

## **Business Plan for Amino Acid-Modified Nanoclay Solution (Mycofun-Shield)**

### **Executive Summary**

Our business plan focuses on developing a novel Amino acid-modified Nanoclay (Mycofun-Shield) solution with potent fungistatic action against mycotoxins and fungi. Leveraging nanotechnology, our product aims to provide a sustainable, eco-friendly, and effective solution for the agricultural and food industries.

Targeted Market (include agricultural sector, food processing industries, and storage facilities)

Market Size (Growing demand for eco-friendly fungicides and mycotoxin control solutions)

Competitive Landscape (existing solutions include chemical fungicides and biological control agents)

### **Product Description**

Mycofun-Shield Solution (Utilizes nanoclay's high surface area and binding capacity, modified with amino acids for enhanced antifungal properties)

### **Key Benefits**

- a. Effective against a wide range of fungi and mycotoxins
- b. Eco-friendly and sustainable
- c. Non toxicity

### **Applications**

- a. Agriculture (Crop protection and yield enhancement)
- b. Food Processing (Mycotoxin control and food safety)
- c. Storage Facilities (Fungal growth prevention and mycotoxin production, and storage life extension).

### **Research and Development**

- a. Nanoclay Synthesis (Utilizing native clay as sustainable raw materials for the production of clay nanoparticles).
- b. Amino Acid Modification (Enhancing antifungal properties through amino acid modification)
- c. Efficacy Testing (In-vitro and testing against various fungi and mycotoxins)

### **Marketing and Sales Strategy**

- a. Direct Sales (involving partnering with agricultural and food processing companies)
- b. Distributors and Retailers (establishing relationships with key distributors and retailers)
- c. Digital Marketing (Online presence and targeted advertising)

### **Financial Projections**

- a. Revenue ~~₦~~480,000,000.00 in the first year, growing to ~~₦~~3 billion by the end of year three
- b. Expenses (Initial start-up costs of ~~₦~~320,000,000.00 including research and development, marketing, and operational expenses)

### **Conclusion**

Our Amino acid-modified Nanoclay (Mycofun-Shield) solution offers a promising solution for the control of mycotoxins and fungi in agriculture and food processing. With its eco-friendly and sustainable properties, our product is poised to capture a significant market share in the growing demand for effective and sustainable fungicides.