

# SIANI REGIONAL NETWORK MEETING, Nairobi

November 15, 2023





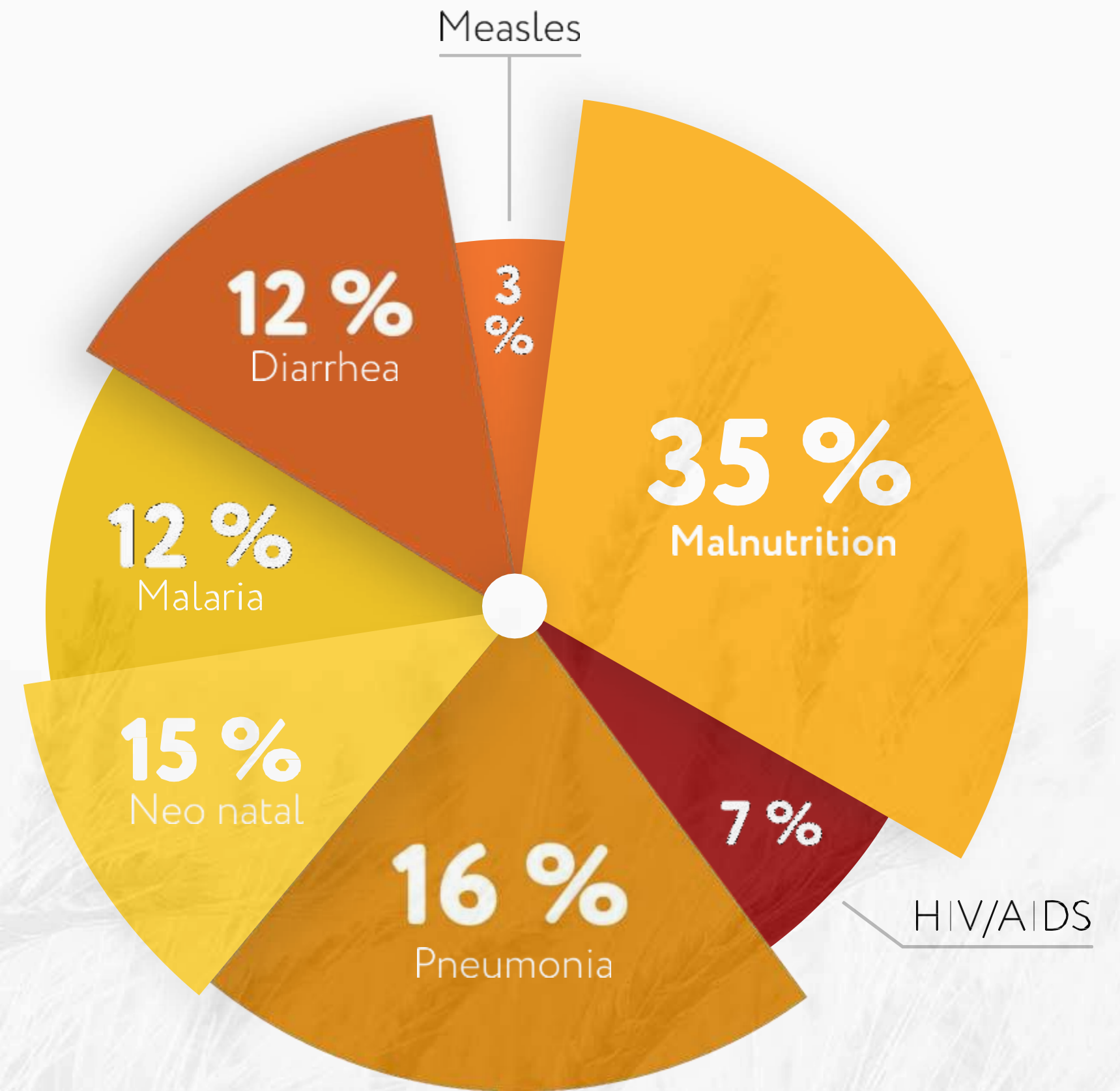
# The FaBarley Project



Naol Adugna ( Ethiopia)



# Contribution of malnutrition to U-5 child



# FaBarley

## Faba Beans

Great protein content

Largely produced in Ethiopia



Great nitrogen fixer

## Barley

Great source of carbohydrates

Contains Niacin (Vitamin B<sub>3</sub>)



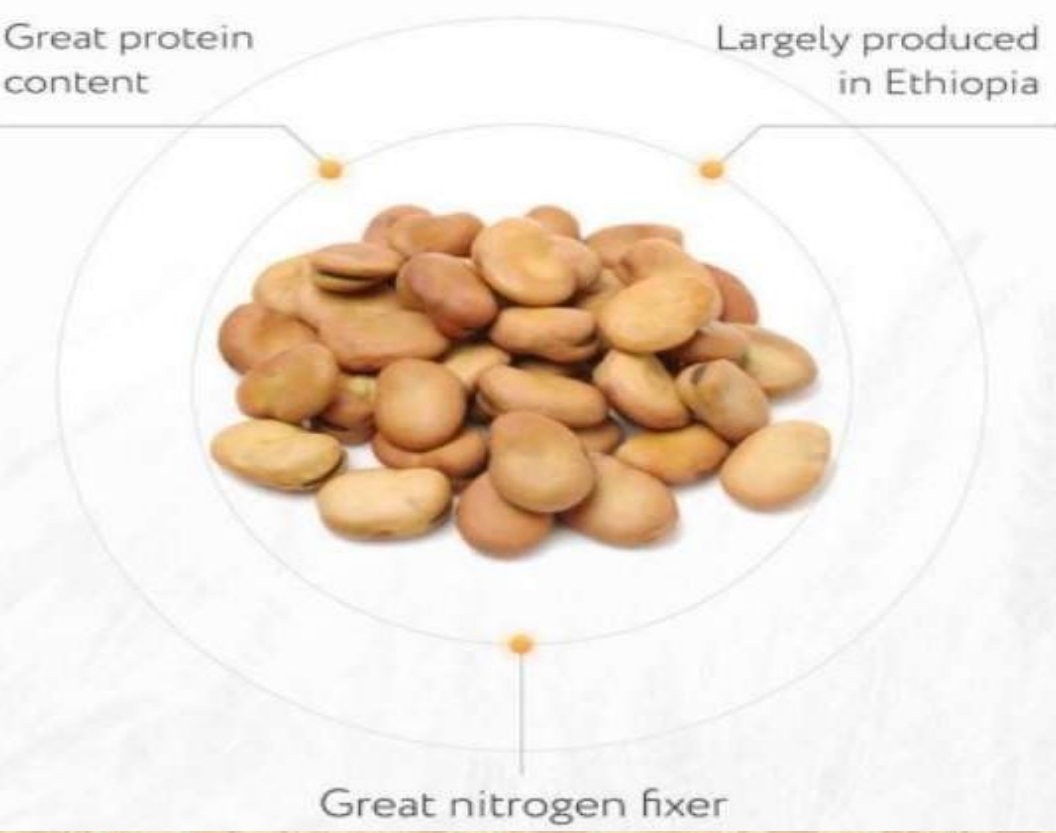
Contains fiber



# FaBarley



## Faba Beans



**Faba Cookies**  
Lots of protein

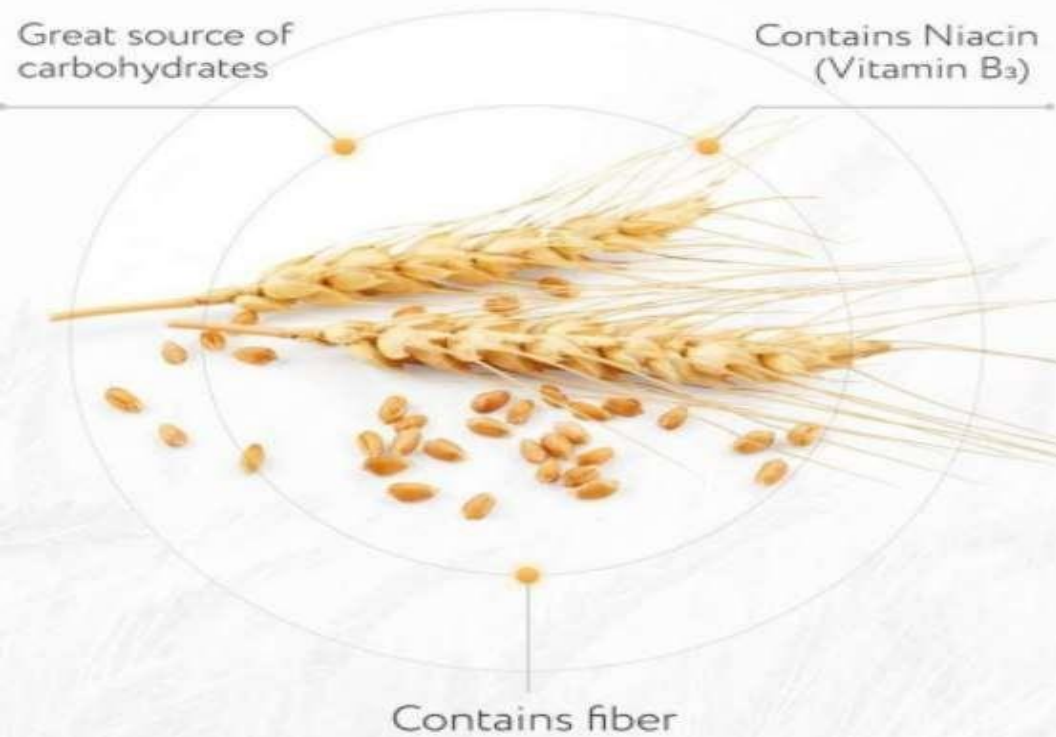


**QBISC**  
Very nutritious



**Fava Crackers**  
Rich in Micronutrients

## Barley





# Why would Worke love our product?



## Accessible

Large supply of faba beans and barley



## Affordable

Cheaper than products on market



## Acceptable

Long history



# Market segment



**Children**



**Blue collar  
workers**



**Areas  
affected  
by disaster**



**Refugee  
camps**

# Market opportunity

Addis Ababa school feeding program



- **117.5 Billion \$ worldwide**
  - **370Mill \$ in Ethiopia**
- **158K \$ (0.05% Market share)**





# Operational model





## Direct competitors



Street food vendors



Bakeries



Food companies

## Competitive advantage



Healthy food



Quality products



Cheaper value



Sustainability




**SAVING LIVES  
CHANGING LIVES**
MENU

[Home](#) > [News releases](#) >  
**Winners of NextGen East African Innovator Programme**

1 April 2021

## Winners of NextGen East African Innovator Programme

*Four student teams from across East Africa have won a competition seeking innovative solutions to address food-related challenges.*

The United Nations World Food Programme (WFP) Innovation Hub for Eastern Africa partnered with the Technical University of


MENU

[Back](#)



### New addition to DTU Skylab's rising partnership with World Food Programme

FRIDAY 09 APR 21 | By Naam Bille

The UN World Food Programme (WFP) Innovation Hub for Eastern Africa has partnered with DTU among others to launch the Next Generation East African Innovators Programme. The new programme supports student innovators from East Africa to develop solutions that use food as a vehicle for change. DTU Skylab FoodLab, the food systems change laboratory, will play a core role in coordinating this new partnership.

Ethiopia 

## BETA BLOCKERS INITIATIVE

*"Widu is a great way to help entrepreneurs in Ethiopia and Africa. It energizes the youngsters, and the coaching helps to invest it in the right investment."*

Yomuma Likesa






**widu** WE SUPPORT JOB CREATION IN AFRICA


 german cooperation  
DEUTSCHE ZUSAMMENARBEIT

Implemented by 
**giz**  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

BETA  
**BLOCKERS**





# Our Partners



# Meet our team



**Yoseph Tariku**

Chief Product Officer (CPO)  
Development



**Mussie Abraham**

Chief Marketing Officer (CMO)



**Naol Adunga**

Chief Business development Officer (CBDO)



**Kirubel Engidawork**

Chief Executive Officer (CEO)



BETA  
**BLOCKERS**

**Join us in our fight against  
child malnutrition!**

