



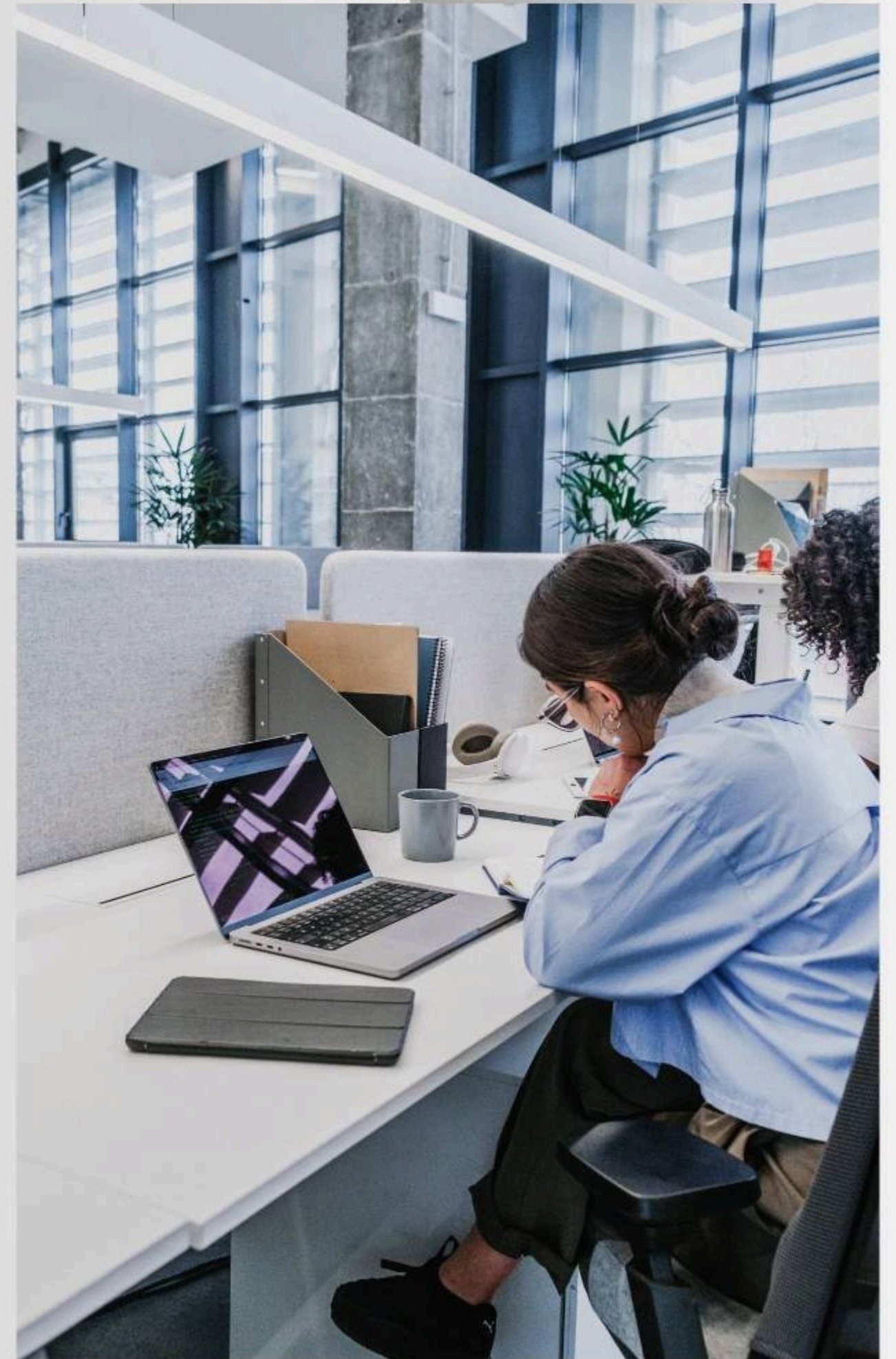
OFFFRUITY
EMPOWERING FARMERS, NURTURING FUTURES

Offfruity Pitch Deck

By Vincent Marezva

Overview

▶ Introduction	03
▶ Objectives	04
▶ Problem Statement	05
▶ Solution	06
▶ Execution Strategy	07
▶ Business Model	08
▶ Market Opportunities	10
▶ Project Timeline	11
▶ Our Impact	13
▶ The Team	14
▶ Call for Action	15
▶ Contact Us	16





Introduction

Offruity is a youth-led initiative dedicated to empowering marginalized farmers in Zimbabwe through sustainable agriculture practices. In a country where agriculture plays a critical role in the economy and livelihoods of millions, Offruity recognizes the importance of addressing the challenges faced by farmers. By providing hands-on training, educative materials, and access to technology, such as blockchain for transparent transactions, Offruity aims to support farmers in improving their practices and accessing international markets.

Objectives



Increase Agricultural Productivity

Offruity aims to enhance farming practices and provide resources to boost crop yields among marginalized farmers.



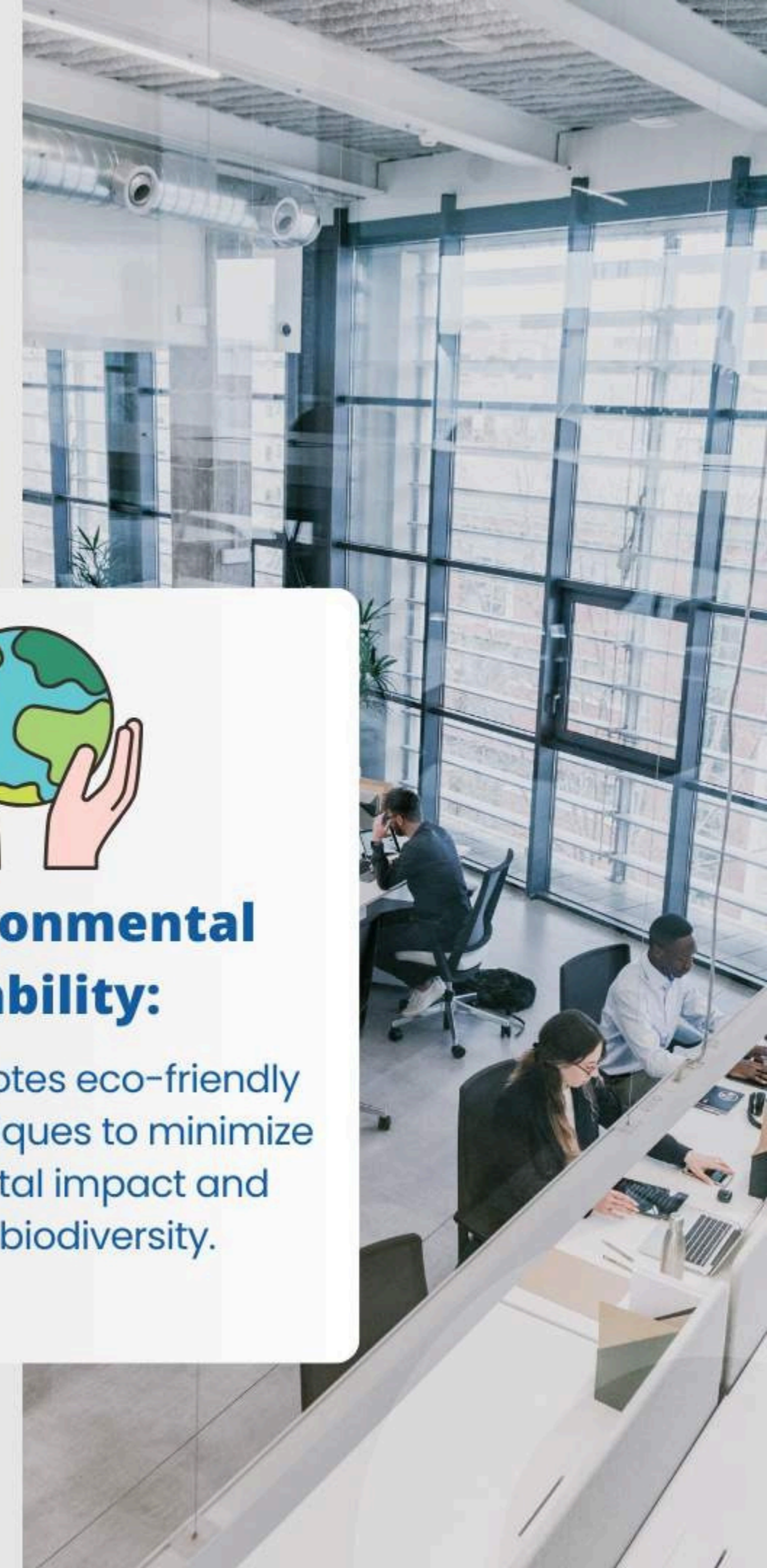
Empower Marginalized Farmers

Offruity provides training, resources, and market access to empower farmers, enabling them to improve their livelihoods and communities.



Foster Environmental Sustainability:

Offruity promotes eco-friendly farming techniques to minimize environmental impact and preserve biodiversity.



Problems

In Zimbabwe, marginalized farmers face significant challenges that hinder their ability to thrive and contribute to the agricultural sector. From limited access to resources and technical expertise to unfair compensation practices, these obstacles perpetuate cycles of poverty and hinder sustainable development. Understanding these challenges is crucial for developing effective solutions that empower farmers and drive positive change in their communities.

Problem 01

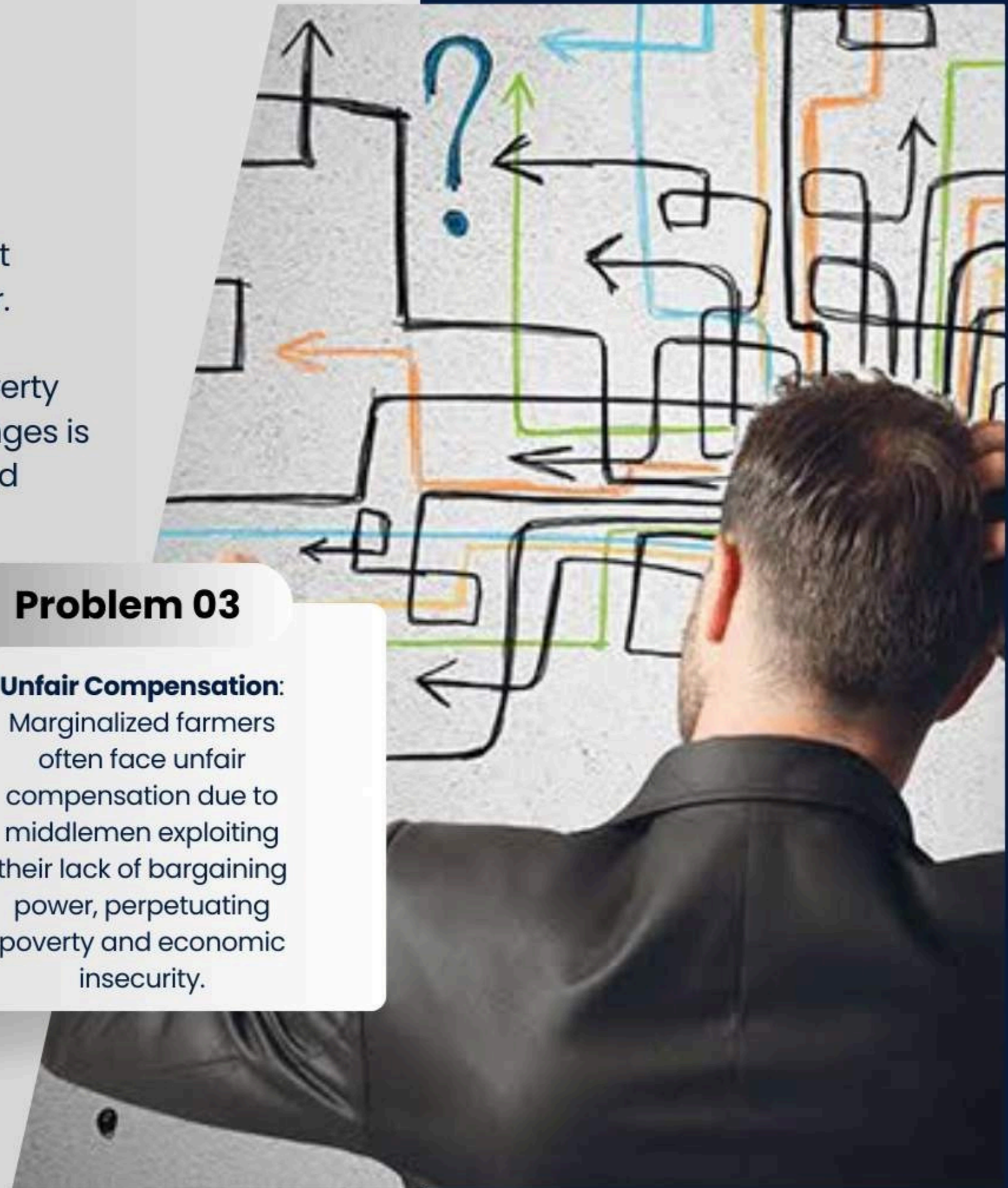
Limited Access to Resources: Marginalized farmers in Zimbabwe struggle to access fertilizers, seeds, and equipment, limiting productivity and hindering basic needs.

Problem 02

Lack of Technical Expertise: Many marginalized farmers lack modern farming knowledge, hindering adaptation to environmental changes and overall productivity.

Problem 03

Unfair Compensation: Marginalized farmers often face unfair compensation due to middlemen exploiting their lack of bargaining power, perpetuating poverty and economic insecurity.



Solutions

Offruity offers a comprehensive suite of solutions tailored to the needs of marginalized farmers in Zimbabwe. Through strategic partnerships, practical training, and innovative technologies like blockchain, we're empowering farmers to overcome challenges and adopt sustainable agricultural practices effectively.

Solution 01

Partnerships with Suppliers: Offruity collaborates with suppliers to secure essential farming inputs at competitive prices, making resources more accessible.

Solution 02

Hands-on Training and Workshops: Offruity provides practical training to farmers on modern farming techniques, enhancing their skills and knowledge.

Solution 03

Blockchain Technology for Fair Compensation: Offruity employs blockchain technology to ensure transparent and timely payment processes, guaranteeing fair compensation for farmers.



Execution Strategy

Offruity employs a four-stage execution strategy to address challenges faced by marginalized farmers in Zimbabwe. Our approach is designed to empower farmers, enhance agricultural productivity, and foster long-term sustainability. In this section, we outline our strategy for driving positive change in the agricultural sector.

01

Assessment and Planning: Conduct a comprehensive assessment of the needs and challenges faced by marginalized farmers and develop a detailed execution plan based on the findings.

02

Implementation of Solutions: Roll out targeted interventions to address identified challenges, such as establishing partnerships for resource procurement and conducting training sessions.

03

Monitoring and Evaluation: Implement a robust monitoring and evaluation framework to track the progress and impact of Offruity's initiatives, regularly assessing effectiveness and making necessary adjustments.

04

Scale-up and Sustainability: Identify successful interventions and opportunities for scaling up to reach more farmers and communities, while exploring partnerships and resource mobilization efforts for long-term sustainability.

Two golden wheat stalks are positioned behind the main title, one on the left and one on the right, with their heads pointing upwards.

BUSINESS MODEL

OFF FFRUITY

EMPOWERING FARMERS, NURTURING FUTURES

03

Revenue Generation

Offruity purchases produce from farmers at agreed producer prices, slightly lower than international markets, to cover costs and generate revenue. This revenue sustains operations and funds expansion plans to empower more farmers across Zimbabwe.



02

Market Facilitation

Offruity acts as a middleman, covering farmers' production and freight costs until their products reach international markets.



01

Training and Education

Offruity provides free training on sustainable agriculture and organic fertilizer production to empower farmers without financial burden.



04

Scale and Sustainability

As Offruity expands, it achieves economies of scale, negotiates better prices, and reduces operational costs, improving profitability.



05

Partnerships

Offruity collaborates with government agencies, NGOs, and international organizations to leverage resources and enhance impact and sustainability.



MARKET OPPORTUNITIES



Expanding Market Trends

The global fresh fruits market, projected to reach USD 800.93 billion by 2031, and the floriculture market, expected to grow to \$101.54 billion by 2031, present lucrative opportunities for Offruity. These market trends signify increasing consumer demand for high-quality agricultural products.



Growing Demand for Sustainable Products

Consumer preferences are shifting towards sustainable and ethically sourced products. Offruity can capitalize on this trend by promoting organic fertilizer production and sustainable farming practices, meeting the demand for environmentally friendly agricultural products.



Government Support for Agricultural Development

Zimbabwe's economic growth potential relies heavily on agricultural development. With extensive arable land, including communal farmers' cultivation, Offruity can align with government programs to access support and expand operations.



Emerging Agricultural Technologies

Innovations like blockchain and precision agriculture offer efficiency and transparency benefits. By adopting these technologies, Offruity can enhance its operations and create value for farmers and consumers alike.

Timeline

The following timeline provides an outline of Offruity's operational plan upon securing venture capital funding. It delineates key phases and activities essential for the successful implementation of our initiatives in empowering marginalized farmers and promoting sustainable agriculture practices in Zimbabwe.



1 Preparation Phase
Duration: 4 months



2 Training Program
Launch and Pilot
Duration: 6 months



3 Expansion and
Scaling
Duration: 9 months



4 Evaluation and
Adjustment
Duration: Ongoing

Timeline

1

Conduct initial research, develop training materials, and establish contacts with local farmers to lay the groundwork for project implementation.

2

Launch the training program in target communities, focusing on sustainable agriculture practices and organic fertilizer production. Initiate pilot export initiatives to test market viability and gather feedback.

3

Expand project operations to new regions within Zimbabwe, integrating blockchain technology for supply chain management. Explore collaboration opportunities with government agencies and NGOs to scale impact.

4

Continuously evaluate project outcomes and impact, making adjustments to strategies and operations as needed based on lessons learned. Plan for future growth and expansion.

OUR IMPACT



Economic Empowerment

Offruity economically empowers marginalized farmers by providing access to international markets and fair compensation, lifting them out of poverty



Environmental Sustainability

Offruity promotes environmentally friendly farming methods through training and organic fertilizer production, contributing to environmental conservation in agricultural ecosystems.



Social Impact

Offruity empowers marginalized farmers, particularly women and youth, by providing free training and educational services, fostering social inclusion and gender equality.



Community Development

Offruity's activities create employment opportunities, support local businesses, and improve access to markets and resources, enhancing food security and poverty alleviation in rural communities.

Our Team

Meet Our Expert Team



Munashe Mawire

Team Leader



Vincent Marezva

Product
Development
Manager



Delight Paeramanzi

Head of
Operations



Linda Manzira

Logistics Officer



JOIN US

Join Offruity today and be part of our mission to empower marginalized farmers and promote sustainable agriculture in Zimbabwe. Together, we can make a difference in farming communities, create positive environmental impact, and build a resilient future. Support us, volunteer, or contribute to our cause. Let's cultivate change together with Offruity.



CONNECT WITH US



+91 987 237 6452



offruityzw@gmail.com

vincenmars9@gmail.com



[linkedin.com/in/vincent-marezva](https://www.linkedin.com/in/vincent-marezva)

[linkedin.com/company/offruity/](https://www.linkedin.com/company/offruity/)

THANK YOU!



OFFFRUITY

EMPOWERING FARMERS. NURTURING FUTURES