



**KICKTM OUT
MALARIA**

REPURPOSE2WEALTH

AGRIBUSINESS | FOOD SECURITY

KICK OUT MALARIA REPURPOSE-TO-WEALTH AGRIBUSINESS INITIATIVE

Overview

As part of the broader **Kick Out Malaria program**, we have the Repurpose-to-Wealth (also called Repurpose2Wealth) initiative to help African households and families turn their waste into wealth.

Problem

Every year, staple foods like yams worth billions of EUR go into waste from African homes directly from the kitchen, leaving farmers with a shortage of seeds to plant and higher inflation for the populace.

Solution

We are helping African households and families save on foodstuff, increase local farmers' yields and add over € 2 billion to the African economy yearly.

With the **Repurpose2Wealth Agribusiness** initiative, households and families especially those in urban areas can keep their yam stems (popularly referred to as 'yam heads') for local farmers to boost their yields. The yam stems, which are usually disposed of with other kitchen

waste are highly sought-after by farmers for cultivation. A yam stem costs about NGN550 (€0.31) on average, but billions of these yam stems end up in the garbage in Africa yearly.

Nigeria, alone, loses an estimated €2 billion worth of yam stems per year.

Business Model

We operate a Business-to-Business-to-Consumer (B2B2C) business model and transactional revenue model as follows:

1. Households to Farmers:



Our Approach:

- 1) Households and families are educated on how to cut and preserve yam stems from the rest of the yam they cook
- 2) Our dispatch riders go from home to home to pick up the yam stems and give rewards (cash incentives) to households and families who provide the yam stems
- 3) We distribute the yam stems to smallholder farmers at a fraction of the cost to boost their yields.

2. Farmers to Market:



Our Approach:

- 1) During harvest, we help farmers secure their first customers as the same homes that supply farmers with yam stems are also the primary consumers.
- 2) Our dispatch riders go to farmers to buy yams directly from the farm.
- 3) We sell the yams directly to families thereby shortening farm-to-market processes and avoiding wastage from the long journey yams take to get to the market.

Market Analysis

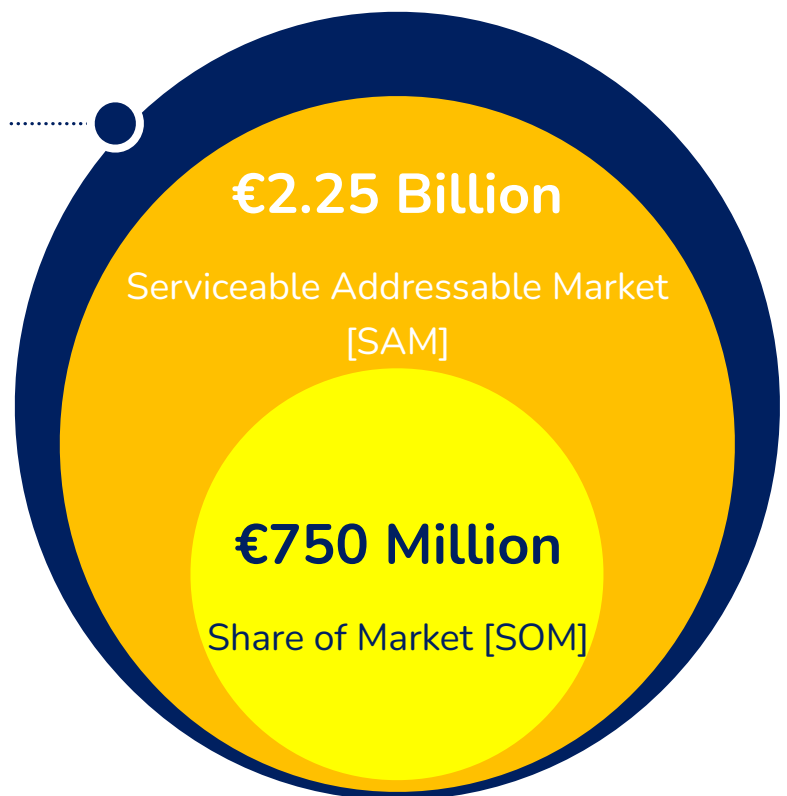
In 2022, Nigeria produced more than 61 million tons of yam tubers valued at over US\$25 billion according to the Food and Agriculture Organization of the United Nations.

Yam is a versatile crop cultivated, and consumed in many parts of the world including Africa, Europe, Asia and the Americas.

€3 Billion

Total Addressable Market [TAM]

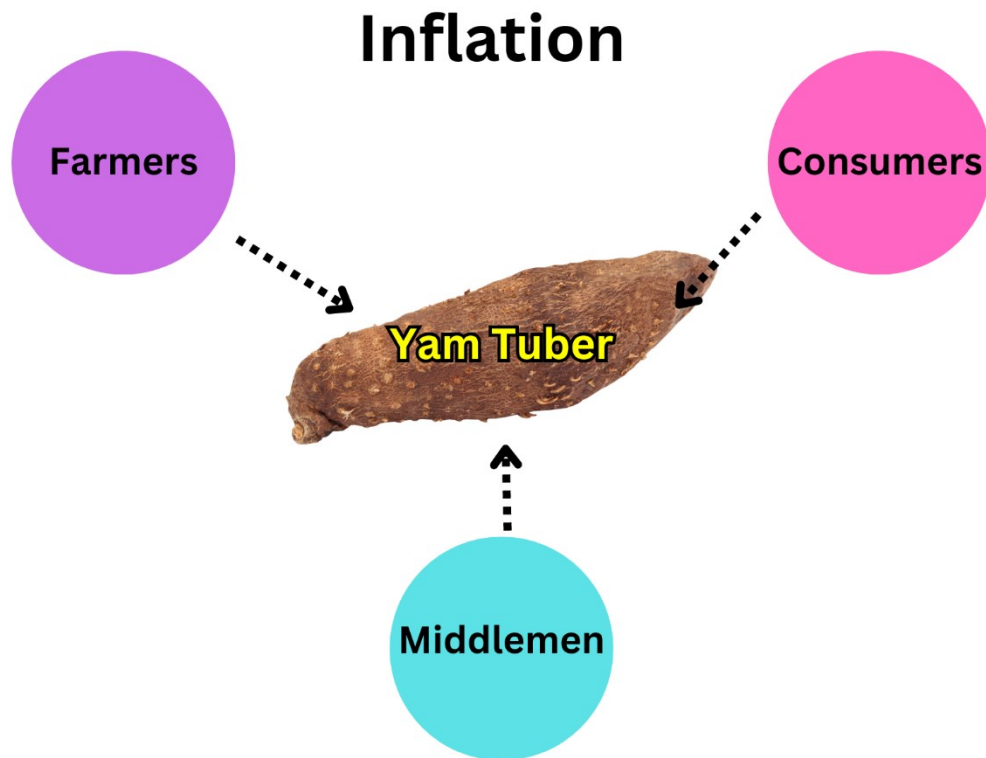
- 75% of TAM equals SAM;
- SOM equals 25% of SAM.



Competitive Analysis

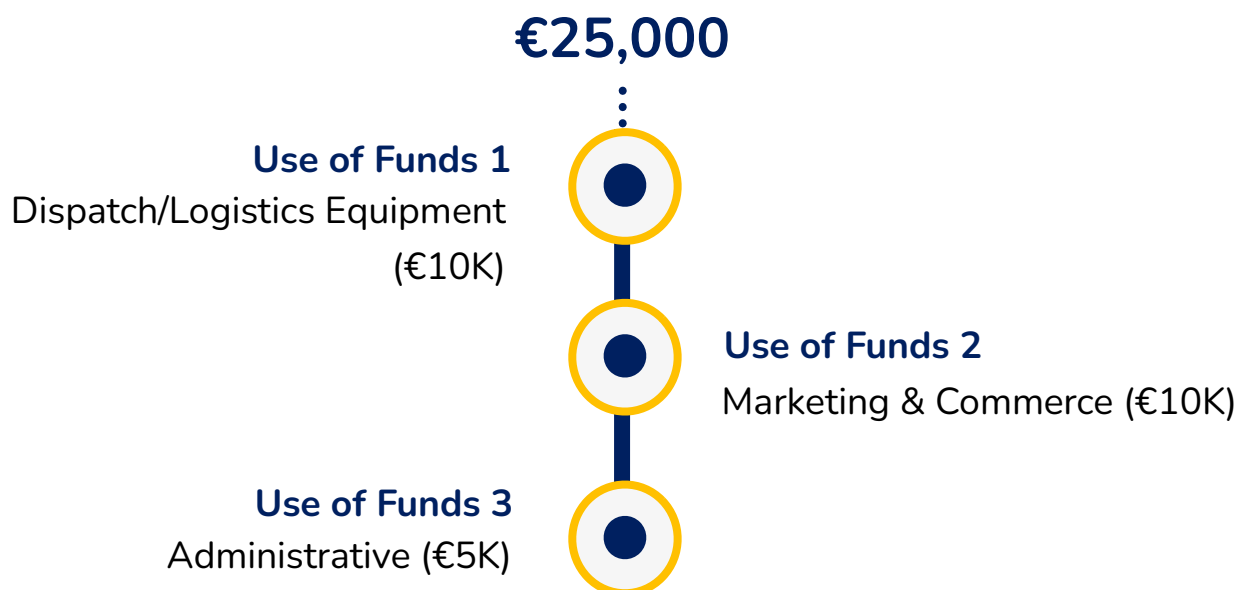
Farmers usually work with middlemen who source yam tubers that are cut into chunks to derive stems for yam cultivation, but this method is not sustainable as both farmers and consumers struggle for yam tubers which are a major staple food for African households leading to high inflation.

Yam heads provide high-quality stems for cultivation, but are not edible. So, homes tend to throw them away with other domestic waste. Now working with these homes and families, we can save millions of yam heads to help local farmers boost their yields.



Funding Needed

We are currently seeking **€25,000** in pre-seed funding for the Repurpose2Wealth initiative.



Founders



Rebecca Amarachi Jeremiah

Co-founder & COO

- Certified project management professional
- Worked as an administrative officer at a social enterprise specializing in youth entrepreneurship.
- A farmer's daughter that grew up farming



Paul Abayomi Jeremiah

Founder & CEO

- Practiced farming while growing up
- Founded a social enterprise that provided business services to local traders
- DevOps expert & UI designer
- International award-winning entrepreneur

Paul and Rebecca also co-founded LEADALEAP Enterprises and Millennial Solutions LLC - publishers of [the Kick Out Malaria Story and Game series](#).



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