Biofood Tech Enterprises Tanzania: Production of non dairy probiotic drink

Dar es salaam, Tanzania

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https://www.youtube.com/watch?v=6WlbX6QGkwc
Year Founded:
2015
Organization type:
for profit
Project Stage:
Start-Up
Budget:
$50,000 - $100,000
Website:
http://www.biofoodtechtz.wordpress.com

Business
Sustainable development
Green business

Project Summary
Elevator Pitch
Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.
Non dairy probiotic drink produced from cereals with a lot of nutritious contents will be used as an alternative drink for lactose intolerant people while reducing the challenge of milk shortage in the region while creating sustainable market for cereal farmers in the region.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"
What if i tell you that we can provide an alternative drink for 4.25 million people who are lactose intolerant in Tanzania while solving shortage of milk problem in the region?

About Project
Problem: What problem is this project trying to address?
This project is addressing three of the most bigger challenges in the region such as 1. Lactose intolerance problem by providing an alternative product to milk which is very nutritious and yet free of lactose, 2. Shortage of milk in the region led to high milk prices hence most people fail to afford but now we provide an alternative drink which is very nutritious in affordable price 3. Ensure sustainable market for cereal farmers in the region.

Solution: What is the proposed solution? Please be specific!
Non dairy probiotic drink is a perfect solution to address the challenges above, about 4.25 Million lactose intolerant people in Tanzania are all in need of the solution, while milk consumption in developing countries is decreasing due to milk shortage and low economic status hence most people cannot afford but with this solution even people on the base of the pyramid will have access to this drink and hence improve their health specifically for children in schools and pregnant women who are mostly in need of these nutritious contents. Most cereal farmers in the region do not have a proper market for their harvest hence live a poor life despite of having good harvests but through this project, our enterprise buy cereals from farmers.

Awards
TANZICT innovation fund award 2015, University of Dar es salaam research week exhibition 2015 in collaboration with the department of botany, nominated as finalist of the African Entrepreneurship Award 2015 at Marrakesh -Morocco.

Impact: How does it Work
Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.
Through this project, we primarily create a lot of employment opportunities in every stage of our performance from production to distribution process, currently we already have employed 4 people fully time and we expect many people as we grow. In health grounds, we provide our customers with a drink which a lot of resveratrol, bio antioxidants, fatty acids, vitamins and many other nutrients which surely improve human health and survival. And at the same time ensure many people get access to these nutritious contents since our product is available and affordable to most people. Through this project, cereal farmers in the region will be having assured for their products hence increase their income and improve their livelihood.
Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Currently, we have already employed four people for production activities in our enterprise while buying cereal products from farmers in the region hence ensure a sustainable market for them. More importantly, we are making our initial sales of the product hence give our customers access to this healthy drink. In the future, we will develop a support system for farmers in region hence ensure they have enough harvest hence enough raw materials for our company survival, furthermore, we expect to employ more people in different sections of our production line and distribution. Our major impact will be measured in improved individual health as a result of using the product. Through questionnaires, we will make sure to get all the necessary information on the impact we are making to our customers health specifically lactose intolerant people, children, and pregnant women in the region.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

To deliver the fully impact anticipated, we have already started producing and reaching our customers in Tanzania, 4 fully time jobs created and we are hoping about 100 job opportunities in 1 to 2 years from now while having partnerships with small scale farmers in the region so as to increase our involvement in social activities while buying their harvests in a sustainable way.

Financial Sustainability Plan: What is this solution’s plan to ensure financial sustainability?

As a company we produce and sell our products in very good prices hence we make enough profits from our sales so our major revenue stream is direct sales of the product which ensures that as a company we generate proper returns which are re-invested into the enterprise and hence improve our production line and increase our productivity.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Currently, in Tanzania there is no any company which is entirely dealing with the production of non dairy probiotic drink for lactose intolerant people, therefore we mark the beginning of a new alternative product for lactose intolerant people which will ensure they get all the healthy nutrients as found in normal milk. Shortage of milk is the obvious challenge in the region and some companies such as Azam and Tanga Milk are addressing the challenge we give the most affordable solution than them.

Team

Founding Story

After graduating with a bachelor of science in Molecular biology and Biotechnology from the University of Dar es salaam, like most youth in the region, I did not have a job and so I applied for social entrepreneurship course from the University of Cambridge in which I learned the basics including how to run a business, design thinking framework, learn startup approach, accounting and more. During the program, I started developing the innovation while going through five major stages such as Empathize, Define, Ideation, Prototyping, and Testing stage which finally we had the non dairy probiotic drink which is highly acceptable by our target market.

Team

Currently, our team has three basic professionalization such as Biotechnologist Microbiologist and business expert as, a CEO, I have background in Biotechnology which helps a lot in coming up with these kinds of innovations which can improve human health, our COO has a specialty in Microbiology and a firm background in quality assurance hence able to ensure the quality and safety of the product we produce. In marketing and sales department, we have a graduate from the University of Dar es salaam which studied business management with a proper experience in running businesses effectively hence able to develop proper strategies for our prosperity.

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