Technology Mainstreaming the Livestock Industry in Nigeria: The Livestock247.com Story

PRESENTED BY:
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Irritation to Inspiration:

- Cattle rustling and criminality irritated us to look into formalizing the livestock sector.

- Our discovery of the OIE and its protocols regarding animal identification and management.

- Partnership with MTN Nigeria and the launching of MTN AIMS

- Rural activations/stakeholder engagements/lobbying for policy and enforcement

- Our realization that a public driven business model was faulty
THE LAUNCH OF LIVESTOCK247.COM
(ACTIVITIES BETWEEN NOVEMBER 2018 TO END OF 2019)

- Nigeria’s 1st online livestock platform
- Mitigation of animal to human disease transmission in Africa as an objective.
- Facilitating interactions between stakeholders in the value chain
- Smallholder livestock farmers, vet professionals, merchants, haulage, abattoirs, finance, etc
- Our MVP (e-commerce), and the feedback from the market.
- Trying to do everything
- Investing in inventory/trading
- Investing in feedlots/production
PIVOTING AND DOUBLING DOWN ON WHAT WORKS: 2019-2020

- GIZ-SAIS/IRP
- Subject matter expertise
- Provision of our services to international donor-funded projects (ALDDN, SEBI, CEELO)
- Understanding the pain points
- Covid 19 and its disruption
- MEAT247
- The need to link smallholder farmers with guaranteed offtake
FULL CIRCLE: 2021 - DATE

- The launch of LivestockXpress (financial inclusion)
- HOINA (Provision of quality animal health services to rural livestock owners)
- USAID/MERCY CORPS-RRR Project
- MEATBANK- The Big Idea (Bringing everything together)
MEATBANK: NOW (AND THE FUTURE):

We are currently focused on GROWTH, and this growth will be hinged on the MEATBANK.

The MeatBank is a product that seeks to strengthen the activities of the livestock and red meat value chain through the provision of financing, capacity building, veterinary supervision, and cold room services to butchers, hotels, restaurants, and bulk consumers.

The MEATBANK has the following features:

1. Provision of financing to verified butchers on profit sharing basis
2. Supply of meat on credit to registered hotels, restaurants, and eateries
 Deployment of solar-powered, IoT enabled cold rooms at abattoirs and other strategic locations

The MEATBANK will enable people to deposit, withdraw and transfer meat at a click via any smartphone.
MEATBANK: NOW (AND THE FUTURE):

Our growth strategy is hinged on the above and we are definitely in need of partners to provide us with the necessary expertise, support, and funding as we scale our operations to other African countries as well as the MENA region.
We Are Everything Livestock

Join us now at:
www.livestock247.com
Thank You!

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