



**USAID**  
FROM THE AMERICAN PEOPLE



Volunteer Name: Seth Franz

Country: United States

Country project: Kenya

Host: University of Eldoret

Venue: Food Processing Training and  
Incubation Centre

Audience: Business Development Team

Number of people: Seven

Date: January 23 - January 31



# 1. Assignment Objectives as in SOW

1. To assist the management of UoE FPTIC to better understand their business, the target market and to develop a five-year business plan.
2. To provide a framework within which the institution's FPTIC business operates, and serve as a basis for discussion with financiers and other potential supporters
3. Deliver a talk on agribusiness to the University of Eldoret students

## 2. Achievement of the assignment objectives

1. Nearly completed. There are certain items that we could not finish by virtue of the development of the product not being far enough along (ex: branding items, finances). They feel like they are set up nicely to move forward. The business plan and Business Model Canvas that they now have should provide the framework for how they can operate as they advance.
2. I expect them to be able to get funding through the language I proposed they use in their dealings with grantmakers, NGOs and foundations that support these efforts, and the university itself.

# Business Model Canvas > SWOT

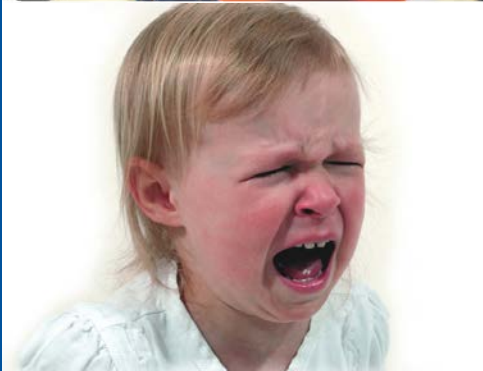
Business Model Canvas - University of Eldoret - FPTIC

Dates: Jan 23, 2018 / Date 2 / Date 3 / Date 4

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Sales people</li><li>• Purdue University</li><li>• Development Partners</li><li>• US government</li><li>• Resale buyers</li><li>• Churches/Church organizations</li><li>• KIPI - Kenya Industrial Property Institute</li><li>• Government</li><li>• Hospitals</li><li>• Financial institutions</li><li>• Producers of raw materials</li><li>• Consumers of our products</li><li>• UoE (Council, SE, SAB, SBS, Estates)</li><li>• Farmers</li><li>• Machine Servicing/maintenance Providers</li><li>• Jua Kali fabricators</li><li>• Packaging industry</li><li>• Distributors</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Recruitment of sales force</li><li>• Attracting funding</li><li>• Training the sales force</li><li>• Production/processing/packaging</li><li>• Marketing (branding, advertising, etc.)</li><li>• Intellectual property protection</li><li>• Expansion of facility</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Personnel (financial, marketing, sales, processors)</li><li>• Equipment</li><li>• Finances</li><li>• Raw materials</li><li>• Expanded production space</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Healthy/functional foods</li><li>• Convenience/speed</li><li>• Religious factors</li><li>• Natural/organic fortification<ul style="list-style-type: none"><li>- Transparency/honesty</li></ul></li><li>• Variety</li><li>• Social benefits (employing women and youth)</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Website</li><li>• Social media (facebook, twitter, instagram)</li><li>• Sales team training</li><li>• Telephoning</li><li>• Customer feedback</li></ul> <b>Channels</b> <ul style="list-style-type: none"><li>• Sales force (buyer facing)</li><li>• Training (sales force facing)</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Hotels/restaurants</li><li>• Direct consumers</li><li>• Resale buyers<ul style="list-style-type: none"><li>- Supermarkets</li><li>- Groceries</li><li>- Canteens/colleges</li></ul></li><li>• Schools</li><li>• Children's Homes</li><li>• NGOs/relief organizations</li><li>• Churches<ul style="list-style-type: none"><li>- Orphanages</li><li>- Elderly homes</li><li>- Church gatherings</li></ul></li><li>• Government</li><li>• Hospitals</li><li>• Export Market</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Raw materials</li><li>• Staff salary</li><li>• New equipment</li><li>• Equipment repairs</li><li>• Loss of product (pilferage, spoilage)</li><li>• To market costs<ul style="list-style-type: none"><li>- printing, packaging, graphic design, web developer</li></ul></li><li>• Trademarking/patents, lawyers, consultants, government approval</li><li>• Research and development testing</li><li>• Marketing</li><li>• Production costs</li><li>• Storage costs</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Any direct sale not through sales force</li><li>• Subscription model<ul style="list-style-type: none"><li>- for sales team</li><li>- for customer</li></ul></li><li>• Percentage of sales</li><li>• Training fees</li><li>• Grants</li><li>• Bank loans</li><li>• University funds</li></ul>		

# I Didn't get to Present

3.



### 3. Recommendations to the host with regards to the assignment

- Explain any expectations ahead of time so volunteer can meet that need
- Work through numbers ahead of volunteer arrival
- Better explain product ahead of volunteer arrival
- Identify expert blind spots
- Explain how geography impacts work location

## 4. Anticipated Impact

- Well-defined process
- Clarity in each segment of the Business Model Canvas
- Team understands its roles
- Clear next steps
- Branding strategy
- Comfort in bringing a document to a funder
- Reduction of time to get product to market

## 5. Recommended future volunteer Assistance

None



## 6. Recommendations to other non-host stakeholders

I feel as though this slide is not as applicable to my assignment

# Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1. Financial Plan	Cost analysis	Violet	
2. Work out all financial projections	Complete financial analysis component of business plan	Dr. Ombaba / Dr. Okelo	
3. Complete branding	Pick a logo, colors, tagline, design packaging	Team	
4. Government approval	Get approval for: 1) the product, and 2) all branding	Violet / Abraham	
5. Social media presence	Identify a creative, witty student who can be your online voice	Team	
6. Market to buyers	Identify your 3-5 strongest customer segments and start pitching	Team	

## 7. How can CRS improve future volunteer experience

- Encourage and facilitate earlier communication with host
- Describe roles of CRS vs host organization
- Emphasize the importance of their work
- Lengthen the assignment

***Thank You!***