



TSEHLA HOLDINGS
CLIMATE SMART AGRICULTURE

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PROBLEM

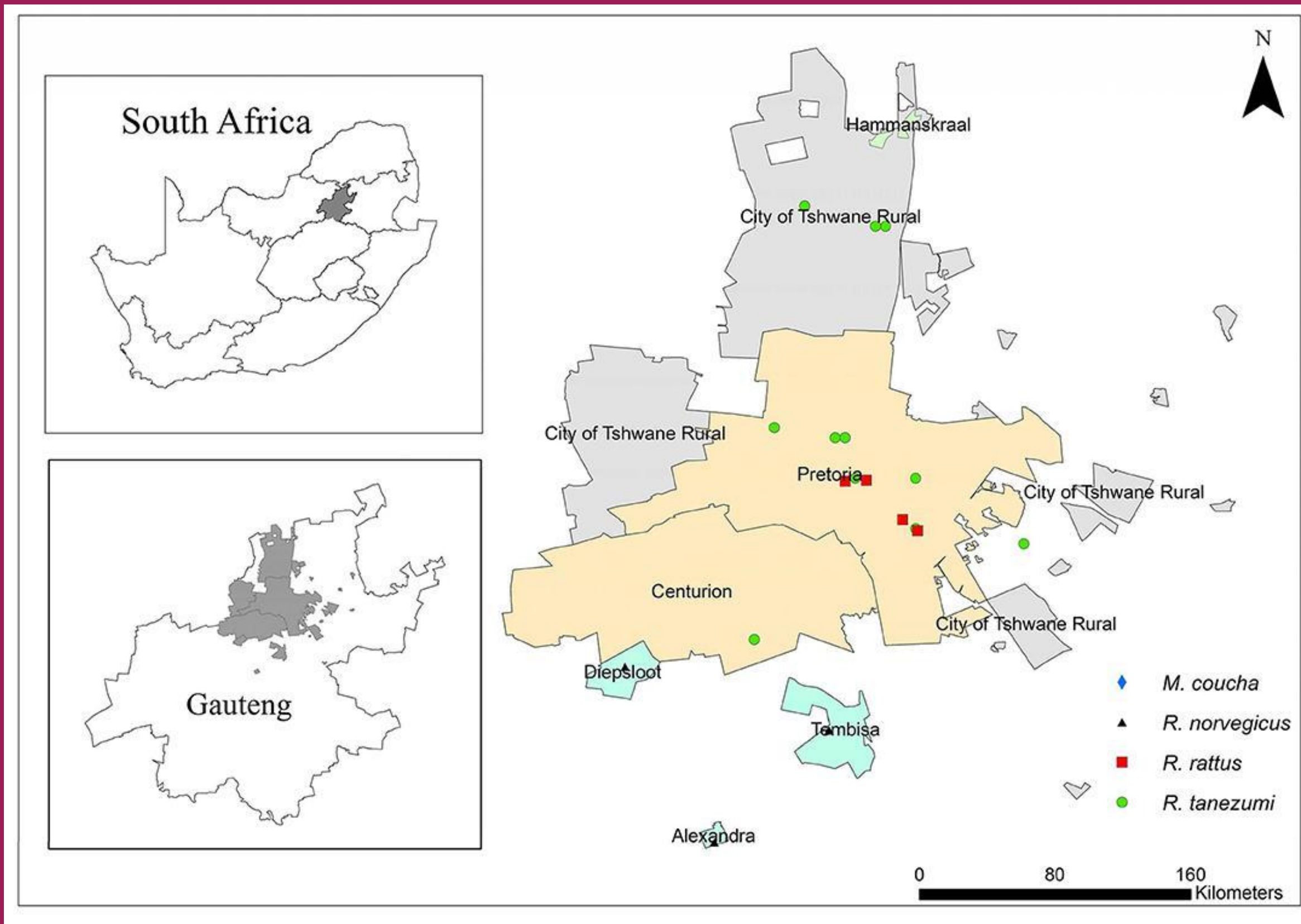


- **Agriculture uses 70% of the world's fresh water**
- **Lack of fertile land**
- **Food wastage**

SOLUTION



- Hydroponics and Aquaponics uses over 80% less water than your conventional farming
- Less space used and doesn't require fertile land allowing for places where farming was not possible
- Controlled environment, ability to produce all year round.
- Black soldier fly uses food waste for the production of protein rich larvae and fertiliser



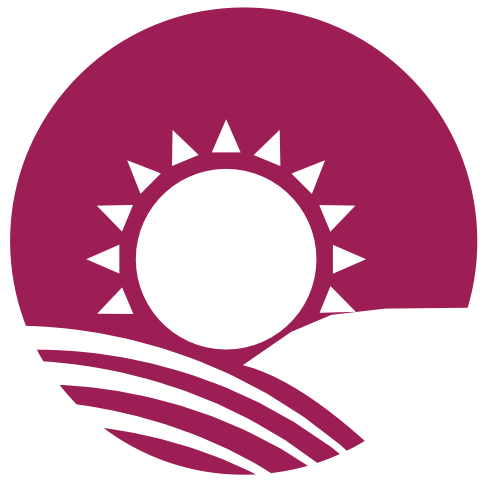
- Gauteng population +/- 15 million
- Largest fresh fruit and vegetable market in South Africa
- Annual turnover May 2023 R9,4 billion

BUSINESS MODEL



- Production of larvae for our chicken and fish.
- Vegetables production for supermarkets and vegetable wholesalers.
- Climate smart agriculture training to the local women and the youth, focus on Department Of Agriculture and the Department of Education.

COMPETITION



- Our competition are the local farmers, they have bigger land than us but we have more production value than them.
- Local hydroponic farmer Haven Rock, they have a bigger facility but they use pesticide whereas we use different herbs and flowers to repel pests.



TEAM

Roseline Mapuranga – Founder and farm manager

Modieki Mokoka – Quantity Surveyor

Dr Martin Maboko – Agronomist





TRACTION

- We currently supply to Johannesburg market and Freshling market in Vanderbailpark. We also have 3 restaurants that we deliver to twice a week.
- Generated revenue of +- \$20 000 for 2023
- We now employ 3 women and with the investment we will be able to employ 3 more women.

GROWTH STRATEGY



- Upgrade our hydroponic system to maximize on saving water
- Incorporate aquaponics and black soldier fly on our farm
- Track and capture sales leads and put online payment gate on our website
- Increase our social media presence
- Open pop up shops



INVESTMENT ASK

- \$150 000 as debt funding or equity funding.
- The funds will be used for:
 1. \$50 000 for new aquaponics system .
 2. Upgrade our hydroponic system to 95% water saving which will cost \$15 000
 3. Solar system for \$17 000
 4. \$42 000 for Black soldier fly set-up
 5. Production inputs \$20 000 production inputs
 6. Security \$6 000
- We also require business mentorship
- Access to market



Thank you

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