

Agricultural Product Processing Replicator Workbook Preview



What's it all about?




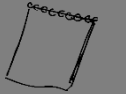


Do you want to learn from proven business models from eco-inclusive enterprises around the world to tackle some of the key challenges your country is facing?

Various entrepreneurs have already developed innovative business models that turned out to be successful and create relevant social, economic and environmental impacts. Replicating solutions that work can offer a fast and effective way to contribute to sustainable development and improve people's livelihoods.

The Replicator Workbook guides the process

We developed our SEED Replicator Workbooks to guide you through the process of transferring a business model to another geographic location. Our workbooks identify best practices and shed light on conditions under which eco-inclusive enterprises in your sector operate. They include exercises that will guide you to explore your market and adapt business models to your context.

Steps	 Detect Challenges & Opportunities	 Determine Customer Needs & Segments	 Discover Inspiring Success Stories	 Develop Innovative Business Models
Tools	Business Idea Tool	Customer Segmenting Empathy Map	Business Model Adaptation	Visual Prototyping Lean Enterprise Blueprint

How to use the Replicator Workbook?



In this workbook preview, click on **INSIGHTS** or **TOOLS** to discover more
Or simply scroll to the next page



Insights

into success stories & challenges of established eco-inclusive enterprises

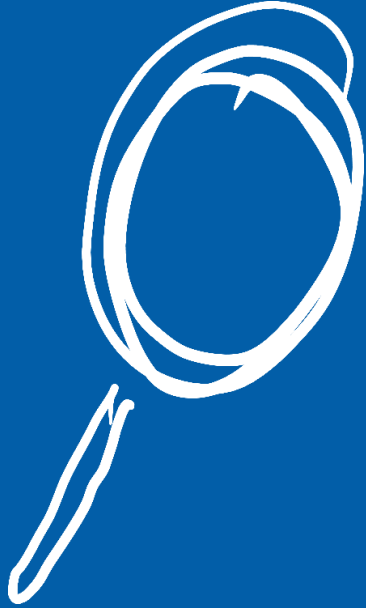
In our workbook, we include various **READINGS** on **proven models of eco-inclusive enterprises** around the globe, complemented by sets of best practices and explanations of conditions under which eco-inclusive enterprises operate. These readings are based on experiences of entrepreneurs active in the field of **agricultural product processing**.



Tools

to guide you step-by-step as you develop your own eco-inclusive enterprise

Each **TOOL** provides step-by-step guidance to arrive at key outcomes. The first page of each tool offers a short overview of **when** to use the tool, **what** you do in the tool, **how** the tool is best used and which **key outcomes** are expected. The workbooks explains in detail what to do and which questions to ask yourself at each step while using worksheets for you to document your outputs.



Detect sustainability challenges in your country and brainstorm solutions to tackle them. Learn about the potential of agricultural product processing and the social, environmental and economic impacts you could achieve.



From natural raw materials to value-added products

Converting local natural raw materials...

There are a variety of natural raw materials that can be planted in your region and grow well under the given climate and agricultural conditions. It is crucial to identify the natural raw materials that have the necessary and suitable properties to respond to specific local circumstances. Especially indigenous and neglected or thus far locally unknown natural products can offer specific advantages in comparison to widespread typical agricultural crops: some are highly nutritious and grow well on unfertilised marginal land, others have low water requirements, are drought-resistant and can withstand adverse weather conditions.

Local natural raw materials that can be processed into value-add products are varied and range from:

- cereals like sorghum,
- roots and tubers like cassava and fonio,
- oil-bearing crops like peanuts,
- vegetables like pumpkins and tomatoes,
- fruits like oranges, baobab and coconuts and
- other crops like moringa, aloe vera, medical plants and bamboo.

... into value-added products.

Processing natural raw materials and adding value to them offers the business potential to produce a variety of products with different requirements in terms of capital, human resource and research & development, for example:

Food	Beverages	Health care products	Personal care products	Commodities
<ul style="list-style-type: none"> • Flour, pellets, chips • Butter, ice cream, jam • Cakes, biscuits, bread • Dietary supplements 	<ul style="list-style-type: none"> • Juices • Alcoholic beverages • Health drinks 	<ul style="list-style-type: none"> • Herbal tinctures • Herbal extracts • Herbal remedies • Ointments • Cremes 	<ul style="list-style-type: none"> • Cosmetics • Soaps • Shampoo • Oils 	<ul style="list-style-type: none"> • Natural dyes • Crafts and textiles • Construction for housing and furnishing • Organic charcoal, briquettes and fuel • Organic manure



From natural raw materials to value-added products



**Participate in an upcoming Replicator Workshop
to discover more about agricultural product
processing !**



Discover proven business models and adapt them to your local market. Identify key business model features.

The Originators: Arusha Women Entrepreneur

Successful examples of eco-inclusive enterprises



Arusha Women Entrepreneur (AWE) strives to empower vulnerable women through the generation of sustainable livelihood opportunities in peanut butter production. AWE is an eco-inclusive enterprise which produces and markets aflatoxin-free natural peanut butter while promoting sustainable farming practices and minimising the adverse environmental impacts of its operations.

AWE is a winner of the 2014 SEED Africa Award.

Value Proposition: The company offers ethically produced healthy peanut butter to consumers while promoting empowerment of local women and their families.

Key facts

Founded in: 2009

Country of headquarter: Tanzania

Operates in: Arusha, Tanzania

Employee size (2016): 11

Revenue (2016): USD 32,5000

The Originators: Avani

Successful examples of eco-inclusive enterprises



Avani is a voluntary organisation that combines revival and promotion of traditional craft knowledge, farm based activities and inclusion and development of new technologies in order to create livelihood opportunities for socially and economically disadvantaged families in remote and mountainous areas while contributing to the conservation of natural resources and ecosystems. Avani's work is based on community participation and follows a locally focused and holistic approach including the entire cycle of production from planting trees to marketing the end-products. Avani's broad product range covers different textiles, organic Kumkum, Himalayan soapnut, finger painting kits, natural crayons, tie dye kits, toys as well as natural dyes in form of dye powder, extract and pigments. In the following presentation of Avani's business model the focus is set on the production of natural dyes.

Value Proposition: The organisation offers reliable, sustainable and natural dyes of different colours that are in large scale suitable for versatile application in different industries. The production and use of Avani's natural dyes don't harm the environment and offer an eco- friendly colorant to replace factory-produced synthetic dyes.

Key facts

Founded in: 1997

Country of headquarter: India

Operates in: Kumaon region of Uttarakhand, India

Employee size (2016): 31 employees at Avani, 25 employees at the cooperative EarthCraft

Revenue (2015-16): INR 47,80,727

Insights

The Originators

Successful examples of eco-inclusive enterprises



Participate in an upcoming Replicator Workshop
to discover **more exemplary eco-inclusive enterprises!**



Determine your target customer and the benefits you want to create for your stakeholders. Map out why your solution is unique and why your customers will love it!

Your Customer Tool



When?

To refine your business idea, you need to identify your potential customers. Therefore, this tool is best applied in the elaboration process of your business idea.

What?

Customers stand in the centre of any business. Even the best idea is worthless if no one buys the product. Most enterprises serve different groups of customers (customer segments) that share certain characteristics. Identifying the different segments in the first step helps you to learn more about each of them. Once you have stepped into your customers' shoes, you can target your product and marketing activities better.

How?

Sit down to think about which customer groups you would like to serve. Once you have identified the customer segments, it's time to go out and speak with your potential customers to gain a better understanding of their needs.

Steps?

Step 1 → Identify Customer Segments

Step 2 → Understand Your Customers



Key outcomes

- Get to know potential customer segments for your product
- Set the basis to build a customer-centric business model

Your Customer Tool



Step 1

Identify Customer Segments

The first step is to divide the large pool of potential customers into customer segments. Customer segments are groups of customers who share certain characteristics or behave in a similar way.

- What will influence the preferences of potential customers towards your product or service?
- Will individual buyers have different expectations and needs from small stores? What about government institutions, NGOs or businesses?
- Will grandchildren have different expectations and needs than their grandparents for example? What about men and women, people with different religions, incomes, education levels or professions?
- Will people in rural areas have different expectations and needs from urban citizens? What about people in City X and City Y?
- Will people who have different knowledge about your product or service have different purchasing and usage patterns? Buy it more or less often, use it more or less often or use it in different ways?

Complete the information you gathered in the *Your Customer Segments* WORKSHEET on the following page. We have left space for up to five customer segments; you should identify at least two.

Step 2

Understand Your Customers

- Out of the customer segments you identified in Step 1, select the ones that appear most important for you, for example because of their size, because they are most likely to buy your product or because they are the easiest ones for you to reach.
- For each of your key customer segments complete the WORKSHEET *Your Empathy Map*.
- The *Empathy Maps* ask you to step into your customers' shoes: What does he/she think, say, see, do, feel, and hear? You can answer the questions in discussions with your team, through internet research, interviewing or observing potential customers etc.
- It's easier to answer the questions if you imagine one representative person of each segment, and add their name and age in the middle of the *Empathy Map*, in addition to the title of the customer segment.

You will find relevant key questions for your EMPATHY MAP on the next page!

Your Customer



→ What does she/he think?

- What matters most to her/him? What moves her/him? What are her/his dreams? Which may be her/his worries?

→ What does she/he say?

- What does she/he tell others? What is his/her attitude? Does she/he influence others?

→ What does she/he see?

- What kind of products/services does your customer see in the market? What attempt is being made to influence her/him?

→ What does she/he do?

- What is she/he constantly trying to improve? What activities does she/he cherish doing? How does she/he spend their time?

→ How does she/he feel?

- What does she/he experience in relation to your product or service domain? This experience can be negative or positive.

→ What does she/he hear?

- What do friends say? What do her/his influencers say? What media channels influence her/his opinions on products and services?

- Keeping the following questions in mind will prove useful during the refinement process of your business idea:
 - How can you fulfill the needs of your customers, and provide them with more benefits?
 - Should the product or service be targeted towards different market segments?
 - Is there anything else you still want to learn about your customers?

Your Customer



WORKSHEET Your Customer Segments

Step 1

Customer Segments				
Title	Women groups	Private households	Wholesale distributors	
Description	Potential talent pool to train & empower	Families	Selling to international markets	

Your Customer



WORKSHEET Empathy Map

Step 2

<p>What does she/he think?</p> <p>Do I need to change my business model?</p> <p>I would like to improve my income</p>	<p>What does she/he say?</p> <p>Business is hard these days</p>	<p>What does she/he see?</p> <p>Increasing demand for product variety</p>
<p>What does she/he hear?</p> <p>Concerns about healthy food options</p> <p>Complains about increasing living costs</p>	<p>Who is he/she?</p> <p>Local wholesaler</p>	<p>What does she/he do?</p> <p>Owns a small wholesale agency</p> <p>Main breadwinner of family</p>
<p>What does she/he feel?</p> <p>Concerned</p> <p>Uncertainty</p>		
<p>How did you learn about your customer?</p> <p>Asking family members, friends, relatives and interviewing other locals.</p>		

SEED Replicator Tools

A light gray world map with a network of white lines connecting various points across the continents, symbolizing global connectivity. A large, semi-transparent green banner is overlaid diagonally across the map.

Participate in an upcoming Replicator Workshop
to discover **more business planning tools!**



Let's replicate the success of **eco-inclusive enterprises** together!

Learn more about the SEED Replicator and how to apply to an upcoming workshop near you:

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