



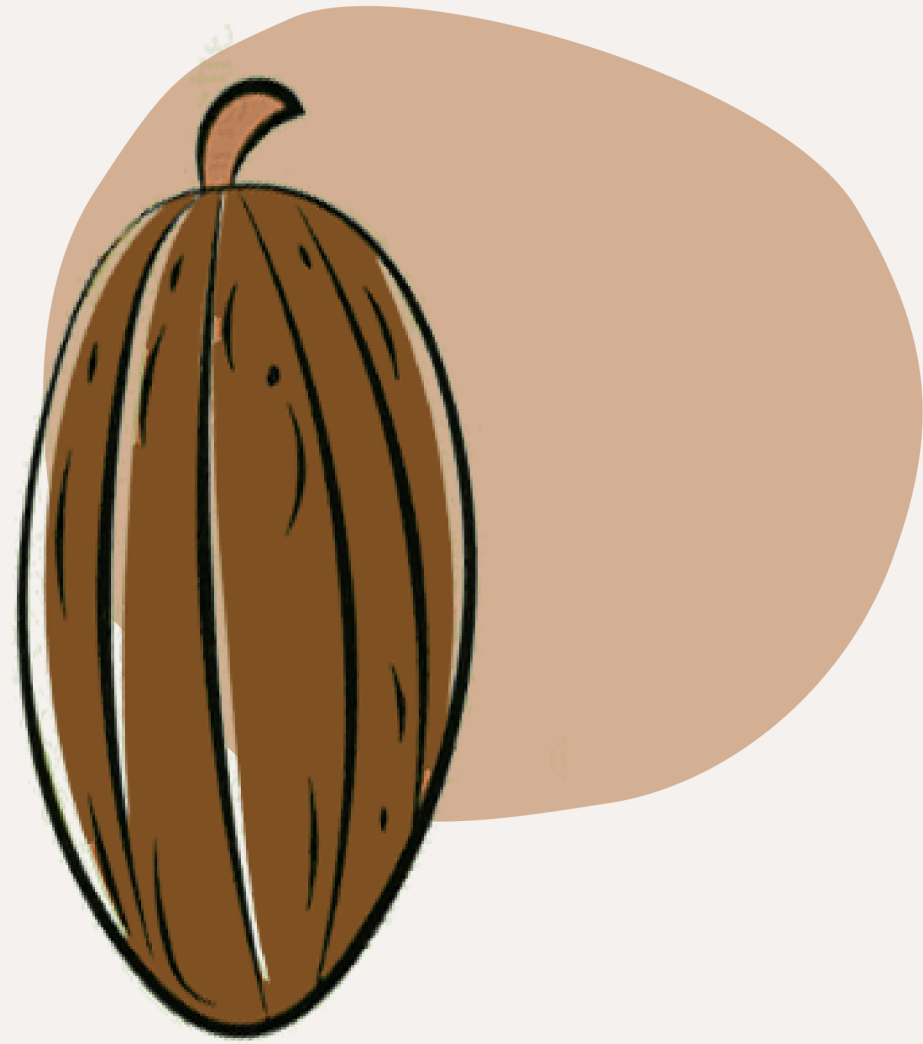
# Raw Cocoa

Turning waste into raw material

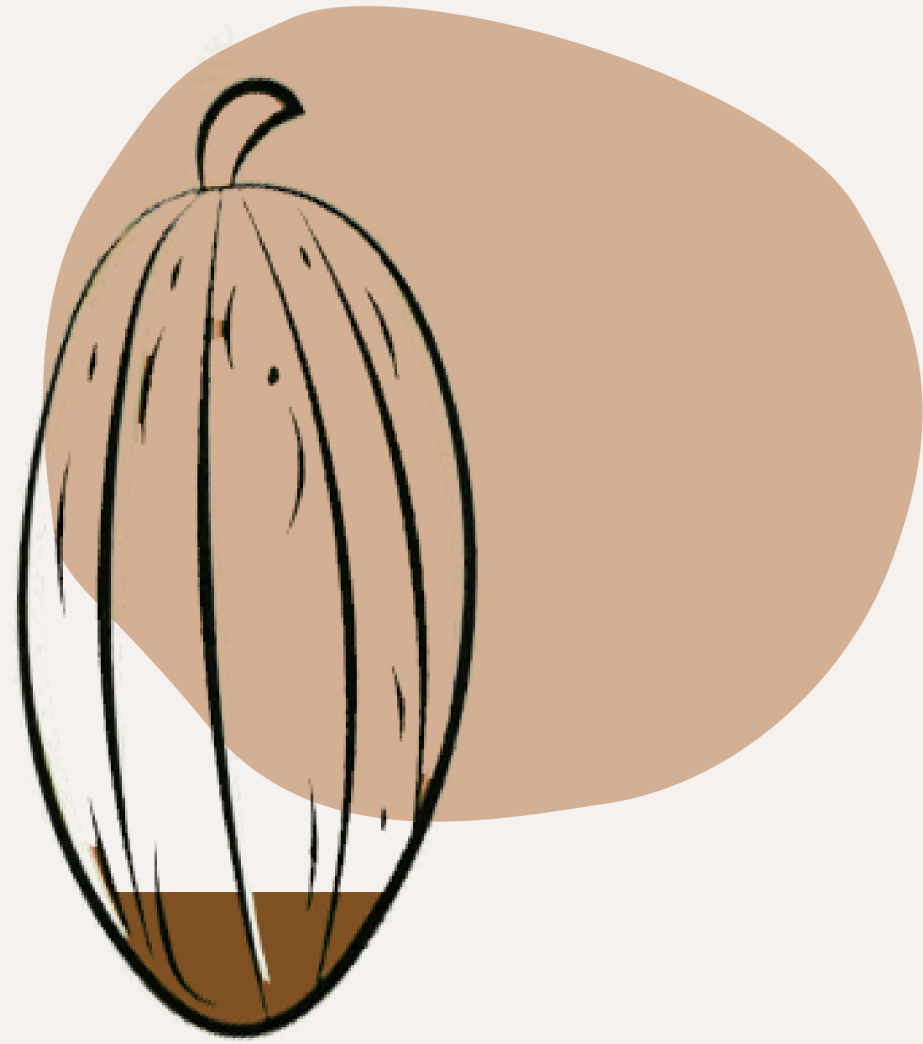
# Cocoa is Ghana's chief agricultural export and main cash crop

- The volume of produced cocoa - is estimated at **822,000** MT in 2021
- **\$2B** market cap





**During post-harvest processes,**



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80% of the cocoa fruit goes to waste**

**This leads to several problems:**

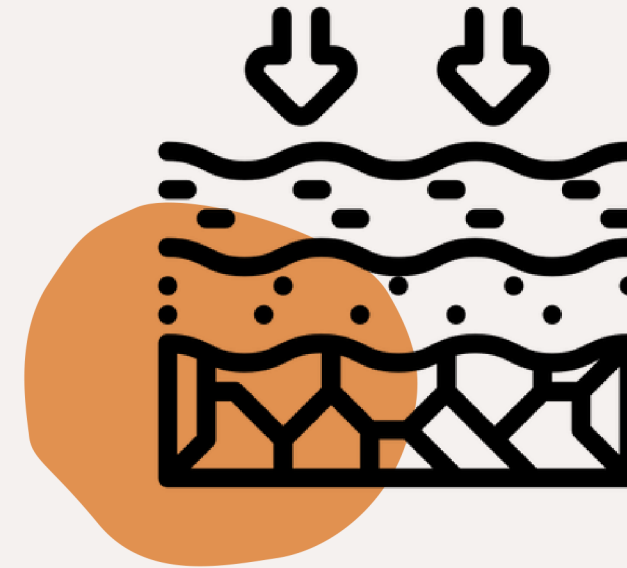


extra work for  
the farmer

This leads to several problems:



extra work for  
the farmer



diseases  
& pests

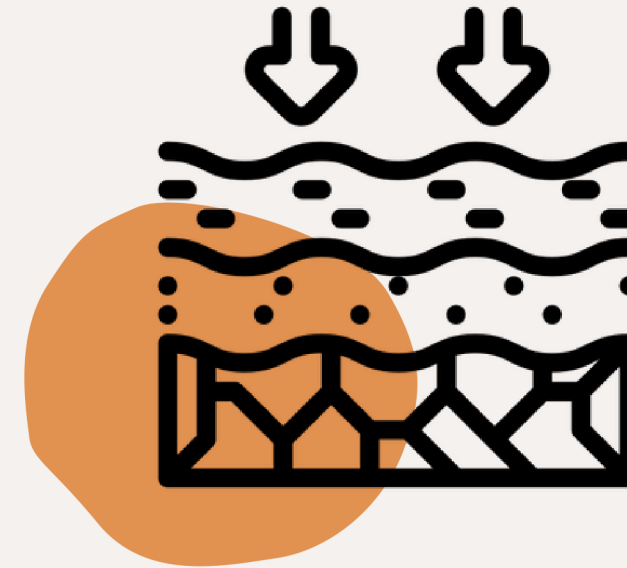
## This leads to several problems:



environmental  
damage



extra work for  
the farmer



diseases  
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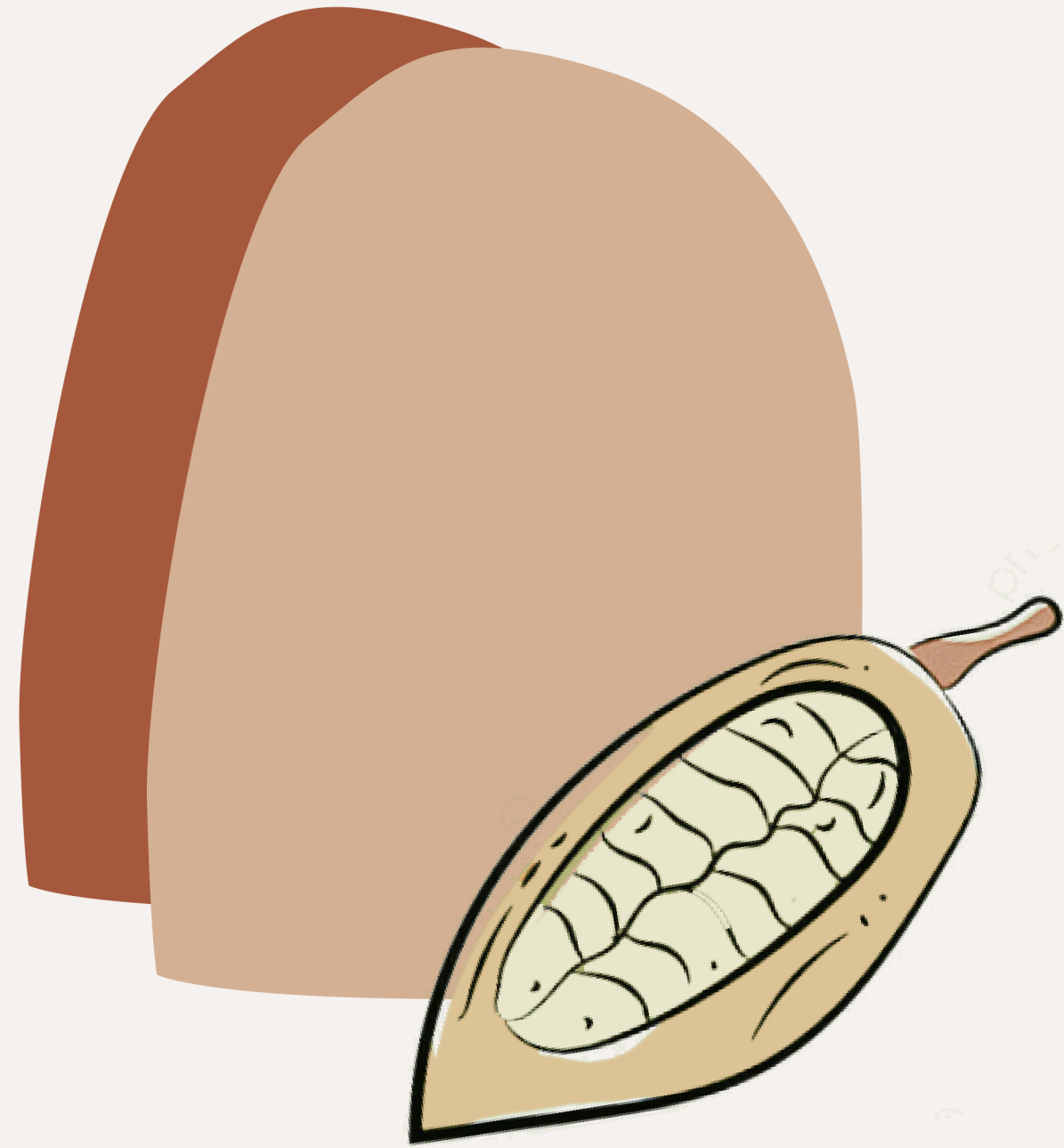
loss of raw  
material



**~3M**

**Metric tons  
of organic  
raw materials**





## What if we could:

offer an easy & fast disposal,  
that will relief farmers from  
waste in their farms -  
reducing environmental  
damages, while giving value  
for the extra work?



presenting



# Raw Cocoa

Turning waste into raw material

# what is RawCocoa?

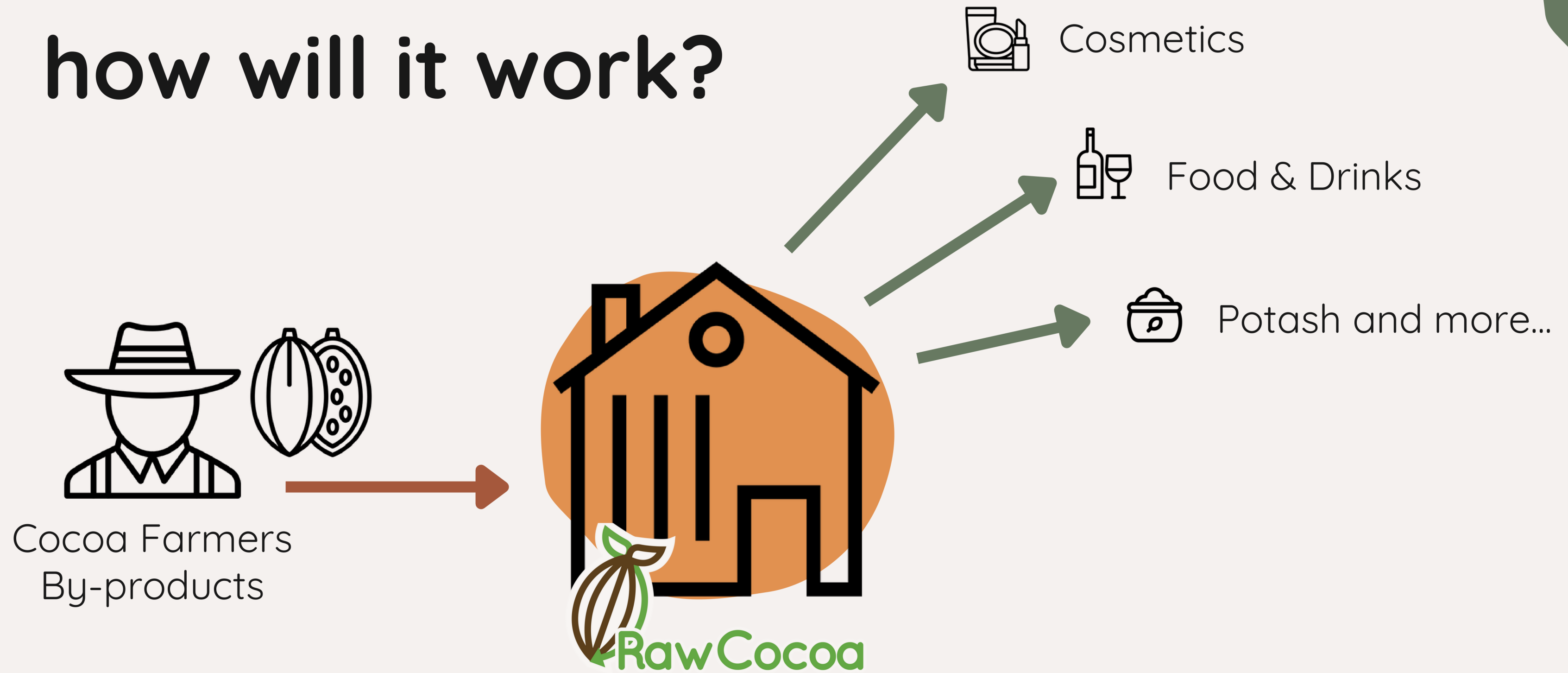
A hub for cocoa biomass and by-products, where it will be segregated, initially processed and sold to relevant industries



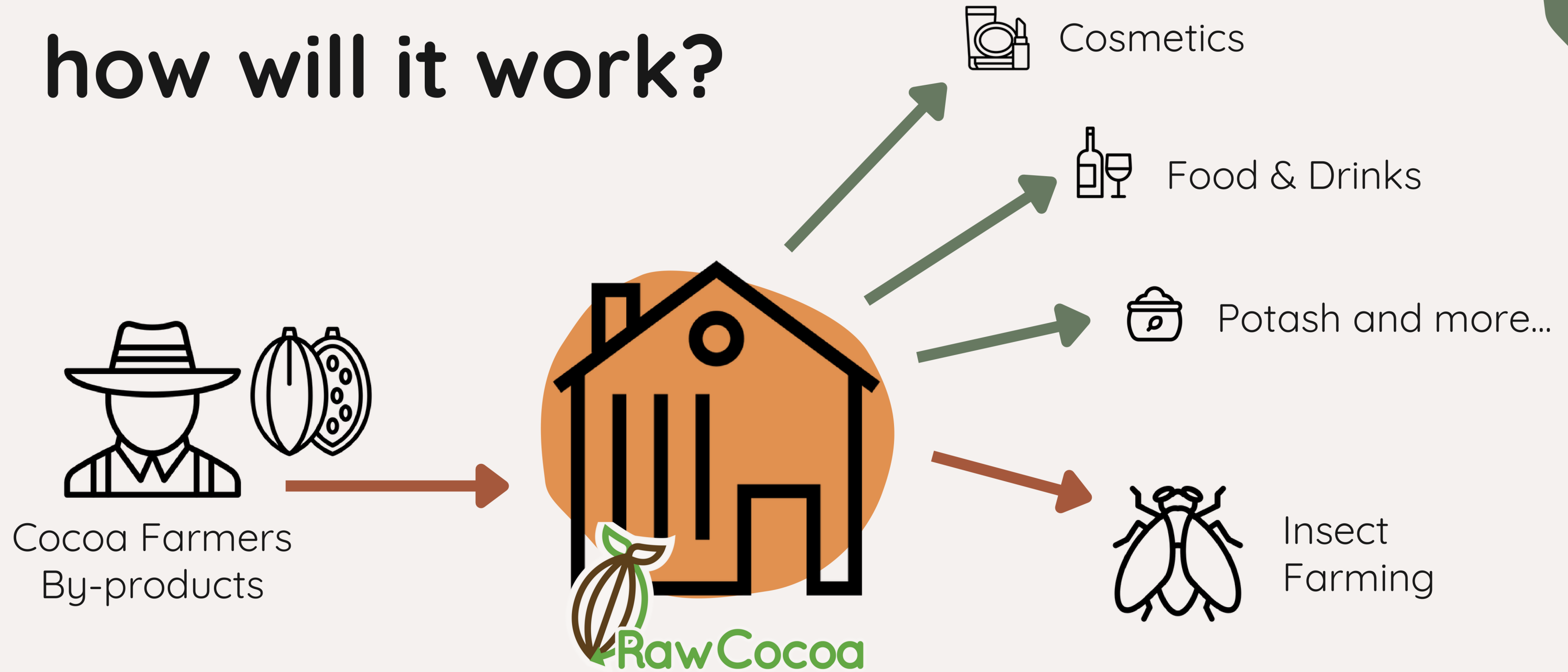
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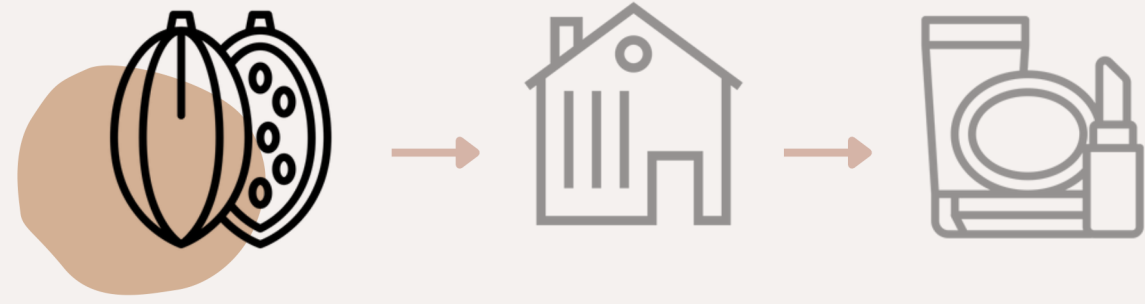
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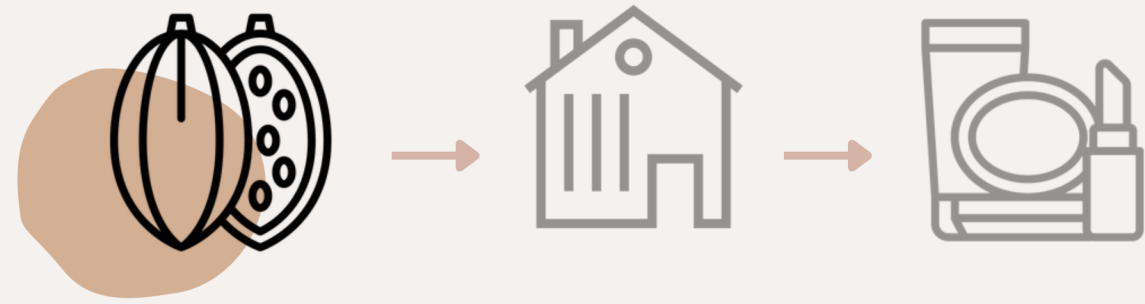


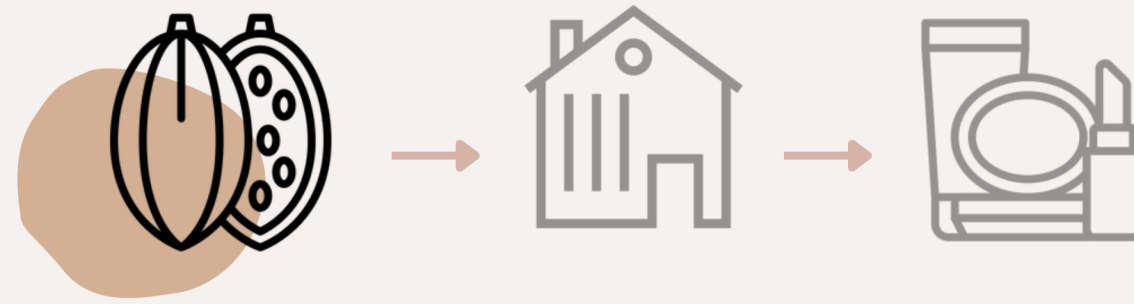
# Validation Trip











**"Sometimes so much is left, like the size of this building. If you tell me you'll pay me money to take it away, I will thank God"**  
A smallholder cocoa farmer, Ghana Central Region









# SUSTAINABLE DEVELOPMENT GOALS

Impact



# RawCocoa Benefits:



Value for the farmers' extra work



Reduce damage to field & crops (pests, acidic soil, diseases)



Relief farmers of waste from their farm



Reduces environmental damage



Use of raw material



## Venture Proposal

### Refining and validating the Startup:

- Market research & validation
- POC (client LOI)
- Confronting potential challenges
- Building a financial plan

## Touching Ground

### Hands-on visit to Ghana:

- Meeting up with potential partners
- Nailing down logistics
- Realizing first-hand challenges

## Setting Up

### Preparing for an MVP:

- Securing collaborations, clients & users
- building the MVP model
- Applying for funds & pre-seed investments
- Setting up for the pilot

# Rawed Map

Q3  
2022

1

Q4  
2022

2

3

Q1  
2023

6

Q2  
2023

5

4

## Expanding

### Expanding to other regions and raw materials:

- Looking for new raw materials
- Expanding RAW cocoa activity
- Securing new customers

## Second Stage Pilot

### Expanding to different types of exportations:

- Expanding exportations to different industries
- looking for alternative resources for insect farming

## First Stage Pilot

### Focusing on one area, one type of export:

- Collecting from a limited amount of farmers
- Operating product-focused operation: BSF farming

# RawCocoa Milestones:



Pears validation trip



Minigrant (8K)



Collaboration - Asa Nwura

# RawCocoa Milestones:



Collaboration - Agrimercarb



Collaboration / Prospect customer - Raanan  
Fish Feed



Prospects - CRIG



# What's Next?

Pre-seed investment

~100K

Pilot 2023

# The Team



**Ora Peled Nakash**

User researcher &  
Entrepreneur



**Nitzotz Saranga**

Industrial designer,  
Entrepreneur & Explorer





# Raw Cocoa

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[info@rawcocoa.co](mailto:info@rawcocoa.co)