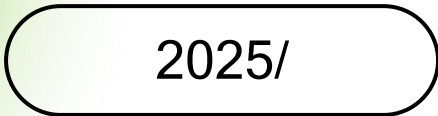
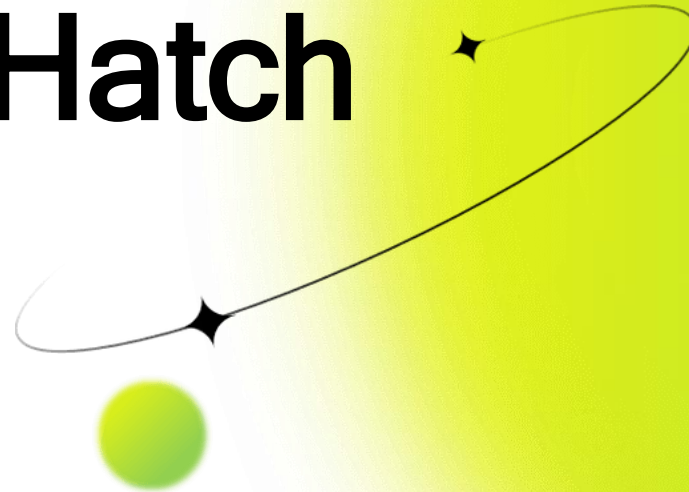


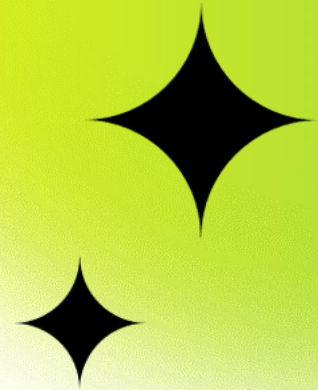


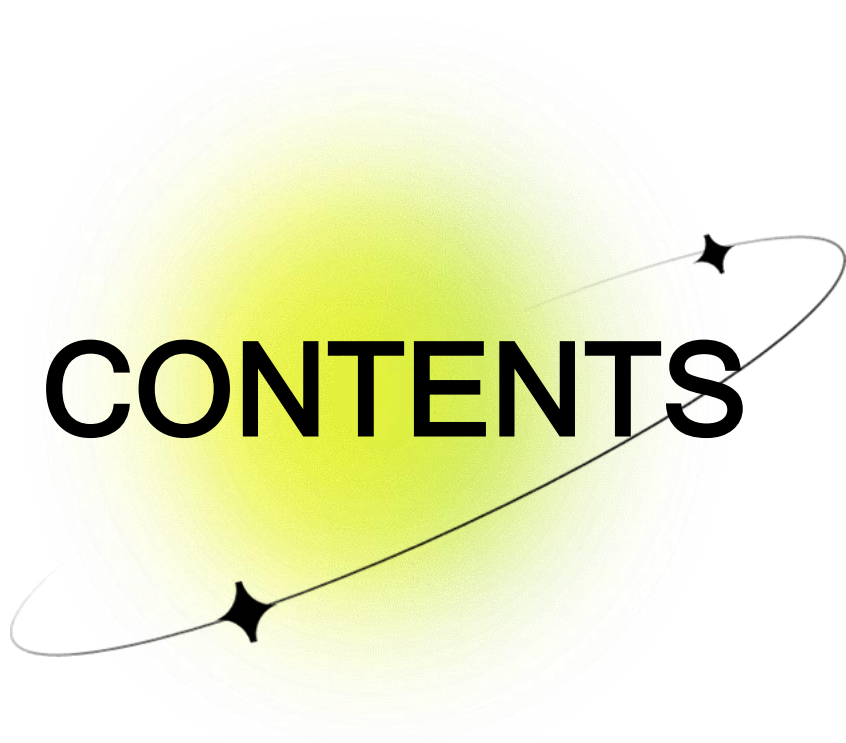
# NASENI ProHatch

## 300 Pitch Deck



2025/





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01

# Title & Problem



# NASENI ProHatch 300 Pitch Deck

## 01

### Company Overview

NASENI ProHatch 300 is a dual-powered portable hatchery designed to revolutionize poultry farming in Nigeria. Our mission is to provide affordable, efficient, and sustainable solutions for small and medium-scale poultry farmers.

## 02

### Tagline

Empowering Nigerian poultry farmers with innovative, solar-powered hatchery solutions.

## 03

### Presenter

Presented by Engr Olaoye Tunde, Group Leader of the NASENI ProHatch 300 project team.



# Import Lock-Out Hurts Farmers

01

## Current Market Pain

Nigerian smallholders face significant challenges with existing hatchery options. Imported hatcheries cost between ₦3.5-6 million, while low-tech local units range from ₦1.5-2 million, locking out 80% of farmers.

02

## Impact

This gap forces Nigeria to import 40% of its chicks, draining ₦200 billion in foreign exchange annually and widening the rural protein gap.





02

# Solution & Product



# Dual-Power Smart Incubator

## Dual Power System

The ProHatch 300 features a rugged cabinet with a 1 kW solar panel, a 200 Ah battery, and grid fallback, ensuring continuous operation even in areas with unreliable power supply.

## Advanced Controls

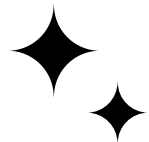
An AI thermostat maintains a precise temperature of  $37.5\text{ }^{\circ}\text{C} \pm 0.2\text{ }^{\circ}\text{C}$ , while the automated egg-turning mechanism ensures optimal conditions for hatching.

## Portability

Designed to be lightweight and portable, the ProHatch 300 fits easily into a pickup truck, making it accessible to farmers in remote areas.

## User-Friendly

The hatchery requires zero technical skill to operate, making it suitable for farmers with varying levels of expertise.



## ~~¥~~3.2 M Mid-Range Sweet Spot



### Competitive Pricing

Priced at ~~¥~~3.2 million, the ProHatch 300 offers advanced features such as dual power, automated controls, and local service support, making it a cost-effective mid-range option.





03

# Market & Model



# Six-Zone Demand Map

## Market Demand

A comprehensive survey across Nigeria's six geopolitical zones reveals a strong demand for 1,000 ProHatch 300 units annually.

## Regional Breakdown

The North-West and South-West zones each demand 200 units, followed by the South-East with 200 units, North-Central and South-South with 150 units each, and North-East with 100 units.



# Revenue and Pricing Engine

## Sales Strategy

The ProHatch 300 is priced at ₦3.2 million per unit, offering a 35% margin. This pricing strategy ensures affordability while maintaining profitability.

## Recurring Revenue

In addition to hardware sales, we generate recurring income through ₦50,000 annual service packs and a 5% commission on certified fertile-egg supply.

## Customer Value

This approach creates a lifetime value exceeding ₦400,000 per customer, ensuring long-term financial sustainability.



04

# Traction & Competition



# Proof Points So Far

## Lab Prototype Success

Our lab prototype achieved an 86% hatch rate and 65% energy savings compared to diesel-powered units, demonstrating superior performance.

## Pilot Program

The Osun pilot program secured 200 pre-order letters, validating market demand and farmer interest in the ProHatch 300.

## Recognition

PEDI engineers filed two design patents and won a \$50,000 African Innovation Award grant, highlighting the project's innovation and potential.





# Advantages Over Rivals

## Dual Power

The ProHatch 300's dual power system ensures continuous operation, outperforming both imported and low-tech alternatives in reliability.

## Lower Running Cost

With a 70% reduction in running costs, the ProHatch 300 offers significant savings for farmers, enhancing long-term profitability.

## Higher Hatch Rate

The ProHatch 300 achieves an 85% hatch rate, thanks to advanced controls and automated features, ensuring higher chick output.

## Local Support

Local service support and spare parts availability ensure quick maintenance and repairs, minimizing downtime and maximizing uptime.



05

# Go-to-Market & Risk



# Push & Pull Strategy

## Bulk Procurement

We will leverage bulk procurement by state agencies and NGOs to drive initial adoption and reduce costs per unit.

## Financing Schemes

Micro-finance lease-to-own programs will make the ProHatch 300 accessible to small and medium-scale farmers, accelerating market penetration.

## Marketing Channels

On-farm demos, agent training, radio jingles in local languages, and strong after-sales support will build brand loyalty and drive nationwide adoption.



# Awareness & Price Hurdles

Higher price compared to local fabricators, limited brand awareness, need for user training, rural power unreliability, and foreign-brand bias pose initial challenges.

## Challenges

We will address these challenges through volume cost cuts, financing schemes, nationwide spare-parts networks, intensive training, and showcasing local success stories.

## Mitigation Strategies



06

# Financials & Ask





# Mass-Production Upside

## Economies of Scale

Mass production will reduce unit costs by 20-30%, bringing the cost down to ₦2.0-2.2 million per unit.

## Annual Profit

With an estimated annual sale of 1,000 units, the ProHatch 300 will generate an annual profit of approximately ₦1.1 billion.

## Increased Margin

This reduction in costs will increase the profit margin to ₦1.0-1.2 million per unit, significantly boosting profitability.

## Growth Potential

This growth potential positions the ProHatch 300 as a billion-naira product line, driving economic impact and sustainability.

# Invest in Tooling & Service

## Funding Request

We seek investment and partnerships to set up volume tooling, secure bulk-component supply, expand service centers, and roll out financing packages, ensuring the ProHatch 300 becomes Nigeria's default solar hatchery brand.





# THANK YOU



Kimi AI

2025/01/01

