Demography We Target

40 Million women of child bearing age
18-40 years
Low & Middle Income Levels
The Problems

**Influx of Western foods to Influx of imported foods**
Nigerian children struggle to transition to local tastes after being raised on Western Imported foods from Infancy.

**Force-Feeding:**
This is common in Nigeria and one of the leading causes of Infant death.

**DRUG ABUSE:**
Mothers use a concoction of over the counter drugs to force the children to eat.

**Malnutrition:**
2,300 Nigerian children under 5 die daily from nutrition related illnesses.

**Information:**
Very few credible and accessible sources on pediatric nutrition are available for mothers to learn.
Our Solution

Innovation in Food Design

The GRUBZ is a Versatile Meal that addresses Vitamin A deficiency & Protein-Energy Malnutrition from 6months-5yrs

Ingredients

- Sweet potatoes
- Groundnut
- Moringa
- Soyabean
- Fortification
Our Approach

Innovation in market connectivity

Women-only distribution model for financial inclusion, nutrition & breastfeeding literacy

- We Produce
  SDG 2 - Zero Hunger

- We Train
  SDG 5 - Gender Equality

- We Engage
  SDG 1 - No Poverty
Our Beneficiaries

Women empowered:
Directly - 203
Indirectly - 350,000

Children transformed:
Directly - 200,000
Indirectly - 1,000,000
Our Impact

Women Empowered

Directly employed | 18
Small Grubz businesses supported | 65
Received Nutrition training | 330,000

Children Transformed

Nutritional status improved directly | 145,000
Nutritional status improved via Nutrition education | 1,980,000
Our Opportunities

SACHETIZATION
- Dominoes Pizza, Cooking oil etc
- Social adaptation

MONEY TRENDS
- Rise of street banks
- Loan apps frenzy

INNOVATION
- Challenge
- Price conscious

NATURAL
- COVID 19
- Consumer awareness
GROWTH PLAN

12 Months
- New Market - Produce sachets (fortified) for BoP to reach 100K children through strategic partnerships
- Develop more variants targeting Iron and Zinc deficiencies

24 Months
- Increase Market Share by 1%
- Reach 500K children in Nigeria.
- Register formally in Ghana, Sell equity & first franchise.

36 Months
- Move factory to permanent site.
- Begin vertical integration
- Open formal academy for sellers
Thank You

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