

EAST AFRICA SEAWEED COMPANY  
LIMITED  
SEAWEED CO-PACKING  
PROJECT OVERVIEW

Presented  
To The

POTENTIAL INVESTORS

Created by

Renaë Bruce-Miller

Director East Africa Seaweed Company Limited

Date: February,01-2025



*The*

# EAST AFRICA SEAWEED COMPANY LIMITED

*Excellence in Africa*

## COMPANY INTRODUCTION

The East Africa Seaweed Company is registered on Mainland Tanzania, we are Signatories to the UN SDG Goals 8&14

Our Company has the pleasure of being the first company on Mainland Tanzania to be registered with the Tanzanian Investment Center for Seaweed Processing.

We harvest, process and export farmed seaweeds bringing much needed employment and financial resources to remote coastal villages.

We are committed to supporting an inclusive and holistic seaweed and aquaculture value chain





# East Africa Seaweed Overview/Executive Summary

## CONCEPT KEY DETAILS:

- The East Africa Seaweed Company Limited exports fair trade seaweed and seaweed products from mainland Tanzania globally, providing opportunities to previously exploited seaweed farmers 90% of whom are women.
- We offer a SeaMoss Franchise Opportunity to bring Seamoss as a wellness option to mainstream consumers
- Our project includes building a processing and packaging facility which will allow us to dry, store, process, package and export dried and powdered seaweed to the International and local Market
- The objective of our plans is to create impact for impoverished coastal villages through trade, job creation, improve the livelihoods seaweed farmers and grow the Tanzanian Seaweed industry as globally competitive through value added quality seaweed based goods
- Our Processing Facilities are located in Ununio and Bahari Beach Dar Es Salaam Tanzania, Sourcing Seaweed from Kilwa, Songo Songo, Tanga, Bagomoyo and Mtwara and potentially from Mombasa Kenya.
- Seaweed is a known carbon sequestration product and creates opportunities for other companies to support our project through Carbon Credit Offsets
- We are the selected partner for the City of Dar es Salaam (Kinondoni Municipality) for the World Bank Blue Economy Initiative on Seaweed and Sea Cucumber Farming (Funding Pending)
- We are founders of the Dar es Salaam Aquarium Foundation- the chief developers of the Dar es Salaam Public Aquarium Complex and the Public Marine Education Channel Sea Safari TV (in development)

## OUR PARTNERS & MEMBERSHIPS



We are seeking \$100,000 to support us through our transitional phase to continue the development of our packing facility in Ununio to meet the export market





# EAST AFRICA SEAWEED COMPANY LIMITED

## MILESTONES

The East Africa Seaweed Company Ltd is only 4 years old but we firmly believe in the potential of Mainland Tanzania to be the leader in the global seaweed industry

- **TANZANIA LOCAL MARKET SEAWEED RETAIL OUTLET** : Mwani Mama Seamoss Restaurant Proof of Concept Opened *May 2023*
- **ACCEPTED INTO US AMAZON STORE:** *October 2022 (pending shipment)*
- **PROOF OF WHOLESALES CONCEPT** 10,000 Pounds of Dried Seamoss, Sold at Farmgate Prices to global entrepreneurs
- **ADMINISTRATIVE MILESTONES:** First company to hold Tanzanian Investment Center certificate on Seaweed processing: *March 2022*
- **OPERATIONS:** Real Estate & Employees.
- **INDUSTRY PIONEERS:** First Company To Build Seaweed Drying Sheds & Tables for hygienic Seaweed Processing for human consumption and Introduce this Concept in Tanzania Via WWF: *February 2022*
- **WILD SEAWEED PROCESSING:** First Company To Sustainably Collect and Process Nutrient Dense Gracilaria Corticata Seaweed *March-June 2022*
- **SEAWEED PROCESSING:** First Company to create seaweed collection and processing protocols for wild and farmed seaweed. *February 2022*
- **PRODUCT PACKAGING DESIGN & BRANDING:** ( Mwani Mama) *September 2022*
- **OCEAN SCIENCES PRIMARY EDUCATION PROGRAM:** Blue Sciences Curriculum Completed *May, 2022*
- **SOUTHERN TANZANIA SEAWEED FARMS ASSESSMENT:** Mtwara, Songo Songo, Lindi, Msimbati, Ruvuma Bay, *April 2022*
- **COASTAL DAR ES SALAAM POLLUTION/SEAWEED FARMING ASSESSMENT:** *March 2022*
- **SEAWEED PRODUCTS & LIGHT MANUFACTURING:** *Seaweed Gels, Seaweed Marmalade, Seaweed Drinks, Seaweed Body Scrubs, Seaweed Shower Gels, Seaweed Salt*
- **Beachfront Land and small warehouse for Seamoss Processing and Seamoss Resort in Ununio Dar es Salaam** *September 2024*
- **Kinondoni Municipality 2.7 Million USD and 200 Acres Land Grant for seaweed & sea cucumber farming and the Dar es Salaam Aquarium Complex, Public Private Partnership: Date of distribution: TBA**

We have worked tirelessly to be a solutions oriented part of Tanzania's inclusive seaweed value chain and seek to continue our work to realize Tanzania's position as the global seaweed industry leader.





# EAST AFRICA SEAWEED COMPANY CAPACITY

Our company has the understanding and skills to handle all the activities doing business in Tanzania, We also have proven experience in building construction as we built our own offices and restaurant in Dar Es Salaam, We also possess immaculate financial management skills as we have implemented and completed several small and large scale projects effectively.

**KEY TEAM MEMBERS:** Renae Bruce-Miller, Executive Director is a seasoned project manager and trade specialist who comes from a varied background in International Business, honing her financial, budget and planning skills in the United States. Ms. Bruce-Miller is originally from Jamaica, where the depth of her technical knowledge of Seaweed handling, drying and processing and use case for Seaweed originates from. Renae is a strategic visionary focused on using her hard won skills to bring value to the global community.

In addition to Strategic Business Development in Tourism, Technology and Trade, Ms. Bruce-Miller is a certified Television Producer and Documentary filmmaker and a previous Radio Show hosting a business development program on National Radio in Jamaica. She is the winner of the Jamaica stock exchange pitch challenge 2017 and other global partnerships, certificates and recognitions in China, Dubai and Jordan.

Also hailing from a developing country, with few opportunities for women, Renae has enthusiastically seized upon Seaweed as a social development turnkey for woman and youth seaweed farmers in Tanzania and has resolved to germinate this infant industry into a thriving champion of trade for the benefit of all.

**Sofia Simba:** Former Minister of Gender and Community Development is our Community Outreach Integrations advisor

**Othman Musa:** Othman is a skilled Seaman and Trusted Operations Assistant who assists us in the execution of various projects including Seaweed field work and seaweed processing.

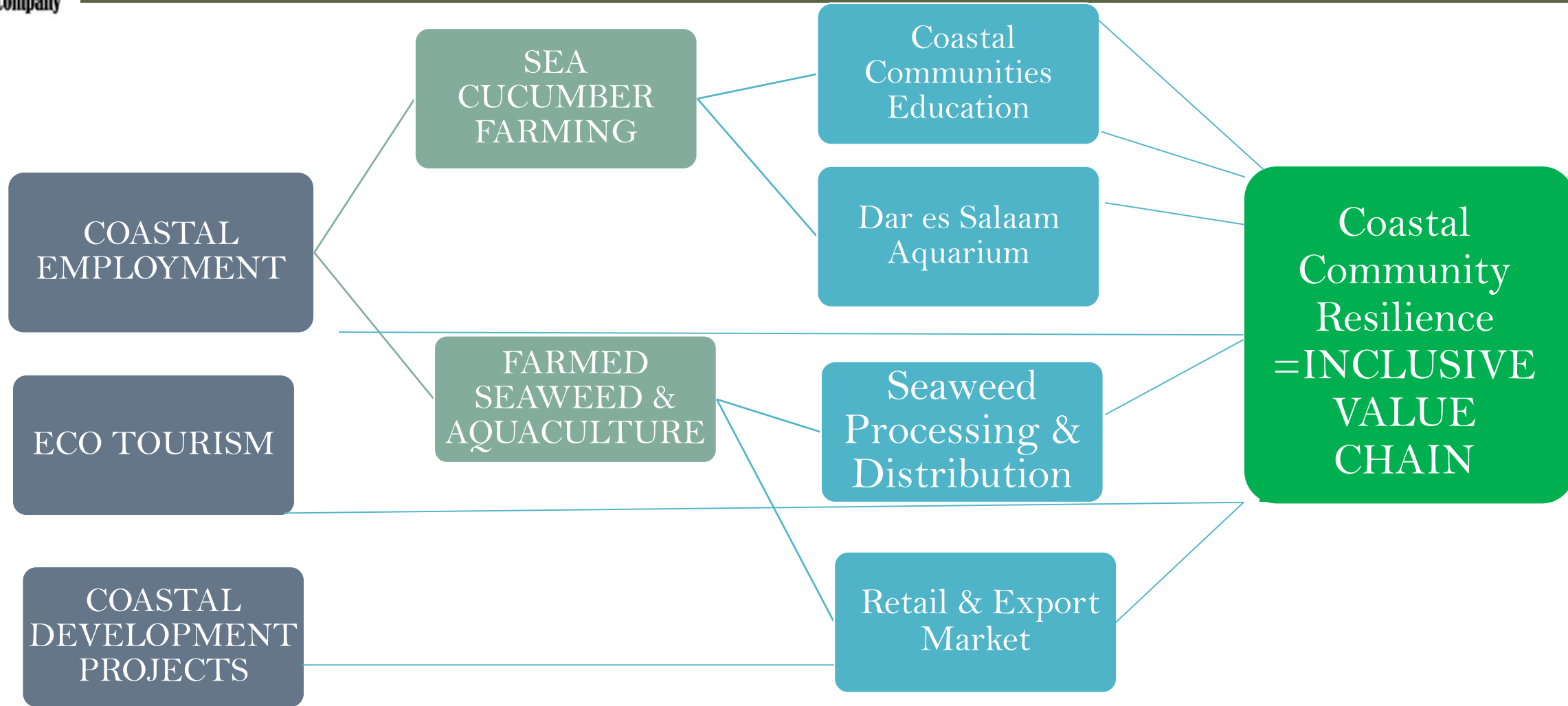
**Joseph Matera:** is Our Seaweed processing Captain who supervises team members in the field and ensures projects are completed to specification

We have private investors who have so far assisted us with where we are today: Ayat Abe( American Ugandan) Judith Sears ( American) Katherine Mcconico ( American) Rachel Weir ( Great Britain) Chasles Abimana ( American Rwandan ) Jenira Boykin ( American Rwandan) Reveiren Uwacu ( Belgium).

EASCL has a supportive network of international and local advisors, consultants and leading members of Tanzania's seaweed coastal communities who lend their Knowledge and guidance for our progress



# EAST AFRICA SEAWEED COMPANY SEAWEED VALUE CHAIN MATRIX



OUR ACTIVITIES ARE CENTERED AROUND MANUFACTURING & DEVELOPMENT OF SEAWEED IN TANZANIA, NOT EXPLOITATION OF RAW MATERIALS

OPPORTUNITIES  
for  
DEVELOPMENT



# TANZANIA SEAWEED INDUSTRY OPPORTUNITIES OVERVIEW



- Mainland Tanzania is long overlooked as the viable source of Seaweed but in actuality, it is the source of a great deal of Zanzibar's Seaweed Exports
- Thousands of seaweed farmers, mostly women in remote villages are being exploited by individuals offering only 500-600 TSH per kg
- The buying price of Seaweed is severely insufficient to meet the living demands of seaweed farming.
- Without fair trade for seaweed farmers on Mainland Tanzania, The Seaweed Industry will inevitably collapse
- The cost of doing business in Tanzania is exploitative in itself. The Government sets 1 price for foreigners and 1 price for locals and therefore creates an inhospitable atmosphere for exploitation for foreign investors in general but in seaweed the cost of doing business with the government alone leaves no room to invest in the community.

Zanzibar continues to be the top exporter of seaweed in Africa despite Seaweed Mortality and reports of warming ocean waters that cause the growth of epiphytes and algae rot disease known as Ice -Ice, because Zanzibar Government is supportive to Seaweed Industry, though exploited from mainland Tanzania





# COST OVERVIEW OF DOING BUSINESS ON MAINLAND TANZANIA

## DOING BUSINESS AS A FOREIGNER

MLF REQUIRES TIC CERTIFICATION to Obtain Export License=\$500,000 USD

CLASS A RESIDENCY & WORKPERMIT +\$1.400 TIC FEE =\$7,000 USD( every 2 years)

10 YEAR LEASE =\$20,000 USD+

LAWYERS, CONSULTANTS & Accountants

Does Not Include Ancillary Costs Such As Transportation, Lodging, Meals, Communications Etc.

## DOING BUSINESS IN TANZANIA

BRELA Registration 250,000 tsh

BRELA Annual License Renewal Fee 250,000 tsh

TRA TAXES 3-5 Million tsh

Tax Compliance Annual Certification Fees 3-5 Million tzs

Local Government License Fees

TBS Fees 1Mil + Tsh

OSHA Fees 750,000 Tsh

Etc, Etc, ETC!!!

Does Not Include The Cost Of Operations, Utilities Or Employees Transportation To Various Entities

## DOING BUSINESS SEAWEED EXPORT BUSINESS

- Seaweed Collection License Fee \$500 USD

- Annual Seaweed Export License \$ 1,300 USD \* Per Product Category

- Export Permit Fee (per shipment)

- Villages Fees % of Cost of - Seaweed

- Seaweed Movement Permit Fees

Does Not Include The Cost Of Seaweed, Or Other Costs Associated With Shipping & Exporting Seaweed



# SEAWEED VALUE CHAIN CHALLENGES ASSESSMENT

## Challenges & Lessons Learned

### Purchasing Deadlock

Seaweed Farmers require payment for seaweed upfront, with a percentage of the sale going to the village at the time of purchase. Seaweed exporters must demonstrate their facilities, drying, storing, shipping and packaging meets international standards

### Export Process

Ministry of Livestock and fisheries require a per order personal inspection of each package at point of export in Dar Es Salaam, before approving for export. Exporters must commute to Ministry, however large or small package for Phytosanitary Certificates. Expensive Facilities are required to execute processing

### No Industry Infrastructure

Globally, every region involved in seaweed, has their own industry. i.e. Associations, Farms, Universities, Research, Processing, Marketing and Sales. When it comes to Tanzania, we are at the level of small hold farming and at the mercy of the international buyers, and exporters, most who see us as needy competition and under value our goods.

**COST OF DOING BUSINESS IN TANZANIA AS FOREIGNERS IS CANIBALISTIC TO ACTUAL BUSINESS DEVELOPMENT BUT WE DO HAVE LAND AND OPPORTUNITIES**

# CHALLENGES IN MAINLAND SEAWEED VALUE CHAIN

- Seaweed Theft
- No Unified Seaweed Warehousing
- No Seaweed Association
- No Protections Or Insurance For Farmers During Calamities Such As Weather Anomalies Ect.
- Seaweed Export Loopholes
- No Industry Protections
- Unappetizing Returns Due To Market Controls And Lack Of Global Standardizations Infrastructure
- No Trade And Support From Trade Bodies Other Industries And Retailers

- Farmers report increasing theft when putting seaweed out to dry
- Farmers typically dry and store seaweed in their own home for an unknown period of time using unknown means
- Seaweed Farmers, Traders and Exporters have no unifying system to collaborate with each other
- The lack of a unifying seaweed association prevents farmers and traders from supporting each other.
- Undocumented seaweed traders have various loopholes which they exploit in order to prevent paying taxes and can fund illicit activities.
- Seaweed should be protected as an infant industry, however there are no policies or strategies in place.
- Returns on Seaweed is heavily affected due to distance to market and lack of global standard infrastructure such as warehousing.
- Lack of Tanzanian Bureau of Standards on Seaweed Processing makes it impossible for seaweed to gain access to supermarkets despite seaweed global recognition as GRAS or generally regarded as safe.

A Unified System of Drying, Storage and Processing will greatly improve the quality of Seaweed We offer to the Public



# SEAWEED SHIPPING CHALLENGES

- Lack of seaweed shipping infrastructure
- Mandatory over road seaweed movement from areas such as songo songo island with boat restrictions to dar es salaam
- Lack of Seaweed Shipping Agents in Dar Es Salaam for Major Global Seaweed Processors.

THESE ISSUES SEVERELY IMPACT TANZANIAN SEAWEED TRADE AND HAVE STAGNATED THE SEAWEED INDUSTRY, AFFECTING THE QUALITY OF LIFE FOR SEAWEED FARMERS & TRADERS ACROSS MAINLAND TANZANIA BY KEEPING BUYING PRICES SIGNIFICANTLY LOW FOR DECADES.

**Mainland Tanzania currently has no infrastructure to receive seaweed by boat from coastal mainland increasing the cost of acquiring seaweed for trade.**

**The current cost of moving 25 tons from Songo Songo island, using boat and over road truck is approximately 5-6 million tsh or 2,240 USD in transportation only.**

**Most largescale buyers only have Shipping agents in Zanzibar and induce companies shipping from mainland Tanzania to incur 100% of shipping and risks.**

**These companies also have right of refusal at port and local company must bear the entire cost of return should shipment be rejected.**

**Largescale buyers then impose a lengthy and risky payment process and only payout 60-90 days after goods are received.**





# CHALLENGES FOR SME COMPANIES

- SME STRATEGY REQUIRED, Tanzania focuses on big business only, where other countries and the United Nations focus on encouraging a Main Street over wall street strategy.
- All Licenses, Tax Clearances all Expire on the 31<sup>st</sup> of December, no matter when the license was issued.
- VAT 18%, No tax holidays or incubation periods for small or medium enterprises
- Not enough transparency on the side of the government as to the full cost of doing business.
- No B corporations to incentivize inclusive business practices.
- Costly and inflexible immigration policies which are injurious to business development and understanding exactly how Tanzania works.
- Land, Land and Land, Availability of Government land for use is limited and onerous
- A 10 year lease and over 500,000 USD is required to Obtain TIC certification and company registration, prior to obtaining residency which only lasts for 2 years...which is not enough time to fully understand Tanzania Business or Industry practices and how to improve them.

We have managed to overcome these initial challenges and have obtained all necessary requirements to make an impact in the global seaweed industry, however we need support to develop our processing site and export activities.



# CHALLENGES CONCLUSION

- For Tanzania to achieve competitiveness in the Seaweed Global Market, the Ministry of Livestock and Fisheries must implement sweeping industry wide strategies for Seaweed companies focused on resilience in the entire value chain and support for the farmers.
- Tanzania must make the leap over the current trend of exporting undervalued raw seaweed to processing in order to unleash its potential as a global industry leader.
- These strategies do not all require economic input but flexibility in policies concerning our particular industry.
- Additionally, unlocking the potential of Tanzania's seaweed means unlocking youth unemployment, unemployment among women and creating new growth channels for our country.
- With one of the longest coastlines in Africa and the World, Tanzania can lead the global seaweed industry in trade.

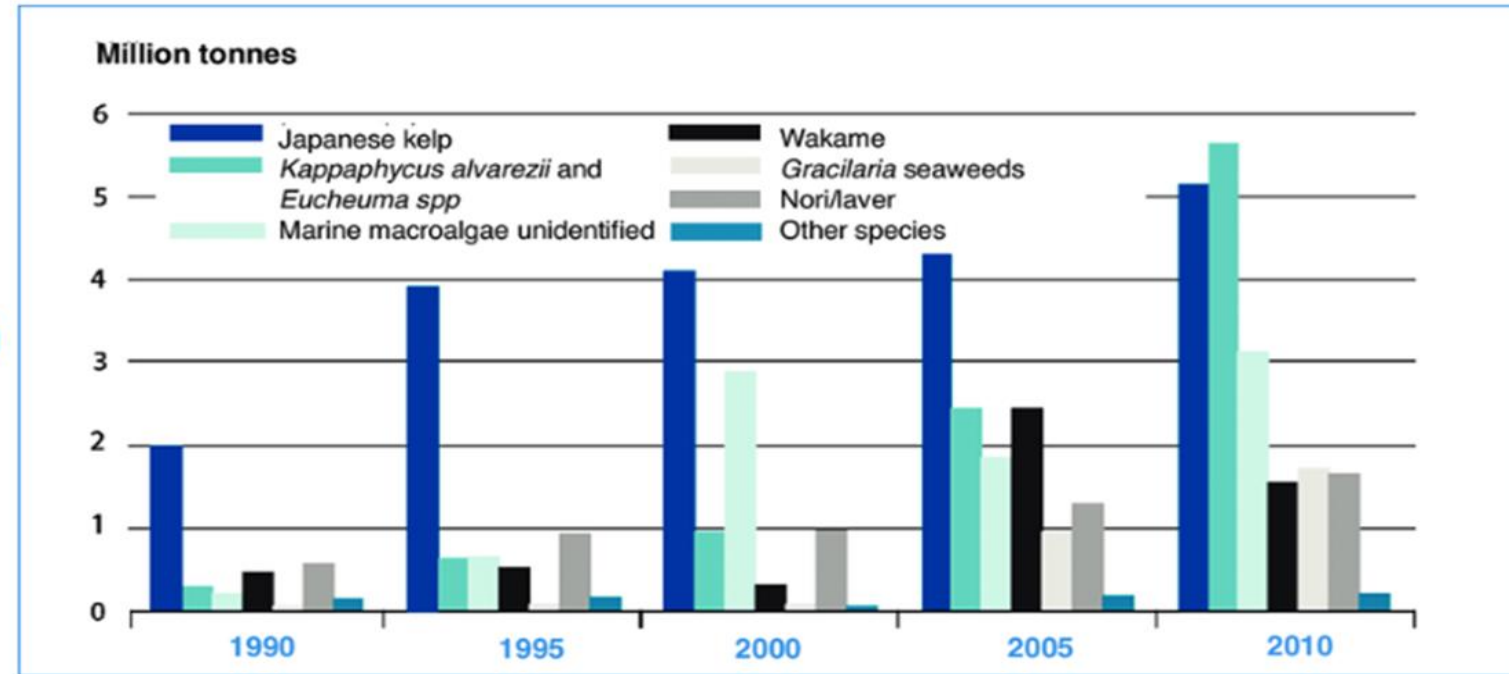
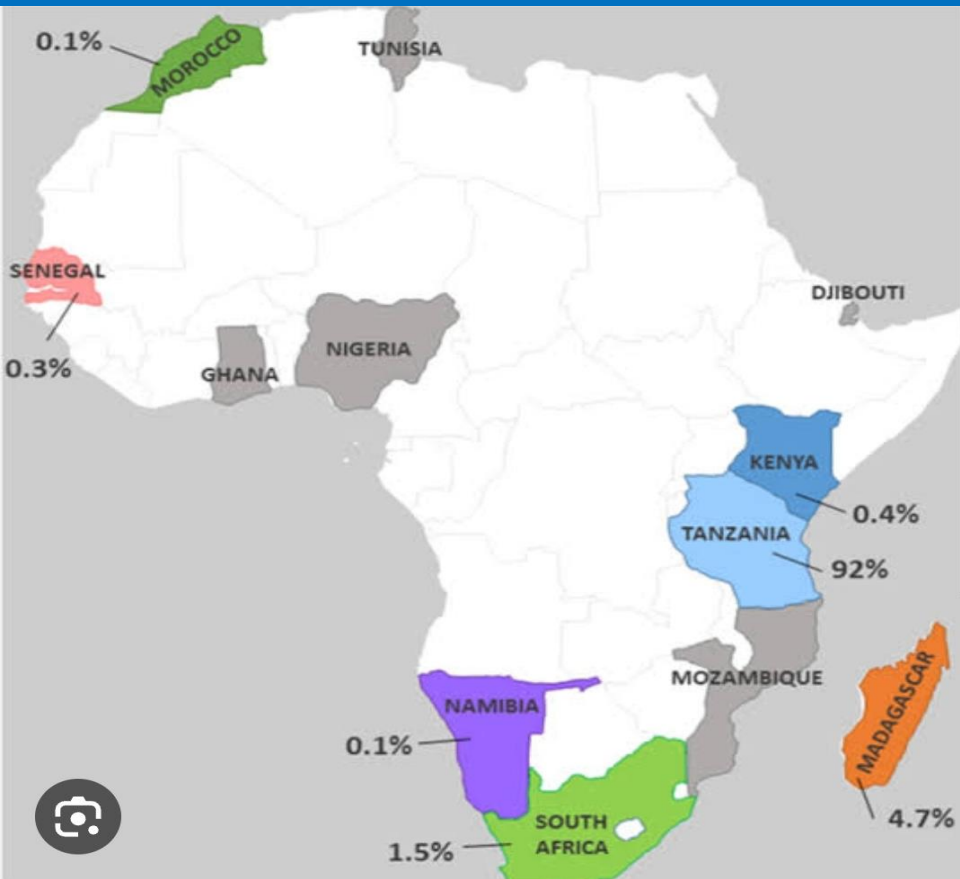
The Government of Tanzania has heard our above concerns and remedied some of these challenges by promising us 2.7 Million USD and 200 Acres of land upon which to develop our seaweed & sea cucumber processing and conservation initiatives however the timeframe for this input is unclear

# FEASIBILITY STUDY

## PART I



# MAINLAND TANZANIA SEAWEED INDUSTRY OVERVIEW



2. Worldwide production of several economically important seaweeds including nori/laver. Courtesy of FAO Review of the State of World Aquaculture 2012.

92% of The Seaweed raised in Africa is derived from Tanzania with other countries such as Tunisia holding farms in Zanzibar and Tanga to uphold their own Seaweed Industry.

Tanzania produces warm water *Eucheuma* species which is the 2nd most economically valuable seaweed species in the world, therefore one of the highest in demand seaweed species globally.





# GLOBAL DRIED SEAWEED INDUSTRY OVERVIEW



## NOTES

- Global Dried Red Seaweed Industry is over 40 Billion USD in 2021-2027
- CAGR 9.6% to exceed 95 Billion by 2027
- China is the worlds largest importer 277 Mil USD, Japan 159 Mil USD, USA, 59 Mil USD,
- China as the highest importer and exporter of dried seaweed means China is reselling seaweed sourced from other places such as Tanzania as their own product.

**IF TANZANIA CAPTURES ONLY 1% OF THE GLOBAL MARKET SHARE OF RED DRIED SEAWEED ALONE**

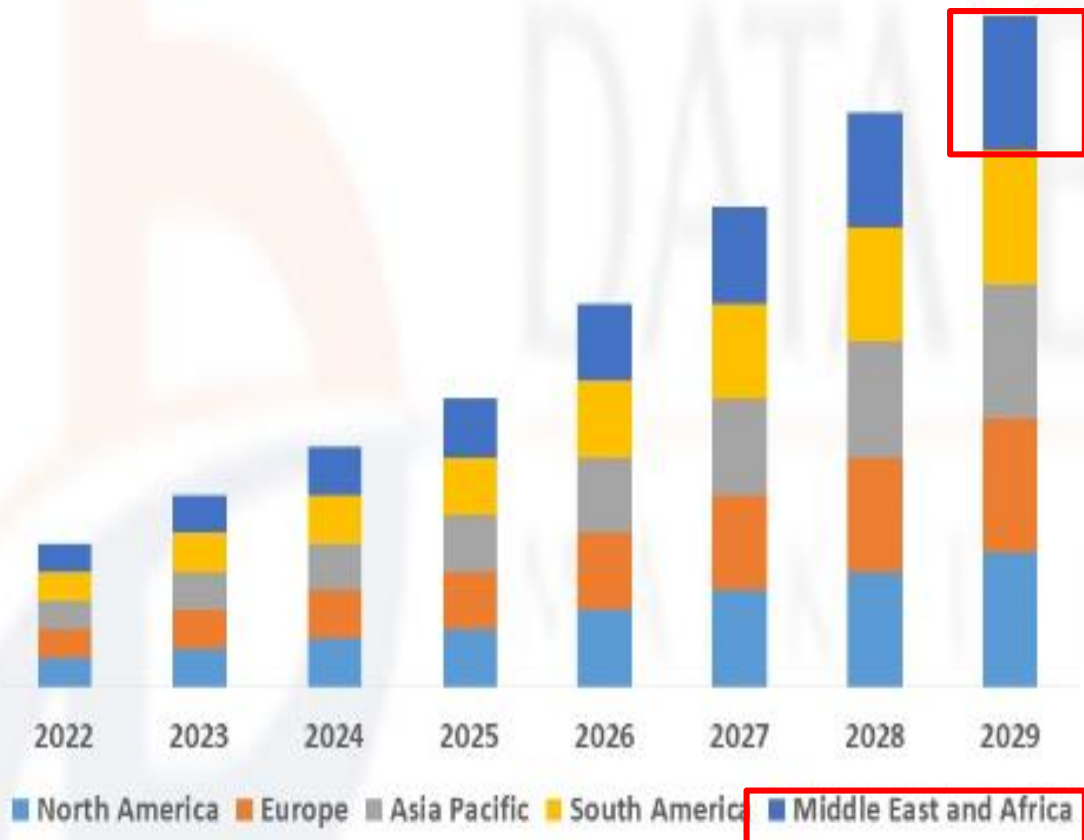
**WE CAN EXPECT TO SEE OVER 30-40> MILLION USD PER YEAR**

The Source: Seaweed Industry Overview FAO.ORG  
Brand Essence Market Research



# TANZANIA'S MARKET POSITION

Global Powdered Seaweed Market is Expected to Account for USD 22.08 Billion by 2029



Global Powdered Seaweed Market, By Regions, 2022 to 2029



DATA BRIDGE MARKET RESEARCH

African Powdered Seaweed is projected to lead the Global Seaweed Industry by 2029 CAGR 4.7%

USES APPLICATIONS

- ANIMAL FEED
- HUMAN CONSUMPTION
- & FERTILIZERS

If Tanzania captures Only 1% of the Global Market share of Seaweed Powder

We can expect to see

\$ 220 Million+

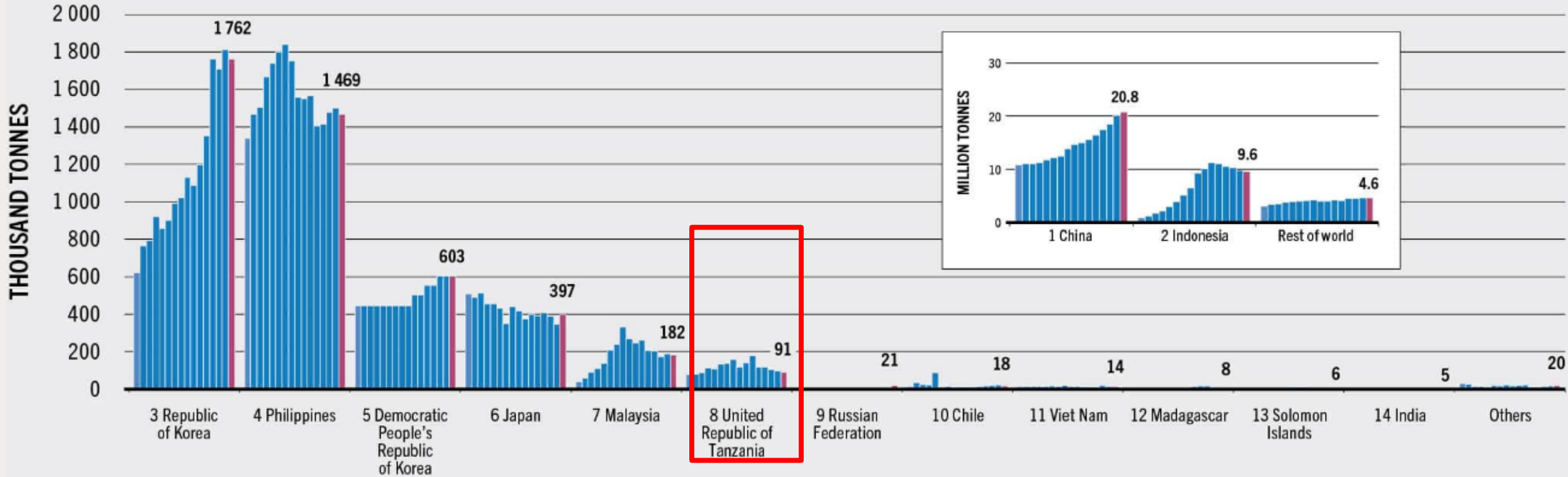
USD per year



# TANZANIA'S SEAWEED MARKET POSITION

WORLD AQUACULTURE PRODUCTION OF ALGAE BY MAJOR PRODUCERS

Source: FAO State of the world species & Aquaculture 2022



Tanzania currently exports the majority of its Seaweed, which is processed in other countries and exported from there to the global market propping up their seaweed production values..

If Tanzania holds 8<sup>th</sup> position in the world in Seaweed Production with no processing facilities, it is safe to deduce that Tanzania can quickly rise in production ranking should seaweed processing become a reality on Mainland Tanzania.





# WHAT CAN WE LEARN FROM SEAWEED LEADERS?

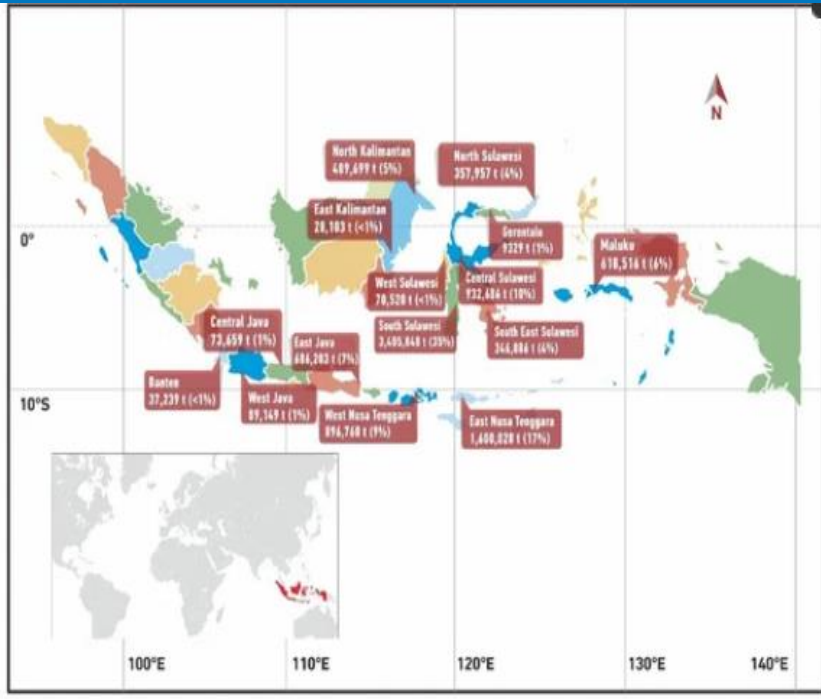
TABLE 3. PROCESSORS IN THE PHILIPPINES, THEIR PRODUCTS AND PLANT CAPACITIES

Processor	Plant Location	Plant Capacity (MT)
<b>Refined</b>		
Shemberg Biotech Corporation -Alcohol	Carmen, Cebu	1,800
Marcel Food Sciences Inc. (CPKelco) -KCL	Sibonga, Cebu	1,800
W. H I (PBI) - KCL	Laguna	1,400-1,500
Shemberg Marketing Corp – KCL	Mandaue, Cebu	800
<b>Semi-Refined</b>		
Ceamsia Asia, Inc.	Marilao, Bulacan	1,800
Accel Carrageenan Corp	Carmona, Cavite	1,500
MCPI Corporation	Consolacion, Cebu	1,800
Mioka Biosystems Corporation (Marcel)	Canlubang, Laguna	1,800
TBK Manufacturing Corporation	Tacloban City, Leyte	2,500
Marcel Trading Corporation	Zamboanga City	5,400
Mega Pollygums Corp	Zamboanga City	3,600
LM Zamboanga Carrageenan Manufacturing Corp.	Zamboanga City	1,800
Shemberg Marketing Corporation	Mandaue City, Cebu	3,600
Froilan Trading Corp	Mandaue City, Cebu	1,800
W. Hydrocolloids	Carmona, Cavite	2,400
Cebu Carrageenan Corp	Carmen, Cebu	800
<b>Alkali-Treated Chips</b>		
LM Zamboanga Carrageenan Manufacturing Corp.	Zamboanga City	600
Froilan Trading Corp	Mandaue City, Cebu	1,200
Cebu Carrageenan Corp	Carmen, Cebu	1,600

Source: PRDP (2018); personal interview, Solante, 2021

The Philippines has over 19 Seaweed Processors & Plants.

Source: Philippines Seaweed Roadmap



*“At the heart of the raw material, Indonesia has made the shift from exporting seaweed as raw material to exporting extracts like Agar and Carrageenan. It makes Indonesia the one-spot location for production and processing of seaweed”.- Indonesia Seaweed Processors Association*

Indonesia Seaweed Association currently has 22 members processors

Source: Indonesia Seaweed Industry Website

Additional to Manufacturing, both the Philippines & Indonesia have robust

- Seaweed Associations,
- Seaweed Research Facilities,
- Annual & periodic Meetings & Events

Which unify and form a cohesive consumer friendly industry that attracts buyers from all over the world

To achieve competitiveness, Tanzania has an opportunity to adapt the ideals of contemporary Processors of Eucheuma Species



# MAINLAND TANZANIA SEAWEED PROJECT OVERVIEW

- A Seaweed/Aquaculture processing facility focused on end consumer
- Offering Co-packaging for small scale seaweed processors worldwide & local farmers
- One Central location to process, package and export seaweed to close all shipping loopholes and prohibit seaweed theft
- One Stop Shop for Processing, Shipping and Distribution
- Offering Shared Container Shipping for Multiple Processors & Retailers
- Minor Port for seaweed intake via boat and cost effective seaweed processing
- Direct to Consumer Retail and Wholesale Strategy to lead the seaweed industry.
- Strengthen Seaweed Value Chain and Build a Cohesive and Productive Mainland Seaweed Industry
- Improve livelihoods for Seaweed Farmers, Boatmen, Processors in Coastal Villages
- Expandable facility for processing additional aquaculture products such as Sea Salt, Sea Cucumbers, Urchins and Mud Crabs

THIS FACILITY IS DYNAMIC AND ALLOWS FOR A DIVERSE CLIENTELE OF CUSTOMERS OVER TRADITIONAL  
LARGE SCALE PROCESSORS WITH UNFAIR PRACTICES, CONTROLS & RESTRICTIONS



# OUR STRATEGIC LOCATION



**EASCL is located just north of Ledger Plaza Resort, Within the Dar Es Salaam Marine Parks and Reserve System in the Kunduchi area of Kinondoni Dar es Salaam.**

**We are located Between Kondo Village and Ununio at Ras Kilomoni and Sharif Road**

**Our Geographical Area is surrounded by Salt Flats and Mangrove Forest towards the West and North and to the East Immediately Adjacent to the Indian Ocean making it the ideal location for aquaculture activities.**

**We currently have 1 plot of land approximately 1 Acre upon which we process Seaweed, it is this land where we plan to build our seaweed processing plant**

**Our Community comprises of able bodied young men and women who are in need of steady employment to support themselves and their families**



# OUR PROPOSED FACILITIES

- 200 SQ METERS FISHERIES CO-PACKAGING FACILITY
- RENEWABLE ENERGY & WATER RECYCLING FOR LOWER OVERHEAD COSTS
- PROCESS & EXPORT SEAWEED TO INTERNATIONAL STANDARDS
- PROCESS & EXPORT SEAWEED BASED GOODS
- ENGAGE COMMUNITY WITH EMPLOYMENT OPPORTUNITIES
- IMPROVE TURNOVER & LIVES OF SEAWEED FARMERS.



Light processing for dried seaweed and seaweed products means less set-up cost, less competition and higher turnover rates for partners

Our facilities are capable of Drying, Storing and Exporting Seaweed & Other Products





# OUR PROPOSED FACILITY

- RENEWABLE ENERGY FACILITY
- EXPANDABLE FOR AQUACULTURE PRODUCT PROCESSING
- WHITE LABEL PACKAGING
- ONSITE EXPORT OFFICER\*
- ONSITE SHIPPING AGENT
- VALUE ADDED FACILITY FOR SEAWEED INDUSTRY
- COASTAL COMMUNITY IMPACT
- STEADY AND FAIR PRICING FOR SEAWEED



**Our facilities will be capable of Drying, Storing and Packaging Wild and Farmed Seaweed**





# WHAT IS CO-PACKING?

- Co-packing, also known as contract packaging, is a business agreement where one company (firm A) allows another (firm B) to handle the packaging of its products. The co-packer, or contract packer, handles everything from packaging to labeling, palletization, and shipping.
- Co-packing, is a cost-effective way for businesses to bring products to market without needing to invest in advanced manufacturing facilities. Co-packing allows businesses to outsource packaging and labeling to a third-party company, freeing up resources to focus on other areas like product development or marketing. Co-packing can also help businesses reduce costs, improve efficiency, and optimize production processes.
- Co-Packing Works because it allows us to service multiple clients rather than dependent on a single large process buyer who controls the price and frequency of seaweed sales.



CO-PACKING PROVIDES AN OPPORTUNITY TO ENTER PRODUCTS WITH INTERNATIONAL STANDARDS INTO MAJOR BUYERS OF QUALITY GOODS ALL OVER THE WORLD.



# IMPORTANT HEALTH BENEFITS OF SEA MOSS

Seamoss contains 92 of 102 trace minerals essential to our bodies growth and development. 2 Tablespoons of Sea Moss Contains:

calcium: 7.2 milligrams (mg)

magnesium: 14.4 mg

phosphorous: 15.7 mg

potassium: 6.3 mg

iron: 0.9 mg

zinc: 0.2 mg

copper: 0.02 mg

manganese: 0.04 mg

- Supporting healthy hair and skin
- Supporting fertility
- Supporting muscle and energy recovery
- Antioxidant properties in algae may help protect against neurodegenerative disease
- Helping in the fight against cancer
- Supporting immune health
- Supporting gut health
- Supporting thyroid health
- Supporting weight loss

The Source: US DEPARTMENT OF AGRICULTURE FOOD DATA CENTAL

SEAWEED RAISED IN TANZANIA IS COMMERCIALY KNOWN AS SEA MOSS AND HAS BECOME AN IMPORTANT NUTRITIONAL PRODUCT FOR CONSUMERS WORLDWIDE TO BOOST IMMUNITY ,ENERGY& MEAT REPLACEMENT OPTION SINCE THE GLOBAL COVID-19 PANDEMIC



# CO PACKING & AT A GLANCE

Contract Packaging Market Size 72.59 Billion  
USD

2021.

191.02 Billion by 2030 CAGR 11.35% 2022-  
2030

Private label brands have  
37.8% of total FMCG sales in Europe a 229BN Value  
In Spain 47%  
Germany 41% 66BN  
Netherlands 40%  
UK 48BN



Combining Dried Seaweed and Seaweed Powder to International Retailers in CO-Packing Opportunities, Increases Distribution and Drives Sales of Seaweed to a more diverse end consumers creating hyper-consumption and commoditizing seaweed for mass global sales.





# EASCL SEAWEED BASED RETAIL PRODUCTS



High Quality Value Added Goods For Consumers under the Mwani Mama Brand



# EASCL MWANI MAMA RETAILER OPPORTUNITY

Mwani Mama Juice Bars is a retail concept to franchise the Mwani Mama Brand and Bring processed Sea Moss Smoothies and Products Directly to consumers similar to how green tea powder or Matcha from Japan has been able to access markets by focusing on direct to consumers but that comes down to the entire Seamoss processing value chain.

Expanding our Seaweed Processing Facilities to include global distribution through retail opportunities allows us to position ourselves as the primary supplier of quality Seamoss to a growing hungry market.

Focusing on Wellness distribution channels can allow us to earn approximately \$5M USD per year

**MWANI MAMA OF CONCEPT IN LOCAL MARKET  
REVENUE: 1YR YTD\$12,00 USD**

# MWANI MAMA Seamoss Juicebar Franchise Opportunity

Mwani Mama is Dedicated to improving health and wellness through the power of Seamoss. This is our Turnkey Opportunity for Starting a SeaMoss Juice Bar in the United States where Seamoss is the fastest growing healthfood choice.



## Executive Summary

East Africa Seaweed Company Ltd of Tanzania, exports quality Seamoss from East Africa. We are signatories to the UN SDG and partners with the WWF. We focus on fair trade to Seaweed Farmers while developing increased consumption of Sea Moss to expand the market share and global footprint. We are a 4 Year old company, making huge impact in Sea Moss Trade & Development.

## Vision

Our vision is to place a Mwani Mama Seamoss Juicebar in every major city around the world making it easier to access and consume this nutrient dense food, bringing healing and wellness for our consumers and success for our partners.

## Target Market

- Age Group 0+-85 Years
- Mature Adults
- Fitness & Wellness Enthusiasts
- Aging & Medical Needs
- Athletes

## Marketing & Promotional Strategies

Mwani Mama retail Juicebars markets directly to the community it serves through US MAIL campaigns, promotions & Sales, Coupons and Campaigns as well as Social Media Marketing to increase a steady flow of clientele.

## Franchise Expenditures

Fees/Expenses	Amount Needed
Seamoss	140,000
Retail Rental	20 USD per Sqft
Equipment/Incidentals	50,000
Operations/Salary	88,000

Total Start-Up Expenditures 278,000-300,000  
ROI 5,500,000



## SWOT - ANALYSIS

### Strengths

- Seaweed is a Universally Safe Food
- UN SDG Partner
- World Wildlife Fund Partner
- Ethically Sourced Seaweed
- Sustainable Value Chain
- Highly Desired Product
- In Place Export and Distribution systems

### Opportunities

- 10,000 Pounds of Seamoss
- Training, Guidance and Support
- Multi-Million Dollar Business Opportunity
- Brand Recognition
- First to US Market
- Low Barrier to Entry

### Weaknesses

- New to US Market Seamoss Concept
- New Marketing Campaign
- Glass Storage Containers
- Fresh Perishable Product but can be frozen

### Threats

- Mishandling Contamination
- Seasonal Fluctuations Due to Colder Weather
- Labor Costs
- Storage
- Packaging

## Franchise Fee Breakdown

Fee	Value	Frequency	Market Value
Training, Mentoring & Development Program	\$15,000	Annually	\$200,000
Branding & Market Research and Start-Up Marketing Development & Social Media & US Mail Campaign	\$25,000	Annually	\$300,000
Product Processing, Warehousing Shipping and Distribution of dried seaweed	\$100,000	As Needed	\$1,200,000

## Mission

We are dedicated to increasing Seamoss consumption to improve health and wellness for our customers and increase value for our franchisees.

## Competitive Advantage

No Competitors in the retail Processed Seamoss Consumer Space

## Financial Projections

- Yr 1 Seamoss Drink Revenue= 2,878,800
- Annual Profits/ 2,528,800
- 10,000 Pounds of Seamoss
- Each Pound of Dried=64 Ounces of gel
- 2 Ounces of Seamoss in Every Drink
- Each Drink Price= 8.99
- 8.99x320,000=2,878,800
- Each 8 Ounce Gel=14.66
- 10,000x64,000/ 640,000/8=80,000x14.66
- Annual Gel Revenue =1,172,200
- Rolled Vegan Seamoss Icecream 8.78 x80,000= 702,400
- Wraps & Salads with Seamoss 9.50 x4,650= 44,175 Annual



## Notes

Each Franchise receives 1 year supply of 10,000 Pounds of Seamoss including Warehousing, Shipping, Distribution and Storage at the cost of \$10.00 USD per pound



# UNIQUE STRATEGIES FOR A UNIQUE PRODUCT

EASCL has 4 Major Marketing & Distribution Strategies.

- 1 Direct To Consumer Under Our Mwani Mama Franchise
2. Small Scale Processors Seeking To Share The Cost Of Shipping
3. Private Label Co-packaging For Other International Brands Seeking To Stock Similar Products.

## AMAZON DIRECT TO CONSUMER DISTRIBUTION

- EASCL holds a distribution store in US Amazon store however to reach this market requires Tanzania & US warehousing.
- We will bear the entire cost & risks including sales & Marketing.
- We will also be competing with other brands on Amazon

## SMALL SEAWEED PROCESSORS DISTRIBUTION

- EASCL has a network of small scale seaweed processors in the United States & Canada, who wish to share the cost of export shipping, warehousing & distribution, however we are required to have a warehouse in Tanzania & US to fulfil these orders. Extensive Target marketing is required

## CO-PACKAGING FOR PRIVATE LABEL BRANDS

- As there is a significant increase of use of contract packaging in major retailers across the globe, offering private label packaging is An opportunity to reduce warehousing risks.
- Increase sales as these clients will pay upon ordering our products.
- Protect us from carrying unsold inventory.
- Warehousing in Tanzania is required + Extensive Marketing

**EASCL PROPOSES UTILIZING ALL 4 METHODS TO REMAIN VISIBLE, FINANCIALLY SOUND & BOUYANT IN THE SEAWEED MARKETPLACE**



# MULTI-PRODUCT AQUACULTURE PROCESSING

## PRODUCT

## GLOBAL INDUSTRY VALUE

➤ DRIED SEAWEED

➤ USD 14 billion in 2021 and USD 28 billion by 2030

➤ POWDERED SEAWEED

➤ powdered seaweed market was valued at USD 11.00 billion in 2021 and is expected to reach the value of USD 22.08 billion by 2029

➤ SEAMOSS CAPSULES

➤ Seaweed Gel Market is set to achieve USD 88.84 Billion by 2031

➤ SEAMOSS GEL

➤ Dried Cucumber USD 84 Billion in 2023, with projections to achieve USD 138.55 Billion by 2031

➤ DRIED SEA CUCUMBERS

➤ The global sea cucumber market was valued at \$1,352.5 million in 2024, and is expected to grow to \$2,033.65 million by 2031 with a 6% CAG

➤ SEA CUCUMBER CAPSULES

➤ The Sea Cucumber Capsules Market size was valued at USD 0.94 Billion in 2022 and is projected to reach USD 1.77 Billion by 2030

➤ SEA SALT

➤ The worldwide market for sea salt production was valued at over 18 billion U.S. dollars in 2022

**With A Conservative Target And Strategic Planning Through This Facility Towards A 1% Market Share Of Each Product Combined, Our Processing Facility Can capture approximately 100 Million**

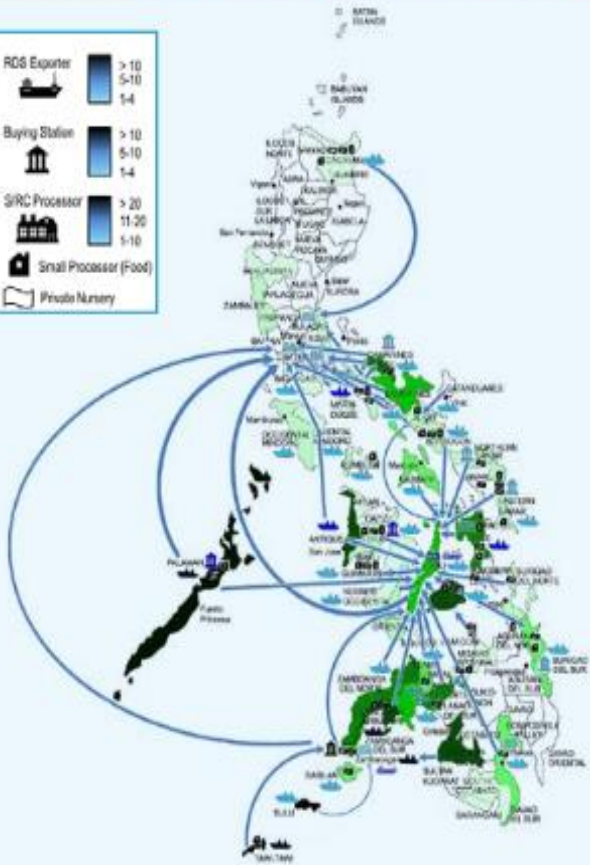
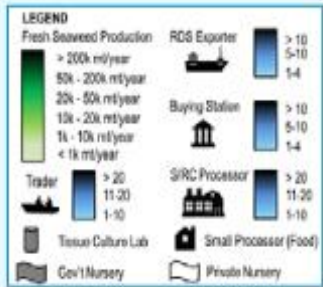
SEAWEED PORT FEASIBILITY  
STUDY  
&  
PROPOSAL





# WHAT CAN WE LEARN FROM SEAWEED LEADERS LOGISTICS?

FIGURE 16. PRODUCTION DISTRIBUTION AND GEOGRAPHICAL FLOW OF SEAWEEDS IN THE PHILIPPINES



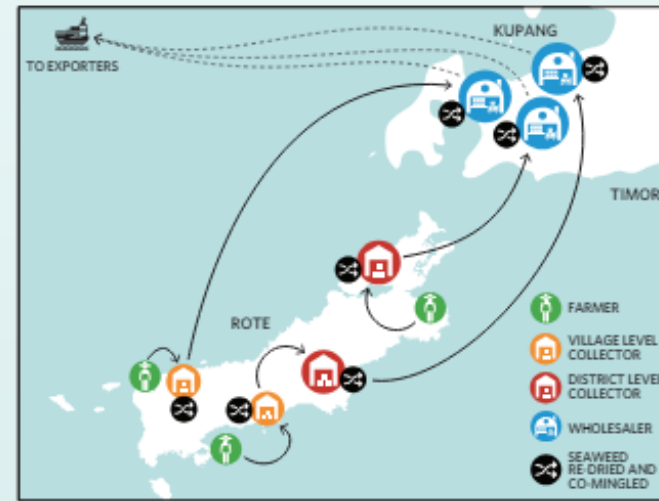
Source: PRDP, 2018

The Philippines transports seaweed from farms to processors by boat

Source: Phillipines Seaweed Roadmap

FIGURE 8. Example Indonesia Seaweed Aquaculture Supply Chain of Seaweed from Farmer to International Markets

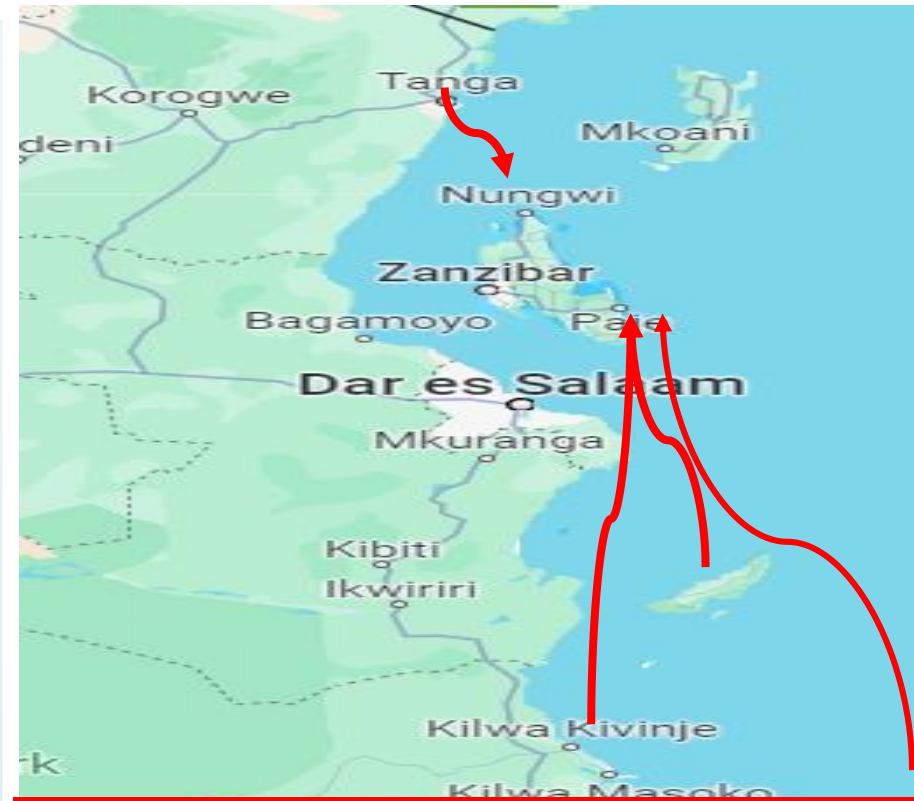
Using Rote Island as a case study, there are three main routes that the seaweed travels after being sold by the farmer, with all seaweed collected and sent to nearby Kupang on Timor Island before being sent to the export cities.



Seaweed is shipped from Timor Island to the main export cities of Makassar, Surabaya, and Denpasar. Seaweed is often re-dried and co-mingled along the supply chain.

In Indonesia, Seaweed is transported to processors by boat

Source: Indonesia Seaweed Guide



**By Boat Only Seaweed Transport from Coastal Mainland, is how Zanzibar has been able to compete and dominate Tanzania Seaweed Trade, Despite annual dying seaweed crop loss**

The transportation of Seaweed from farms to processors have undoubtedly aided with the agility & pricing of seaweed products in Zanzibar, Indonesia & The Philippines



# SEAWEED PORT PROPOSAL AT BAHARI BEACH, DAR ES SALAAM



NATURAL ROCK FORMATION AT BAHAI BEACH



PUBLIC PATHWAY & ROCK FORMATION/PROPOSED DOCK



NATURAL ROCK FORMATION AT BAHAI BEACH

Adjacent to the Offices of the East Africa Seaweed Company , is a Natural Rock Formation that is immediately attached to a Public Pathway to the Beach.

EASCL proposes developing this rock formation to build a Cement Dock to receive Seaweed From The Coastal Districts saving time and transportation costs by boat instead of land.

The Government is interested in moving this plan to another area where they will make land endowment to East Africa Seaweed Company Limited





# SEAWEED DOCK AT SONGO SONGO ISLAND



**CONCRETE BOAT DOCK SONGO SONGO ISLAND**



**CONCRETE BOAT DOCK SONGO SONGO ISLAND**



**JHAZI DHOW AT CONCRETE BOAT DOCK SONGO SONGO ISLAND**

A Concrete Dock in Bahari Beach, Similar to this Found at Songo Songo Island, will allow for transport of Seaweed Overwater, Directly To Our Seaweed Processing Facilities; lower transportation prices making it more flexible to offer farmers higher prices for their raw seaweed.

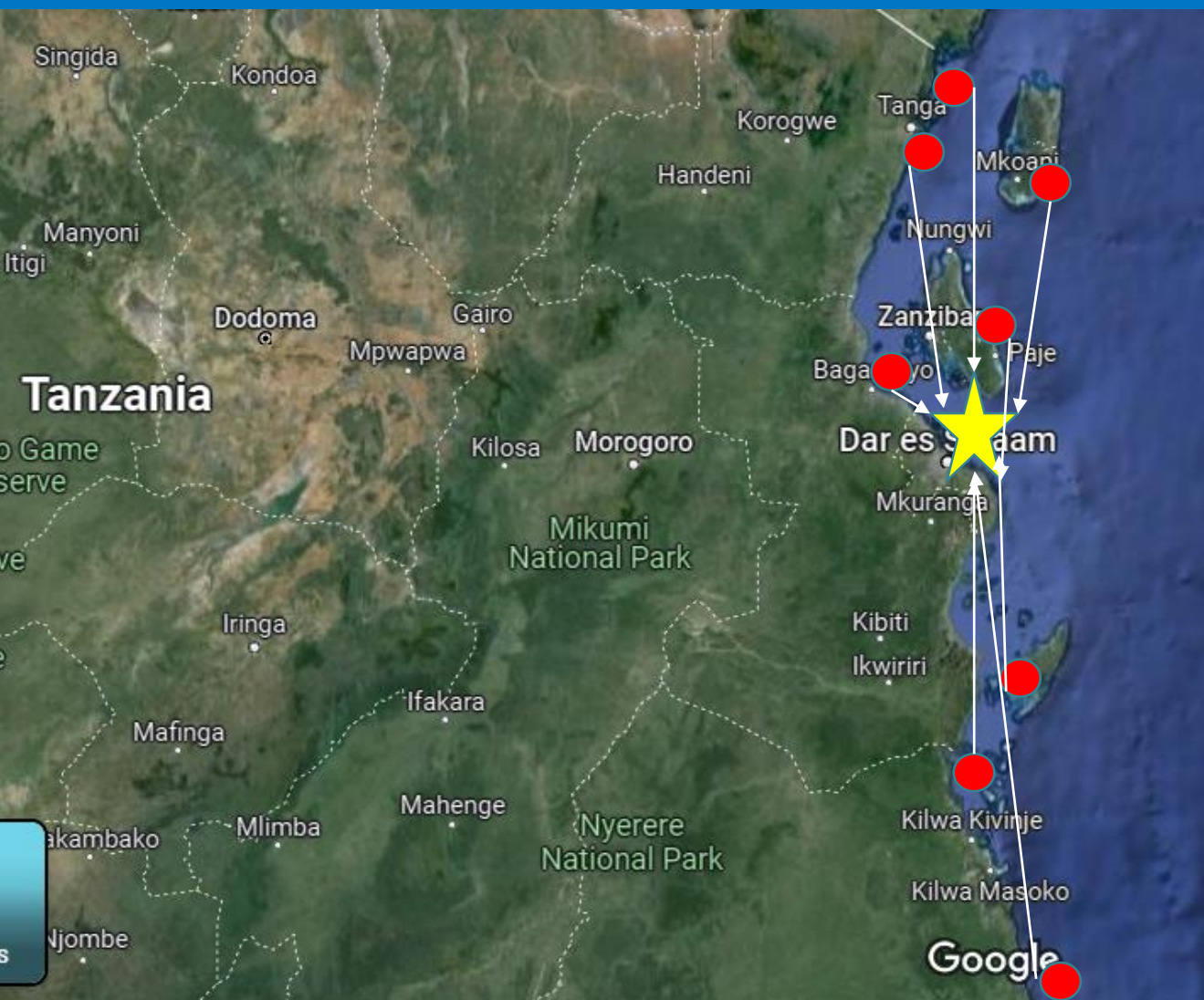
The Ministry of Livestock & Fisheries must relax any rules prohibiting Jahazi Dhows to sail to from Coastal- Dar es Salaam

**THE SEAWEED DOCK WILL ALSO IMPROVE LIVELIHOODS AND EMPLOYMENT FOR JHAZI DHOW BOATMEN FROM SONGO SONGO, MAFIA, KILWA KIVINGE, KUNDUCHI, BAGAMOYO, TANGA & ZANZIBAR**





# TANZANIA'S UNCONTRACTED SEAWEED FARMS & OUTPUT



Our Strategic Location Inside The Dar Es Salaam Marine Parks And Reserve System at Bahari Beach Affords Us A Unique Opportunity To Serve Seaweed Farmers In The Following COASTAL AREAS

DISTRICT	FARMER POP.	ANNUAL TONS
Bagamoyo	2500	50
Tanga	600	60
Mafia	2500	4,000
Songo Songo	2,436	1,800
Mtwara	2,894	100-200
<b>Mainland Total Annual Seaweed Output</b>		<b>6,110 Tons</b>



# FINANCIALS OVERVIEW



# OPERATION EXPENSES START-UP CAPEX OVERVIEW

START-UP OPERATING EXPENSES	UNIT	ANNUAL EXPENDITURE USD
Current Leasehold	1	12,000
UNUNIO JETTY	1	4,500,000
Vehicles, Boat, Transportation International Warehousing & Containerization	3	291,247
Standardization, Testing, Insurance and legal documents		250,000
Waste Water Treatment & Utilities	1	55,000
Marketing, Trade Show and Capacity Development, Events	1	150,000
Labelling Packaging, Distribution Overseas	1,	400,000
International Consultants & Trainers	1	150,000
Labor + Government Labor Fees		800,000
Freight & Shipping Costs+ Materials & Logistics	60	360,000
Contingency Fund		200,000

This is an estimate of labor and operational costs for operating seaweed processing only.

Distribution & Logistics Includes: Overseas Warehousing, Containerization, Clearing, Storage & Fulfilment

**TOTAL ESTIMATE**

**FOR SEAWEED PROCESSING & MINOR PORT  
START-UP EXPENDITURE**

**USD 7,168,247**



# WAREHOUSE CONSTRUCTION COST OVERVIEW

WAREHOUSING	UNIT	START-UPEXPENDITURE IN USD
Warehouse 20x15 Meters	1	30,000
Seaweed Bailing Machine (Dried Seaweed Binding)	1	12,000
Seaweed Grinding Machine (Seaweed Powder Preparation)	3	3,500
Industrial Food Dryer (Seaweed Powder Preparation)	1	3,900
Industrial Blender 30L (Seaweed Gel Preparation)	3	2,500 USD
Industrial Powder Filling Machine (Seaweed Powder)	3	1,500 USD
Industrial Pouch Filling Machine (Seaweed Gels)	3	8,000 USD
Industrial Batch Printer	4	4,000
Professional Sorting Table	4	
Government Documents	1	11,000
Packaging, Sealing	1M	15,000
Pallets, Labels, Boxes	Est	12,000

This is an estimate of basic machinery and equipment required to open and operate a Seaweed warehouse which dries, processes and distributes Dried Seaweed, Seaweed Powder (not carrageenan) and Seaweed Gels. This does not include periphery materials or Operating Expenses

**TOTAL ESTIMATE FOR WAREHOUSE & LIGHT INDUSTRIAL MACHINERY**

**104,300**





# TANZANIA PACKAGED FOODS EXPORT REQUIREMENTS

NECESSARY DOCUMENTS FOR EXPORT	FEES ASSOCIATED WITH LOCAL DOCUMENTS USD
<ul style="list-style-type: none"> <li>Tanzania Bureau of Standards Certification</li> </ul>	<ul style="list-style-type: none"> <li>TBS-Unknown, Currently No Certification Available for Seaweed Processing</li> </ul>
<ul style="list-style-type: none"> <li>Tanzania Osha Certification</li> </ul>	<ul style="list-style-type: none"> <li>OSHA FEE: 280</li> </ul>
<ul style="list-style-type: none"> <li>Phytosanitary Certificate</li> </ul>	<ul style="list-style-type: none"> <li>11.30</li> </ul>
<ul style="list-style-type: none"> <li>Fumigation</li> </ul>	<ul style="list-style-type: none"> <li>100.00</li> </ul>
<ul style="list-style-type: none"> <li>Ministry of Livestock &amp; Fisheries Facilities Inspection Certificate.</li> </ul>	<ul style="list-style-type: none"> <li>93.35</li> </ul>
<ul style="list-style-type: none"> <li>MILF Permit Movement Fee on 25 Tons</li> </ul>	<ul style="list-style-type: none"> <li>186.69</li> </ul>
<ul style="list-style-type: none"> <li>MILF Village Taxes on 25 Tons</li> </ul>	<ul style="list-style-type: none"> <li>1,400 +500,000 Proof of Investment Funds</li> </ul>
<ul style="list-style-type: none"> <li>Tanzanian Investment Center Certificate</li> </ul>	<ul style="list-style-type: none"> <li>500</li> </ul>
<ul style="list-style-type: none"> <li>TRA TCC</li> </ul>	<ul style="list-style-type: none"> <li>1,085.81</li> </ul>
<ul style="list-style-type: none"> <li>MILF Collection License</li> </ul>	<ul style="list-style-type: none"> <li>7,000</li> </ul>
<ul style="list-style-type: none"> <li>MILF Export License</li> </ul>	<ul style="list-style-type: none"> <li>94.17</li> </ul>
<ul style="list-style-type: none"> <li>CLASS A RESIDENCY PERMIT + WORK PERMIT</li> </ul>	<ul style="list-style-type: none"> <li>1200</li> </ul>
<ul style="list-style-type: none"> <li>BRELA Companies Registration &amp; Kinondoni Renewals</li> </ul>	
<ul style="list-style-type: none"> <li>ENVIRONMENT IMPACT ASSESSMENT &amp; PERMITS</li> </ul>	
<p><b>TOTAL LOCAL PAPERWORK FEES: \$11,951</b></p>	



# SEAWEED JETTY AT UNUNIO PROJECT COST OVERVIEW

PROJECT NEEDS	UNIT	EXPENDITURE IN USD
Environment Assessment		TBA
Marine Construction Consultant		TBA
Marine Engineer Company		TBA
Construction Materials & Labor		TBA
Tanzania Port Authority Clearance		TBA

Based on the assessment of other Minor Ports it can be estimated cost approximately 500,000 USD

THE DOCK AT SONGO SONGO WAS BUILT BY GASCO AND THE ESTIMATED TOTAL COST WAS \$750,000 .

RORO DOCK  
AT MAFIA ISLAND COST  
2.200,000 USD

The Minor Jetty at UNUNIO will allow us to receive seaweed by boat, this will be in a future phase



# CO-PACKING IMPORT REQUIREMENTS UK EU & USA

- DUNS Number
- ISO Certification 9000
- EDI
- GMP ( Good Manufacturing Practice)
- FSSC 22000
- Registered company in Country for W8/w9 ( US
- Vendor Insurance
- FDA Food Facility Registration
- HACCP
- The Global Food Safety Initiative (GFSI)
- Current Good Manufacturing Practices (CGMPs) for Food and Dietary Supplements
- FSMA Final Rule on Foreign Supplier Verification Programs (FSVP) for Importers of Food for Humans and Animals
- FDA GRAS NOTICE

**TO PROTECT CONSUMER SAFETY MOST  
RETAILERS HAVE THESE  
REQUIREMENTS IN ORDER TO ENGAGE  
AN INTERNATIONAL RETAILER  
/DISTRIBUTOR AS A CO-PACKER**

**TOTAL INTERNATIONAL  
CERTIFICATION FEES: \$150,000**





# U.S. RETAIL ANALYSIS AMAZON SEAWEED SALES

**Irish Sea Moss Powder Gold, St. Lucia, 3 OZ, Quantity 1-Natural Organic Wildcrafted St. Lucia...**

Powder 3 Ounce (Pack of 1)

5.0 ★★★★★ (2)

**\$16<sup>50</sup>** (\$5.50/Ounce)

Delivery **Tue, Jul 23**

Ships to Tanzania, United Republic of

Add to cart

## DRIED SEAWEED POWDER

16.50 USD per 3.oz

87.99 Per Pound

194. USD Per kg

\$194.00 Kg x19 T=3,686,00  
Per 20 foot Container

**Red's Kitchen Sink**  
Visit the Store

4.3 ★★★★★ 65

Green Sea Moss | Irish Sea Moss | Wildcrafted from St. Lucia  
| 100% Natural | Makes 50oz of Seamoss Gel - 4oz



\$24<sup>95</sup> (\$6.24 / Ounce)

## DRIED SEAWEED

24.95 USD per 4.oz

99.96 Per Pound

220. USD Per kg

\$220 Kg x19 T=4,180,000  
Per 20 foot Container

**TrueSeaMoss Wildcrafted Irish Sea Moss Gel - Made with Dried Seaweed - Seamoss, Vegan-...**

16 Fl Oz (Pack of 1)

Options: 14 flavors, 6 sizes

4.3 ★★★★★ (4,695)

5K+ bought in past month

**\$29<sup>99</sup>** (\$1.87/Fl Oz)

Small Business

Add to cart

## SEAWEED GEL

29.99 USD per Pound

66.11 USD Per kg

\$66.11 Kg x15 T=991,650  
Per 20 foot Container



# RETAIL ANNUAL ESTIMATED SALES USD

ANNUAL ASSUMPTIONS BASED ON AMAZON RETAIL SALES ONLY	SEAWEED PRODUCT	SHIP.	ANNUAL EST SALES
Dried Seaweed \$220 Kgx19 T=4,180,000 Per 20 foot Container	RETAIL Dried Seaweed	12	\$50,160,000
Retail Seaweed Gel \$66.11 Kgx 15 T=991,650 Per 20 foot Container	RETAIL Seaweed Gel	6	\$5,949,900
DRIED SEAWEED POWDER \$194.00 KGx19 T=3,686,00 Per 20 foot Container	RETAIL Seaweed Powder	12	\$44,232,000
<b>WHOLESALE + COPACKING BASED ON PROVEN SALES BY EASCL</b>	<b>WHOLESALE COPACKING</b>		
Farmgate Price + Packing, Shipping & Processing 25 USD per Kg	Wholesale Dried Seaweed Co- packing Service Fee	12	\$5,700,000
Wholesale Gel Price + Packing, Shipping & Processing 30 USD per Kg	Wholesale Gel Seaweed Co- packing Service Fee	6	\$3,420,000
Wholesale Powder+ Packing, Shipping & Processing 40 USD per Kg	Wholesale Powdered Seaweed Co-packing	12	\$9,120,000
	<b>ANNUAL SALES</b>	<b>60</b>	<b>\$118,126,900</b>



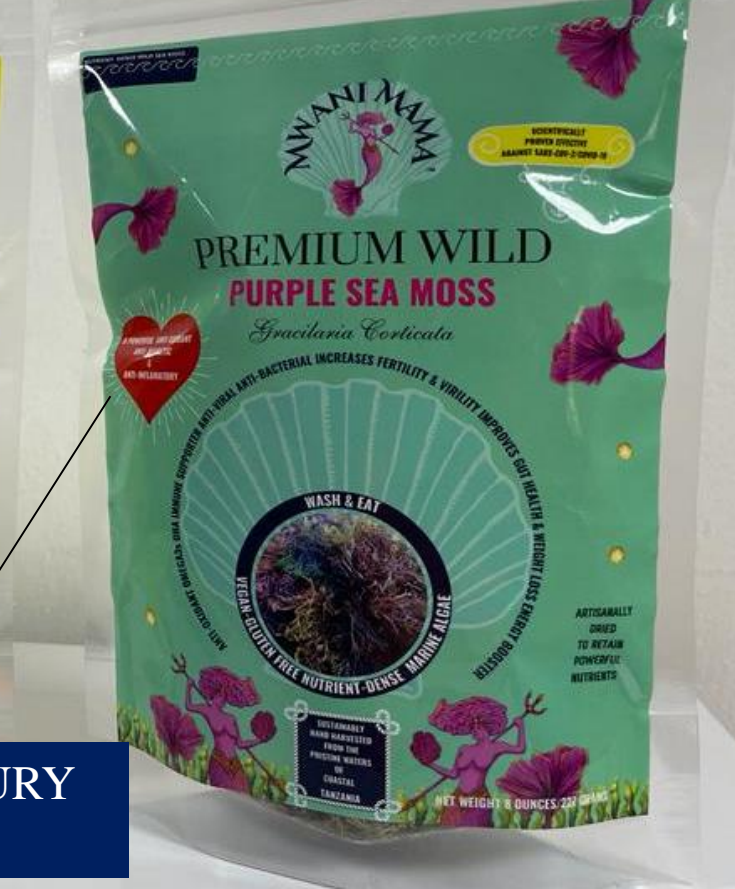


# NECESSARY PACKAGING VALUES FOR OPTIMUM RETAIL SALES

PREPARATION INSTRUCTIONS

NUTRITIONAL VALUES

ISO STANDARDS



IODINE AND MERCURY VALUES

Having Proper Packaging with Traceability, Testing, Nutrient Values Helps Significantly With Retail Sales Because it increases consumer awareness and trust





# DIRECT TO CONSUMER RETAIL PROJECT OVERVIEW PHASES & TIMELINE IMPLEMENTATION

PHASE 1 IMPLEMENTATION ACTIVITY	PHASE 1 TIMELINE DURATION	PHASE 2 IMPLEMENTATION ACTIVITY	PHASE 2 TIMELINE DURATION	PHASE 3 IMPLEMENTATION ACTIVITY	PHASE TIMELINE DURATION
Consultant Engagement	4 Weeks	Equipment & Package Purchasing	6-8 weeks	Seaweed Purchase & Process	1 Weeks
Warehouse EIA, Land Preparation, Permits Groundbreaking	6-8 weeks	Equipment Fitting & Testing	6-8 Weeks	1 <sup>st</sup> Container Packing & Ship	1 Week
Warehouse Build & Completion	6-8 Weeks	Processing Staff Hiring & Training	4-6 Weeks	Container Ship-USA	6 Weeks
Electrical Wiring & Plumbing	4-6 Weeks	Facility Certifications	4-6 Weeks	Container Clearance & Warehouse for Amazon Fulfillment	1 Week
Warehouse Completion	12-16 Weeks	<b>TOTAL MONTHS PHASE 2</b>	<b>6 Months</b>	Merchandise Available Live in Amazon Storefront	1 Week
Local Documents & Clearances	4 Weeks			<b>TOTAL MONTHS PHASE 3</b>	<b>3 Months</b>
<b>TOTAL MONTHS PHASE 1</b>	<b>9 Months</b>				

**IMPLEMENTATION RETAIL PHASE COMPLETED WITHIN 12 -18 MONTHS, CO-PACKING PHASE 20 MONTHS**



# EASCL

## PROJECT SWOT ANALYSIS

### STRENGTHS



- Tanzania has an Expandable Seaweed Supply to continue to drive sales and increase market share
- EASCL has proven concepts and strategies
- Potential to lead global seaweed industry
- Location: Our location affords us a unique opportunity to access seaweed from multiple locations
- Established Tangible Investments

### OPPORTUNITIES



- Opportunity to lead global seaweed Industry
- Opportunity to break large processor market controls on a product we grow ourselves.
- Opportunity to increase sale price of Seaweed to farmers
- Opportunity to create employment for women and youth
- Opportunity to engage in other aquaculture sectors and increase revenue
- Opportunity to replicate processing model across Tanzania
- Opportunity to Earn Millions in USD Revenue



### WEAKNESSES

- Lack of financial support to establish facilities & proper market positioning
- Distance to Market, affected by war, fuel increases
- Extremely expensive costs of doing business for foreigners in Tanzania
- No incubation period, tax holidays, financial incentives for foreigners to operate in Tanzania
- Our project depends on participation from the Ministry of Livestock and Fisheries and the Tanzania Port Authority who may or may not cooperate in a timely way.
- Expensive Processing & Distribution Upfront Costs
- Access to capital for funding project
- Excessive Paperwork & renewal schedules
- No Seaweed Association or Cohesive Industry
- 10 Year Land Lease



### THREATS

- Low skilled labor pool
- Intensive training and consistent supervision
- Competitive Retail Seaweed landscape



# REACHING CO-PACKING RETAILERS

- Most retailers have a portal by which a distributor would need an extensive process to access the buyers from these retailers.
  - Buyers for these retailers also frequent trade shows
  - Joining Retailer Trade Associations to connect with retailers
- Buyer Portals
  - Trade Shows
  - Trade Associations



# COMMUNITY IMPACT



# GENDER IMPACT OVERVIEW



As Signatories to the United Nations SDG Goals in Both Life Below Water and Gender Equality. The East Africa Seaweed Company is positioned to lead and shape the best practices for Tanzania's Seaweed Industry.

The East Africa Seaweed Company Limited is also a woman lead organization, sensitive to the needs of the seaweed community



The East Africa Seaweed Company has engaged the Former Minister of Community Development, Gender and Children of Tanzania Sofia Simba to direct and advise us on engaging the community for employment and women inclusion



With 90% of Tanzania's Seaweed Farmers being women, Tanzania Seaweed, is presented with a unique opportunity to position itself as a leader in gender impact affecting women in impoverished coastal communities.



# SEAWEED GENDER CHALLENGES OVERVIEW

Table 3. Annual costs and returns of woman and man owned off-bottom plots in Zanzibar

Item	Woman owned off bottom plot (Tsh.)	Man owned off bottom plot (Tsh.)
Revenue	171,990	343,980
Labor cost		
Tying seed	9,600	19,200
Planting	600	600
Farm management	900	900
Harvesting	3,150	45,150
Carrying to dry: cart	14,000	28,000
Packing	66	131
Carrying to market: cart	1,050	2,100
Tie - tie separation	4,500	9,000
Depreciation	33,712	44,246
Total annual costs	67,577	149,327
Annual net profit	104,413	194,653

Source: Elaborated by UNCTAD based on (Msuya FE, Shalli MS, Sullivan K, Crawford B, Tobey J, Mmochi AJ, 2007) A comparative economic analysis of two seaweed farming methods in Tanzania. The Sustainable Coastal Communities and Ecosystems Program. Coastal Resources Center, University of Rhode Island and the Western Indian Ocean Marine Science Association.

Women face unexpected hurdles when participating in Seaweed transformation Activities which require higher safety standards and documentation

Additionally only 30% of women compared to 43% of men have access to the internet To access new clients, this is even more in rural and coastal communities.

English is also a barrier to bargaining, hindering the ability of most Tanzanian seaweed farmers to effectively negotiate Direct Seaweed Sales.

For a nominal service fee, passed to the buyer, our processing plant can intake seaweed directly from farmers with direct buyers and process the entire sale and fulfilment on their behalf remitting the profits to the farmer circumventing 90% of the hurdles faced by farmers.





# COMMUNITY IMPACT

BOATMEN & LOADERS	VILLAGE	FARMER IMPACT	VILLAGE
12	Mafia Island	1295	Mafia Island
6	Songo Songo	2436	Songo Songo
4	Bagamoyo	2500	Bagamoyo
4	Bagamoyo	600	Tanga
2	Tanga	2894	Mtwara
4	Mtwara		
<b>28</b>	<b>Total</b>	<b>12,225</b>	<b>Total Mainland Farmer Impact</b>

COMMUNITY EMPLOYMENT IMPACT	KUNDUCHI
Seaweed Processors	40
Seaweed Collectors	20
Seaweed Packers	20
Local Transporters	5
Seaweed Loaders	5
Security, Cleaners, Maintenance	6
Drivers & Forklift Operators	4
Management, Administrators & Supervisors	10
<b>TOTAL EMPLOYEE IMPACT</b>	<b>110</b>

A dock and shipping facility to facilitate direct Seaweed we will be able to cut out the cost of middle men, and over road transportation allowing us to pass these savings back to the farmers.

Currently the cost of Seaweed has been stagnated at \$.25 USD cents per kg for Seaweed farmers for the last 20 years. Due to the distance to market, the cost of Seaweed has not been able to be increased..

**OVERALL SEAWEED COMMUNITY IMPACT POPULATION 12,363**



# Certified Carbon Credit Opportunity

In July 2023 EASCL was approached by Total Energies Mozambique to consult on Seaweed farming expansion. We were able to establish a line of communication with Total Energies Tanzania through which we are currently undergoing assessments using Seaweed Farming as a viable carbon offset.

This process requires certification and additional funding to be able to sell these carbon credits to Total Energies



In 2023 Apple Spent \$200 Million on Carbon Credit offset



Google is Seeking to spend 35 Million over the next 12 months in Carbon Credit Offset



In 2024 Microsoft Spent \$60 Million on Carbon Credit offset



In 2024 Total Energies Spent 100 Million in Carbon Credit Offsets on their goal to arrive at Net 0 Emissions by 2050.

Through Seaweed Farming and Sea Cucumber Farming, Marine Conservation and Mangrove Conservation-we have the opportunity to create the largest marine based carbon offset program in Africa

# INVESTMENT OPPORTUNITIES



# Kinondoni Municipality Blue Economy Grant Reward

- East Africa Seaweed Company Approved for 2,500,000 USD in Blue Economy Grant
- 200 Acres of Land to Build Seaweed Processing & Export,
- Sea Cucumber & Seaweed farming
- Architectural planning for the Dar es Salaam Aquarium
- Carbon Credit Offset Certifications

<https://daraquafoundation.org>



UNITED REPUBLIC OF TANZANIA  
PRESIDENT'S OFFICE  
REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT



(ALL CORRESPONDENCES SHOULD BE  
ADDRESSED TO THE MUNICIPAL DIRECTOR)

When replying please mention:  
Ref. No. GB.364/631/01

14 January, 2025

Director,  
Renae T. Bruce- Miller,  
East Africa Seaweed Company Limited.

**RE: PUBLIC-PRIVATE PARTNERSHIP BETWEEN KINONDONI MUNICIPALITY AND  
EAST AFRICA SEAWEED COMPANY LIMITED**

Above heading refers,

We acknowledge receipt of your letter dated 12th December 2024 regarding the proposed public-private partnership between Kinondoni Municipality and East Africa Seaweed Company Limited. We are pleased to confirm our agreement to collaborate with your company on your proposal aimed at enhancing Tanzania's blue economy through ocean conservation, marine life education, eco-tourism, and the aquaculture and trade of sea cucumbers and seaweed.

We are happy to inform you that we fully support and are committed to participating in this project, recognizing its importance to our municipality, the communities we serve, and the nation as a whole. In Kinondoni Municipality, we have 42 hectares of seashore area, and we are currently working on measuring the beach land to identify suitable areas for this project and secure a title deed, which will provide assurance for your intended investment.

Following this, you will need to comply with the Public-Private Partnership Act, which includes preparing a concept note and conducting a pre-feasibility study, as required by the Act. As part of this partnership, the municipality can provide land for the investment at a reliable and affordable rate with a small cost-sharing arrangement, acknowledging the high costs typically associated with seashore property. Additionally, Kinondoni Municipality has allocated a budget of Seven Hundred Millions (700,000,000.00) Tsh for blue economy activities this year, which will further support our participation in this partnership.

We warmly welcome you to work with us in Kinondoni Municipality. We value this partnership and are committed to providing a conducive environment for your operations and the success of your partners. We greatly appreciate your collaboration and look forward to a fruitful partnership.

I remain,

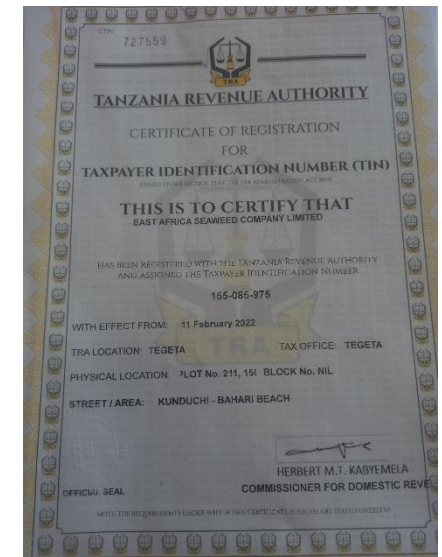
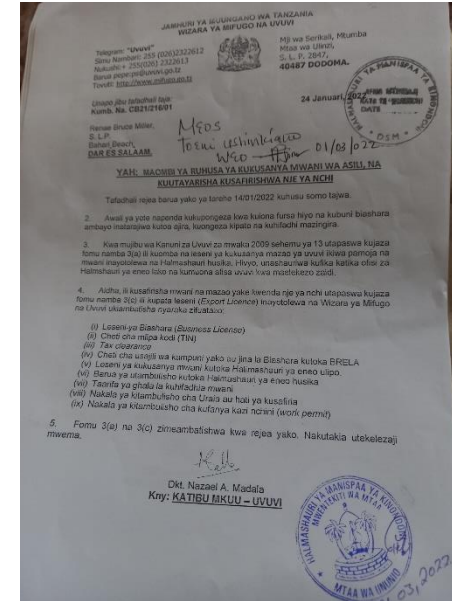
  
Kulwa J. Mkwama  
For MUNICIPAL DIRECTOR  
For: MUNICIPAL DIRECTOR  
KINONDONI MUNICIPAL COUNCIL  
DAR-ES-SALAAM

CC:  
MUNICIPAL DIRECTOR

Municipal Director, Kinondoni Municipal Council, 2 Morogoro Road Street, P.O.Box 31902, 14883 Dar es Salaam, Phone No.

# COMPANY DOCUMENTS

• We hold all legal documents required to operate business in Tanzania, however these documents require renewals in order to access aforementioned government grant.







# ASSETS

## Real Estate

- 200 Acres of beachfront land in Northern Dar es Salaam allocated for Dar es Salaam Aquarium, Hotels and IMTA FARMS\* (Awaiting Government Land Assignment)
- 2.5 Acres and Beach Villa Venue Events space in Bahari Beach Dar es Salaam
- Packing Facility Ununio Dar es Salaam (Development)
- Blue Bay Beach Club Seamoss Resort Dar es Salaam (development)

## Employees & Farmers

- 24 Direct Employees
- 12,000 Seaweed Farmers

## Equipment

- 10 High Speed Blenders,
- Juicers
- Electronic Devices
- Computers
- Furnishings
- Vehicle
- Restaurant Furniture & Equipment





# OUR SEAWEED PROCESSING at BAHARI BEACH

- 2 ACRES OF LAND WITH ACCESS TO THE SEA TO FACILITATE COLLECTING AND SEAWEED DRYING.
- CUSTOM COVERED DRYING SHEDS
- STORAGE FACILITIES FOR WET AND DRY SEAWEEDS
- CUSTOM DRYING TABLES TO SANITARILY DRY SEAWEED
- EMPLOYEES TO CONDUCT COLLECTION AND DRYING
- QUALITY CONTROL PROCESS TO HANDLE CLEANING AND PACKAGING



Our facilities are capable of Drying, Storing and Packaging Farmed Seaweed



# Investment Opportunity

## Funds needed

- 100,000 USD Investment

### INVESTOR BENEFITS:

- 1.5% of Company Profits
- Sea Cucumber Annual ROI: 1.5% of \$12 million is \$180,000
- Sea Weed Annual ROI: 1.5% of 4,180,000 is 62,000
- Total Annual ROI=242,000
- Commitment Length 3 years =726.000
- Residency & Work Permits for Families
- Opportunity to work and contribute to the project

## USE OF FUNDS

- Pay Land Title and Attorney Fees for 200 Acres allotted by the Government to East Africa Seaweed Company
- File Tanzanian Paperwork to access 2.7 M grant
- Complete Seamoss Processing area on Ununio
- Ship Container Into Amazon USA/UK
- Access markets with Mwani Mama Seamoss Retail Brand.





# YTD EARNINGS

2022

•YR1  
-50,000 USD

2023

•YR2  
• +62,000 USD

2024

•YR3  
•+25,000 USD

2022 was our start-up year, we were grossly affected by excessive and expensive Tanzanian Paperwork.

In Financial Year 2023 we earned 62,000 from Bulk wholesale seamoss and we reinvested this money in our restaurant.

In Financial Year 2024, we decided to move our restaurant and rent a warehousing space with retail potential and beachfront in Ununio-we are under development with his new space.

We are seeking funding for this new space we will be able to return to processing, export and sales until our grant from Kinondoni Municipality takes effect.





# CONCLUSION

## STRATEGY

- MAINLAND TANZANIA SEAWEED IS IN HIGH DEMAND GLOBALLY ON THE RETAIL AND WHOLESALE MARKET
- MAINLAND TANZANIA HAS THE POTENTIAL TO ADDRESS THE GLOBAL SEAWEED RETAIL DEMAND THROUGH CO-PACKING AND DIRECT TO CONSUMER PLATFORMS LIKE AMAZON

## TRANSFORMATION

- THROUGH THIS FACILITY TANZANIA WE CAN POSITION MAINLAND TANZANIA AS THE LEADER IN EUCHEUMA SPECIES SEAWEED
- Position as a Carbon Credit Leader
- TANZANIA CAN CAPTURE SIGNIFICANT MARKETSHARE IN A MULTI-BILLION DOLLAR INDUSTRY CONTRIBUTING TO THE NATIONAL GDP

## PARTNERSHIP

- THE EAST AFRICA SEAWEED COMPANY HAS DEMONSTRATED THAT WE ARE THE IDEAL PROCESSING AND INCLUSIVE PARTNER TO IMPLEMENT AND OPERATE THIS FACILITY

## IMPACT

- THIS FACILITY WILL SIGNIFICANTLY IMPROVE THE LIVES OF SEAWEED FARMERS, BOATMEN AND PROCESSORS ACROSS MAINLAND TANZANIA
- THE GOVERNMENT OF TANZANIA THROUGH THE MINISTRY OF LIVESTOCK AND FISHERIES HAS A RARE OPPORTUNITY TO CREATE A COHESIVE AND PRACTICAL INDUSTRY OUT OF YEARS OF STAGNATION

**12,363+**  
**Jobs**



*The*

# EAST AFRICA SEAWEED COMPANY LIMITED

*Excellence in Africa*

## FOLLOW UP

**THANK YOU FOR CONSIDERING OUR BUSINESS PLAN TO CONTINUE  
THIS CONVERSATION,  
PLEASE CONTACT RENAE BRUCE-MILLER  
AT  
255 764-780-980  
Whats App-878-295-9111  
Or [Renaebm@gmail.com](mailto:Renaebm@gmail.com)**