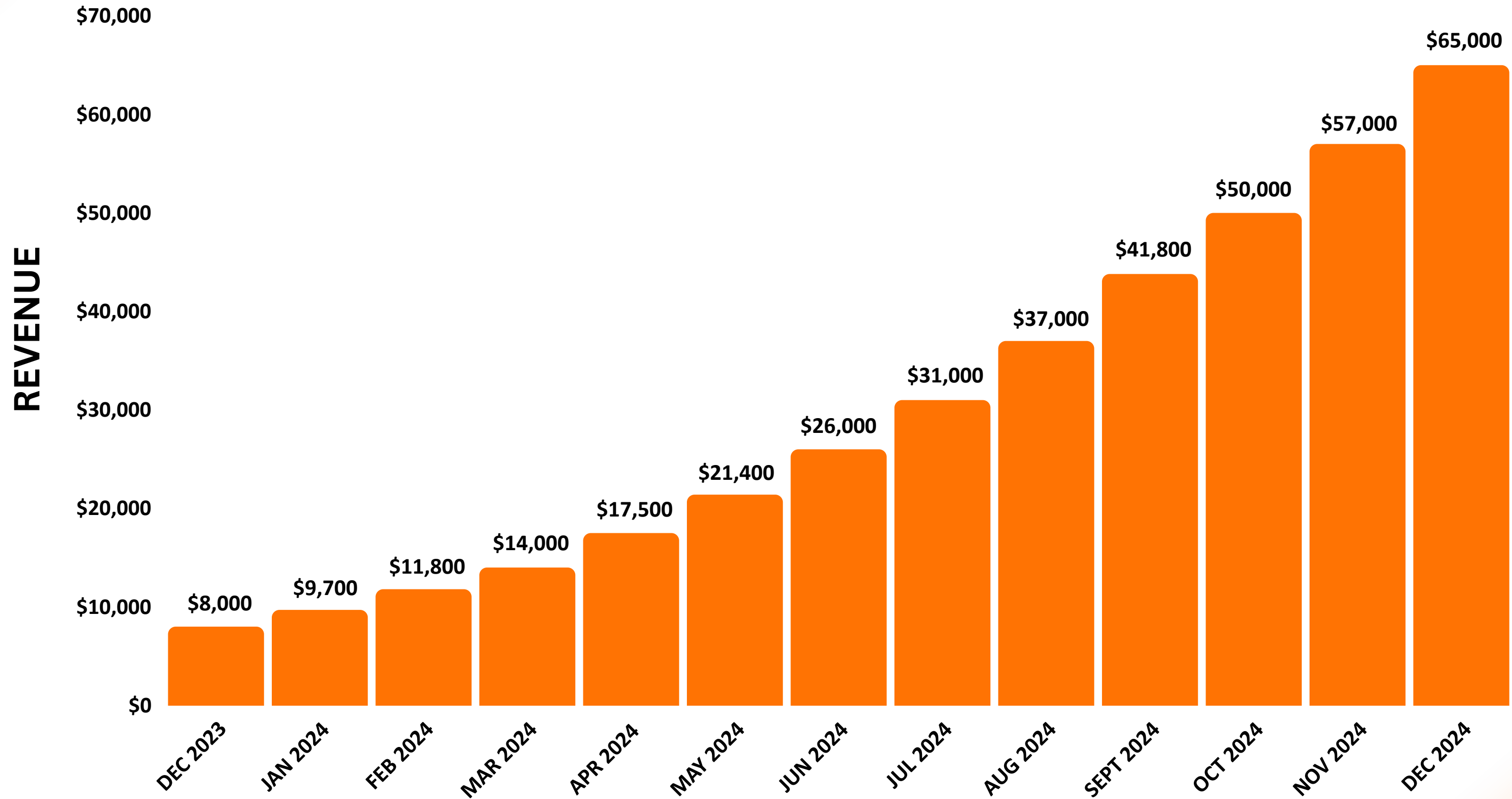
COMPETITION



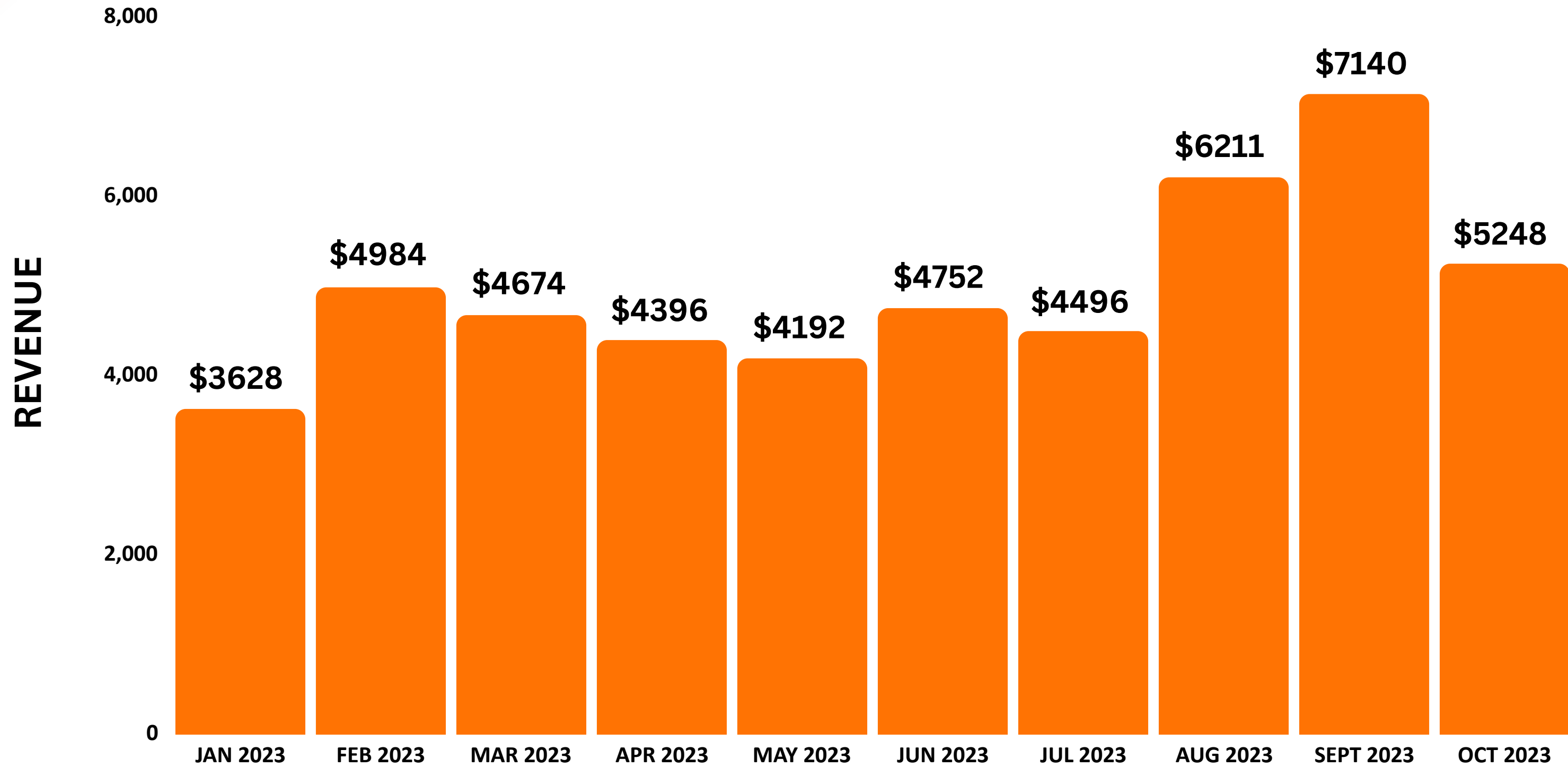
IMPACT

- We've helped over 9,000 parents in nurturing healthy and happy babies through our WhatsApp programs.
- We've delivered over 16,000 nutritious and affordable meals.
- Over 180,000 parents receive daily child nutrition tips through our online channels.

REVENUE PROJECTION



PARTNERSHIP SALES



FUNDS

OUR ASK

\$600,000

RAW MATERIALS

\$100,000

RESEARCH AND
DEVELOPMENT

Total cost (24 months): \$36,000

MACHINERY

\$130,000

SALES TEAM

Total cost (24 months): \$60,000

OFFICIAL COSTS

**Total cost (24
months): \$114,000**

MARKETING COSTS

Total cost (24 months): \$160,000

MANAGEMENT TEAM



Simon Mbangalukela
Chief Executive Officer



Zakayo Maugo
Chief Operations Officer



Simon Mnyele
Chief Growth Officer



Daniel Maugo
Chief Service Officer

Total Team: 12 People

TESTIMONIES

● “Your **Greek Yogurt** is tasty, my baby loves it very much”

Mama Iptisam

📍 Zanzibar

● “In the beginning my baby wasn’t eating well but now she drinks **supaOATS** porridge everyday and it’s smell is just wow!”

Atiksha

📍 Upanga, Dar es salaam

● “God bless you! My baby wasnt gaining weight but after giving her **supaOATS** porridge, she gained 1 Kg in a month”

Sasha Mlima

📍 Arusha

● “I didnt know where to start but after joining TOTO CLASS now I am very relaxed and confident about what to feed my baby”

Irene

📍 Dodoma

THANK YOU!

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