



Our Brand **Story**

At age 7, farming was my nightmare due to the physical stress of using traditional tools and harsh conditions.

But it was also what saw me through my university. After years of job searching, I realized my purpose was within my roots.

With agriculture evolving through technology, I embraced sustainable farming to solve food insecurity, create jobs, and drive local economic growth.

That's how Suurshi Farms was born.



The Problems We Observed

Access Barriers

Rural farmers lack modern tools and training.





Supply Shortfall

Population growth
exceeds food
production
capacity.

High Waste

Post-harvest losses remain significant due to poor handling.

Youth Disengagement

Farming considered too hard; youth are leaving the sector.



Our Sustainable

SOLUTION

Farmer Empowerment

Training local farmers on Agric tech skills and leasing modern tools to them upon successful completion.

Regenerative Agriculture

Adopting Climate Smart
Agriculture practices to reduce
post harvest losses and
increasing food productivity



Cultivating high demand crops to meet up the high population

UN SDG Alignment

These solutions supports UN SDGs 2, 3, 9, 12 & 13





Target Market

Segments	Business Model
B2C Segment	HouseholdsUrban dwellers
B2B Segment	 Food processing industries Restaurants and marketers Farmers-Training on Agric tech skills and leasing modern tools .





Traction & Growth



We have achieved profitable revenue from food produce and related

service offerings.



Financial Metrics

- · Gross Margin 40%
- · Net Profit Margin 28%
- Projected Sales Margin 45%



Customer Loyalty

Over 25 repeated customers, 70% returned rate.



Business Milestones

Registered company with official website & active social media.



Unique Selling Points



Climate-resilient crops

Indigenous varieties adapted to mitigate local climate

Sustainable tecniques

Regenerative farm to reduce environmental impact.

Revolutionizing Agriculture

Farmer Empowerment

Training farms to leverage Climate Smart Farming and modern tools

Organic fertilizer

Food waste reused to enrich soil naturally.



Clients Testimonials



Mrs. Grace Ezediebe

"Healthy yam seedlings with great yields."





Mr. Ogbonna Michael

"Clean, tasty white yam my family loves."





Mr. Chukwuemeka Onwuchekwa

"Reliable farm with consistent quality."





Leadership Team



JENNIFER MSURSHIMA SAATER

Founder & Accountant

Driving vision and financial Discipline.







ADOM DAVID

Farm Operations Manager

Ensuring smooth daily farm Activities.







MRS. STELLA SAATER

Human Resource Manager

Fostering a motivated, Skilled workforce.



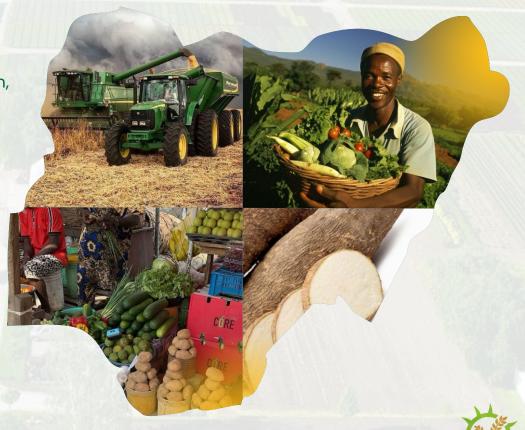




Funding Request

Investment to expand infrastructure, improve tech, and boost market presence.

Description	Amount (¥)
Machinery & Technology	450,000
Facility Rental in Makurdi	200,000
Inventory: Indigenous Crops	200,000
Eco-friendly Packaging	100,000
Marketing & Branding	50,000
Total Amount	1,000,000



SUURSHI FARMS

Timeline & Implementation



THANK YOU!

Let's Build a Sustainable Food Future Together

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