

# Wildroots Organics

Nature-Powered Confidence for All



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Founder & Advocate

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# Our Story

- Wildroots was inspired by concerns for women's health.
- We aim to eliminate harmful chemical personal care products(hair products).
- Our mission is empowering women with natural solutions.





# The Problem

- Harsh chemicals in mainstream products are linked to fibroids, tumors, and hormonal imbalances.
- There's a growing demand for safe, effective, plant-based hair care, but trusted options are few.
- Women are tired of experimenting with products that don't work or make things worse..



# Our Solution

- **Plant-based ingredients** for healthier hair and scalp care.
- **Handmade products** tailored to individual hair needs and concerns.
- **Targeted solutions** for growth, moisture, and overall hair health.
- **Community-Centered support** education and empowerment.



# Product Line

## Hair Growth & Scalp Care

Our products promote healthy hair growth with **natural ingredients** designed for every hair type.

- Ayurvedic Extreme Hair Growth Oil.
- Follicle Stimulation Scalp Serum.

## Moisture & Conditioning

We focus on deep hydration and conditioning to keep hair **nourished and vibrant**.

- Hydrating & Conditioning Hair Butter.
- Leave-In Conditioner.
- Ultra-Nourishing Conditioner with Fenugreek.

## Cleansing & Strengthening

Our formulations cleanse while strengthening hair, ensuring **resilience against damage** and breakage.

- Hibiscus & Keratin Shampoo.
- Deep Repair Conditioner.



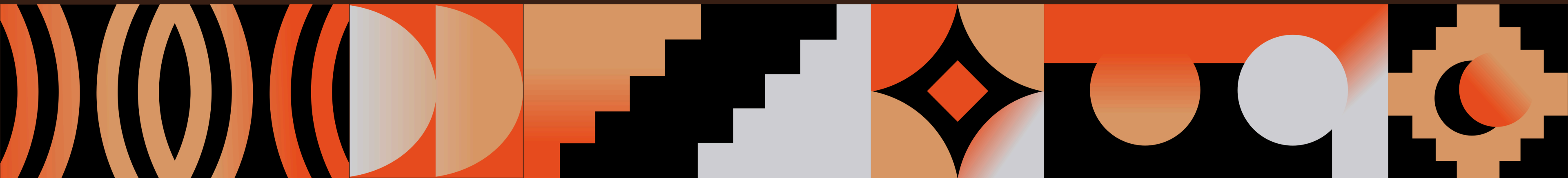
# Current Progress

## KEY MILESTONES ACHIEVED

85%

- Launched Minimum Viable Product successfully.
- Set up physical store and online channels.
- Developed full product catalog.
- Started ad campaigns and content marketing.

- Positive customer feedback received



# Target Audience

**Wildroots Organics serves African women aged 18–45 seeking natural, chemical-free solutions for hair growth, scalp health, and moisture retention. Our audience includes naturalistas, mothers, and women experiencing hair loss or transitioning from relaxed to natural hair or simply looking towards.**

**We reach them via social media, our physical store, and a growing network of resellers and influencers.**

# Investment Needs

Category	Amount	Category	Amount
Production machine	300,000	Content	50,000
Raw materials	450,000	Reseller Onboarding starter kits	200,000
Packaging & Labelling	150,000	Website Optimization	100,000
labour & Utility	100,000	Marketing	600,000
Factory & Store Branding	50,000	TOTAL	2,000,000





- Promote healthier lifestyles through clean beauty. Empower women with
- business opportunities (resellers). Hit ₦10 million revenue by Q4 2025
- Become a household name for clean
- hair care in Africa.

We're not just selling products,  
we're restoring confidence, health, and  
power.



**Impact &  
Vision**

# Why Now?



## **Growing awareness of health and wellness among consumers**

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Consumers increasingly seek natural products free from harmful chemicals.



## **Shift towards natural solutions in beauty market**

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The demand for plant-based products is rapidly increasing among loyal customers.

# Meet Lydia

- Business Development Manager (Web3 & Investment Firms)
- Natural Hair Care Advocate.
- Self-funded founder with a powerful “why”
- Creating safe spaces and solutions for African women.





# Invest in Dreams

Support women's health and well-being through organic products.

Foster community empowerment by investing in local businesses.

Help build a sustainable future for generations to come.







# Thank You!

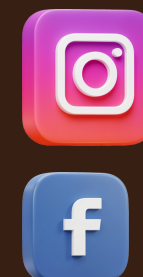
Join us in empowering healthier beauty solutions!

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