BSF Cassava
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Agenda

• Project overview
• Importance of project
• Evolution of plan
• Key partnerships
• Limitations
• Conclusions
• Questions
Project Overview

• Create framework for business model
• Raise standard of living
• Utilize 405 hectares of land
  • 1,000 acres
• Maximize revenues
Importance of Project

• Social value
  • 1,920 individuals

• Economic value
  • $875,610 overall profit
  • 1-2 years of production
How To Achieve Impacts

Social

• 405 ha farm (80% utilized)
• Assumptions:
  • 12 member family units
  • 2 ha per family unit
• 323 ha / 2 ha per unit = 160 farms
• 160 farms * 12 members = 1,920 individuals

Economic

• Revenue:
  • 4,845 tons * $234/ton = $1,133,730
• Costs:
  • Machine ($38.61/ha * 323 ha)
  • Land ($106/ha * 323 ha)
  • Labor ($654/ha * 323 ha)
• Profits = $875,610
  • (1-2 year of production)
Evolution of Plan
Year 1

• Begin with Gari
  • Easier entry point
  • Labor intensive, but minimal outlay for machinery
  • Better profit margins
  • Well-established market

• Schools and hospitals

• Build revenue
Key Partnerships

- Bill & Melinda Gates Foundation
  - Cassava: Adding Value for Africa (C:AVA)
- U.N.
- Industrial companies
  - Armstrong
  - Zeigler
Year 2

• Move towards industrial grade
  • Glue and adhesives

• Potential partner with industrial companies
  • EX: Armstrong

• Maintain gari production
Year 3

- Move up to animal & fish feed
- Potential LT demand is 80,000-240,000 metric tons
- Further investment
- Maintain gari and IGCF production
- Expansion and exporting
Year 4 and Beyond

• Move into niche markets
  • Beer
  • Cosmetics

• Product differentiation

• Full vertical integration
Limitations

- Specific monetary amounts
- Assumed business partners & relationships
- Exact yields per hectare
- Forecasting deviations
Conclusions

• What we learned:
  • Big picture
  • Planning for long-term

• Recommendations:
  • Hire UN proposal expert
  • Hire consulting firm

• Next steps:
  • Conduct analysis of each stage
    • Gari, IGCF, Animal Feed, Niche
Thank You!

Any comments or questions?