



GREENPOT INVESTMENT OPPORTUNITY

Jan 2024

www.greenpotenterprises.com

 @greenpotke  Green Pot Enterprises

THE LOSS THAT IS **DEGRADATION**



SMALLHOLDER FARMERS

- Diminishing farm productivity
- Reduced revenues & household incomes
- Reduction in arable land
- Climate Change

KENYAN LANDSCAPE

- Diminishing forest cover
- 4.4 million hectares of forest in lost in Africa Annually – UN Atlas
- Soil erosion, reduced rainfall
- Climate change

**Improved Yield Per
Acre**



Climate Change Adaptability

Value Chain Approach

INTRODUCTION TO GREENPOT

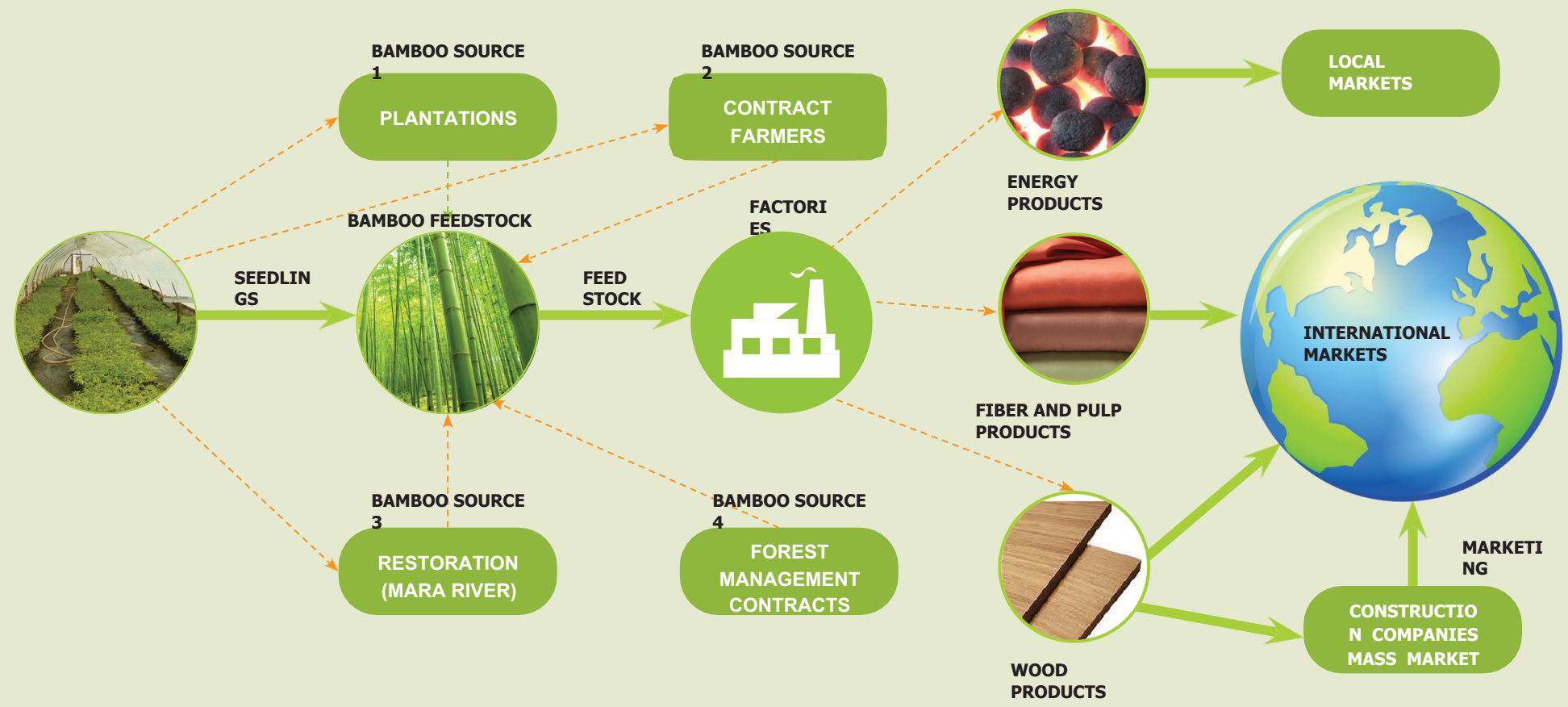


Greenpot Enterprises Limited was established in 2014 and is Kenya's first fully integrated bamboo company.

Our business model evolves around creating sustainable restoration projects through value chains.

GreenPot aims to create business opportunities for Africa through this lucrative venture.

GREENPOT SUSTAINABILITY MODEL



THE TEAM



JOMO GATUNDU

Director Finance & Strategy

- PhD Business Administration (JKUAT)
- MBA (USIU Africa)
- CPA (K)
- Member Institute of Certified Public
- C-suite experience in manufacturing, agriculture, education & hospitality industries



CAROLINE KARIUKI

Chief Executive Officer

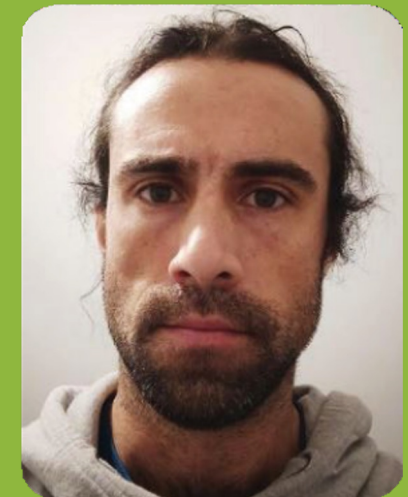
- MBA, Warwick Business School (UK); BCom UoN (Kenya)
- Former MD Saving & Loan
- Non- Executive Director Konza Technopolis Development Authority



KUKI NJERU

Director Marketing & Outreach

- BSc. Information Systems & Technology.
- Member INBAR Task Force on Sustainable Bamboo Management
- Member Technical Committee KEBS developing ISO standards for Bamboo



DAN-ERIC ARCHER

Technical Director

- MSc. Sustainable Energy Systems and BSc Mech. Eng. Chalmers University of Technology
- Co-owner & Snr. Technical Advisor Miale Solar, CheckWatt AB (Sweden).

DEVELOPMENT IMPACTS

Fast growth. Maturity in 5-7 years.

5 times more wood biomass than any other wood.

Water cleaning and storage.

Resilient and is able to adapt to climate change.

Environmental impact. Cleans up to 30% Carbon from the air than any other tree.



OUR ACHIEVEMENTS SO FAR



1,500 Acres
Forest
Establishment



Nursery seedling
capacity of up to
5 million



Kenya's 1st
Bamboo Factory
Ready for Rollout



Narok
1 Factory
2023



1,200 Acres
Through Out growers



1000+
Out growers



700+ Acres
Restoration

MARKET SIZE

Global furniture market size
US \$ 559 billion (2020)

Global bamboo products
US \$ 72 billion (2019) • US \$ 98b in 2027

Kenya furniture market
US \$ 700m (2019)

The bamboo market is expected to
grow at a compound annual growth rate
of 5.0%

Bamboo product imports into Kenya

- Toothpicks 95 metric tons (2018)
- Bamboo furniture US \$ 30.9m (2018)

Greenpot's Uniqueness

- Vertically integrated company (seed systems / raw material feedstock)
- Largest seedlings nurseries (5m seedlings annually)
- Own bamboo plantations & offtake agreements with out-growers
- Proprietary knowledge - seed systems
- Sustainability & green agenda

Investment Request: USD 2 Million

- **Phase 1: Sticks Line**
- Already raised US \$650,000 promoters & individual investors
- Factory construction 85% completion. Pending finishes by April 2024
- Plant & Equipment already acquired
- Commercial production by Q 2 2024

- **Phase 2: Wood Line & related activities**
- Planned machinery installation December 2024
- Commercial production wood products January 2025

REVENUES OF

\$17M

NEXT 5 YEARS

OUR PRODUCTS - STICKS LINE



FUNDING STATUS & UTILIZATION

PROJECT FUNDS RAISED

CAPITAL CONTRIBUTION
\$ 347,000

GRANT FUNDS
\$ 168,000

FUNDING RAISED TO DATE
\$ 515,000

FUNDING REQUIREMENTS

TOTAL PROJECT COSTS
\$ 2.5M

FUNDING RAISED TO DATE
\$ 515,000

FUNDING GAP
\$ 2.M

	Phase 1	Phase 2	Total
Planned Capital Expenditure	US\$ ('000')	US\$ ('000')	US\$ ('000')
Buildings	320	0	320
Plant Equipment	200	880	1080
Vehicles and Forest Equipment	195	100	295
Office Furniture & Fittings	10	0	10
Office Equipment	5	5	10
Computer Equipment	30	30	60
FSC certification & forest mgmt	0	500	500
Working Capital	250	0	250
Total	1010	1,515	2,525

IRR

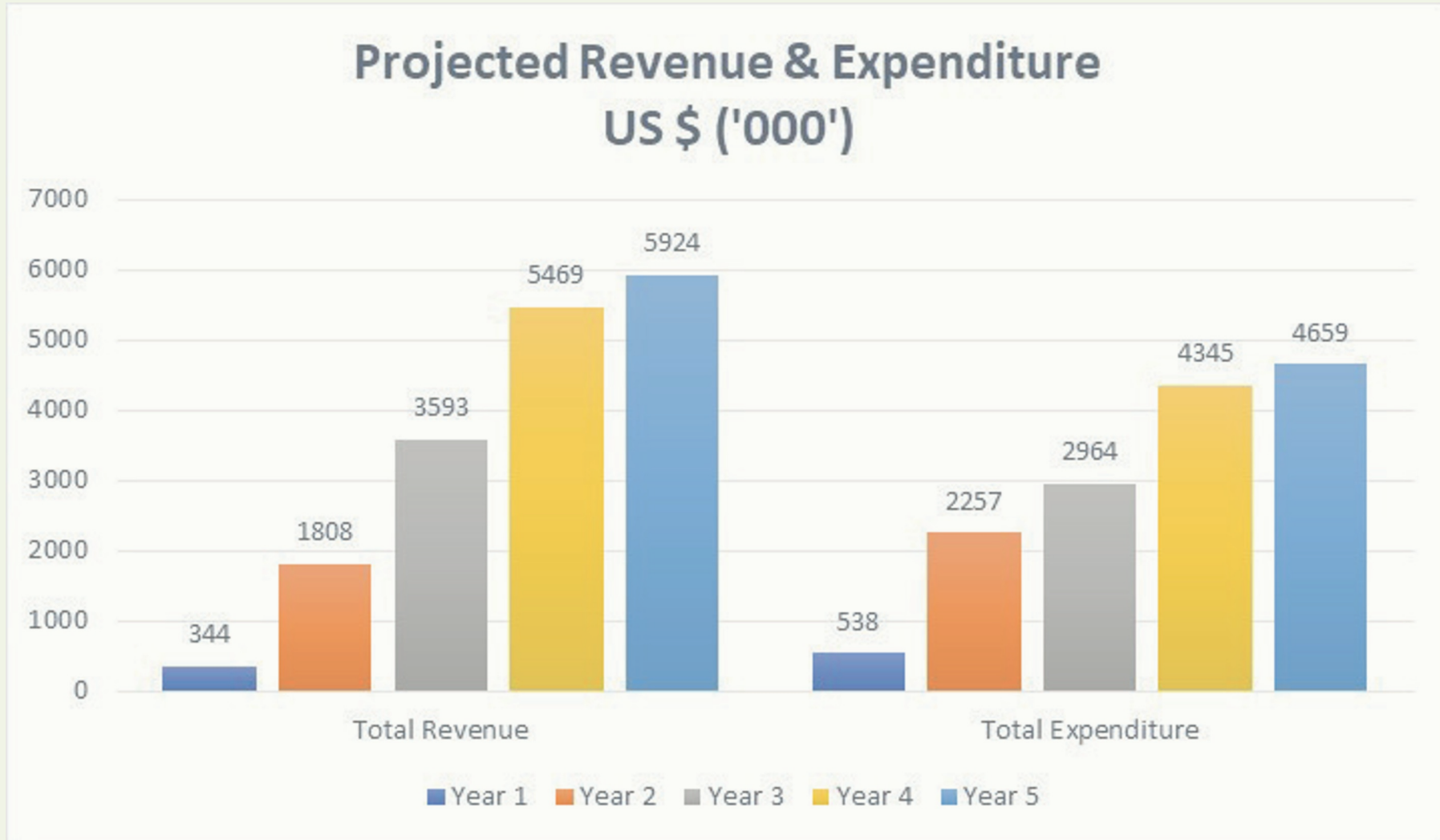
27%

Payback Period
3.5 years

FINANCIAL PROJECTIONS

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	US\$ ('000')	US\$ ('000')	US\$ ('000')	US\$ ('000')	US\$ ('000')	US\$ ('000')
Total Revenue	344	1,808	3,593	5,469	5,924	17,138
Net Assets	1,467	893	1,379	2,340	3,546	3,546
<i>Total revenue as a % of net assets</i>	23%	203%	261%	234%	167%	
Earning Before Tax	(194)	(448)	629	1,124	1,265	
<i>Return on investment (before tax)</i>	-13%	-50%	46%	48%	36%	
Earning After Tax	(197)	(466)	593	1,069	1,206	2,205
<i>Return on investment (after tax) (%)</i>	-13%	-52%	43%	46%	34%	
Net cashflow at end of period	1,079	(1,094)	559	704	1,334	
<i>Discount rate</i>	15%	15%	15%	15%	15%	
<i>Discount factor</i>	0.870	0.756	0.658	0.572	0.497	
<i>Adjusted cash flows</i>	938	(827)	368	403	663	

FINANCIAL HIGHLIGHTS



RISKS	MITIGATION
Offtake Risk	<ul style="list-style-type: none"> • GPE has a clear route to market and support from KEFRI and INBAR on commercialization • Looking at large off takers both local and international – Restaurant chains, projects, hospitals, online channels etc.
Feedstock Availability	The investment in the Gated Community of Forests and out growers has assured continuous supply of raw material and competitive advantage for GPI with over 3000 acres of bamboo
Implementation Risk	Project delays occasioned by COVID-19, funding and other logistics Factory construction is a critical part of the success of the Vision. We are on the final stretch towards delivering the factory with 2-3 months before we begin operations.
Government Policy	Push for local value addition and support for environmental benefits of bamboo as well as inclusion of bamboo commercialization in Vision 2030 indicates clear Government support.

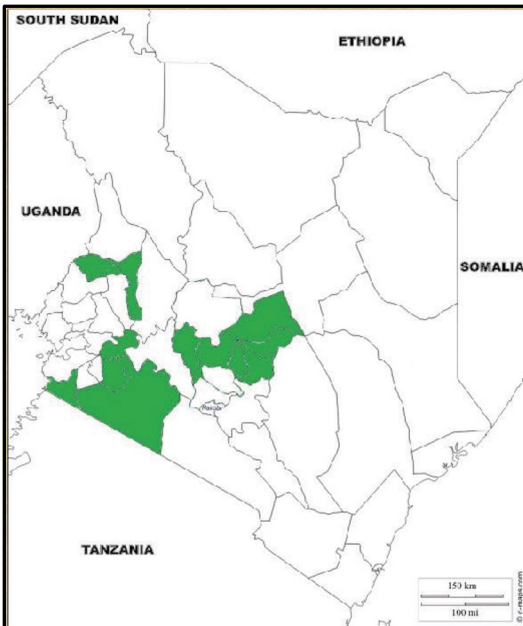
SCALING POTENTIAL



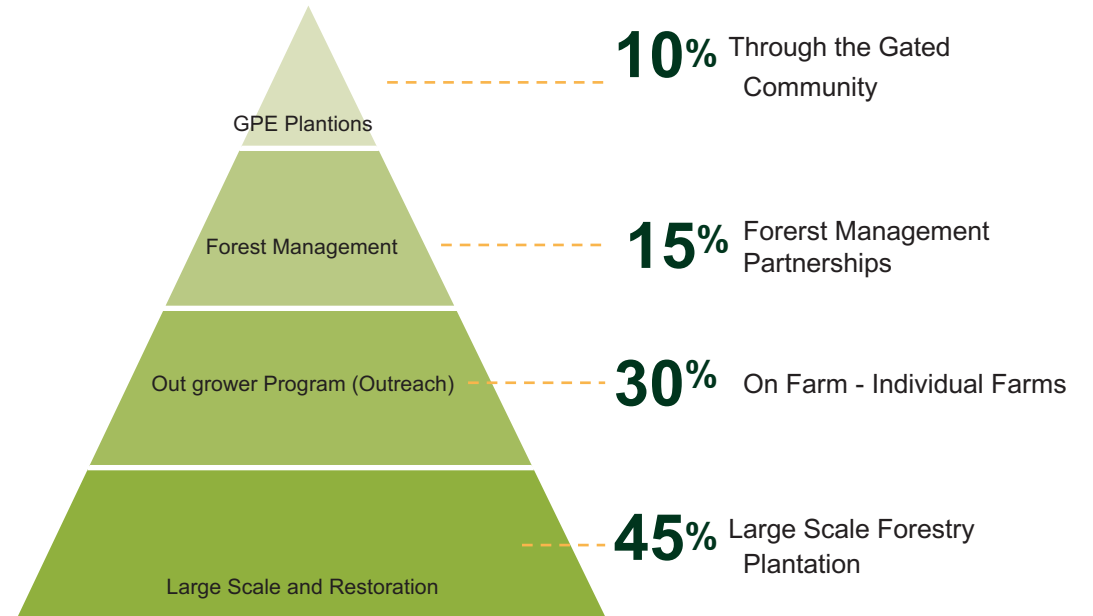
**Restoration Projects
(300,000 HA Potential)**

**Largescale Plantations
(50,000 HA Target)**

**Product Diversification
(Paper, textile,
Construction)**



1. Bomet
2. Elgeyo Marakwet
3. Embu
4. Kericho
5. Kirinyaga
6. Meru
7. Migori
8. Narok
9. Nyandarua
10. Nyeri
11. Muranga
12. Kiambu
13. Tharaka Nithi
14. Trans Nzoia
15. Kisumu
16. Homa Bay
17. Bungoma
18. Siaya



**The formula for reaching our
100,000 Acres target**

RESTORATION POTENTIAL

Why restore the Mara River Catchment Area?

**The lion left stranded by floods... in the Masai Mara:
Incredible rainfalls leave the usually sun-baked nature
reserve under water - and puzzle the wildlife**

- Long drought on the Masai Mara, Kenya, was broken by several days of torrential rains last week
- Pictures show animals wandering across the watery plains and 'island hopping' between dry lands
- British-based Masai Mara tour guide called rains 'the most intense I've experienced in 25 years of guiding'

Daily Mail UK, October 2021

Over **50 Million**
HA Restoration
Potential

Over **100,000**
Acres Green Pot

Over **USD 200**
Million Annual
Revenue to
Farmers

SCALING POTENTIAL



- 5 factories in 10 years
- 2,000 jobs created
- 50,000 families impacted
- Over USD 50 million in annual revenue



THE IMPACT OF SCALE

100,000
Acres Forest
Management



2mn tonnes
of sustainable
wood



10,000
Riparian
Restored!



USD 2,000 Per
Acre to Farmers
Annually!



50,000
Families
Impacted!



500,000
Jobs Created



*Thank
You!*

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