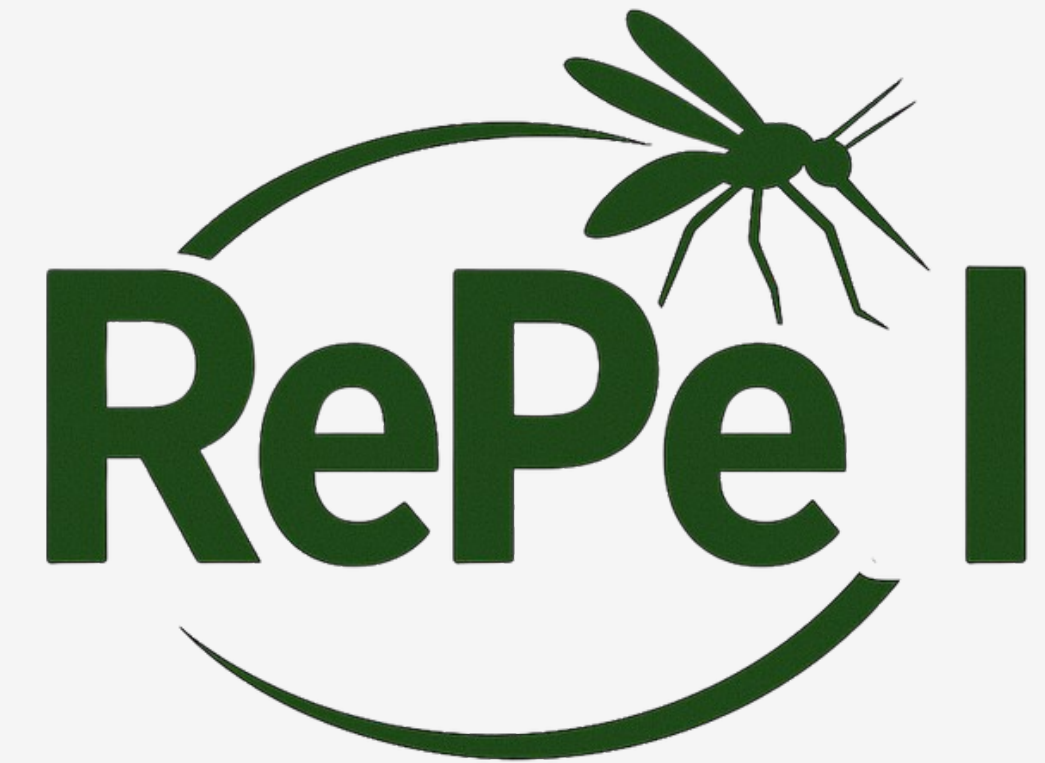




**Turning Fruit Waste into Life-Saving
Mosquito Repellents**

Problem

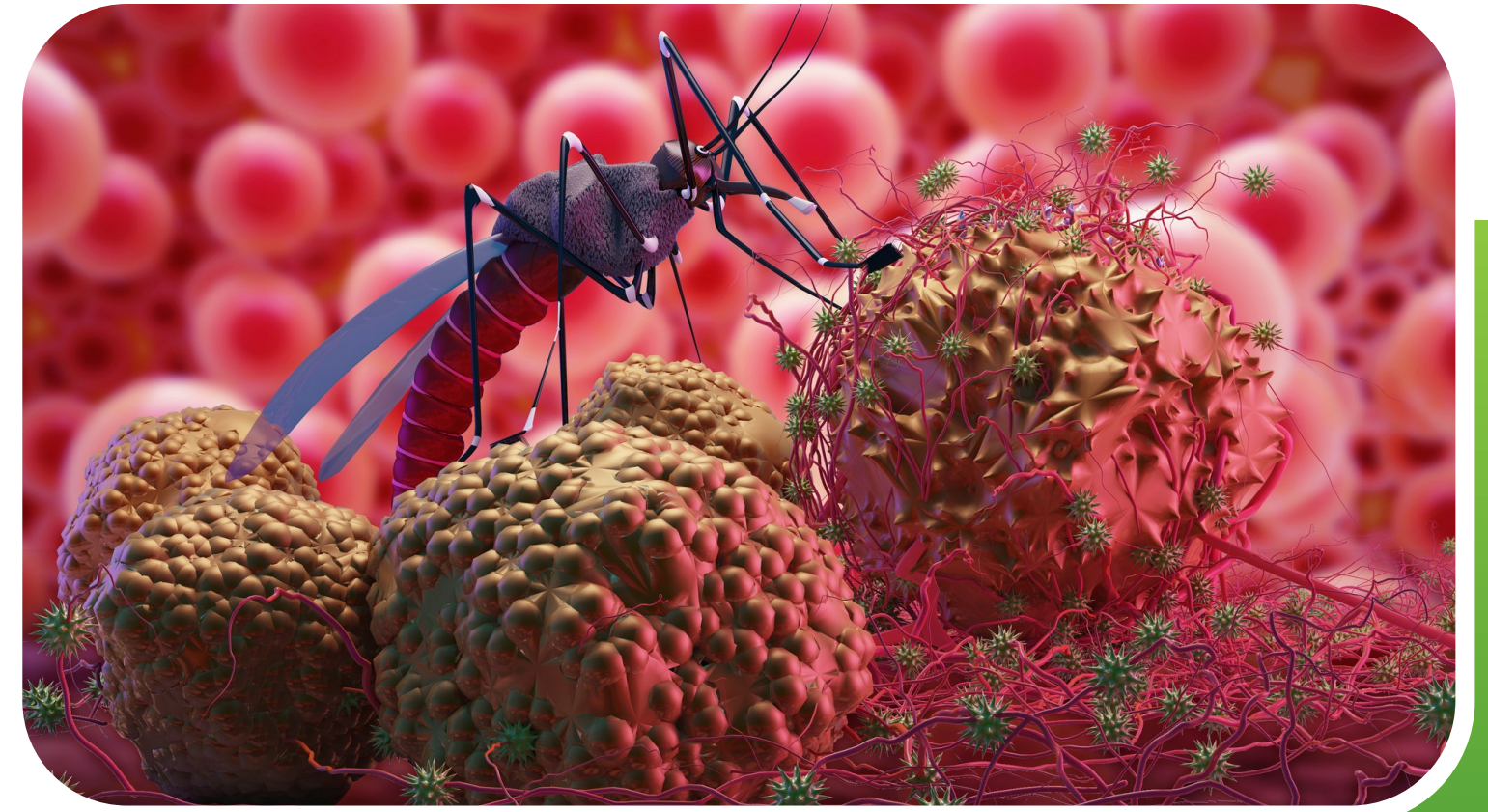
1

200M+ malaria cases each year,
thousands of deaths in Africa.

Chemical repellents are
expensive for children and
communities

2

Tons of fruit waste dumped or
burned → pollution.

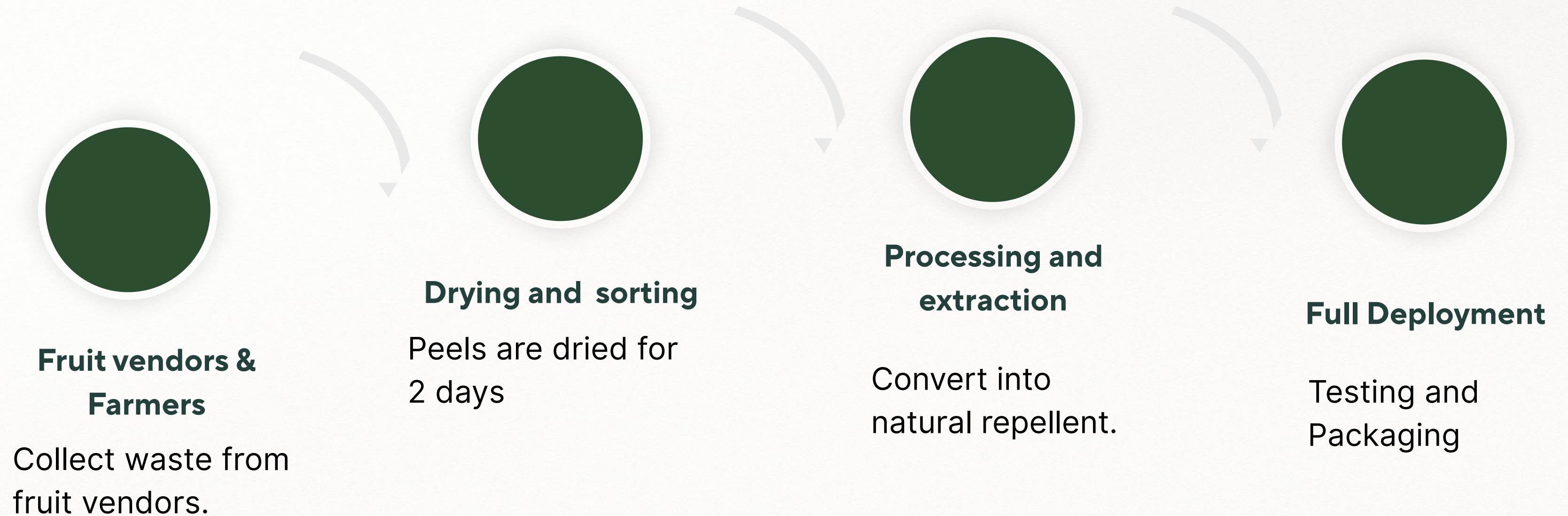


Solution

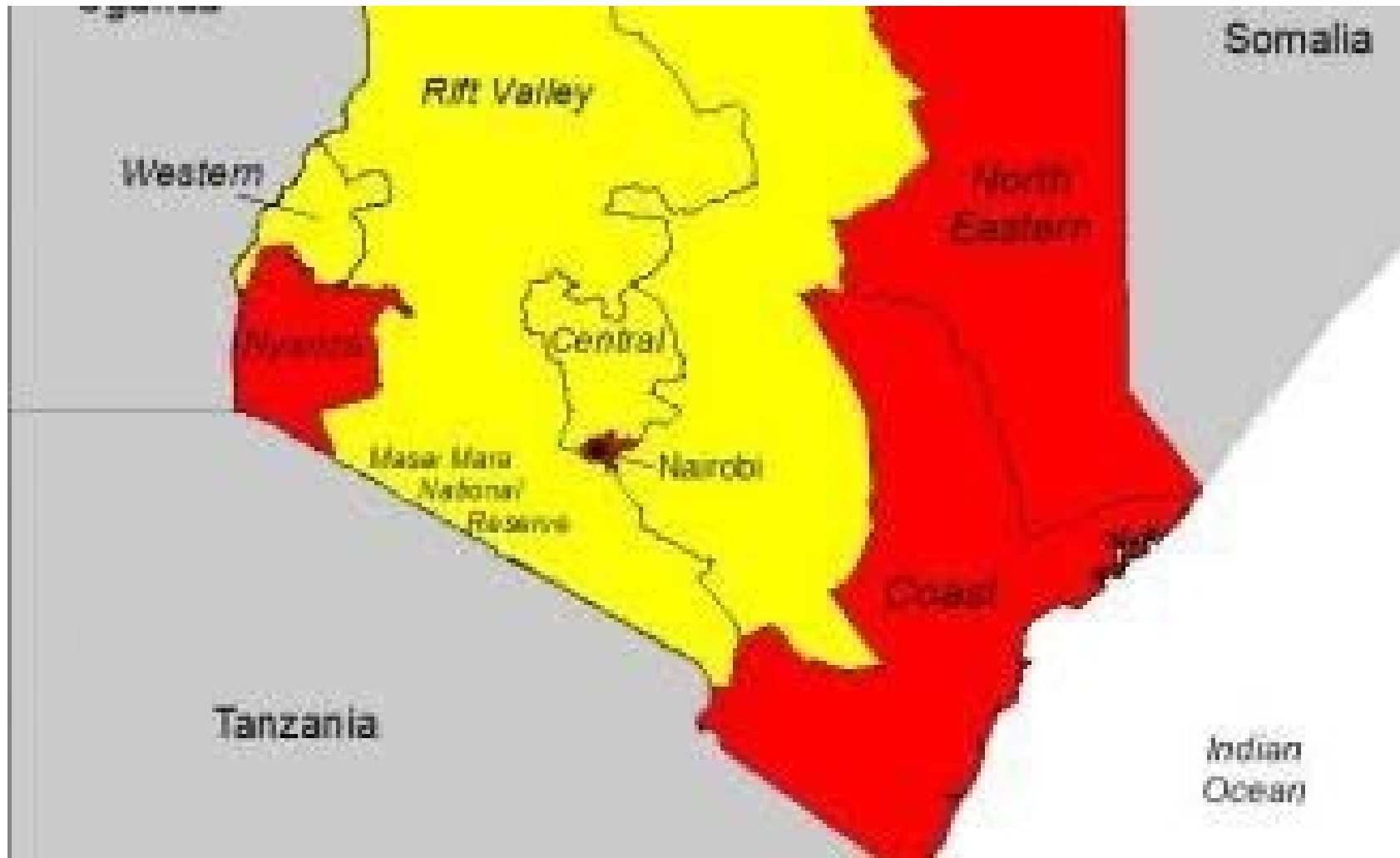
- Repel creates eco-friendly, affordable mosquito repellents from pineapple waste.
- Lab tested: 85% mosquito mortality within 24 hours.
- Safe, biodegradable, accessible.



Value Chain



Market Analysis



- Rural/low-income households in Kenya & Africa = millions.
- \$3B+ mosquito repellent market growing fast.
- NGOs & health agencies need safe, scalable alternatives.

Competitive Analysis

Doom

Expensive to rural communities

Inaccessible

Raid

Primarily urban focused with limited rural penetration and is chemical. based

Repel

- Eco-Friendly
- Affordable
- Safe to skin

Go-to-Market Strategy

We plan to acquire customers through:



Digital marketing

campaigns targeting Retail & supermarkets



Partnerships

Partnerships with NGOs & community health workers

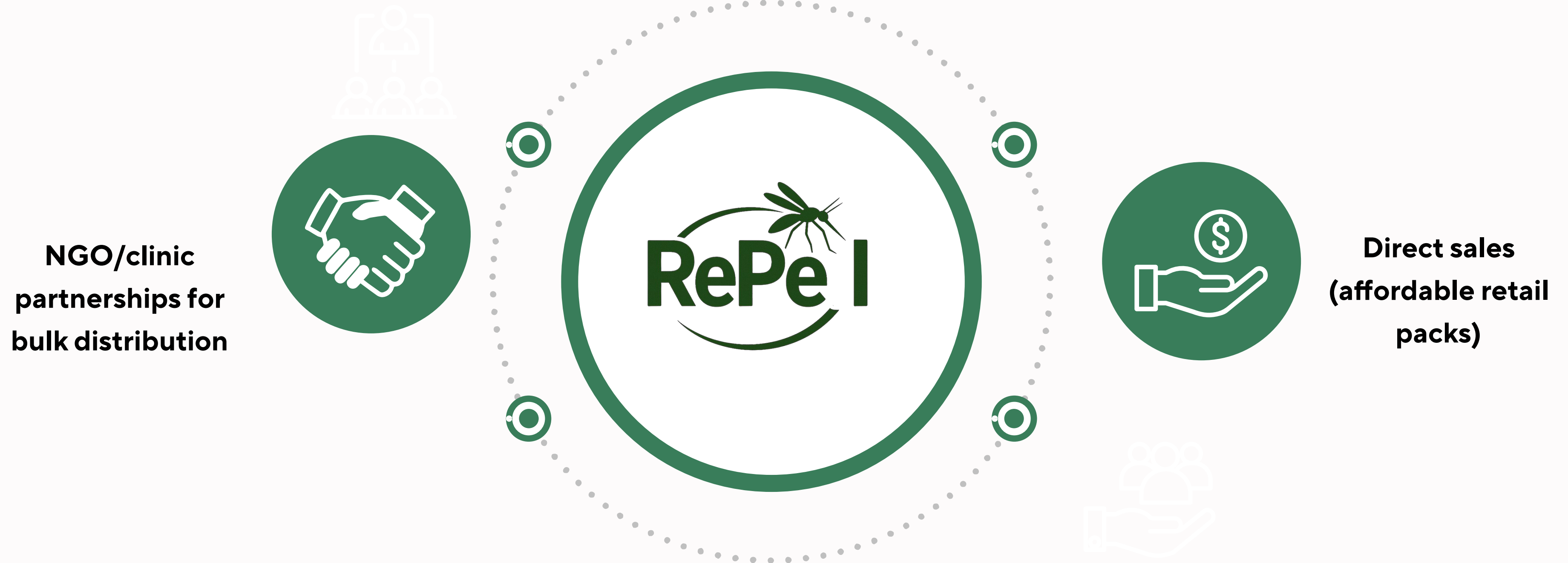


Participating

in trade shows and local business events.



Revenue Streams



Milestones

2024–2025 (Now):



- Completed lab trials with 85% mosquito mortality rate.
- Developed first prototype formulation.

2026 (Next 12 Months):



- Secure certification and approvals.
- Launch pilot distribution to 1,000 households.
- Refine packaging and branding for rural accessibility.

2027

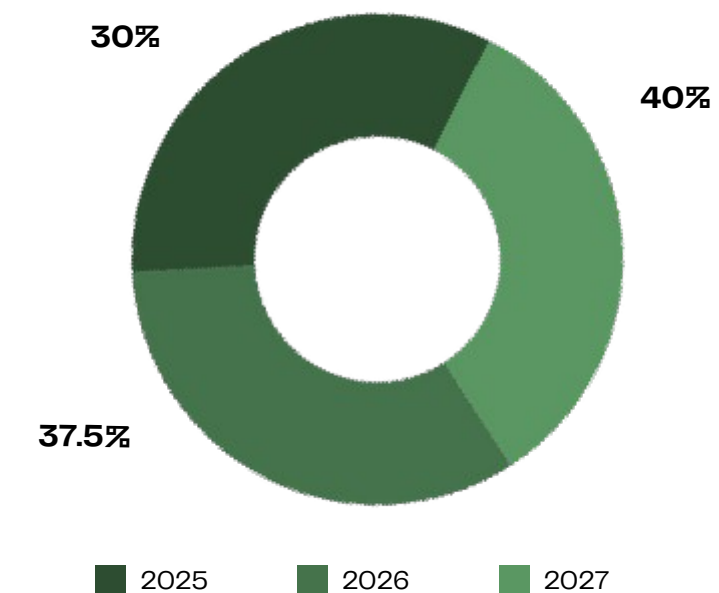


- Expand distribution to 10,000 families across rural Kenya.
- Divert 100+ tons of fruit waste into mosquito repellents.
- Create 20+ green jobs for youth and women.

Projections

- Partnerships with 2 farmers and 10 fruit vendors cooperatives for waste sourcing.
- Pilot interest from NGOs/clinics.

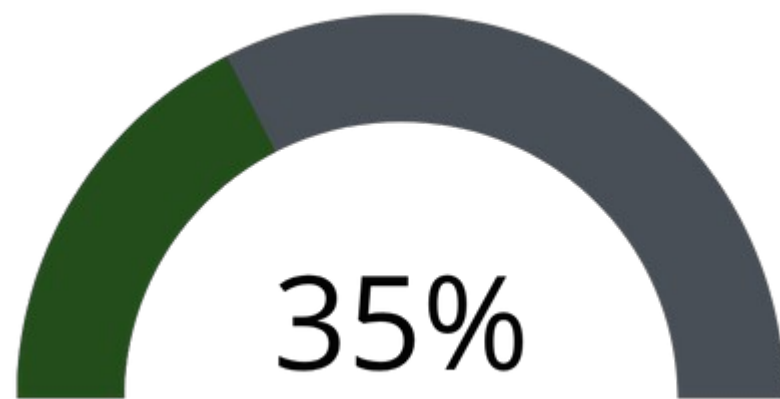
Anticipated Profit Margin



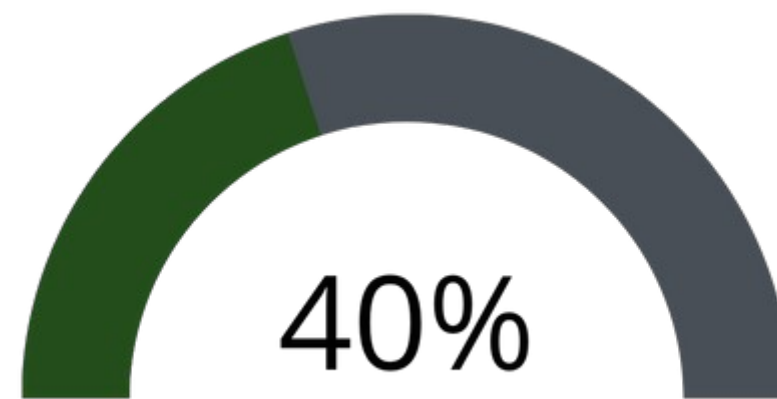
The Ask

Today, we're seeking \$10,000 in seed funding to help us move from prototype to pilot production.

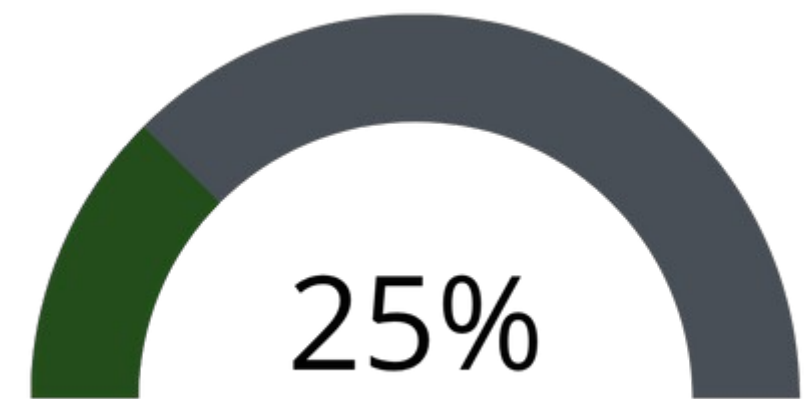
This funding will go toward certification, packaging design, small-scale manufacturing, and training 20 women distributors.



**Equipments and
machinery**



Production



Marketing

The Team



Kelly Obunga
CEO



Janet Dete
Chief Viisionary
Officer



Christabel Awino
Chief Marketing
Officer



Brian Opondo
Chief Operating
Officer

.....

THANK YOU

🌐 repel@gmail.com