

CHUFA ROOTS

**Cold-pressed oil for
health- conscious
consumers**

Presented by Ofoegbu Blessing

Nature's purity





Pure. Natural. Powerful.
That's the promise behind
our premium tiger nut oil.

Home-based, producing 100% cold-pressed oil packed
with health benefits. With a daily capacity of 10liters
packaged in sleek 10ml-150ml bottles, our oil combines
quality, convenience and style.

Using modern equipment, bold branding and smart
social media marketing with swift distribution making our
product both accessible and desirable.

This is not just a business. It is a movement
-one drop at a time.

**Vision: to establish tiger
nut oil as the major player
in the global edible oil
market.**

PROBLEM STATEMENT

Limited Local Access: Health-conscious consumers & cosmetic brands struggle to source premium, locally made tiger nut oil (relying on imports).

Price Inflation: Consumers face high costs for imported alternatives (e.g., almond oil) despite Nigeria's native tiger nut abundance.

Undervalued Export: Nigeria produces 80% of Africa's tiger nuts but exports them raw, missing revenue from high-value processed oil (\$20M+ global market).

SOLUTIONS

01 Help enhance and bring awareness to it's nutritional values and health benefits.

02 Ideal for cooking, skincare and wellness.

03 Naturally processed unsaturated fat helps with improving blood cholesterol and building stronger cell membranes.

PRODUCT OVERVIEW

Key features

- high oleic acid content
- vitamin E
- resistant to oxidation
- substantial macro nutrients

Versatility

- culinary: can be used as cooking oil, salad dressing or baking
- cosmetic: improves skin and hair elasticity, moisturize dry and sensitive skin
- medicinal: help reduce risk of heart disease and stroke

TARGET AUDIENCE

Consumers seeking healthy oil between the ages of 25-50 Years

Food industries(healthy snack producers, vegan community, low-diet followers)

Cosmetic and personal care (lotions, serums, soaps)

Researchers and the scientific community



MARKET OPPORTUNITY

TAM, SAM, SOM for Tiger Nut Oil in Nigeria

TAM (Total Addressable Market): 40M (1-2% of Nigeria's edible oil market + global demand for cosmetics/biofuel).

SAM (Serviceable Market): 20M (food, cosmetics, health sectors).

SOM (Obtainable Market): 2M (realistic 1-3 year revenue from local/export sales).

Key Opportunity

Rising demand for natural oils in food & skincare

- ✓ Low local processing (raw tiger nut exports dominate)
- ✓ Export potential

COMPETITIVE ADVANTAGE

01

Unique Sourcing of Tiger Nuts

We partner directly with local farmers.

02

High Nutritional Value

Unlike refined/chemical-extracted oils, our process keeps 100% natural vitamin E

03

Sustainable Production Practices

We prioritize eco-friendly extraction methods.



REVENUE STREAMS OVERVIEW

Our business model focuses on **diverse revenue streams**, including retail sales, online subscriptions, and bulk orders.

FINANCIAL BUDGET

Items	Cost (₦)
°Qie multi function oil press machine	700,000
°Raw materials+packaging	150,000
°Marketing & branding	100,000
°Distribution	40,000
Estimated Total	₦990,000



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**Thank You! Let's explore the
potentials of nature and enjoy
pure health.**