

# WADONGE GROUP LIMITED

We are reducing producer & consumer poverty throughout agricultural value chains across East Africa.

**\$4,000**

Monthly Working  
Capital

**\$60,000**

Annual  
Run Rate

**60%**

Monthly Growth  
Rate

**100+**

Active Customers

Trading as  nitume  
Sokoni

# THE PROBLEM

# \$ 940B

Africa's agricultural value chain is in urgent need of modernization

## 45% FOOD WASTE

- Lack of market information and linkages.

## MIDDLEMEN

- Produce passes 4 -5 stages / middlemen between farmers (lowering income) and consumers (raising prices)

## LACK OF TRACEABILITY

- Lower quality / food safety standard (Poor data).

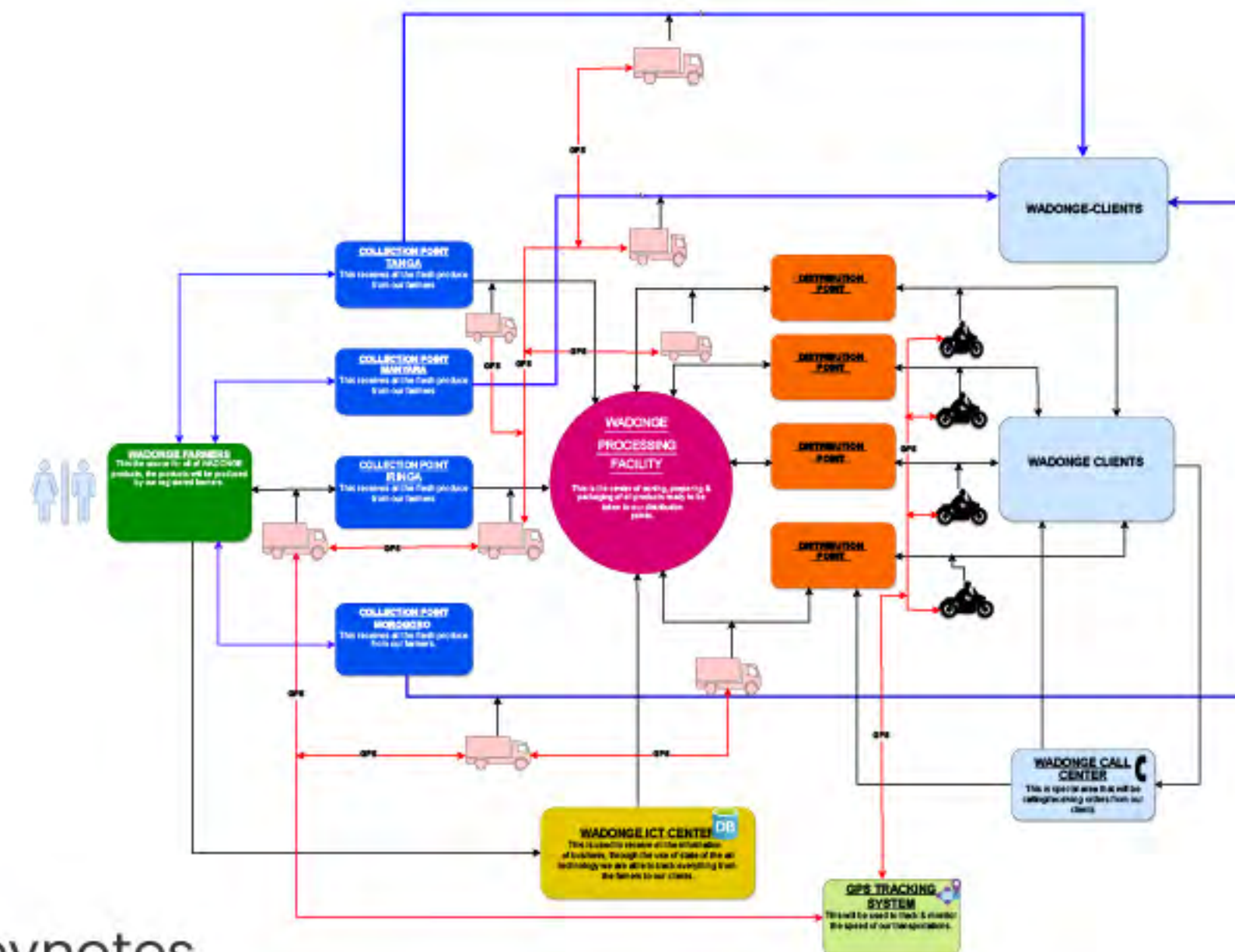
# BUSINESS MODEL

Combining and intergating digital technologies and physical technologies through system engineering.



## SYSTEM ENGINEERING - PHYSICAL

WADONGE BUSINESS STRUCTURE



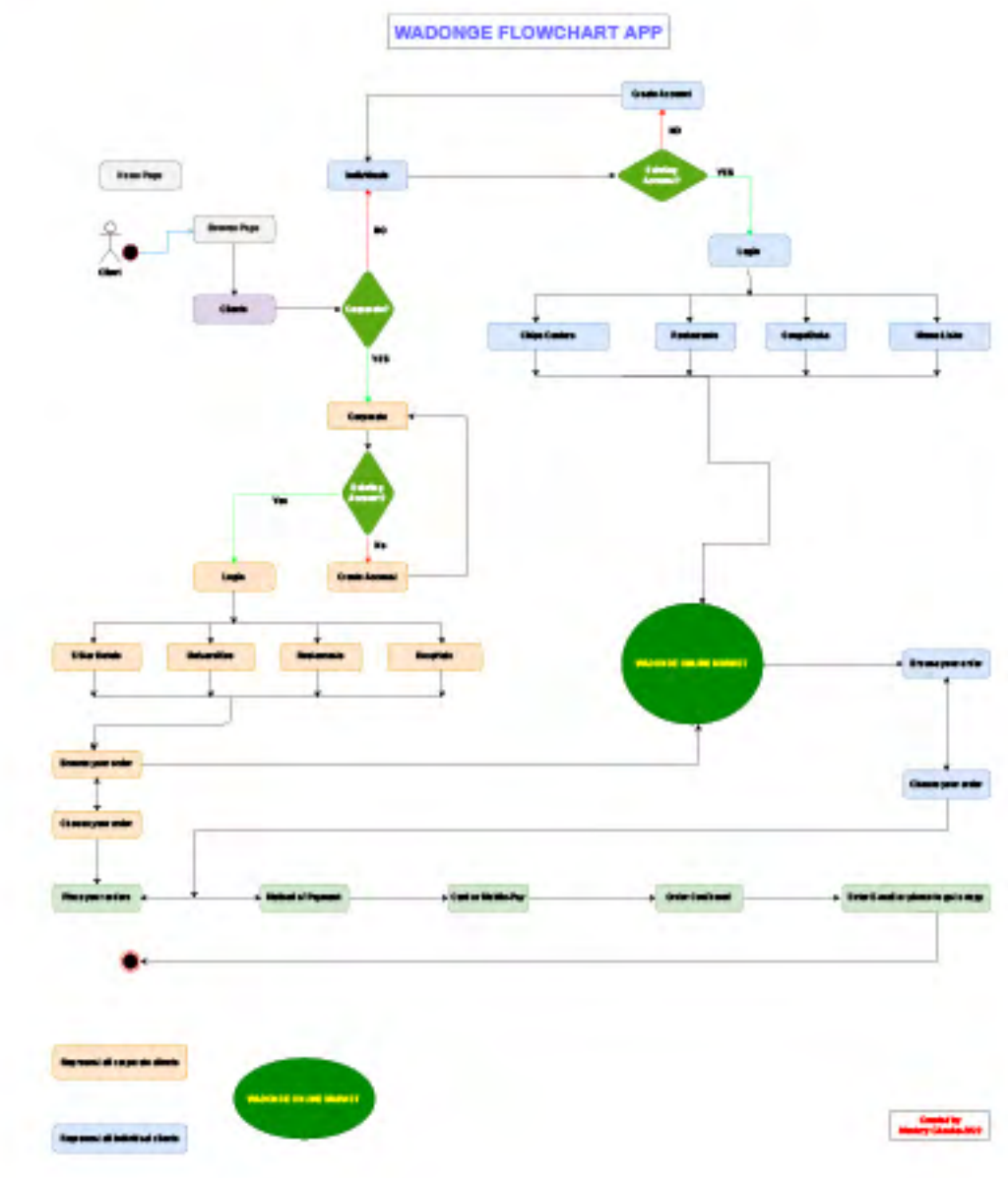
### Keynotes

- Produce collection points (Supply Side)
- Produce Distribution Points (Demand Side)
- Versatile Produce delivery fleet



# BUSINESS MODEL

## SYSTEM ENGINEERING - DIGITAL



### Keynotes

- Wadonge App/Multichannel market Place
- Data Analytistics for demand and supply aggregation.
- Cashless Payment

# THE MARKET POTENTIAL



Why Africa?



## AGRICULTURE MARKET VALUE

FAO 2022



# OUR ROADMAP

## OUR GOALS FOR 2024



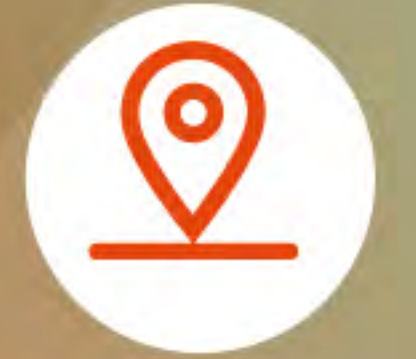
Sourcing from **1000+** Farmers



Serving **5000+** Vendors & Households



Generating **USD 500,000** in annual sales



Opening **50+** Distribution points

## CURRENT



Sourcing from **50+** Farmers



Serving **200+** Vendors & Households



Generating **USD 5,000** in monthly sales



Operating **2** Distribution points

# COMPETITION

AFFORDABLE

OFFLINE  
TRANSACTION

## Open Markets

1. Mwananyamala
2. Mabibo
3. Buguruni
4. Kisutu



ONLINE  
TRANSACTION

Malls and  
supermarkets

1. East Africa Fruits
2. Mabibo Fresh
3. Dar Online Farm Fresh

EXPENSIVE



# IMPACT

Wadonge's impact across agriculture value chain

## FARMERS

50+ Farmers (2023) (60% Females)

**Targets:** 1,000+ Farmers (2023)

**Yields:** Targets increase of 2 - 3X (avg) by 2034

**Gender:** 60% of veggie farmers are women

## FOOD WASTE

- Reducing post harvest losses via efficient logistics and delivery systems.
- Increasing climate resilience of food supply.

## EMPLOYEES

- Staff and casual workers 20+ (2023): 200+ (2024)
- Good working conditions, improved salaries, incentives at work
- Women and youth employment.

## RETAILERS/VENDORS

- Customers: 200+ (2023) 5000+ (2024)
- Fast and timely delivery, - competitive price, food quality.

# OUR TEAM

Our core team has a combined experience of over 20 years.

## CORE TEAM



Gerald Magooge  
CEO



Nestory Chacha  
CTO



Margaret Maina  
Legal Officer

## ADVISORY BOARD



Ms. Devotha Mwazembe  
Ph.D Candidate Tuskegee  
University



Ms. Christine Musisi  
Resident Representative  
UNDP Tanzania (Retired)



Benard Gachanja  
Software Engineer

**INVEST  
IN US.**



**WADONGE GROUP LIMITED**

Trading as  **nitume  
Sokoni**

**WE ARE RAISING**

**\$ 500,000**



# THANK YOU.

## WADONGE GROUP LIMITED

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