

lishe**36** 

NUTRITION STARTUP



PROBLEM

Parents and caregivers in Tanzania have;

Limited access to healthy, nutritious baby food options.

Insufficient of knowledge about child nutrition.



SOLUTION

Lishe360 equips parents and caregivers with nutrition solutions for properly feeding their children.

Healthy and nutritious food products.

Tech-driven meal planning.

Free nutrition education and support community.



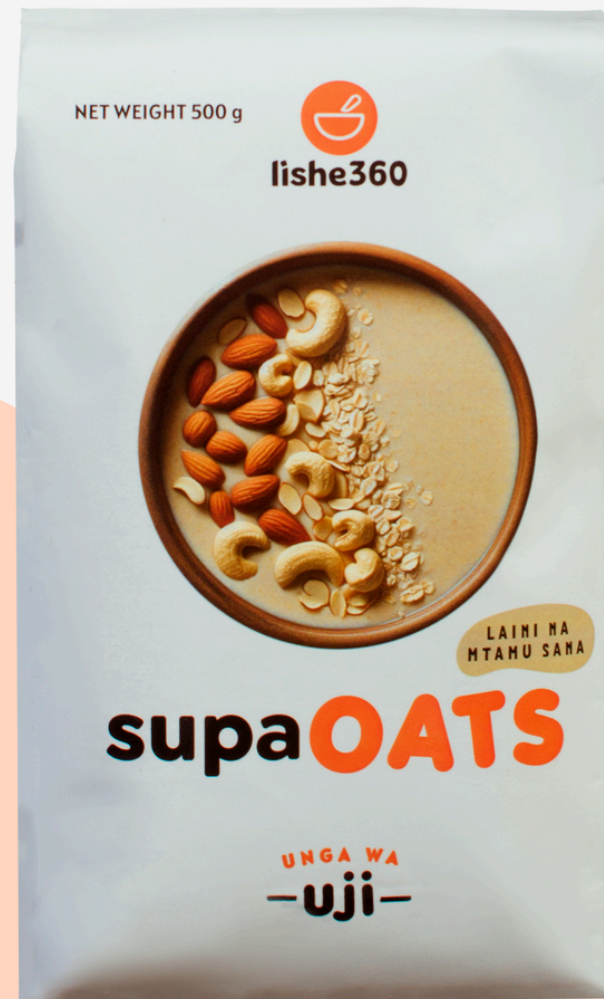
CUSTOMER

Our targeted customers are;

Parents and caregivers with children under 5 years

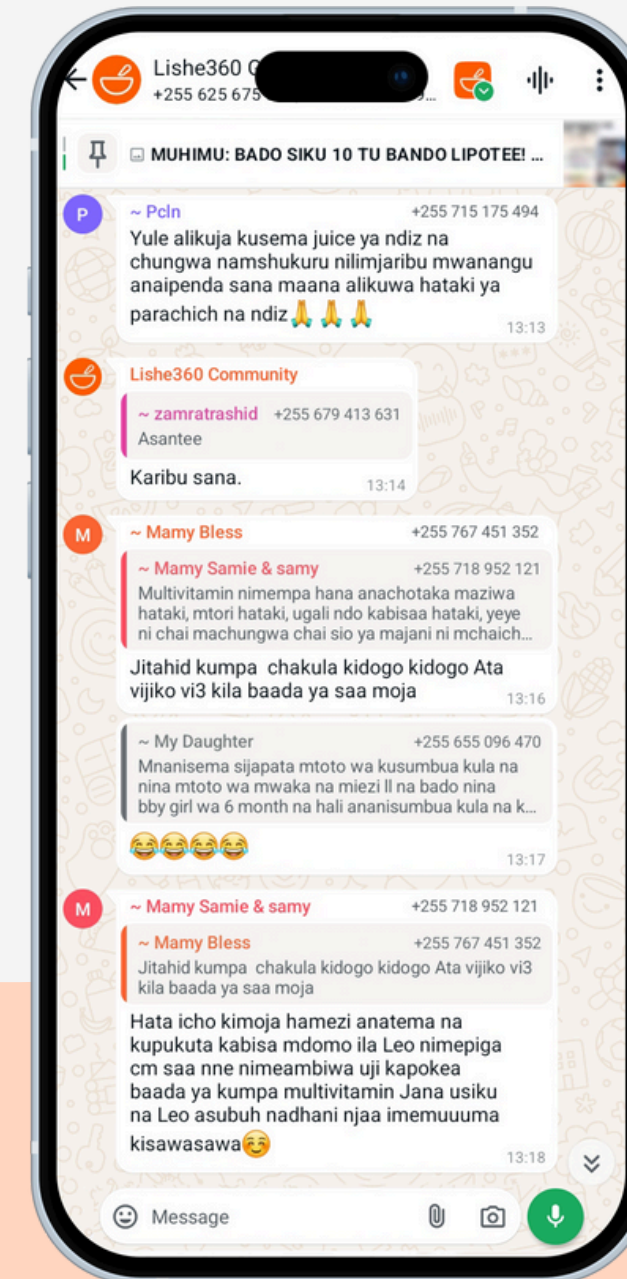
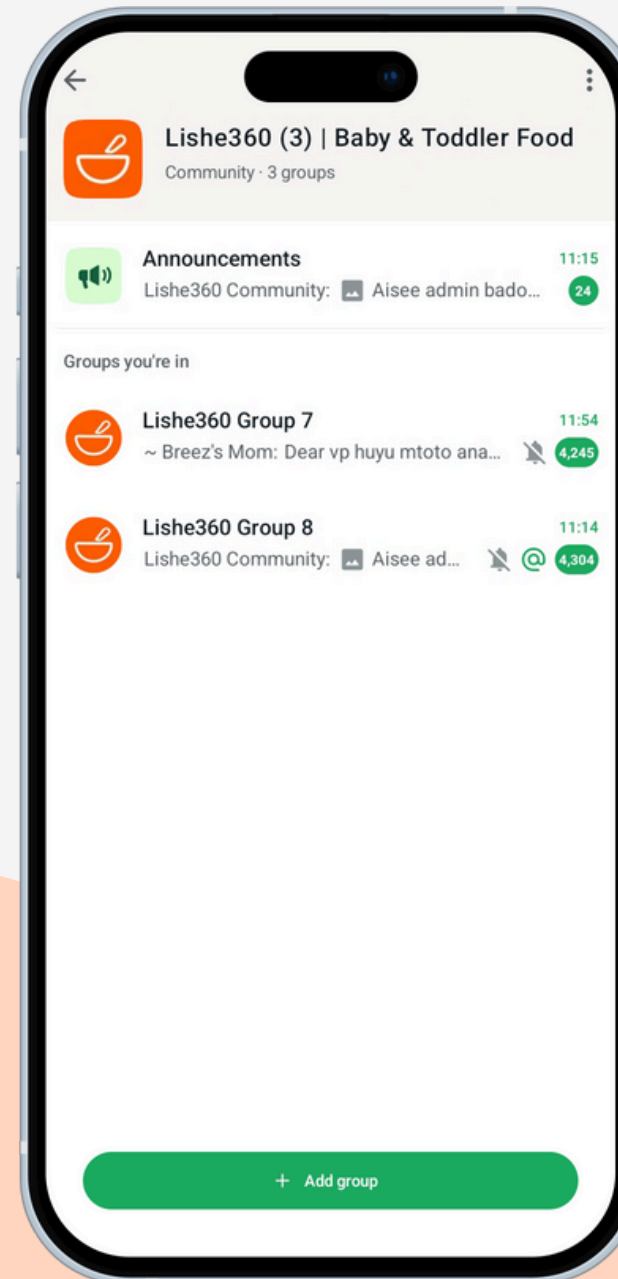
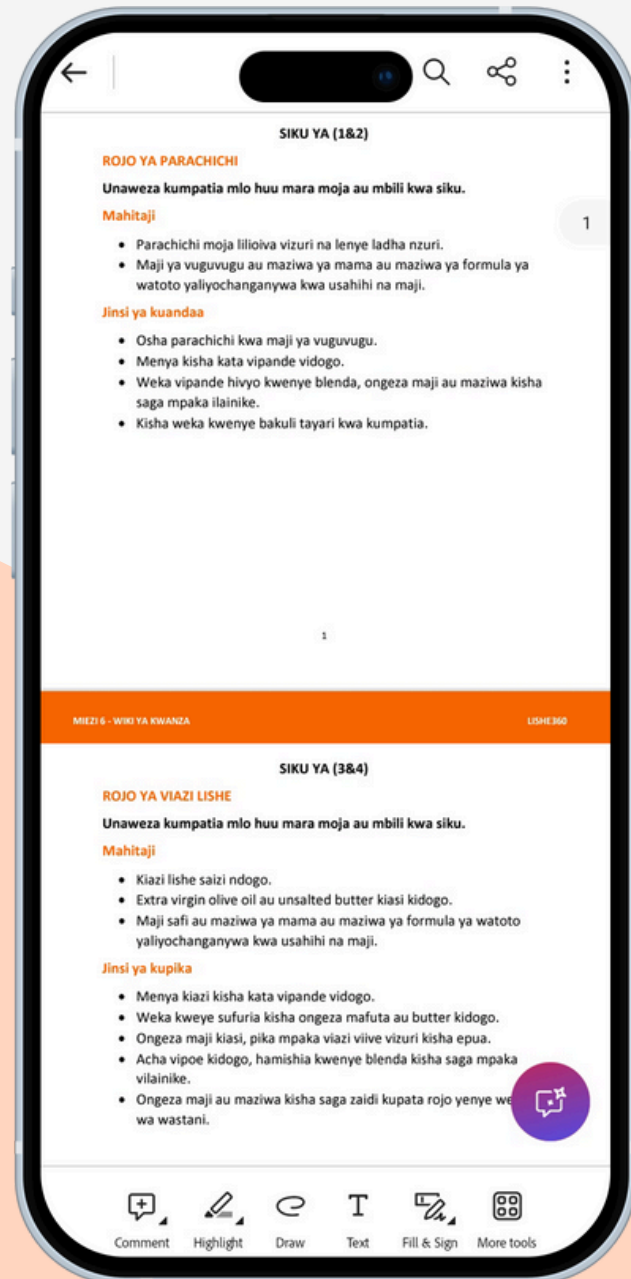


PRODUCTS



Healthy and nutritious food products

SERVICES



Meal plans and online parenting community



BUSINESS MODEL

OUR MODEL:

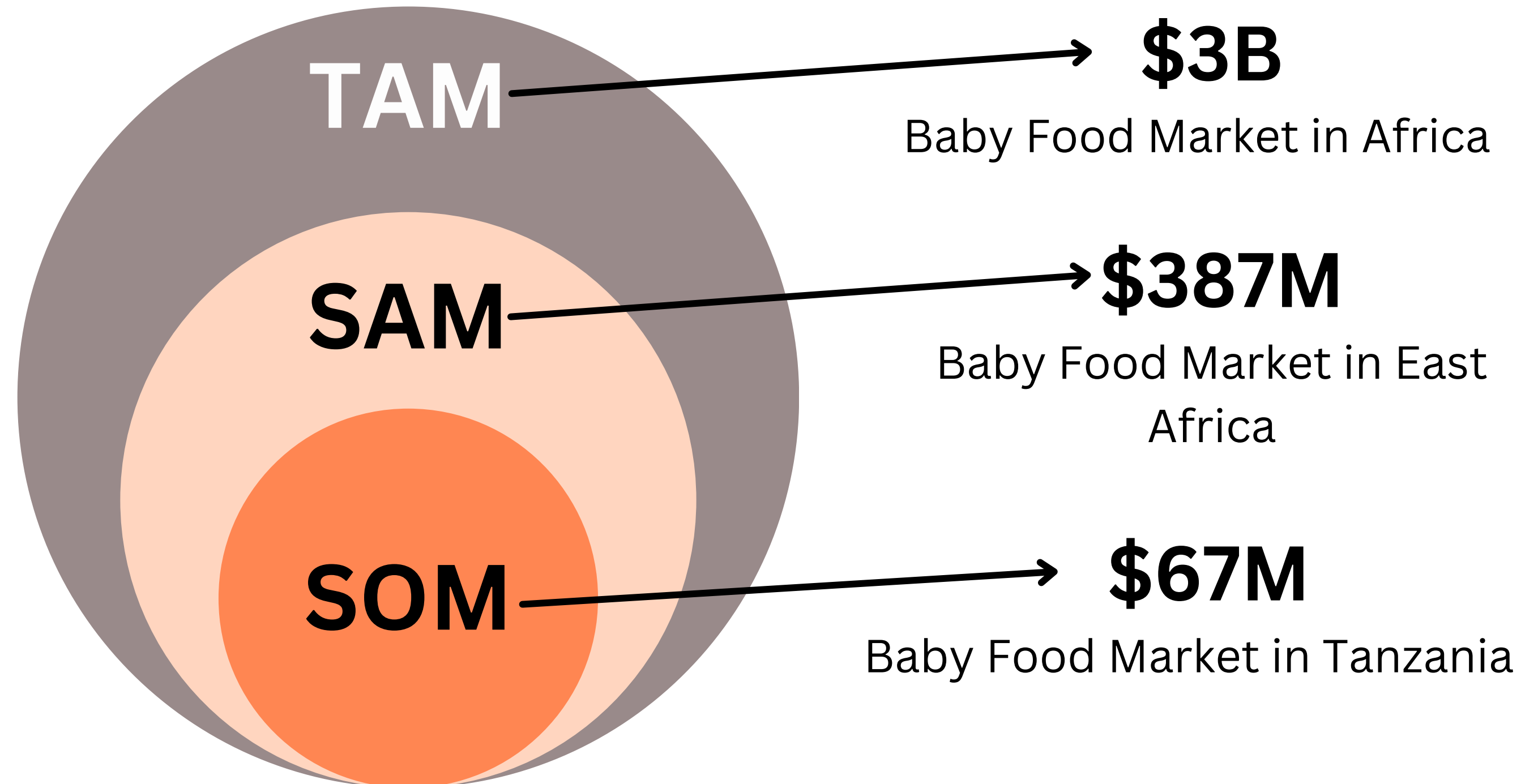
B2B2C

&

DTC

GROSS MARGINS:

60%



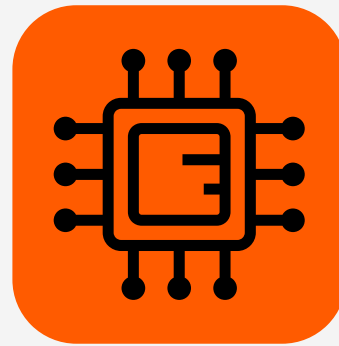
According to [statista.com](https://www.statista.com)



VALUE PROPOSITION

Tech Driven Meal Planning

Utilizing tech to simplify meal planning and make personalized nutrition more accessible.

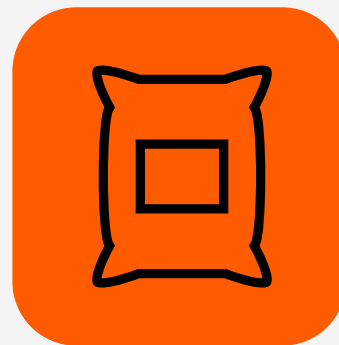


Support Community

We've created an online community for parents and caregivers to share experiences and seek advice.

Diverse Product Range

We offer nutritious food products for babies' varying dietary needs and stages.



Free Nutrition Education

We offer free nutrition education through social media and our online community.

COMPETITION



	Lishe360	Golden Pot	Lishe na Loy	Active Mamaz	LF Products
Tech Driven Meal Planning	YES	NO	NO	NO	NO
Product Variety	4 Varieties	1 Variety	5 Varieties	3 Varieties	1 Variety
Support Community	YES	NO	NO	NO	NO
Free Nutrition Education	YES	NO	YES	YES	YES



IMPACT

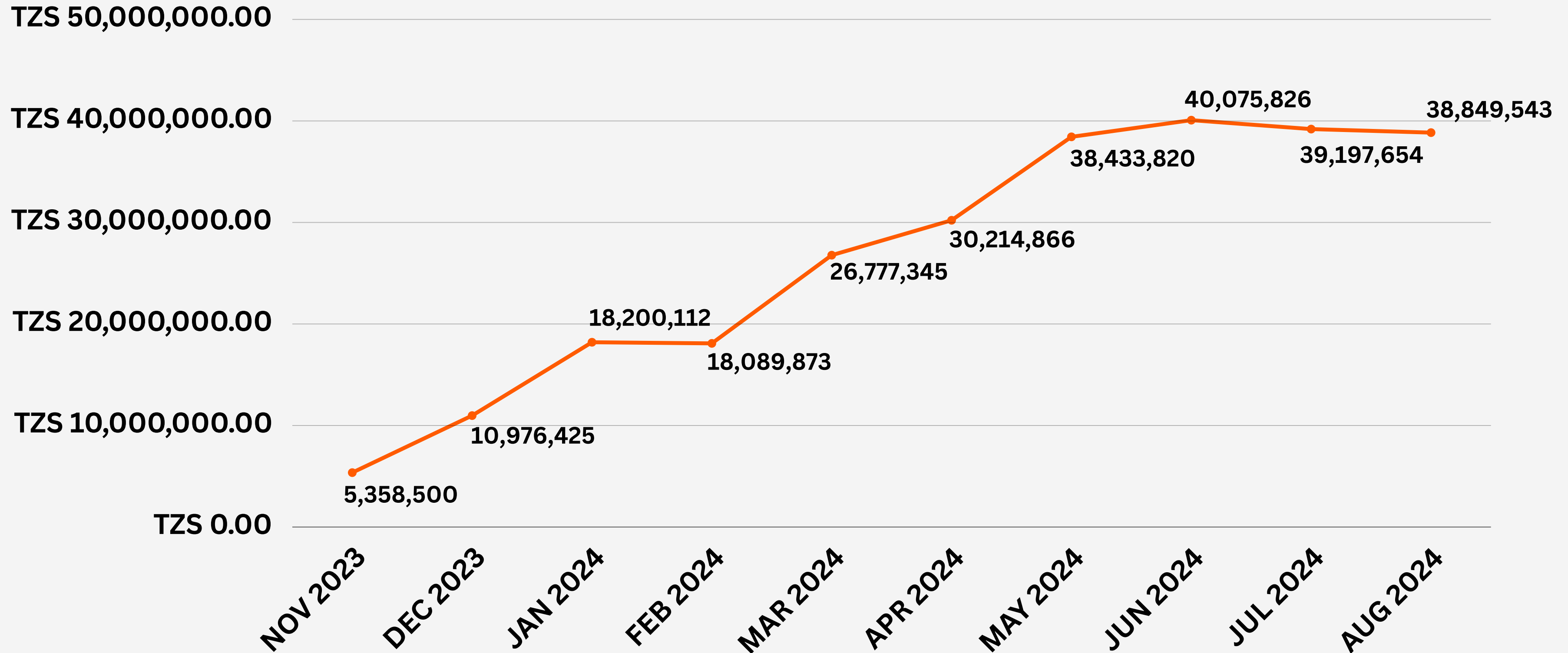
83% of full-time employees are women.

33% of management positions are held by women.

Over 70% of our distributors are women.

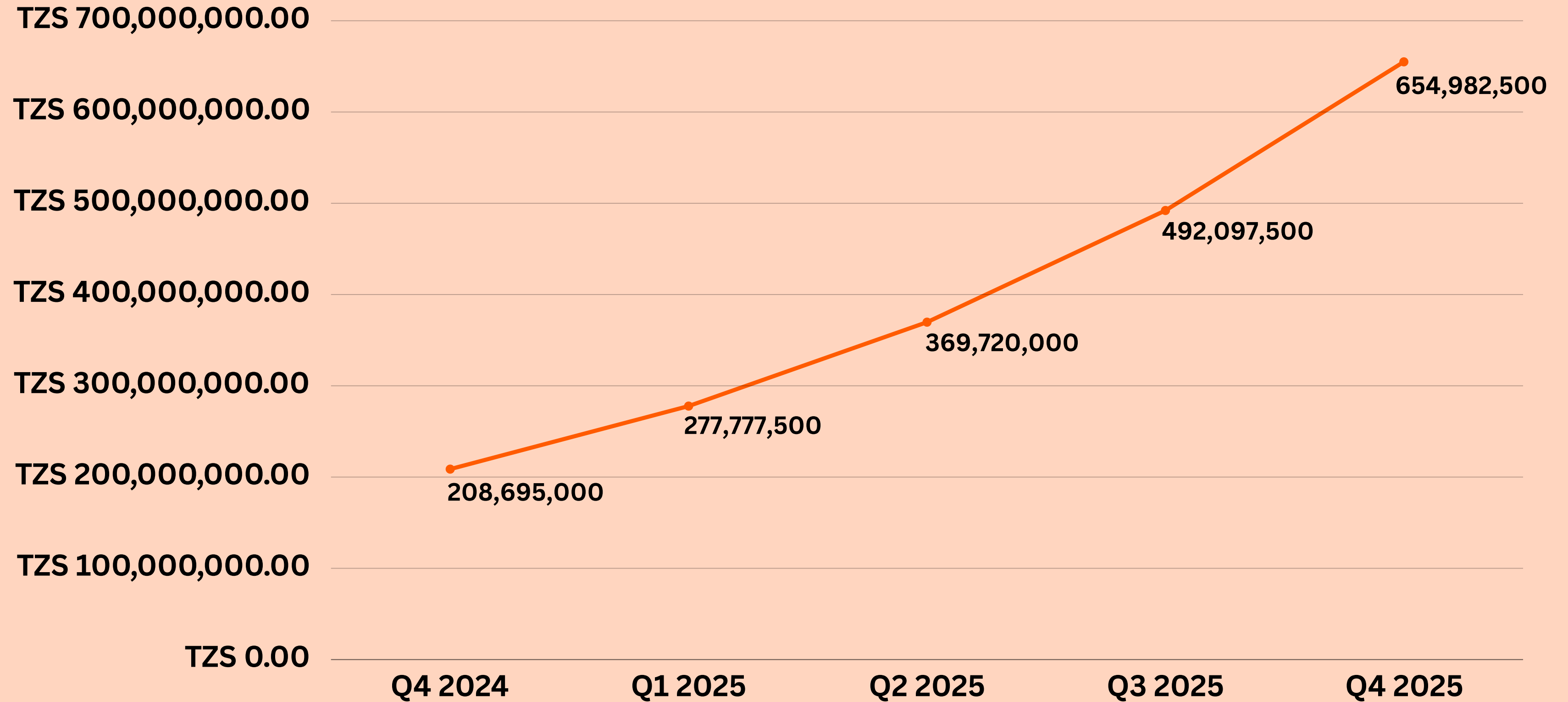
We have sold over 34,000 units of nutritious baby food and more than 1,500 meal plans, while delivering daily child nutrition education to over 230,000 parents and caregivers through our free support community and social media channels, making a significant positive impact on children's health and well-being.

TRACTION





REVENUE PROJECTION





FUNDS

OUR ASK: **\$300,000**

MARKETING & SALES

Marketing \$45,000

Sales Team \$30,000

MEAL PLANNING TOOL

Develop, Run & Maintain \$10,000

Data Collection \$8,000

Data Analysis, ML & Prediction \$15,000

MANUFACTURING

Raw Materials \$40,000

Machinery \$25,000

Packaging \$15,000

Factory \$60,000

Research & Development \$20,000

KEY HIRES

Chief Finance Officer \$10,000

AI Specialist \$9,000

Developer \$9,000



MANAGEMENT TEAM



Simon Mbangalukela
Chief Executive Officer



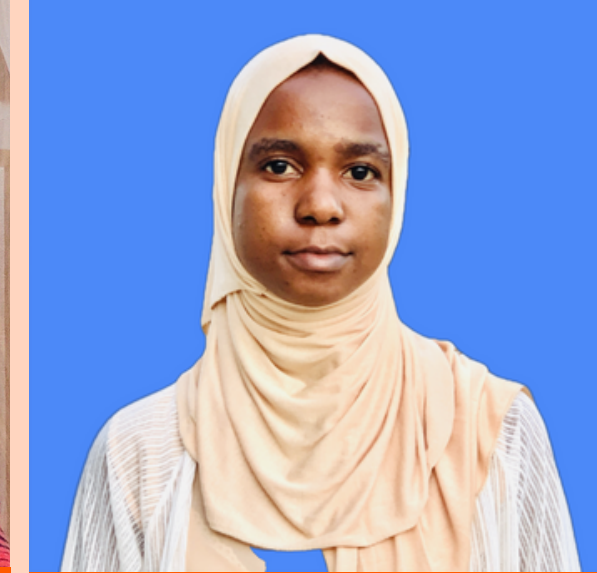
Zakayo Maugo
Chief Operations Officer



Simon Mnyele
Chief Growth Officer



Amina Mnwera
Chief Accountant



Mwanahamisi Rajabu
Chief Nutrition Specialist



Daniel Maugo
Chief Service Officer



THANK YOU!

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