

24 April 2024

## Innovations Session N°18

Innovations in packaging: opportunities  
for African entrepreneurs and SMEs



INNOVATIONS<sup>📶</sup>  
SERIES



# Phronesis Foods

*Pitch Deck*

Presented by

**Chichi Eriobu**

Founder, CEO





# Problem

**45%**

**Nigerians are  
protein deficient**

**92.7M**

**Nigerians do not eat  
protein in a day**

[allafrica.com](http://allafrica.com)

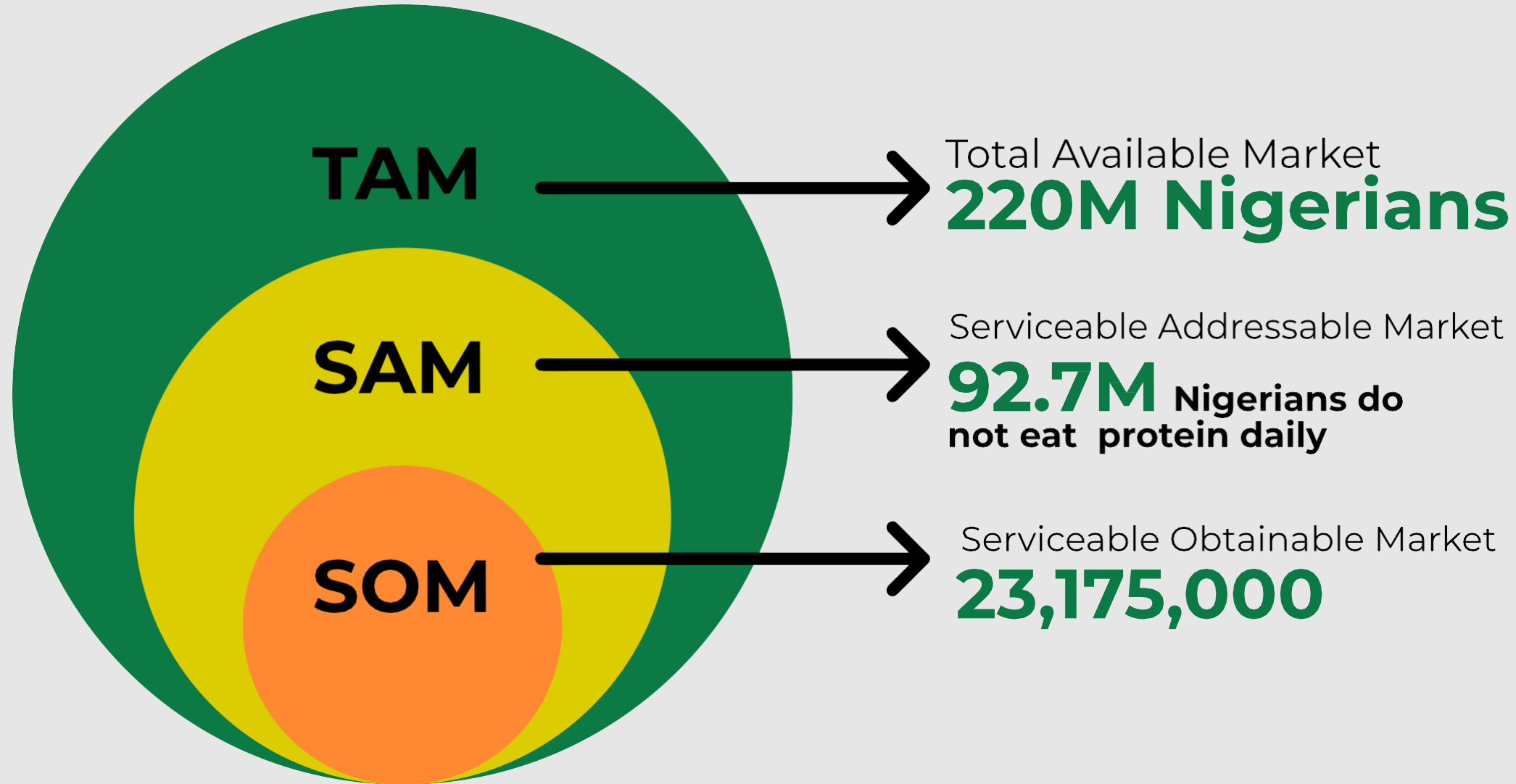
[www.phronesisfoods.com](http://www.phronesisfoods.com)

# Solution

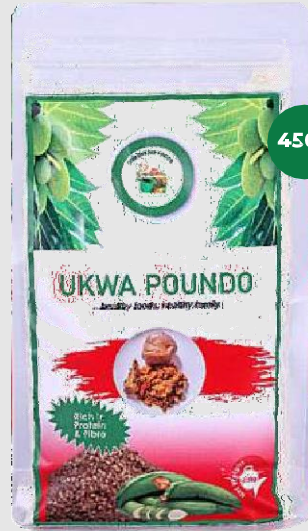


**Production of plant-based protein food products**

# Market Size



# The Product



450g

Single Use 450g  
Pack of Ukwa  
Poundo



25g

Single Use 25g  
Pack of Aki  
na Ukwa



250g

600g Pack of  
Dried Ukwa

100g Pack of  
Aki na Ukwa

100g



600g Pack of  
Dried Ukwa

600g



# Traction



We are currently at this stage.

**30**

Retailers and  
Affiliates

**15**

Distributors

**57**

Local Retail Store  
Chains

**25k+**

Packs of Aki na  
Ukwa sachet sold

**NAFDAC  
certified**

**International  
Retail Access**

**FDA license**

**Factory setup  
in Akokwa**

**HACCP  
Certification**

# Business Model



**Kiosks**



**Pack size  
segmentation**



**Cross subsidisation**



**Retail Store  
Chains**



**Distribution  
Hubs**



**Direct Sales to Low-  
Income Consumers**



**Partnership with  
Local Authorities**



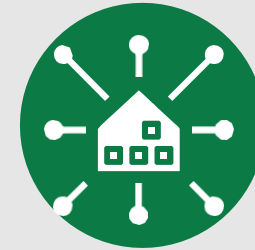
# Competitive Advantage



**Experienced team members**



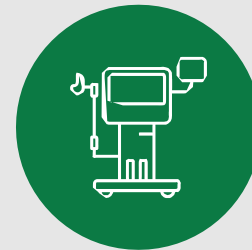
**Pack size segmentation**



**Community of Distributors and Retailers**



**Impact focused**



**Access to Processing Equipment**

# Management



**CHICHI ERIOBU**  
Founder/CEO

Experience in Food production,  
Customer Service and Strategy



**OLATUNDE VICTOR ADEOLUWA**  
Quality Control Manager

Experience in Agro-processing, with core  
background in sales and business modeling.



**LOLADE ODUWOLE**  
Head of Production Unit

15+ years of experience in Food Processing,  
and nutrition, and with a core  
background working with Ayoola Foods.



# Thank You



**@phronesisfoods**

**LinkedIn- Phronesis Foods**

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[www.phronesisfoods.com](http://www.phronesisfoods.com)



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# Thank you

