

Powering Africa's Aquaculture Value Chain



TEAM

Meet the Team



Lorna, CEO

- 8 years experience in sustainable aquaculture
- Project Management and Policy expertise



Don, Executive Director

- 13 years in supply chain technology and logistics
- Raised \$20M & led Africa's expansion



Vincent, CTO

- 7 years experience in hatchery and cage operations
- Aquaculture design and development



Angela, Advisory

- 10 years in cage farming and fish market experience
- 20 years financial expertise



Amaan, Advisory

- 10 years in infrastructure setup and manufacturing
- Project Finance and Entrepreneurship



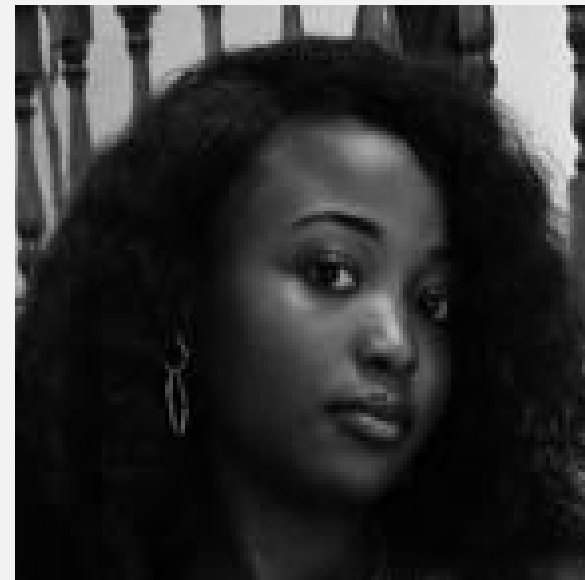
TEAM

New Team Additions



Chris, Product

- 10 years in Product Management and tech
- Expert in Payment and Integrations



Loise, Intern

- Handling all customer interactions and onboarding
- Bachelor of Business Administration



Steve, HOS

- 10 years in Supply Chain, Tech and eCommerce
- Experience across 7 African countries



Proscovia, Advisory

- 10+ years in linking startups, fish farmers, and investors to bridge gaps in aquaculture across Sub-Saharan Africa



The Scale of the Problem

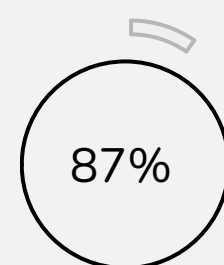
East Africa's aquaculture struggles with **poor-quality inputs**, **limited credit access**, lack of **expertise**, **post-harvest losses**, and a **fragmented value chain**.

These challenges hinder farmers' productivity and profitability, contributing to food insecurity and economic stagnation of the industry.

East Africa alone faces a 1 million-tonne fish supply gap — worsened by climate change, which has reduced wild-catch yields. Fish farming is now the most sustainable and scalable source of affordable protein for the region.



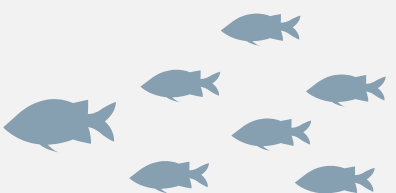
Tonnes to be
sold in '25



Supply
Gap



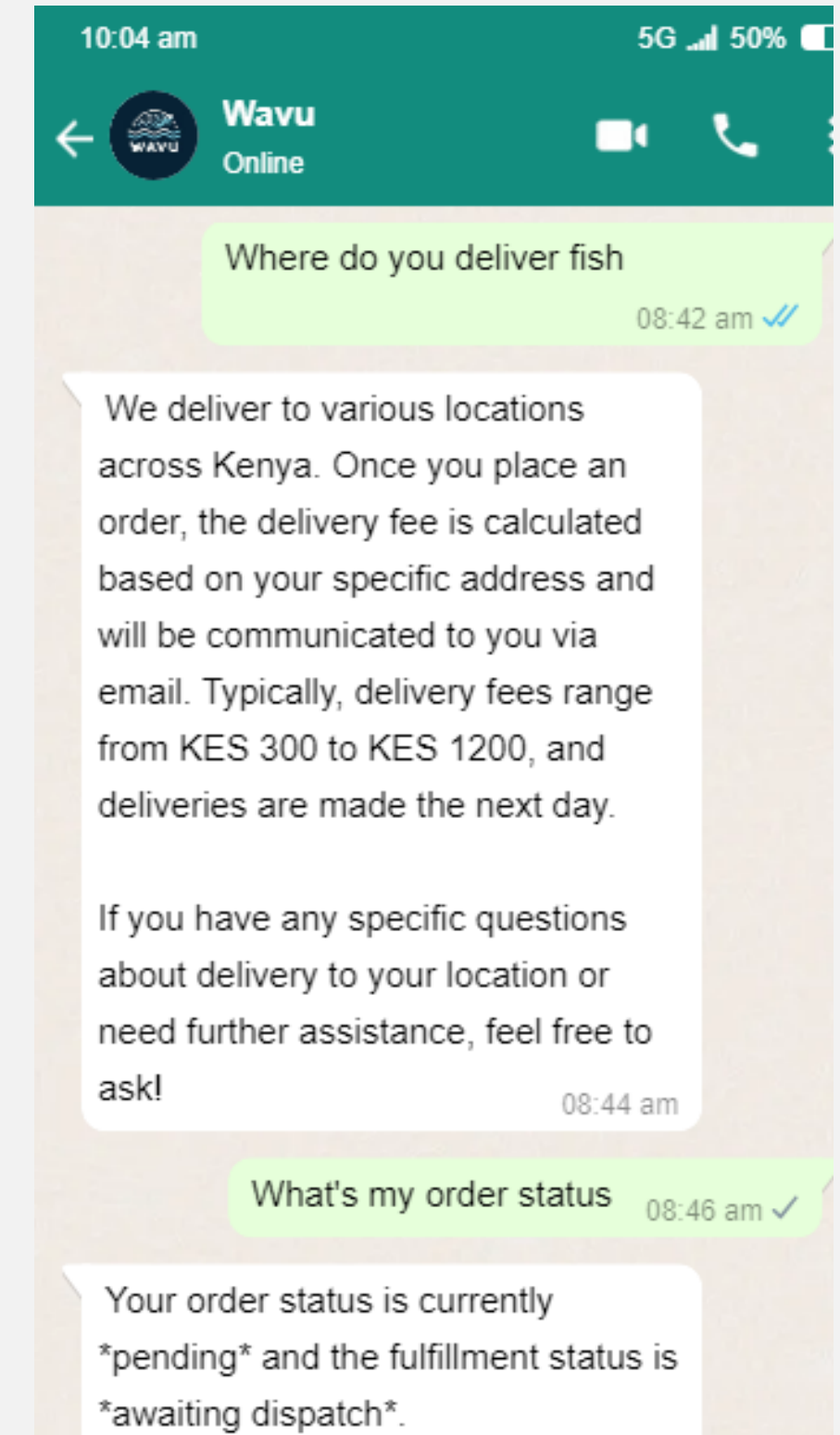
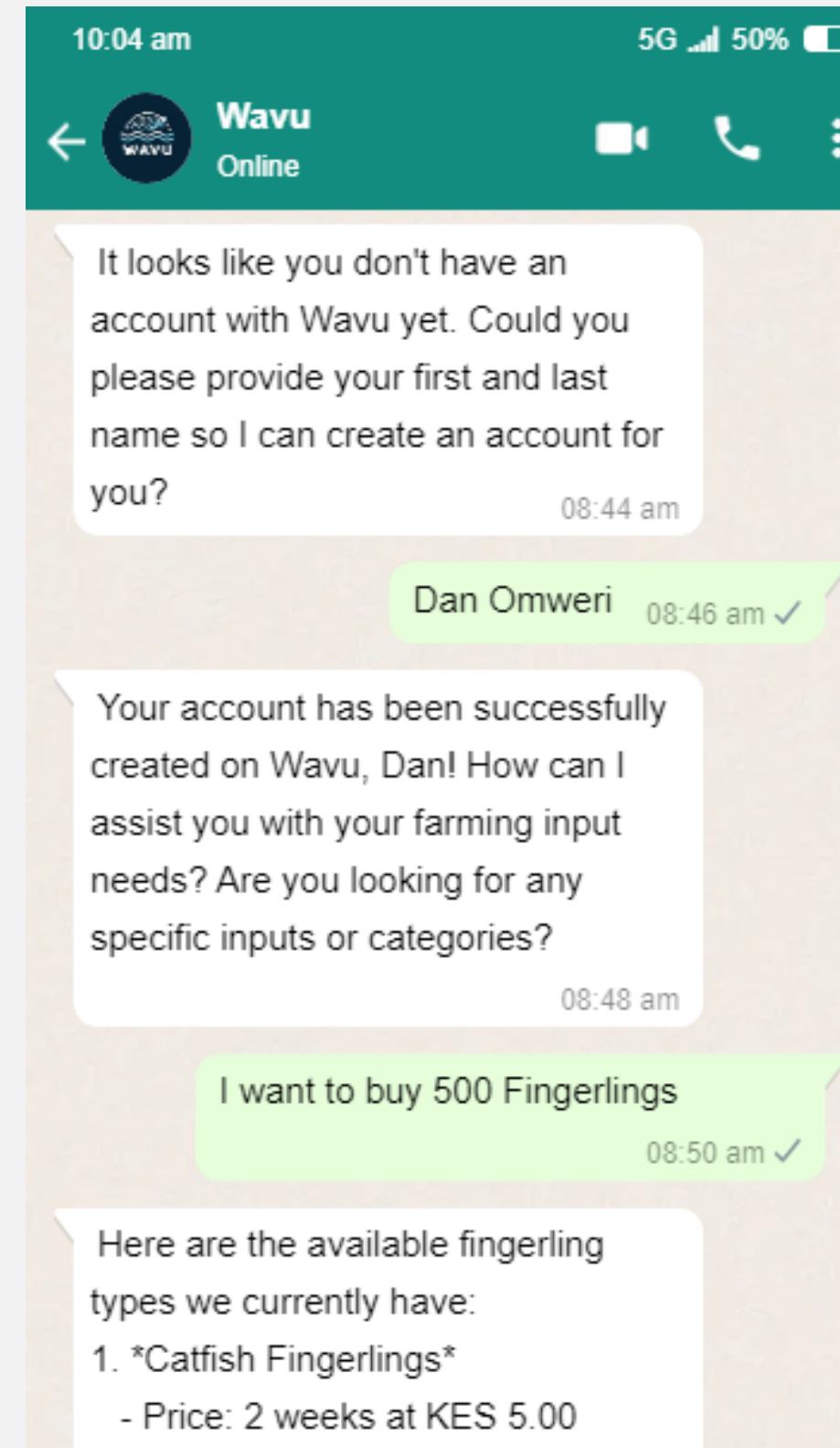
Market
Deficit



Our Solution

WAVU is digitizing Africa's aquaculture value chain connecting farmers to quality inputs, markets, and support through WhatsApp and AI.

By strengthening fish farming, WAVU promotes fish as the most sustainable and climate-smart source of protein.



Traction & Impact

- 1,500+ Farmers onboarded across Kenya.
- 9 Tonnes of Fish Distributed, equivalent to 60,000+ climate-smart meals served locally.
- 5 Tonnes of Feeds delivered to farmers
- \$35,000+ in Early Revenue

Each tonne of locally farmed fish produced and sold replaces imports and overfished wild stocks ensuring stable, low-impact protein for families across East Africa.



Sustainable Protein Access

Championing fish as Africa's most climate-smart protein.



Farmer Resilience

Enhancing yields and market access, stabilizing rural incomes.



Local Food Security

Reducing import dependency and promoting locally farmed fish.



Recognition & Strategic Partnerships

Hatch Blue, SPARK-GIZ and UNIDO Global FoodTech Winner



Unit Economics

Category (USD)	Inputs Sales	Fresh Fish (Per Kg)	Equipment
Sales Price	0.4	2.53	5,000
Costs (Total)	0.35	2.05	3,800.00
Purchase Price	0.34	1.9	3,666.67
Logistics Costs	0.01	0.15	133.33
Gross Profit	0.05	0.48	1,200
Gross Margin (%)	12.5	18.97	24



FINANCIALS

Financial Highlights and Growth Projections

Projected Growth:

- Year 1: \$665,011 revenue.
- Year 2: \$4,581,758 revenue.

East Africa's Market Size

Total Addressable Market

Inputs and offtake market, covering local production, wild catch and imports

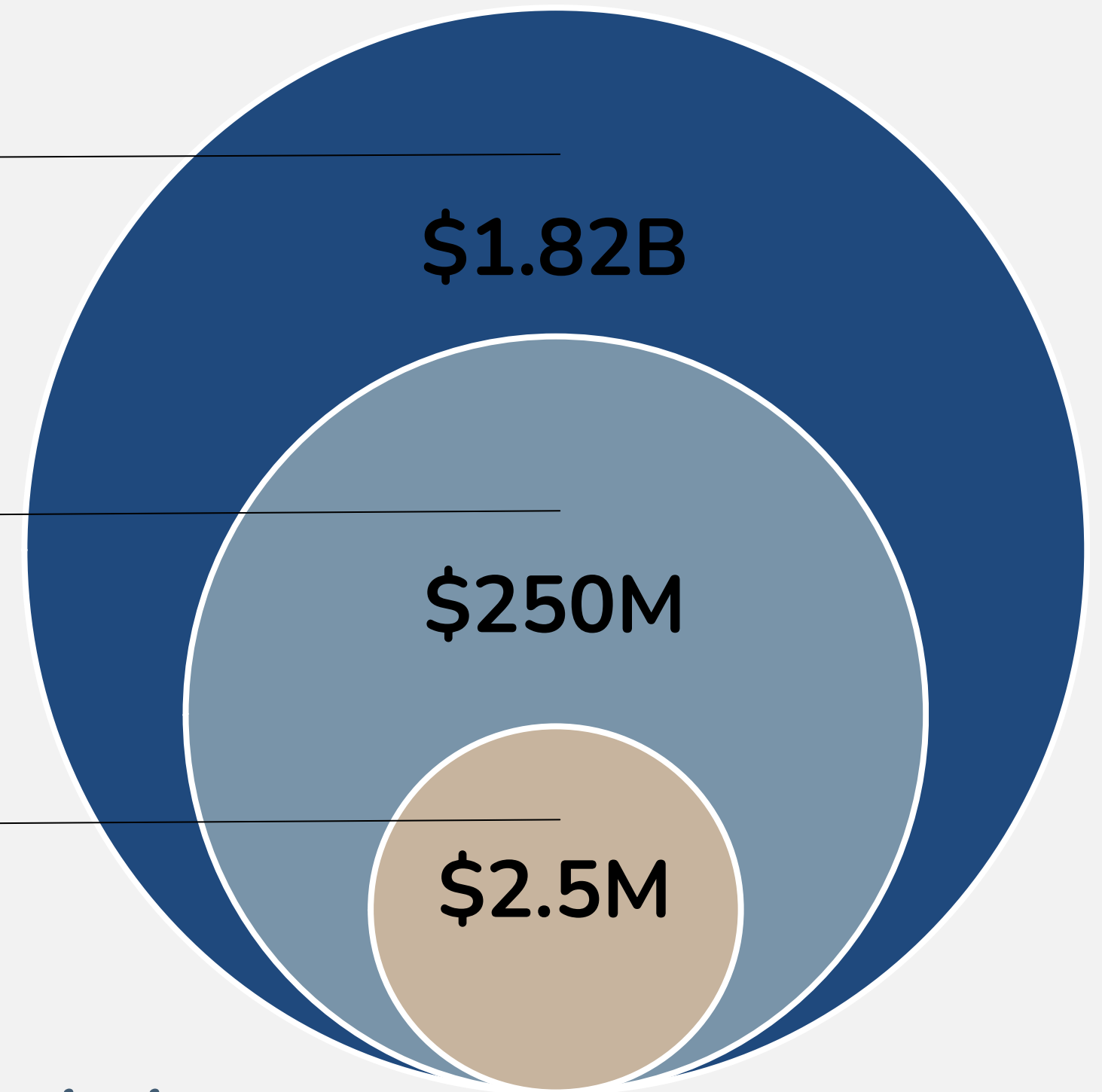
Serviceable Available Market

Aquaculture market including inputs and offtake

Serviceable Obtainable Market

We target to unlock 1% SAM within the first 12 months of kickoff

Rising demand for climate-friendly proteins and import substitution create a \$1.8 B opportunity.





BUSINESS MODEL

Creating Value, Capturing Returns

- **Transaction fees:** On input supply and fish sales.
- **Value-added services:** Training, technical tools, and predictive analysis.
- **Strategic partnerships:** Collaborations with NGOs, schools, and governments



FUTURE VISION

Our 3-Year Goals:

1. Expand farmer network to **10,000 farmers**.
2. Increase local fish supply to **100 tonnes annually**.
3. Build **strategic partnerships** to scale operations and impact



OUR ASK



\$126,384

Investment required to cover our
costs up to 12 months
(4 months post breakeven)

\$22,094

Sales & Marketing Costs

\$17,449

Tech & Subscription Costs

\$47,492

Payroll Cost for non-founding
team

\$39,349

Logistics Costs

Partners



Hatch Blue is an aquaculture accelerator supporting start-ups in the fields of aquaculture feed, health, genetics, tech and production.



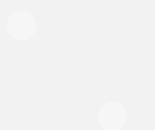
A GIZ-funded initiative empowering African innovators and startups in Climate Tech, advancing sustainability and social impact.



A social change organization that supports the start-up space and growth of new businesses in Africa.



A digital banking platform that simplifies banking by streamlining and automating payments.



Our Target Impact Metrics on SDGs



We seek to create safe spaces for humanity to operate, balancing social foundations within sustainable, ecological initiatives.



SDG 1 Breaking poverty cycles for farmers by promoting increased yields and earnings



SDG 9 Building digital capabilities for aquaculture and fishing industry through eCommerce



SDG 2 Promoting nutrition through improved access and production of nutritious fish



SDG 12 Enhancing improved and sustainable fishing methods to promote quality food



SDG 8 Creating guaranteed, transparent markets for farmers and fishing communities



SDG 14 Enabling local production in aquaculture and small scale fishing communities

Let's Transform Aquaculture Together

Partner with Wavu to:

- Empower fish farmers.
- Fight hunger and improve nutrition in East Africa.
- Achieve significant financial and social returns.



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Get in Touch

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