# Lishe360 Impact and Progress Brief

*Food and nutrition guidance for Tanzanian families*

November 2026

We are building a Tanzanian nutrition business around a simple need: families want to feed their children well, and they need practical support they can use at home. Lishe360 brings locally made food together with free nutrition guidance in Swahili. Our products reach families through shops, while our digital community gives caregivers a place to learn and ask questions.




## Why this work matters

A parent can care deeply about a child and still struggle to know what to serve, how to prepare it or where to find dependable products. We work on those everyday decisions by connecting food with knowledge and making both easier to access.

## Where our story began

Our co-founder Simon Mbangalukela began looking for feeding advice when his sister was struggling to feed her daughter, Rahma. What helped one family became a question about how to support others. That question grew into Jua Lishe Bora, an online nutrition community, and later into Lishe360. Our first products followed in 2022, and the company incorporated in 2023.

# Progress through October 2026

Our progress can be seen in the community around the work, the retailers bringing products closer to families and the people involved in making them. These figures describe the reach and operations behind Lishe360. They are a starting point for understanding our contribution and the work ahead.

| Snapshot | What it represents |
|---|---|
| **300,000 plus** | People in our digital community |
| **450 plus** | Retail and distribution partners |
| **26** | Tanzanian regions reached through distribution |
| **About 80 percent** | Ingredients sourced in Tanzania |
| **30** | Jobs across the business |
| **70 percent** | Women among our retail and distribution partners |

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## What we want to understand better

The next step is to understand more closely how families use our products and guidance, which barriers remain and where our work is most useful. We want to distinguish people seeing content from people taking part in education, and product availability from regular access. Listening to caregivers and retailers will help us choose improvements that matter.

## The wider contribution

Buying ingredients locally connects our growth with Tanzanian suppliers. Retail partnerships create another route for local enterprise, including women who run shops and distribution businesses. These connections are part of our model and deserve to be measured alongside our work with families.

# How the model serves families

## Food that fits familiar routines

We make products for different moments in family life. SupaLishe, SupaOATS and Mtama Mix are porridge flours. SupaUGALI brings ingredient variety to a familiar family meal. Milk Booster is part of our maternal nutrition range. GrowMix is a nut butter for spreading and mixing, while Date Sugar and Date Syrup offer ways to sweeten food.

Our product information explains ingredients, preparation and serving guidance. Age suitability, allergens and the directions on each current pack matter when a family chooses what to use. Nutrition advice and product information should help caregivers make an informed choice.

## Guidance that is free to access

Caregivers do not have to buy a product to receive nutrition guidance. Our team shares advice in Swahili through digital channels and online learning. That makes support part of the relationship with families, rather than an extra purchase.

## Access through local retailers

Our business supplies retailers and distributors who bring products closer to households. Product sales support the operations needed to buy ingredients, prepare food and maintain distribution. Alongside this commercial work, free education gives us a way to keep listening to caregivers and respond to the questions they raise.

## People responsible for the work

Our leadership brings together nutrition, medicine, engineering, finance and commercial experience. Simon Mbangalukela leads as Co-Founder and CEO, with Zakayo Maugo as Co-Founder and COO. Mwanahamisi Rajabu leads nutrition day to day as Chief Nutritionist, Dr. Daniel Maugo guides our education and content as Co-Founder and Chief Services Officer, Amina Mnwera leads accounting as Chief Accountant and Simon Mnyele leads growth as Co-Founder and Chief Growth Officer.

The team works across production, caregiver support and distribution. As Lishe360 grows, we continue to ensure dependable operations and clear responsibilities are there as its essential to keeping families at the centre of the business.

# Where partnership can take the work next

We want more families to be able to find suitable products, understand how to use them and receive practical nutrition support. That will take careful work on access as well as the company behind it. We welcome partners who can contribute experience, networks, evidence or resources to that work.

## Make products easier to access

Smaller packs are one route we want to explore for families who buy in smaller amounts. A useful pilot would examine price per serving, purchase patterns, retailer feedback and repeat use before deciding what to expand.

## Strengthen local production and supply

Seasonal ingredient purchasing, storage and production capacity shape how reliably products reach shops. Better planning and appropriate equipment can support that work. Any expansion should be tied to clear demand, costs and practical operating milestones.

## Deepen learning with caregivers

We would like to strengthen how we listen to families and understand the usefulness of nutrition guidance. A partner could help design a practical measurement approach, agree indicators and review findings with the team. The aim is to improve the work, as well as describe it more clearly.

## A shared direction

Our work connects with the Sustainable Development Goals on poverty, hunger, health, gender equality, decent work and reduced inequalities. These goals describe the direction we want to contribute to. The value of a partnership will come from the specific work agreed, the people it serves and the progress that can be demonstrated.

## Start a conversation

If this work connects with your organisation, we would welcome a conversation about where we could work together. Further operating information and supporting records can be shared as discussions develop.

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