



South-South Series:

Empowering and Growing Women-led Business



Session n°1:

Empowerment of Women Entrepreneurs

19 FEBRUARY 2025

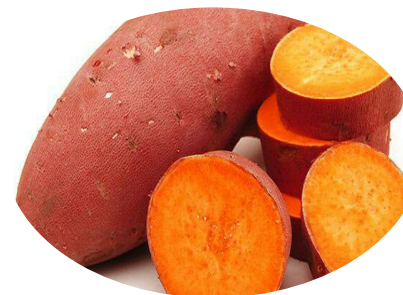


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ORANGE FLESHED SWEET POTATO

Location: Lilongwe, Malawi Bus. Oper. 2015



Aim	<ul style="list-style-type: none"> Improve the nutritional status of women and children under five
Problem	<ul style="list-style-type: none"> High stunting rates (37.1% compared to 29.3% in SA Region)
Solution	<ul style="list-style-type: none"> Orange Fleshed Sweet Potato; Biofortified VitA: (Flour & Puree)
Nutrition Impact	<ul style="list-style-type: none"> 900,000 HH in 2024 from 680,000 in 2023
Market Value	<ul style="list-style-type: none"> Estimated US\$60.0m: Goal: to reach 2% of market share by 2027
Business Model	<ul style="list-style-type: none"> Designed for today, for tomorrow (Built for a circular economy)
Traction	<ul style="list-style-type: none"> 6,000 SH farmers trained since 2017. 600 under contract farming
Competition	<ul style="list-style-type: none"> Own factory; Partnerships; full certification; Packaging
Marketing/Sales	<ul style="list-style-type: none"> Electronic/print media; word of mouth; social platforms; Wsale
Management	<ul style="list-style-type: none"> 4 Professionals (24 Fulltime); 400 Seasonal (80% women)
Growth Plan	<ul style="list-style-type: none"> Packaging Plant/Factory; Supply Chain/Distribution system



Entrepreneur

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A vibrant illustration of a group of women from various ethnicities and cultures, wearing traditional and modern headwraps and jewelry, looking towards the right.

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Thank you

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