

NutriPitch

The Nourish Nigeria Challenge

TEAM NIGERIA: OUR TOP 5 ENTREPRENEURS!

About NutriPitch: The Nourish Nigeria Challenge

[NutriPitch-The Nourishing Nigeria Challenge](#) is a unique accelerator programme developed in partnership with [Scaling-up Nutrition Business Network \(SBN\)](#), [Global Alliance for Improved Nutrition \(GAIN\)](#) and supported by [FATE Foundation](#), dedicated to scaling up nutrition and food safety focused businesses that are innovatively supporting the value chain to improve diet and malnutrition issues in Nigeria.

With over 140 applications received from 26 states of the Federation, the following top 10 entrepreneurs were admitted into NutriPitch through a very rigorous screening process:

[Amarachi Uwanamodo](#), [Atinuke Lebile](#), [Endurance Olu Awolowo](#), [Gbonju Awojuyigbe](#), [Hakeem Jimo](#), [Ibinabo Moses](#), [Ifeoluwa Olatayo](#), [Oluwatoyin Onigbanjo](#), [Oluyemisi Obe](#) and [Ope Olanrewaju](#). These entrepreneurs commenced the accelerator programme with a one-week boot camp from July 30 – August 4, 2018, comprising intensive workshop sessions on Nutrition & Food Safety, Value Chain Analysis, Operations, Financial Management and Investor Readiness.

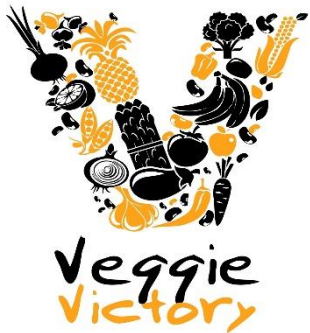
Following up on this were one-on-one GAP Advisory sessions with business and sector-focused consultants to help review and refine their growth goals to scale, after which they were engaged in Post Boot Camp sessions on specific Business, Nutrition & Food Safety areas to prepare and position their businesses for investor readiness and scale with regard to Customer, Capacity and Cashflow.

The NutriPitch Programme ended with a Local Elevator Pitch Competition (NutriPitch) on Thursday, August 30, 2018 and provided a unique opportunity for the entrepreneurs to showcase their businesses and innovative solutions in promoting nutrition in Nigeria and pitch to key funding partners who indicated interest in some of the businesses and have started exploring avenues for investment and collaboration. Also, the top five (5) entrepreneurs from the NutriPitch Competition represented Nigeria at the 2018 NAIF SUN Pitch Competition in Nairobi, Kenya on October 16, 2018 and two of them emerged as winners at the international competition. The 5 entrepreneurs are:

- [Hakeem Jimo](#), CEO VeggieVictory
- [Ifeoluwa Olatayo](#), CEO, Soupah Kitchen
- [Oluwatoyin Onigbanjo](#), CEO, Augustsecrets **(Winner, 'Gender Lens Investing' Award by the Graca Machel Trust)**
- [Oluyemisi Obe](#), CEO, Prothrive
- [Ope Olanrewaju](#), CEO, Kennie-O Cold Chain Logistics **(Overall SBN Nutrition Champion Award Winner for the 2018 SUN Pitch Competition)**


For more details about the NutriPitch Programme, please visit www.fatefoundation.org/nutripitch.







VeggieVictory commenced business in 2013 as Nigeria's 1st Vegan restaurant to give people an experience of meatless meals. Our mission is to promote a plant-based lifestyle and make healthier and more affordable food options readily available.


Key Numbers

 Commenced operation in 2016

 ₦3,500,000 revenue in the last 6 months

 Distributors in 12 States

 30,000 units sold in the last 2 years

 5 Partnerships



Our Solution

VeggieVictory developed a meat substitute based on wheat. Vegetarian Chunks (VegMeat) is high in protein. Cooking time is reduced to about 15min and no refrigeration is needed. With a shelf-life of 5 months, VegMeat can be transported anywhere in Nigeria.

VegMeat is appreciated by those who want to reduce in-take of meat for a healthier lifestyle. Aiming to undercut the prize of traditional meat, Vegetarian Chunks is also targeting the bottom-of-the-pyramid.


A more plant-based diet will increase food security, ease land conflicts and improve health for millions with hypertension, diabetes etc.

Our Products

- **Vegetarian Chunks**



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Health








Soupah Kitchen is a food processing company that off-takes fresh tomatoes, peppers and herbs from local farmers and transforms them into soup products that are iron fortified to nourish consumers.

Key Numbers

 Commenced operation in 2015

 ₦2,487,600 revenue in the last 6 months

 1,000 estimated customers

 15,547 products sold in the last 6 months

 5 Partnerships

Our Solution

Nigeria produces 1.8 million metric tons of tomatoes yearly but loses 45% to post-harvest loss (according to GEMS Project, 2018), thereby losing up to 104, 000, 000 micrograms of Vitamin A everyday.

According to the Global Alliance for Improved Nutrition, a 35% reduction in the postharvest loss of tomatoes would result in an available supply of Vitamin A for up to 1.1 million Nigerian children per day.

Knowing this, with local farmers; collecting tomatoes, peppers, onions and transforming them into ready-to-cook soup products in powdered form with a shelf life of 1 year.

We are also bridging this nutritional gap by fortifying our products with bio-available iron for consumers.


Our retail price of \$0.55 (N200) ensures affordability for low income earners and we are currently running a test market test for our "Single Serve" sachet of \$0.14 (N50) for the mass market, hence providing cheap access to nutritious meals through our products.

Our Products

- **Soupah Vegetable Soup Mix**
- **Soupah Jollof Mix**



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Augustsecrets is an indigenous food company established to reduce the rate of child malnutrition and micronutrient deficiencies in children under 5 years.

Key Numbers



Commenced operation in 2016



₦36,000,000 revenue in the last 12 months



Over 500 rural women trained
Over 150,000 women



75,000 product units sold
2,000 recipe books sold in the past 6 months



6 Partnerships

Our Solution

Our complementary food blends are rich in essential micronutrients especially Proteins, Vitamin A and Iron and can be made into creative ways that are attractive to children.

Our ingredients include locally sourced Soya, Orange-fleshed sweet potatoes, Groundnuts, Sorghum, Beans and Millet and are convenient to make for busy mothers.

We also provide nutrition education and communication of behavioral change to making nutritious foods for children using DIY videos and our dietician-approved recipe book which has sold over 2,000 copies since 2017.

We reach over 150,000 households through the digital media through interesting activities with the message of optimal nutrition, breastfeeding and proper hygiene.

Our Products

- **Nuttymeal:** Cereal rich in Proteins, Carbohydrates & Fats
- **Mixagrain:** Cereal rich in Vitamin A & Folate
- **Veggie Beans:** Rich in Fibre & Proteins
- **Fish powder:** Rich in Omega 3 Fatty acids & proteins
- **Crayfish powder:** Rich in Omega 3 Fatty acids & Proteins
- **Dietician-approved Recipe Book**



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Prothrive is a food processing company that manufactures Grandios Pap (Ogi, Akamu, Koko), a fermented dry maize/sorghum flour product widely eaten in Nigeria and other West African countries.

Our aim is to provide our customers with hygienic products of exceptional quality, with convenience and affordability.

Key Numbers

-  Commenced operation in 2015
-  ₦36,000,000 revenue in the last 6 months
-  Over 1,000 individual customers & 300 community stores
-  Over 50,000 kg sold in the past 6 months
-  4 Partnerships

Our Solution

Grandios Pap is a rich source of dietary fiber because it is produced from whole maize/ sorghum. This aids digestion in particular, apart from other associated health benefits of dietary fiber. Grandios Pap also offers the advantages of probiotics inherent in fermented food products.

Grandios Pap is helping to promote food safety by reducing exposure to food-borne diseases and offering consumers a hygienic product with an extended shelf-life of 12 months, unlike the traditional household level products commonly sold in wet to semi-solid forms with very short shelf-life.

We promote access to nutrition to 'bottom of the pyramid' market through the introduction of single serve packs which sell at an affordable N50 (approximately \$0.14) per unit.


The nutrition facts of Grandios Pap are clearly stated on the pack, this helps consumers to make informed decision about their consumption dependent on their nutritional needs

Our Products

- **Grandios Pap** – Yellow corn
- **Grandios Pap** – White corn
- **Grandios Pap** – Brown Sorghum



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Kennie-O Cold Chain Logistics

(KCCL) is an indigenous company that specializes in preserving the natural nutrients of fruits, vegetables and animal products in Nigeria by providing excellent end-to-end cold chain and logistics services for the fresh foods sector.

Key Numbers



Commenced operation in 2015



₦8,000,000 revenue in the last 6 months



Over 300 B2B customers & 700 small holder farmers



15,000 tons transported in the past 12 months



5 Partnerships

Our Solution

In Nigeria, over 45% of our fruits and vegetables production valued at \$9Bn are wasted annually. (Source FAO/FIARO 2013). This is a leading cause of hunger, malnutrition and undernutrition in Nigeria with an estimated market population of over 198 million people. Our goal at KCCL is to service 5% of this market in the next 5 years.

Our Services

We help preserve nutrients in fruits, vegetables and animal products by

- Ensuring safe handling of product offtake from farms
- Transporting products under optimum controlled temperatures, in a timely manner
- Pack-house services to ensure proper cleaning, sorting, packing and storage
- Cold-room services that help ensure all-year-round availability of fresh fruits, vegetables and animal products, without any chemical preservatives.
- Distribution of frozen fresh food products to retail chain stores, events and corporate deliveries within Nigeria.



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Health

