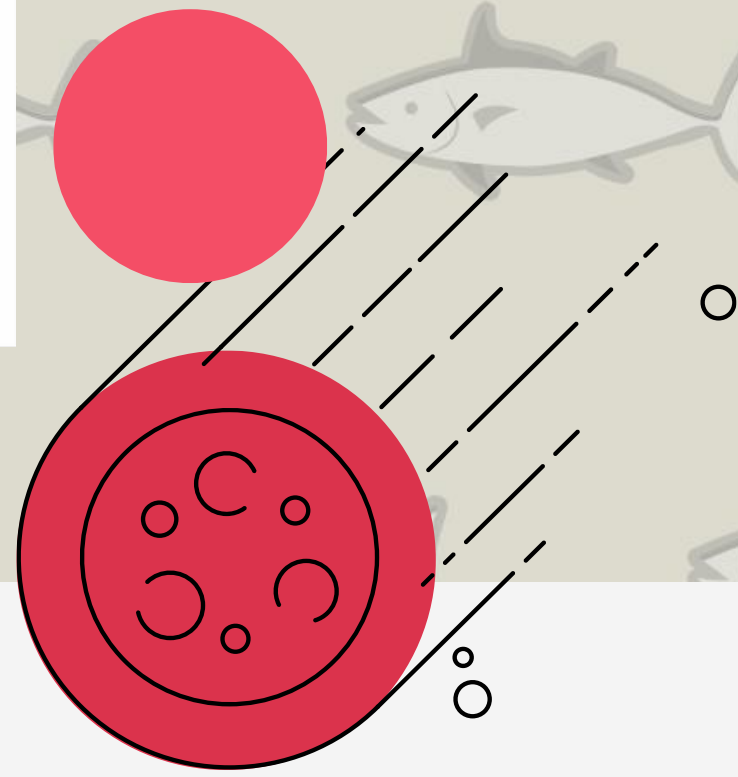


GEF 's Pitchdeck

Gef's Smoked Edibles offers Value Addition for Open Market Fish Processing through Improved climate smart Technology that optimize production, quality and income.





Problem

1 Low technology adoption a threat to environment and food security.

2 Vulnerability of women and processors to poor processing methods put strain on livelihood and health systems.

3 Huge dependence on wood and charcoal for domestic and commercial energy exposes environment to deforestation and global warming concern.

We seek to transform open market fish processing through climate smart technology and shared services.



The GEF's Story

Having had the privilege to work in the fisheries and aquaculture policy and advocacy sector under AU-IBAR-AWFISHNET, I have come to appreciate the challenges posed by low technology to the growth and prosperity of many African fisheries and aquaculture sector.

For Nigeria in particular the negative narration has been costly to our trade prospects and addressing this must incorporate the open or informal fish processing segment through a concerted effort to change attitude and approach through adoption of technology in a scalable way.

Fabrication

2015

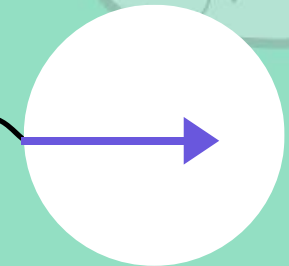


Mentoring
2019

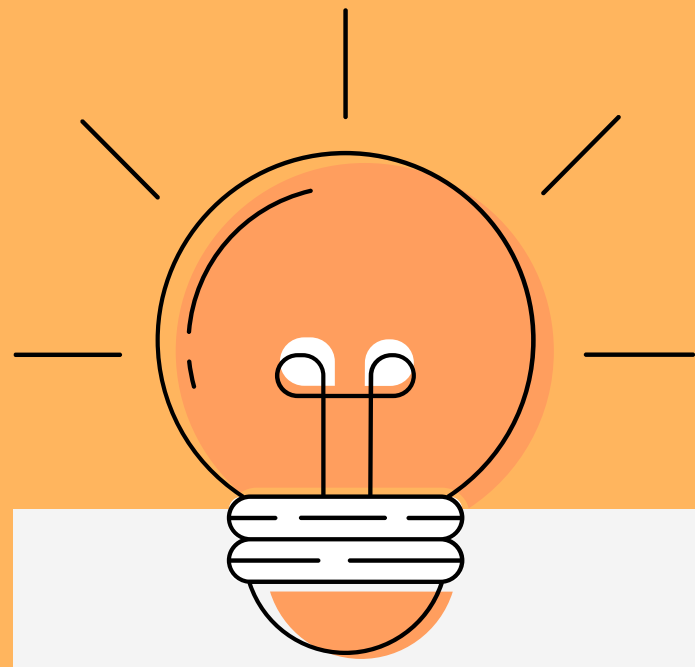


Training

2022

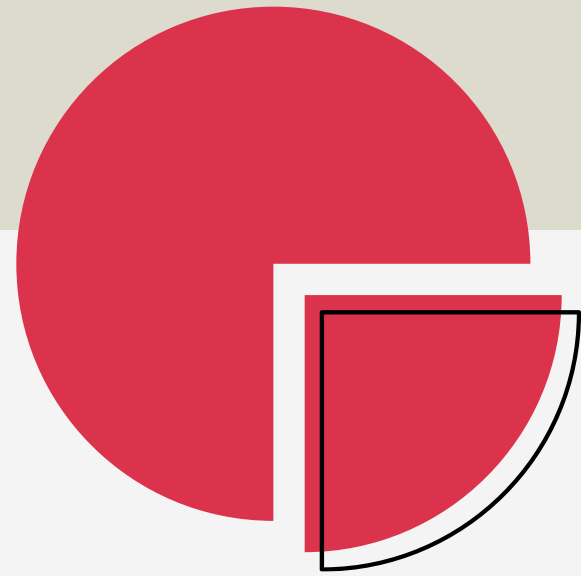


Features

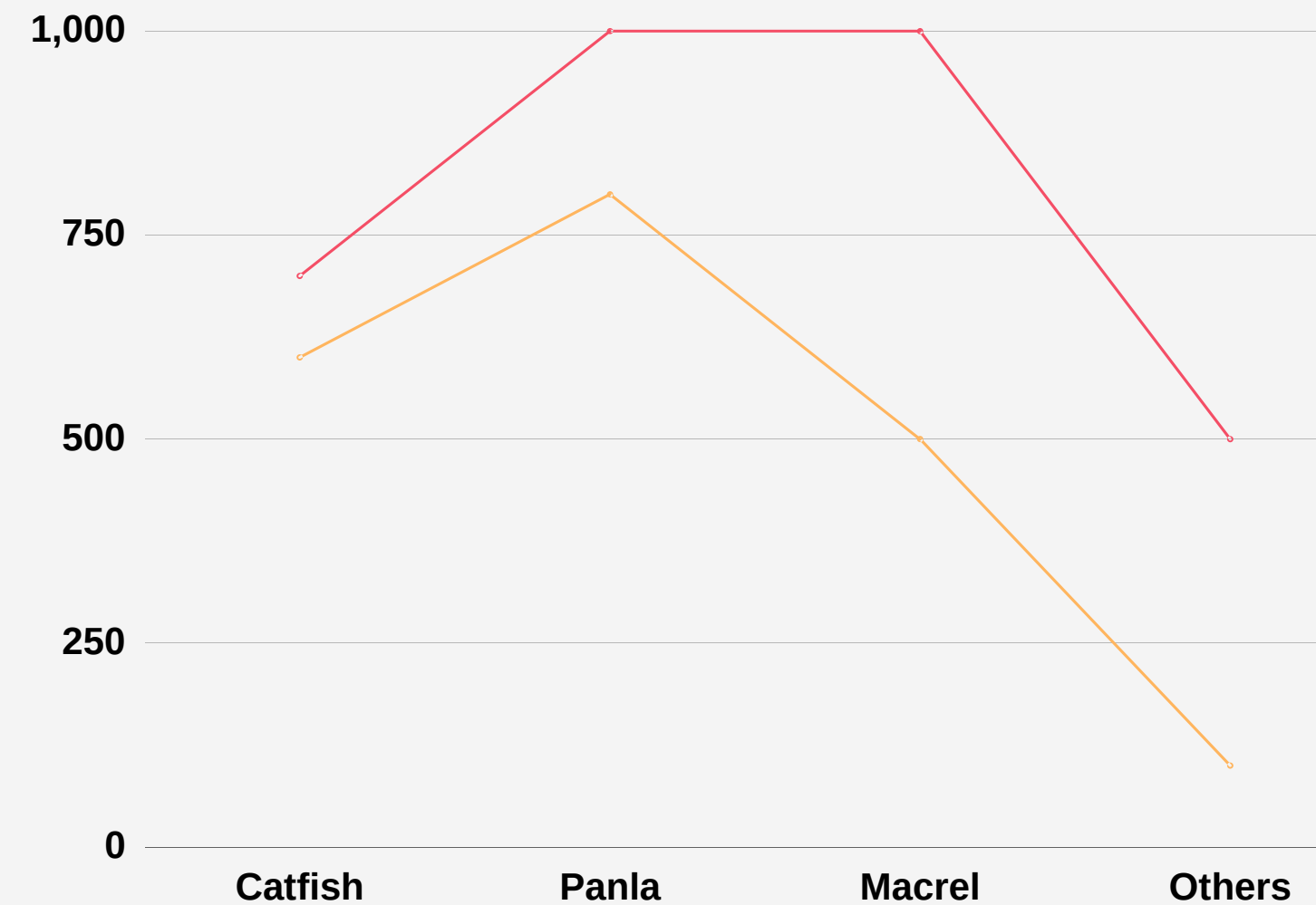


- 1 Locally fabricated oven dryer that offer dual energy options giving the benefit to switch in response to energy prices.
- 2 Operating process incorporates Circularity concept ensuring significant cost recovery and zero waste.
- 3 Ensures more resilient operating model that is sustainable for traders and processors.

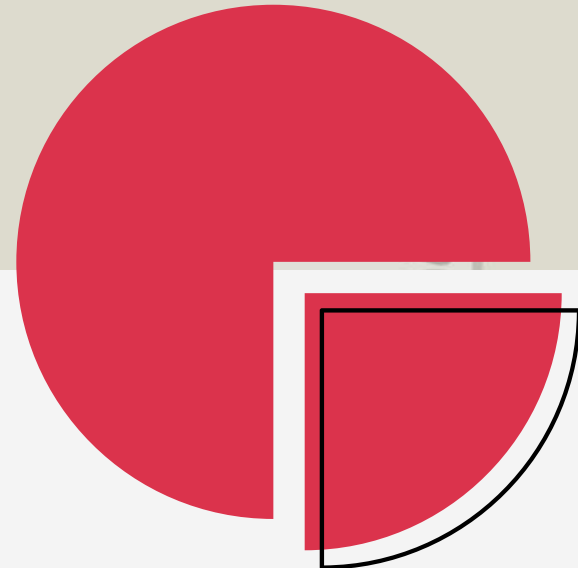
Vision



Our Vision is to transition 5tons of daily open market processed fish using improved technology and handling starting with 5 locations and scaling to all 20 LGA and 37LCDA in Lagos.



Objective



EMPLOMENT CREATION

- Product Aggregation
- Direct Employment
- Indirect Employment
- -Casual Work
- -
- POS Service

DECENT WORK ENVIRONMENT

- Change Narrative of quality and handling
- Reduced Vulnerability
- Better Income
- Enhance productivity and outcomes

TECHNOLOGY ADOPTION

- Reduced Cost of Processing
- Reduced Emissions
- Reduced Waste

CIRCULARITY MODEL

- Cost Recovery
- Innovative processes
- New Opportunities

PRODUCT VARIETY

- Briquette
- Crude Protein for feed millers
- Fish oil production
- Others

Addressable Market

27million population of Lagos state with estimated fish demand of over N1B annually.

GAP

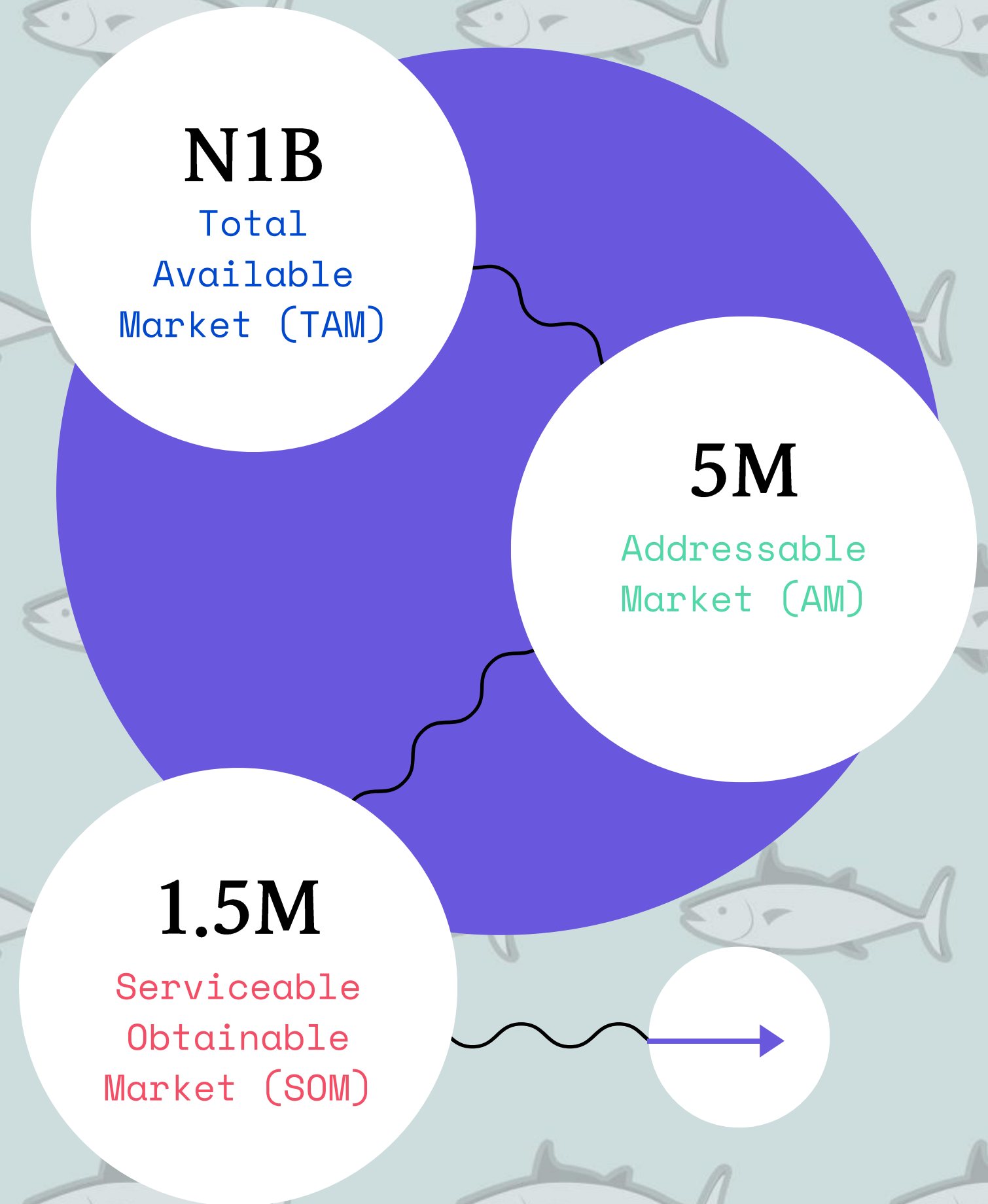
Majority of fish processors are women without household willing to adopt technology but cannot afford to do so and are exposed to processing hazards.

Transition

Providing processing hub across local government and landing site will leapfrog transformation and unlock huge economic value.

Market Size

Top to bottom.



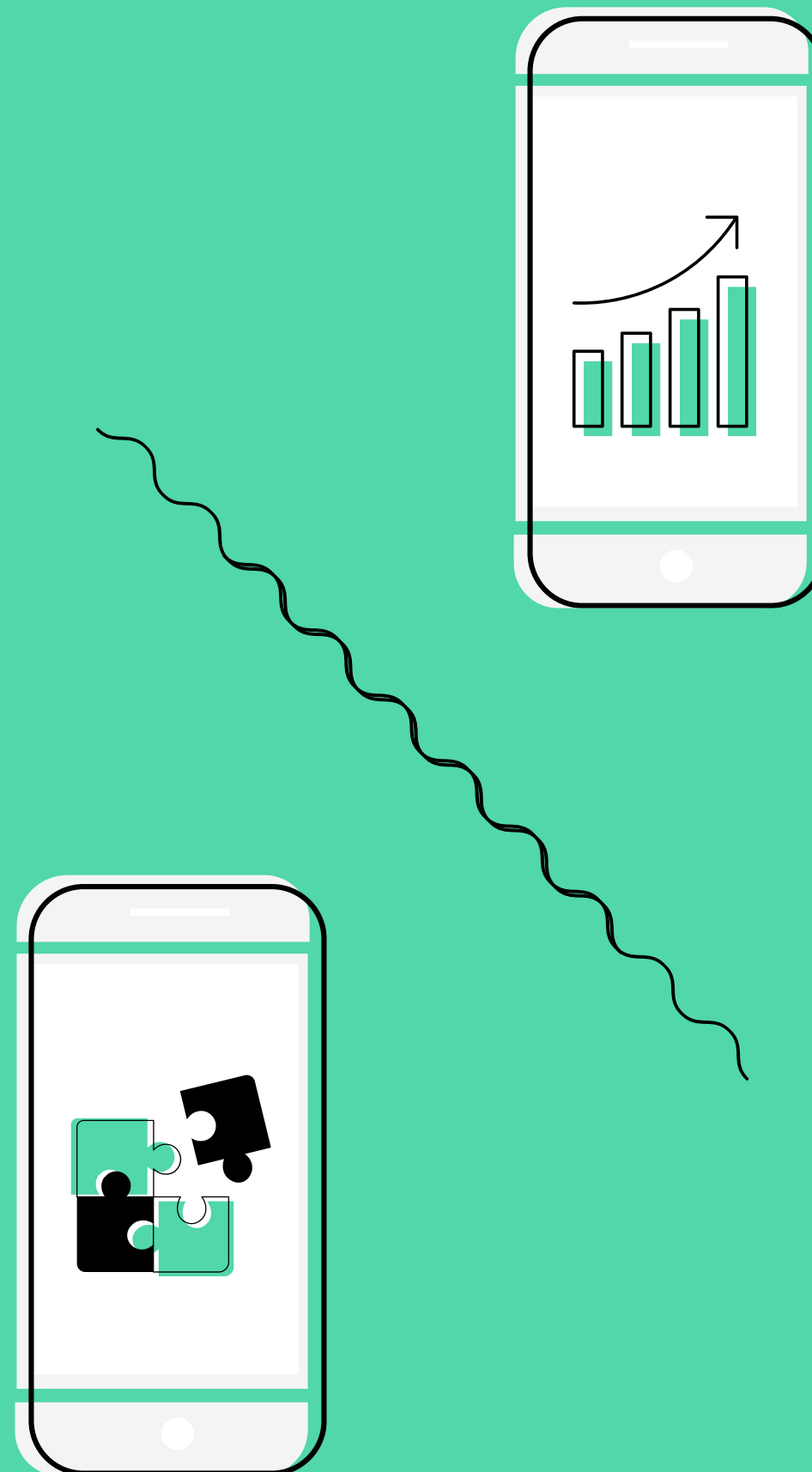
Unique Selling Point

1. Cheaper
2. Faster
3. Convenient
4. Longer shelve life
5. Adherence to food safety laws.



Impact

- Process Transformation
- Livelihood Improvement
- Reduced Vulnerability to harmful process
- Reduced Emissions



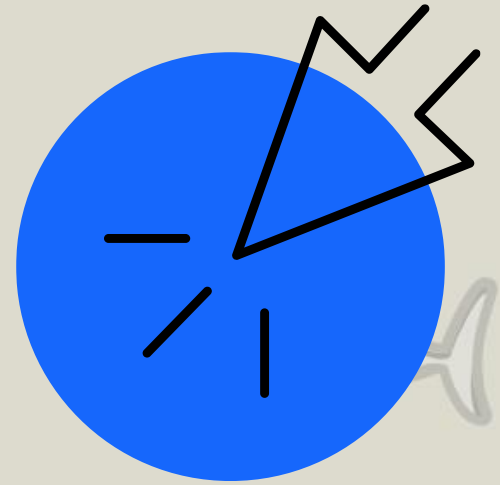
Sustainability

Digital payments
Performance Driven
Shared Cost
Cost Recovery



Competitive Strategy

- 1** Gef Edibles is a sustainable, time tested company with the vision to increase food security and quality.
- 2** Gef will deploy shared services and risk pooling.
- 3** Sound management practices that include digital payment, training and monitoring.



Revenue & Expenditure profile

	Daily	Weekly	Monthly	Annually
Revenue	#375K	#1.125K	#4.5M	#54M
Expenditure	#176K	#528K	#2.112M	#25.3M
Profit	#199K	#597K	#2.9M	#11.6M

The Team



Mrs. Funmilola Shelika
(Fisheries Expert) Co-founder (President, AWFISHNET)



Mr. Gbolahan Shelika
(Co-founder-Management consultant & Fabricator)



Oredein Ayokunle
Marketing Strategist

Future Roadmap



Step 1

Secure
funding



Step 2

Identify
Locations



Step 3

Fabricate
ovens



Step 4

Recruit
Workers, Train
and supply
equipment's.

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