



Meet

AfyaMix

Wholesome. Nutritious. Naturally Afya



The Opportunity

Nutritious Food Should Fit Into Everyday Life

Everyday nutrition

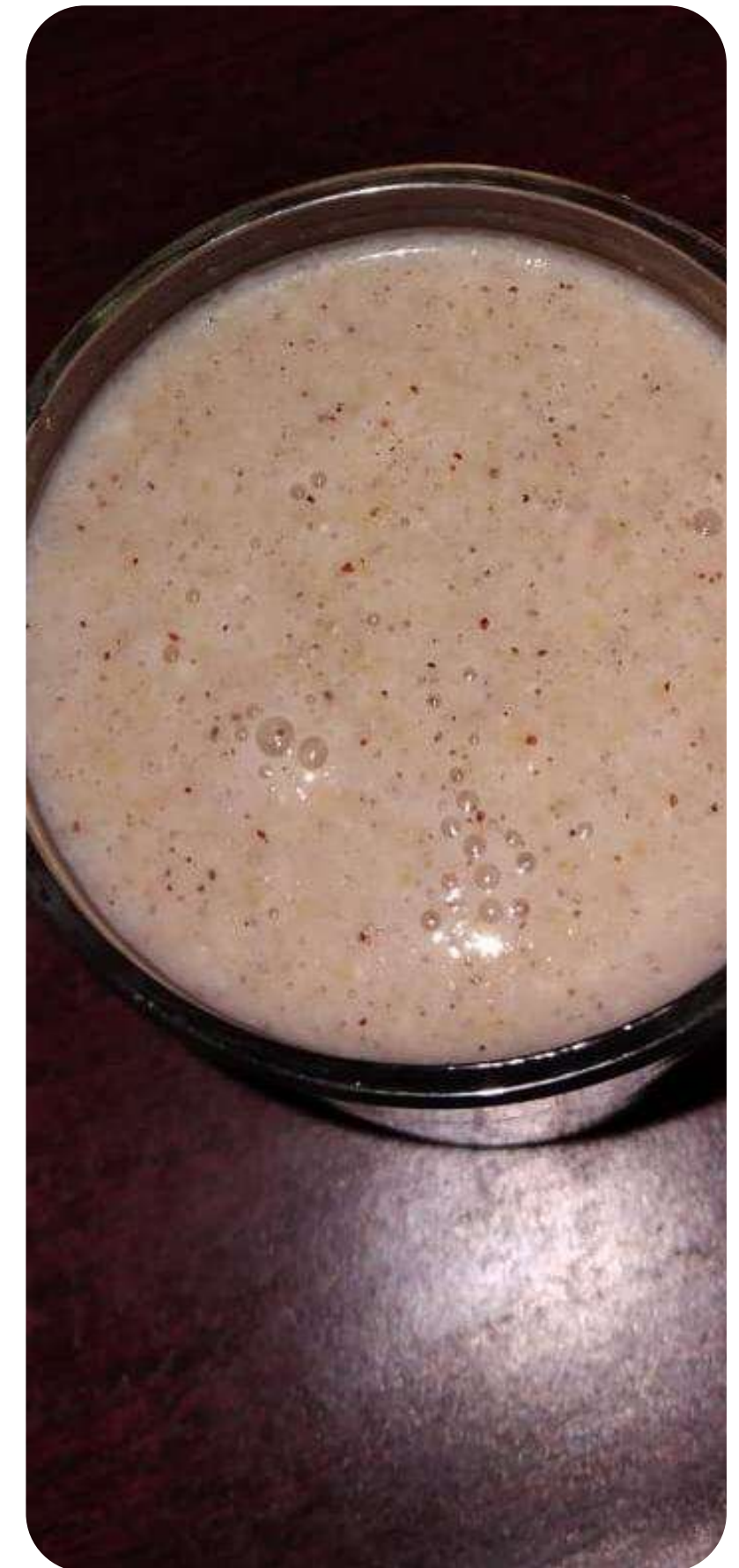
Families need food that is convenient, nutritious and practical for everyday meals.

Local crops, limited value

Nutritious local grains and ingredients have an opportunity for greater value addition.

A gap in the market

There is room for a Kenyan food brand that connects local ingredients with convenient nutritious products



The Problem

Challenges in Accessing Nutritious Everyday Foods

Many families want nutritious food that is affordable and convenient, but everyday options do not always offer a wide variety of nutritious grains and ingredients. At the same time, local producers of nutritious crops can struggle to access reliable markets and value-added opportunities.





Our Solution

Making Nutritious Porridge Simple

AfyaMix blends locally sourced grains and nutritious ingredients into convenient porridge flour for everyday households. We offer four blends in 500g and 1kg packs, giving customers different options across accessible and premium price points.



Competitive Landscape

A Competitive Market, But AfyaMix Stands Out

Kenya has an established market for maize flours and porridge blends, with both affordable everyday products and premium nutrition options. AfyaMix competes through a four-blend range, two pack sizes and a KES 200–450 price range for 500g, giving customers both accessible and premium choices. Our early traction — KES 4,700 in pilot revenue, 11 paying customers and 5 repeat customers — shows initial demand for the brand.

4 -Product blends

2 - Pack sizes

KES 200–450- 500g price range

11 - Paying customers

5 - Repeat customers

What Makes Us Different Quality You Can Taste. Nutrition You Can Trust.

Locally Sourced Ingredients

We prioritize locally grown grains and ingredients, creating opportunities for Kenyan farmers while building a supply chain rooted in local agriculture.

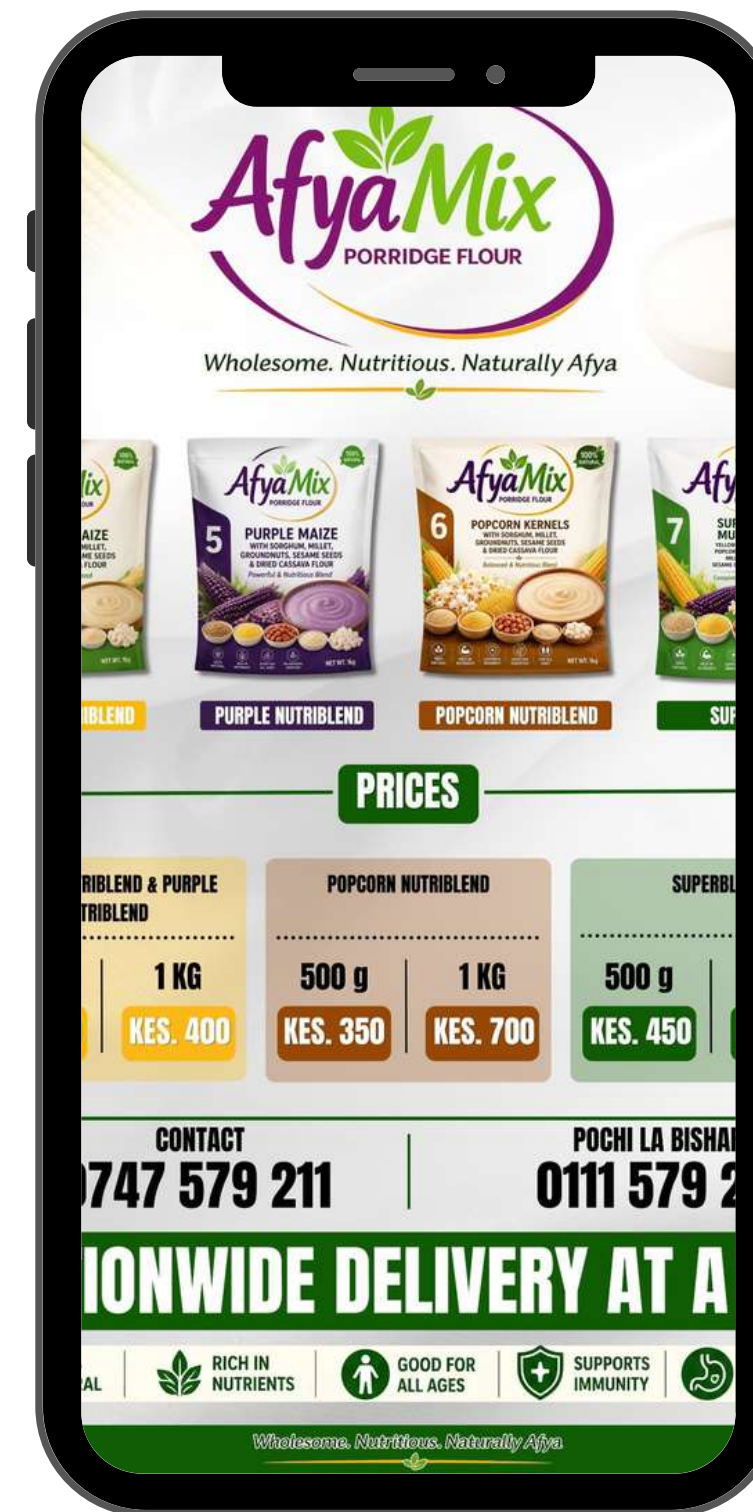
Thoughtfully Developed Blends

AfyaMix brings together carefully selected ingredients to create nutritious, flavorful flour blends designed for everyday family consumption.



Product Demo

See it in Action





Our Business Model

How We Make Money

DIRECT PRODUCT SALES

We generate revenue by selling AfyaMix flour directly to consumers through our own channels and retail partners. Customers can purchase individual 500g and 1kg packs based on their household needs.

PRODUCT RANGE & UPSELLING

Our four-blend range — Yellow, Purple, Popcorn and Superblend — gives customers options across different tastes and price points. As customers become familiar with the brand, we can increase basket size through multi-pack purchases and larger pack sizes.

RETAIL & DISTRIBUTION GROWTH

As production scales, we will expand into supermarkets, shops, schools, institutions and other distribution channels, creating additional volume and recurring sales.

Market Potential

A BROAD EVERYDAY CONSUMER MARKET

AfyMix targets households, young adults, working consumers and institutional buyers seeking nutritious, affordable and convenient porridge options. We are entering an established everyday category with 4 blends, 2 pack sizes and an existing base of 11 paying customers, creating room to grow through repeat purchases, retail and wider distribution.

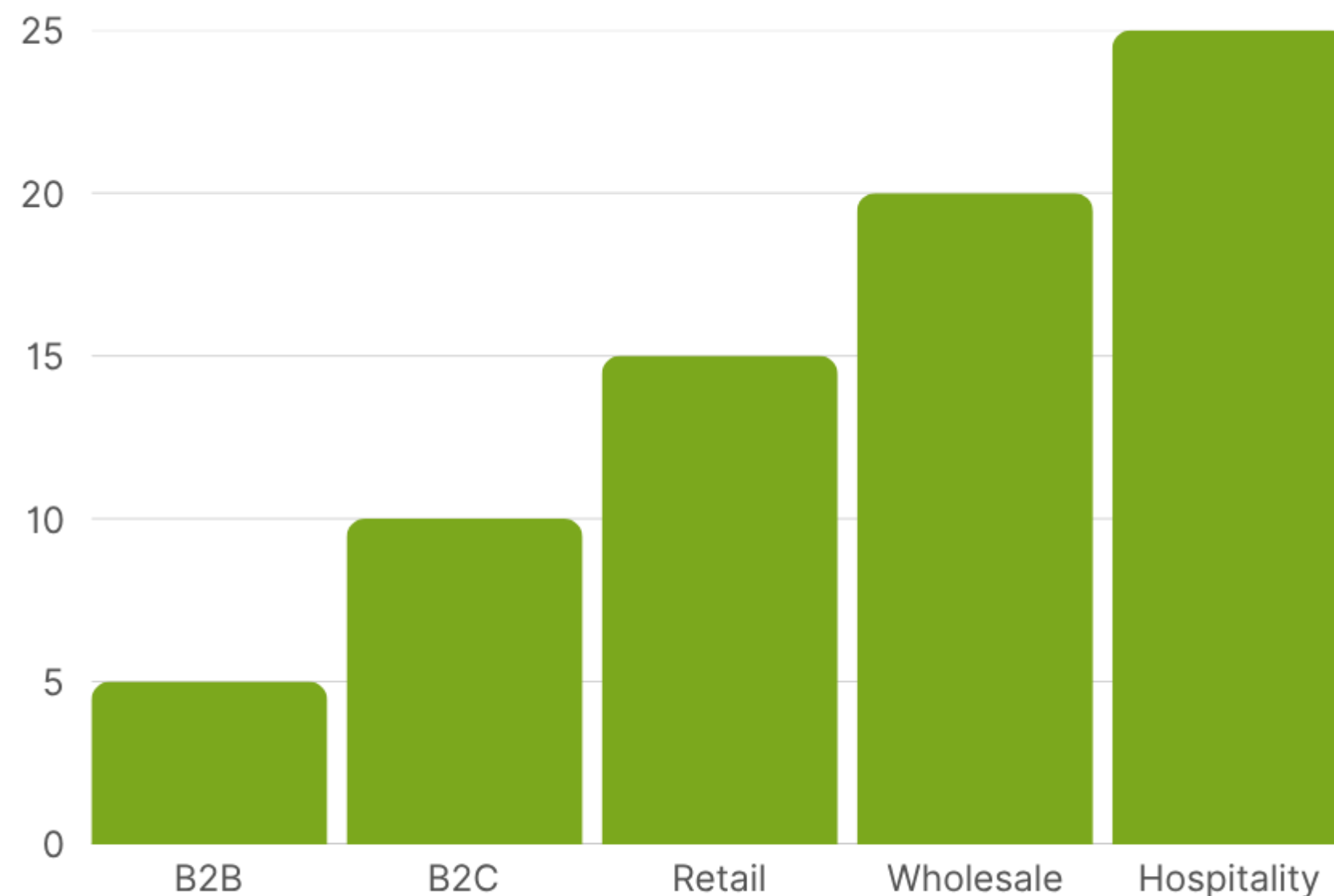
4 — Product blends

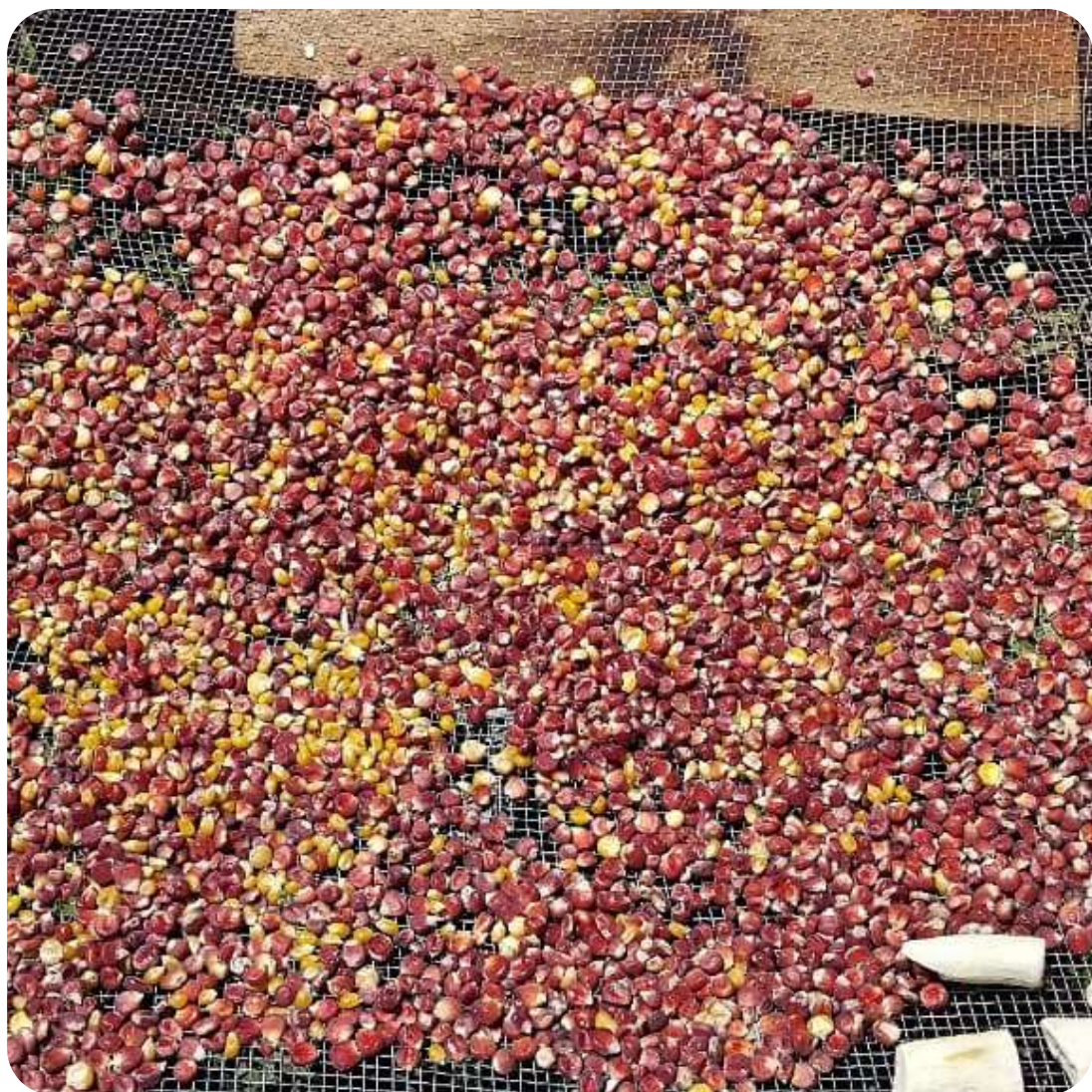
2 — Pack sizes

11 — Paying customers

5 — Repeat customers

2 — Initial markets





Our Go-to-Market

Key Metrics for Success

Our early results show initial customer demand, with repeat purchases providing an early signal for further growth.

CUSTOMER ACQUISITION

11

Paying customers

REPEAT PURCHASES

5

Customers have purchased more than once

SALES & REVENUE

KES 4,700

Pilot revenue generated

PRODUCT VALIDATION

30

Free samples distributed

MARKET REACH

2

Initial markets — Matunda Town & Moi's Bridge

Financial Projections

Our Growth Forecast

AfyaMix Porridge Flour

10

Building AfyaMix From Pilot Sales to a Scalable Food Brand
AfyaMix will grow through higher production, more paying customers, repeat purchases and wider distribution — moving from direct sales in our initial markets into retail and institutional channels.

YEAR 1 — PROVE

Customers: Grow from 11 paying customers

Markets: 2 → more local markets

Focus: Repeat purchases + consistent production

YEAR 2 — EXPAND

Channels: Direct sales + retail

Focus: Higher monthly sales + more repeat customers

YEAR 3 — SCALE

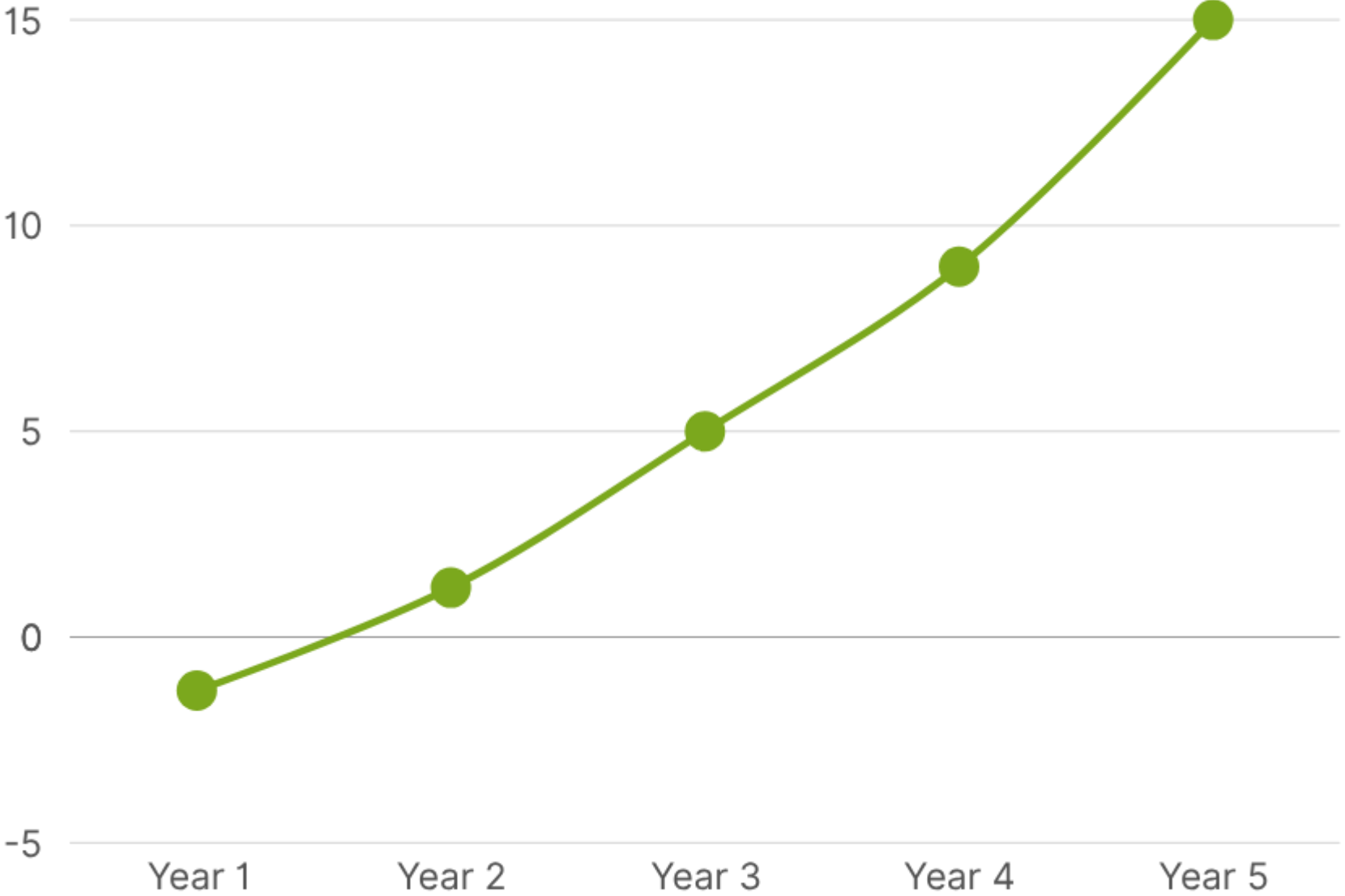
Channels: Retail + distribution + institutions

Focus: Regional expansion + stronger recurring demand

GROWTH ENGINE

More production → More customers → More repeat purchases →

More distribution → Higher revenue



The Founder

Relevant Experience

Mayeku Gillyian Namukhosi

I bring experience in administration, customer relations, training, business communication and day-to-day operations. These skills have shaped how I organize work, solve problems, communicate with customers and keep things moving when resources are limited. I am building AfyaMix hands-on — from developing the products and testing them with customers to managing sales, partnerships and fundraising. I understand that building this business will require learning quickly, managing carefully and staying close to the customer.

Why me?

I'm resourceful, hands-on and willing to do the work required to turn AfyaMix from an early-stage idea into a real, growing business.



Funding Request

AfyaMix is seeking \$5,000 in pre-seed funding

Seeking \$5,000 in seed funding to move from pilot sales into consistent production and market growth.

Raising \$5,000 through a SAFE agreement.



Q&A

Questions?

THANK YOU!

Thank you for believing in the possibility of AfyaMix.

We are building a nutritious, accessible food brand rooted in local ingredients and designed for everyday families.

We'd love to have you join us as we grow AfyaMix from an early-stage pilot into a trusted Kenyan nutrition brand.

Mayeku Gillyian Namukhosi

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Wholesome. Nutritious. Naturally Afya





Closing
Thank You!

