



Emergination
AFRICA

GLOBAL GIVING. CAMPAIGN



By Emergination Africa

SUPPORTING YOUTH ENTREPRENEURSHIP



TEAMS BEING PROMOTED

**PURED AGRO PROCESSING
FOOD WEALTH GRAIN SHELLERS
BALLENIOUS INVESTMENTS
AMAHLE MARULA OIL
PERSEA BRANDS**

INTRODUCTION

Youth unemployment continues to sour in Zimbabwe, with the highest number of youths failing to secure opportunities to get into higher education institution or getting any form of employment. Emergination Africa's vision is to create an Africa where all young people are equipped to create opportunities for themselves and others. Through the National Business Case Competition and the Virtual Innovation Accelerator, the organisation managed to identify and accelerate 13 ventures. The following 5 ventures have worked very hard to ensure that they realise their dreams of becoming Africa's Future Business Leaders. However, they face various challenges that may dim their light and hope. We are looking for individuals who believe in a future led by young people, who subscribe to the vision of developing and building an ecosystem that supports youth entrepreneurship, and who are willing to fuel the passion that these young teams have of becoming entrepreneurs who want, to not only create employment for themselves but for other as well as solving community challenges. Should their dreams die? Should their hopes, vision and passion remain only that? Lets us support the teams to grow their ventures and to contribute meaningfully to economic development.

PURED AGRO PROCESSING



Pured Agro-Processing was formed by high school learners from Mzingwane High School from Matebeleland South after being selected as part of Emergination Africa's Virtual Innovation Accelerator. This is an incubation program that provides seed capital of 5000 USD and advisement for teams to accelerate and realise their ventures. The average age of team members is 21. Having realised that the bulk of tomato produce in Mzingwane would go bad due to a limited market, they became very passionate about cushioning framers from running major losses on their produce. There began the journey for Pured which focuses on producing tomato sauce and tomato powder. Over the past two years the team has achieved the following:

- **Company registration**
- **Product standardization**
- **Sales volumes: 400 sachets of powder**
- **Sales amount: \$1200**
- **Sales Volumes: 102 bottles of tomato sauce**
- **Sales amount: \$153 bottles of tomato sauce**
- **Profit generated: \$562**

However to meet market demand, the team needs to acquire new processing and packaging machinery through increased funding. The CEO of Pured Agro-processing, Tsepo Manganda, lamented the loss of orders as a result of failure to meet the required stock numbers. He states "I am worried that in time people may stop giving us orders because we are failing to meet demand. We have had orders for our tomato powder from local catering companies, but have had to turn down some of the orders down since we do not have the capacity to produce the required numbers. If we had a bigger solar powered dehydrator, it would really push our production levels. With loadshedding, the smaller machine that we have has no capacity to produce more and at times it's idle due to loss of power." The machine that the team wants to acquire will help them to triple their production capacity. [View their story](#)

FOOD WEALTH GRAIN SHELLERS



Located in Masvingo Province where shelling services are limited, Food Wealth Grain Shellers was formed by Hippo Valley High School Students in 2021. The team were named Emergination Africa's National Business Case Champions. Masvingo Province produces small grains which end up being destroyed by harsh weather elements while still in the fields due to lack of effective harvesting methods. The team offers small grains shelling services to local community farmers in Masvingo Province. They are also into selling of small grains and production of cattle feed using remains from the shelled grains. To date the team has achieved the following:

- **Company registration**
- **Sales volumes: 56 customers served**
- **Sales amount: \$954**
- **Profit generated: \$354**



To increase their production efficiency and reach to targeted farmers, the team is seeking for extra funding to buy large scale machinery for the production of cattle feed. This will allow for expansion of the business so that they do not over rely on the shelling business which is only seasonal in nature. Increased funding will also help in ensuring that the team has a stable place of production.

[**View their story.**](#)

BALLENIOUS INVESTMENTS



The company was formed by a team of five learners from Northlea High School in Bulawayo. Ballenious produces a healthy natural juice from an indigenous fruit, mawuyu (Baobab). This is in response to the huge number of unhealthy drinks that have become awash in the market. The juice, Nutri Sip, is a healthy option that has less sugar and is ideal for people who prefer healthy drinks. To date the team has made progress as shown below:

- **Company registration**
- **Nutrisip standardised by the Standards Association of Zimbabwe (SAZ)**
- **1200 Customers served**
- **Sales volumes: 6200+ bottles of juice**
- **Sales amount: \$3720**
- **Profit generated: \$1240**

The team has also recently introduced their product to the Hwange market, an area in Matebeleland North. However, demand keeps rising and in order to meet it, there is need to purchase a more efficient packaging machine with a high production capacity. The team is also working on rebranding their product and is carrying out market research to determine what logo customers prefer. Market research requires money for the designing of the various products logos. The tagline of the Baobab juice is Nutrisip, Every sip counts. To ensure that every sip makes a difference in the lives of the customers, more funding would improve production and increase market reach.

[**View their story.**](#)



AMAHLE MARULA OIL



The company was formed by a team of five learners from Manama High School in Matebeleland South. The province has an abundance of marula trees. The team realised the growing demand for beauty products especially by women who are focused on making their skin beautiful. This led the team to consider the production of Marula Oil for skin beauty. The team has made the following strides:

- **Company registration**
- **Acquired an oil presser**
- **Acquired a nutcracker from a local company and still testing the machine which is giving them a few challenges.**

As a result of the challenges they are facing from the machine they procured for shelling and pressing the oil, the team has resorted to cracking and pressing the nuts manually. This process is both strenuous and time consuming thereby reducing efficiency from the production process. Manual pressing of the oil also has an effect on the quality of oil produced. [View their story.](#)



PERSEA BRANDS



The company was formed by a team of five learners from Nyatsime High School from Chitungwiza in Harare. The team produces Baobab Tea which they have named Baobab coffee. According to the team, the tea has health benefits for a various ailments such as diabetes and high blood pressure. The focus of the business is to contribute to a healthy society by providing healthier options to the community. To date the company has made the following progress:

- **Company registration**
- **Product standardization**
- **Sales volumes: 1150 units**
- **Sales amount: \$3450**
- **Profit generated: \$1725**
- **Employed 2 other people on voluntary basis.**
- **Have been approached by a well wishing lawyer for free trademark registration**

An increase in funding will assist the company in procuring a large scale packaging machine. The team envisions itself going global and would be happy to gain both local and international market presence. The team is also currently following up contracts with local university cafes and restaurants.

[View their story.](#)

