|  |  |
| --- | --- |
| Company/Project Name |       |
| Founders |       |
| Address & Contact Information |       |
| Date of Registration |       |
| Registration Type |       |
| Website and Social Media Handles |       |
| Industry Classification |       |

**Proposition**

**Organization**

|  |  |
| --- | --- |
| Nature of Business |       |
| History of Operations |       |
| Service Proposition |       |
| Target Market & Profile |       |
| Key Competitors |       |
| Regulation & Compliance |       |

|  |  |
| --- | --- |
| # of Founders |       |
| # of Staff (FTE) |       |

**Economics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Revenue Latest  |       (2021) |  | Revenue Model  |       |
| Burn Rate |       |  | Market Size  |       |
| Investment to date:  |       |  | Current Market Share |       |
| Planned Investments |       |  | Key Milestone |       |

**Milestones**

|  |  |
| --- | --- |
| Min. Viable Product |       |
| Current Customers |       |
| Funding Need |       |
| Use of Funds. |       |

***Note****:*

1. *Where you have no answer. Please indicate N/A.*
2. *Where the row is limited for the text, use the enter key to add more space so that the rows will not go out of the page.*

**Example: ABC Poultry**

|  |  |
| --- | --- |
| Company/Project Name | ABC Poultry |
| Founder(s) | Adrame Ndione; Alieu Senghore |
| Address & Contact Information | 48 Kairaba Avenue, KSMD, The Gambia: inf@abcpoultry.com; +220 5555555 |
| Date of Registration | January 2018 |
| Registration Type | Sole Proprietorship  |
| Website and Social Media Handles | [www.abcpoultry.com](http://www.abcpoultry.com) : Facebook: @abcpoultry ; Twitter: None : LinkedIn: None  |
| Industry Classification | Agribusiness |

**Proposition**

**Organization**

|  |  |
| --- | --- |
| Nature of Business | Poultry (Rearing Chickens for Egg Production) |
| History of Operations | Officially started in January 2018 with 100 layers. During the first 18 months, ABC produced over 70 broiler chickens and 500 crates of eggs. Today, ABC has 500 lawyers with capacity to produce 50 crates daily.  |
| Service Proposition | Production of Quality Local Fresh Eggs & Chickens  |
| Target Market & Profile | **Primary:** Local Shops, Supermarkets & Direct Consumers **Secondary:** Hotels & Restaurants within GBA |
| Key Competitors | MBK Farms, Tee Farms, Hobby Poultry, Kombo Poultry, MInteh’s Poultry, Sonaba Poultry & Imported Eggs |
| Regulation & Compliance | Sector not regulated. |

|  |  |
| --- | --- |
| # of Founders | 2 |
| # of Staff (FTE) | 3 |

**Economics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Revenue Latest  | GMD 210,000.00 (2019) |  | Revenue Model  | B2B & B2C (Eggs) |
| Burn Rate | GMD 10,000.00 /Month  |  | Market Size  | 200,000 eggs daily (GIEPA 2011) |
| Investment to date:  | GMD 1,000,000 |  | Current Market Share | 0.1% |
| Planned Investments | GMD 1,500,000.00  |  | Key Milestone | Increase production capacity to 4,000 within the next 2-3 years |

**Milestones**

|  |  |
| --- | --- |
| Min. Viable Product | Eggs & Chickens Note: Egg is the main product line & source of revenue contributing to 90% of the income. |
| Current Customers | 90% of my customers were direct consumers B2C and 10% were businesses B2B.  |
| Funding Need | GMD 1,000 000.00  |
| Use of Funds. | Working Capital & Operational Cost to raise 1,000 layers over a period of 6 months. |

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