

19 December 2023

Innovations Session N°16

Niche marketing strategy
for SMEs and smallholder farmers



INNOVATIONS[📶]
SERIES





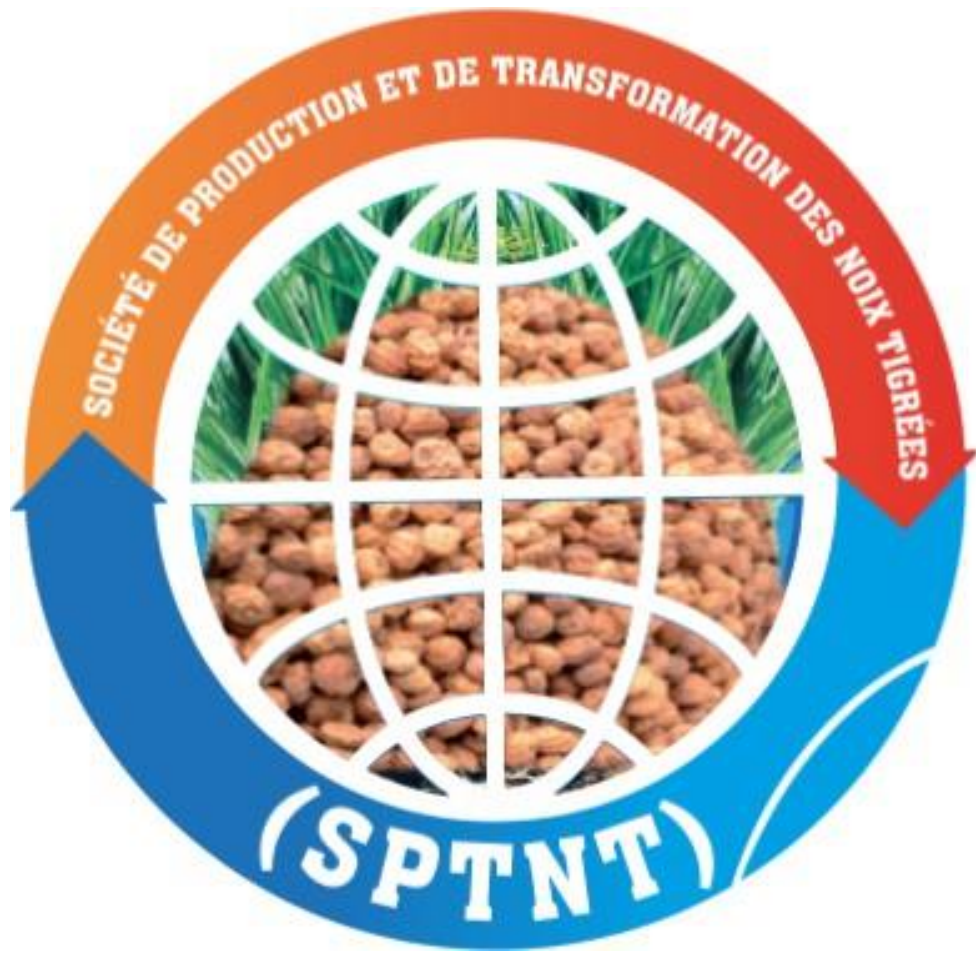
Pitch Deck

SOUCHET PROCESSING

2023

PROMOTER
KOSSIBA GNONWIN





Introduction

We add value to Tiger Nuts by diversifying them into several products: flour, cream liqueur, milk and croquettes

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PROBLEM



eaten raw or as a snack; when chewed, Tiger Nuts cause severe toothache.



Many Africans suffer from indigestion constipation and infertility



Rarity of Tiger Nutsedge; harvesting difficult; fewer farmers interested.

SOLUTION



Other uses for Tiger Nuts



Physical, sexual and moral well-being



We work with Tiger Nut producers in Niger and North Benin. We buy an average of 12 tonnes of Tiger Nuts a year.

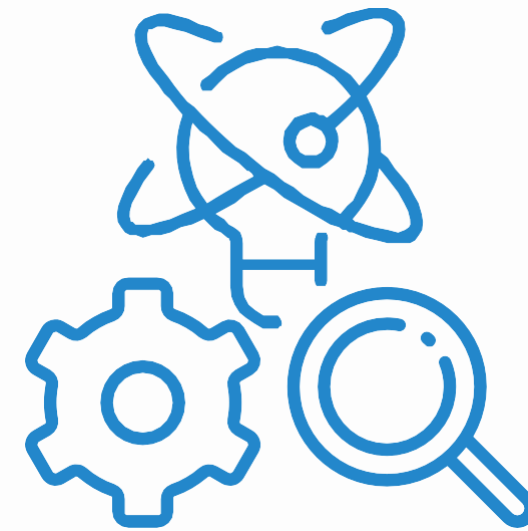
Competitive analysis



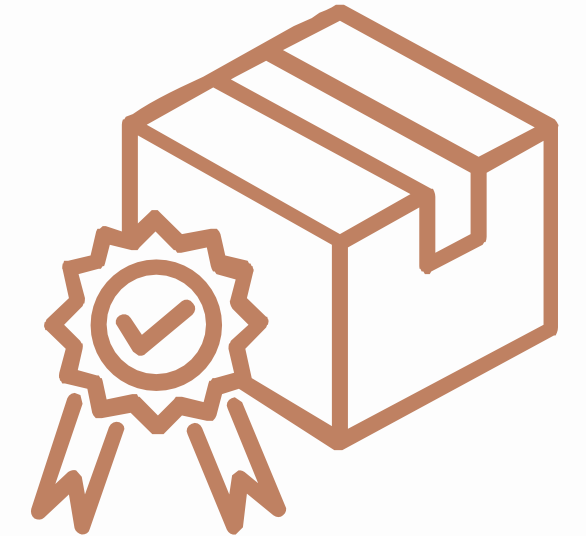
- **Better performance**
- **Supply**



- **Environmental impact**



- **Innovation and**
- **Research**



- **Quality**
- **Products Best**
- **Price**



Market

Supplying Tiger Nut products to

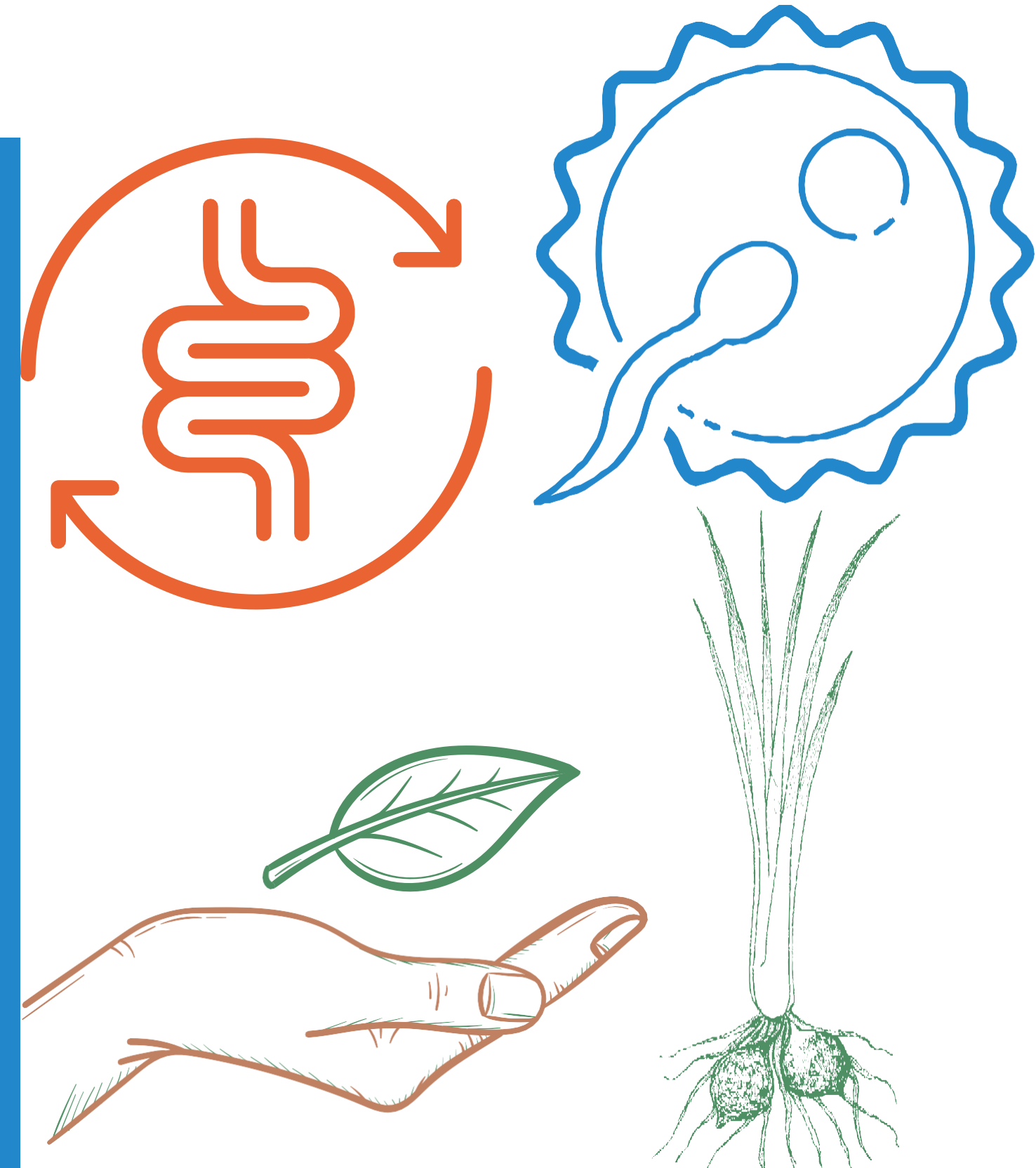
- 1. Restaurants**
- 2. Hotels**
- 3. Supermarkets**
- 4. Shops**
- 5. Pastries**
- 6. Drink producers**
- 7. Distributors**
- 8. Cellar**





Value Proposition

1. Helps digestion
2. Improves fertility
3. Adds value to the tigernut sector
4. Preserves the environment
5. Promotes African cultures



Products

Our Tigernut Products

bring you ALL YOU NEED



FOR YOUR PLEASURE



CUT YOUR HUNGER



GOOD DIGESTION



norée

**Tigernut
milk**

Our team



GNONWIN Kossiba

**Managing Director
Founder**



AZOMA Pablo

**Distribution
manager**



Madjid Abdoul

Accountant



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Tankpè



**Thank
you for
your
interest**



*This series of events is organised by PAFO and COLEAD.
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Thank you

