



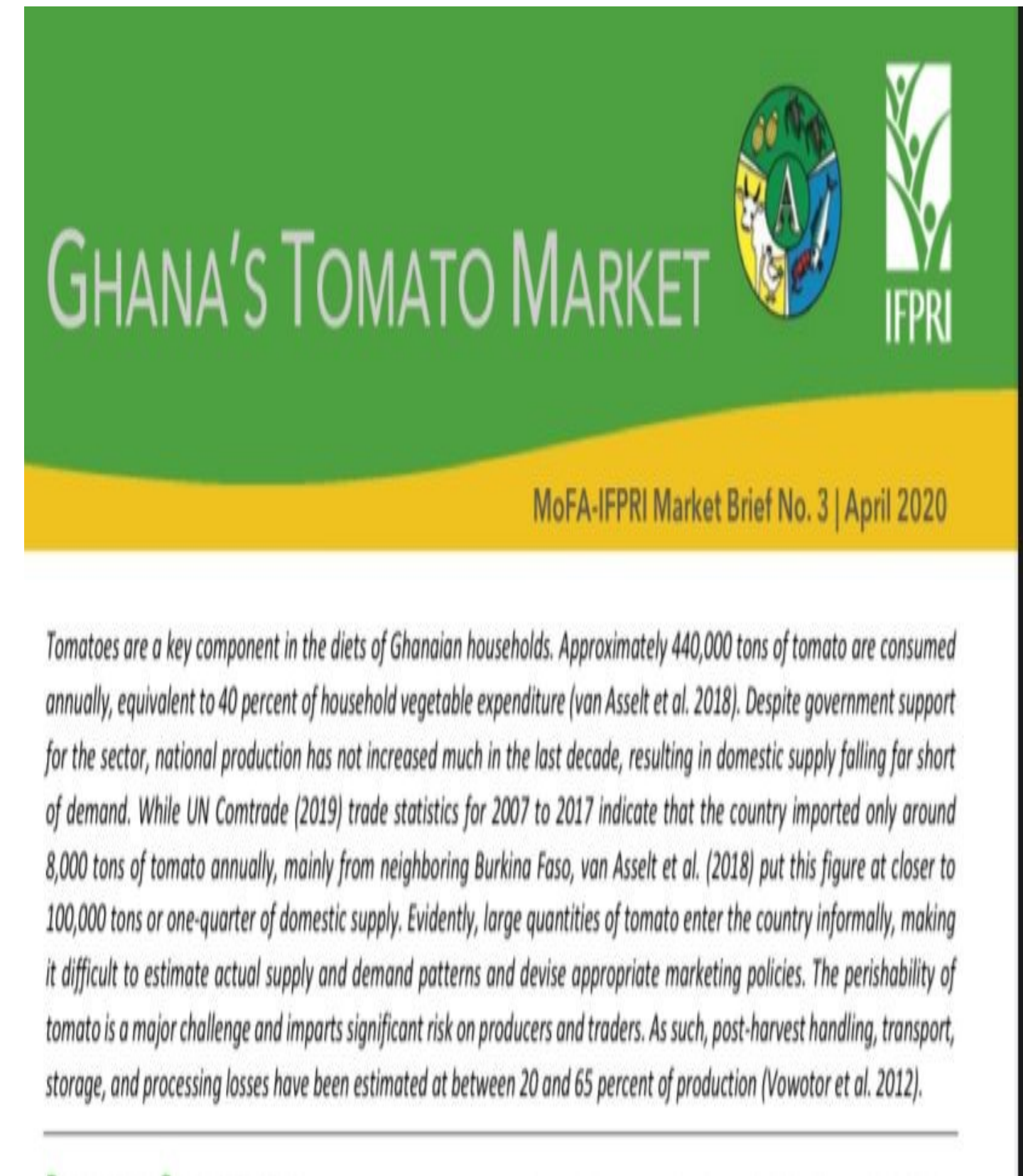
**SEALING FRESHNESS,
ENHANCING APPEAL**



www.biowaxghana.com

PROBLEM

- » **Annually: 30 to 50% of fruits and vegetables are lost due to spoilage**
Source: (FAO, 2021; MoFA Postharvest Strategy, 2020)
- » **Import: over 8,000 metric tons of fresh tomatoes from Burkina Faso**
Source: Van Asselt et al (2018)
- » **Poor preservation methods**
- » **Reduces farmers income**



SOLUTION

Biowax ghana offers

- » **Natural edible coating solution**
- » **Locally sourced ingredients**
- » **Preserve fruit and vegetables**
- » **Extend shelf life for over 2 months**



FRESHNESS COMPETITOR ANALYSIS

Locally sourced
ingredients

Healthy

Reliability

Longevity
(over 2 months)



IMPACT



**Increase
Farmers Income**

By 10–20%



Job Creation

**Create 40 direct
and 237 indirect
Jobs for women
and youth**



Climate Impact

**8–10% mitigate
emissions of
greenhouse gas**



**Economic
Impact**

**Reducing food
waste by 20–30%**

MARKET SIZE

Sub-Saharan Africa

\$178 B

Ghana

\$2.13 B

30%

639 M

TAM

SAM

SOM

REVENUE MODEL

FRESHNESS



Direct sale of Biowax

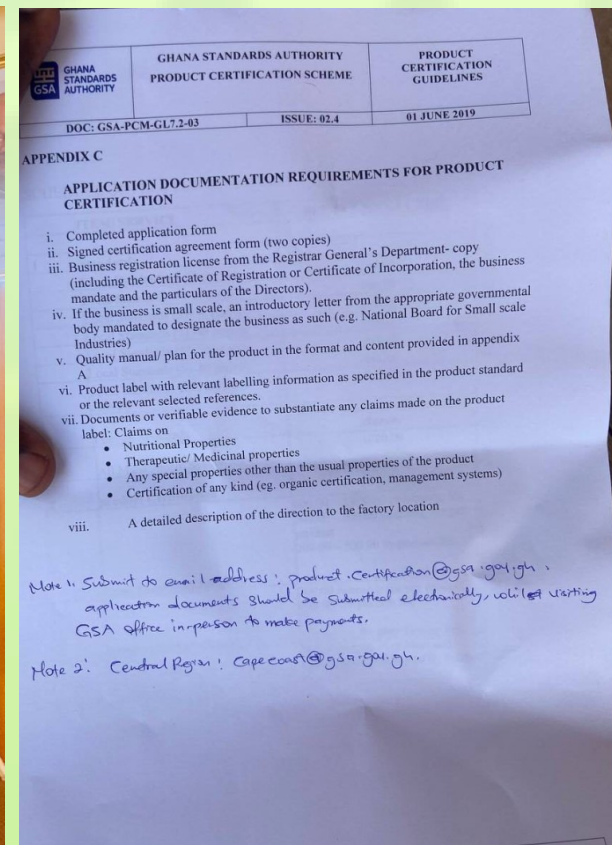
250ml	500ml	4.5litres
Cost price \$1.09 Ghc13.25	Cost price \$1.60 Ghc20.1	Cost price \$6.61 Ghc80
Selling price \$1.40 Ghc17	Selling price \$3.31 Ghc40	Selling price \$12.40 Ghc150
Profit margin 22.06%	Profit margin 49.75%	Profit margin 46.7%
Profit per 250ml = \$0.31 Ghc3.75	Profit per 500ml = \$1.65 Ghc19.99	Profit per 4.5litres = \$5.79 Ghc70

TRACTION



Obtained business registration & secured health & GEA certification

Production site secured

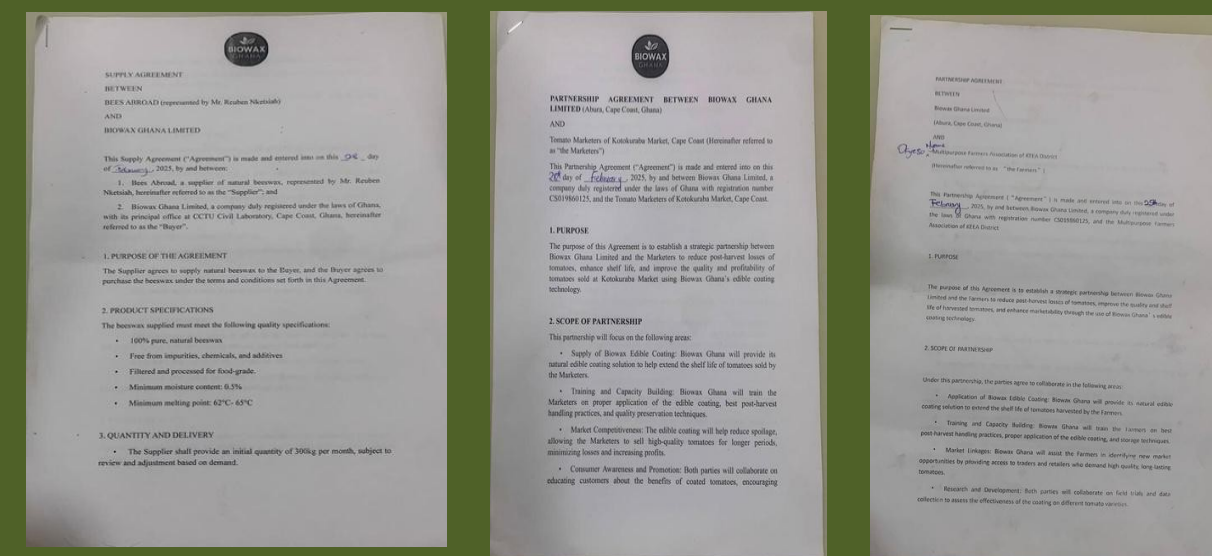


Initiated GSA & EPA processes

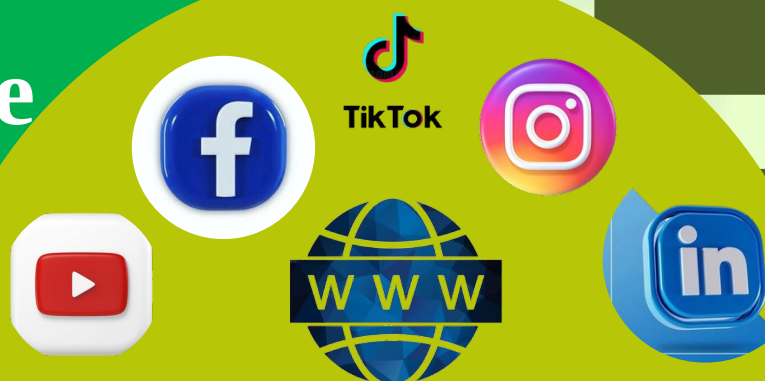
TRACTION



Obtained bank account & insurance certificate



Signed 9 partnership agreement with key stakeholders



Media presence
Website and 1.2k
social media
followers



530 warm prospects &
486 cold prospects.



Educated and trained over 200
farmers, 8 restaurants & 400
consumers on edible coating



Outreach at Abura market



Education & engagement with 10 green house farmers



Attended 5 exhibitions



Engagement with CSIR

KEY MILESTONE



**Training & market
expansion**



**Research and
product testing**

ASK?



\$50,000

BUDGET



C/N	ITEMS	Amount (\$)	Percentage (%)
1.	Production equipment	15,293	30.6
2.	Product testing & research development	16,640	33.3
3.	Raw materials, land, office & utilities	10,260	20.5
4.	Branding, marketing & training	6,400	12.8
5.	Certification	1,410	2.8
	Totals	50,000	100

TEAM



PATIENCE DOTSE
MARKETING MANAGER

**5 years experience
in Marketing &
Agribusiness**



EMELIA ADDY
**RESEARCH & DEV'T
MANAGER**

**5 years' experience
in Food Science &
Postharvest
Technology**



HAJARA DONKOH
**HUMAN RESOURCES
MANAGER**

**3 years experience in
Hospitality
Management**



PETER KWAME AFRY
**OPERATIONS &
FINANCE MANAGER**

**5years experience in
Accounting, I.T &
Agribusiness**

BOARD MEMBERS



**Dr. (Mrs.) Challort
Oduro Yeboah**

**Principal Research Scientist
Head of Division of Food
Technology**



Dr. Atsu Nkukpornu

**Entrepreneurship &
Marketing Consultant**



**Dr. Kwesi Aloysius
Agwani**

**Monitoring & Evaluation
Manager MoFA**



FOLLOW US ON:



APPENDIX



BREAKDOWN OF BUDGET

Product Testing & Research Development	\$16,640
Moisture content	\$360
Ph level	\$300
Toxicity test	\$100
TSS (brix)	\$300
Firmness test	\$420
Color analysis	\$360
Lycopene content	\$900
Microbial load	\$1,200
Pesticide residue	\$1,500
Shelf life test	\$1,500

Product Testing & Research Development	
Microbiological tests	\$700
Physicochemical analysis	\$650
Market research	\$250
Weight loss monitoring	\$480
Vitamin C test	\$720
Sensory evaluation	\$800
Statistical analysis	\$700
Product standardization & quality assurance	\$5,000
Data analysis	\$400

BREAKDOWN



Raw materials, land, office & utilities	\$10,260
Cassava starch	\$560
Beeswax	\$400
Aloe vera	\$500
Transportation	\$600
Emulsifiers	\$200
Land for aloe vera	\$3,300
Office rent (1 year)	\$2,000
Electricity	\$900
Water supply	\$600
Internet/data	\$200
Administrative cost	\$200
Transportation	\$800

Branding, marketing & training	\$6,400
Branding & design	\$500
Digital marketing	\$700
Radio & TV campaigns	\$1,200
Farmer workshops	\$1000
Market demos	\$500
Consumer education	\$650
POS materials	\$500
Custom packaging	\$500
Ambassador campaign	\$550
Customer feedback system	\$300

BREAKDOWN



Production equipment	\$15,293
Litter mixer	\$5000
Industrial hammer mill	\$3,280
Semi automated filling machine	\$313
Storage tank	\$3000
Sterilizer	\$3,700
Sealing machine	\$700

Certification	\$1,410
EPA certification	\$400
MoFA (PPRSD)	\$200
CCMA	\$200
GMP certification	\$100
HACCP certification	\$100
Ecocert organic certification	\$410

APPENDIX



Quality control lab

APPENDIX



Application

APPENDIX



Board members



Research with CSIR

PRODUCTS TESTING



PRODUCTION



