

LIVY AFRICA LIMITED

BUSINESS PROFILE
2020-2030



**PAMOJA
TU AWEZA**



About Livy Africa

Livy Africa is a manufacturing, research and development social business focused on the production and development of ethical products and services. Livy Africa is working to become the leading research and development organisation in natural health and beauty, eco tourism and ethical food produce. The main sectors Livy Africa works in are agriculture, health and beauty, food, tourism, sports and digital.

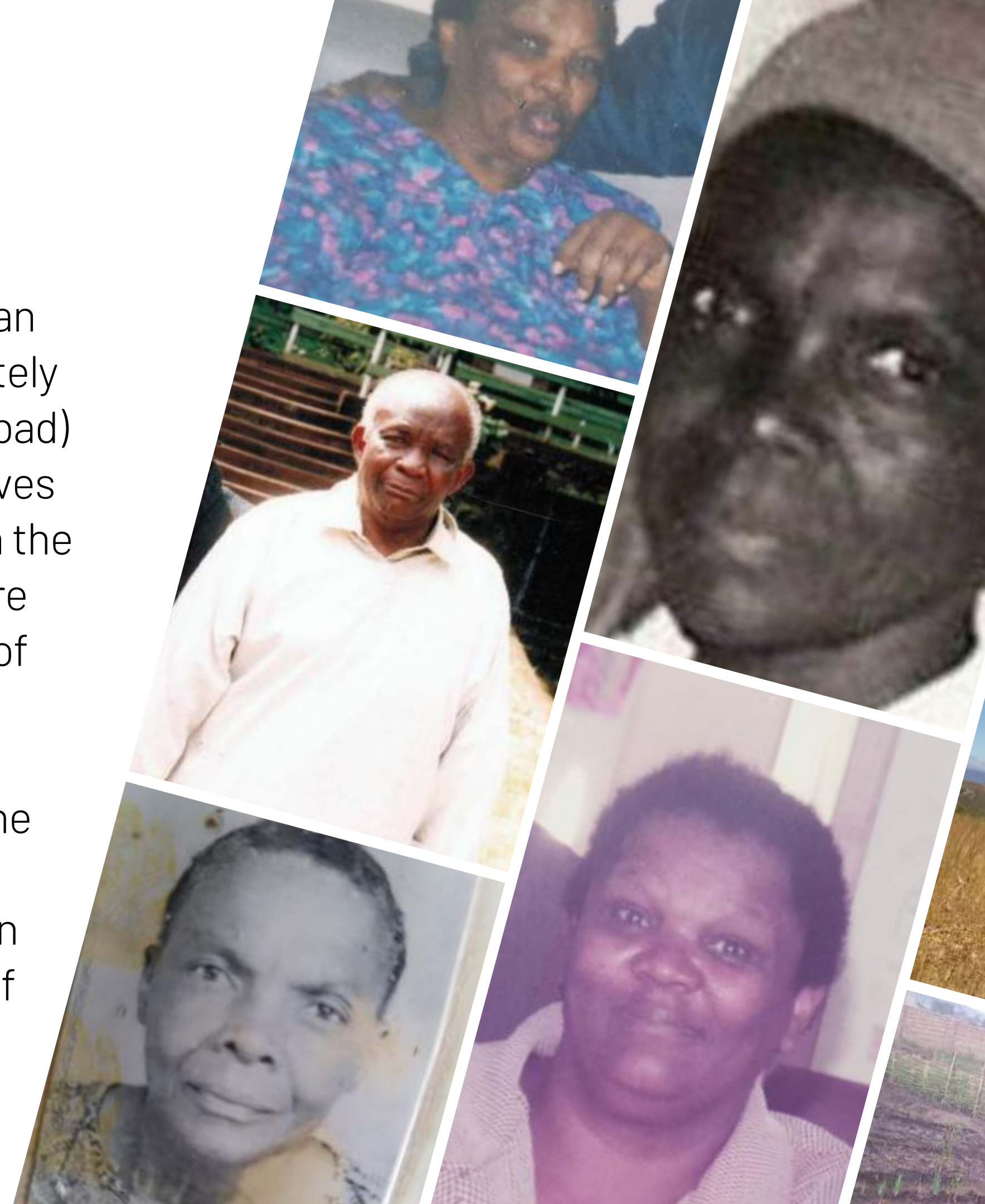
Images uses are from a range of Livy Africa Iniatives.



Our values

Livy is named after the two matriarchs of our family Lillian Pili Kayugwa (Li) and Ivy Howard (vy). Both living completely different lives and through their experiences (good and bad) and teachings they continue to leave a footprint in the lives of people they were connected with. Mbeya and Iringa in the Southern Highlands is where both our Babu and Bibi were born and it feels right that this is the launching location of Livy Africa.

We have a deep respect for people and the planet and the values of love, honesty, hard work, trust and mutual collaborations are embedded within our work. In addition we champion women leadership and the development of women across Tanzania and this is showcased in our leadership team and our various projects.



The Challenge

One of the challenges facing Tanzania is to attain inclusive growth that ensures equity in the society.

Non-inclusive growth manifests itself in several respects, such as increasing unemployment (particularly, youth unemployment), high and pervasive rural poverty, health inequalities and increasing income inequalities in the midst of high economic growth.

Promoting growth with equity requires a holistic approach to sustainable human development.



Sustainable Development Goals

We are passionate about social impact and developing businesses that have a positive benefit to people and the planet. Our impact is measured in line with the UN sustainable development goals.



Our Model

Livy Africa Innovation and Enterprise model transforms multi sector value chains, boosts the attractiveness of the agricultural sector to entrepreneurs in urban and rural communities and create greater employment opportunities nationwide.



Livy Africa Sectors



Research, development and training living labs. Going from idea/concept to product/service



Manufacturing, processing and quality control of various food and beauty items for internal and external markets.



Organic and ethical and sustainably sourced health and beauty brand.



Tourism experiences and luxury eco lodgings in the Southern Highlands Region of Tanzania.



Supports development of sports academies and community based sports events and training

Our outputs

Our primary outcome is to support technological and business innovations that benefit up to 500,000 people as producers, consumers, employees and suppliers



Support 1000 viable business ideas / enterprises through our incubation.

Pilot and test at least 50 new solutions to tackle problems in key sectors including agribusiness, manufacturing, education, health, tourism, water and sanitation, energy and home



50 innovative business ideas supported for scale up through patient risk capital investments.

100 social businesses receiving business development services and technical assistance.

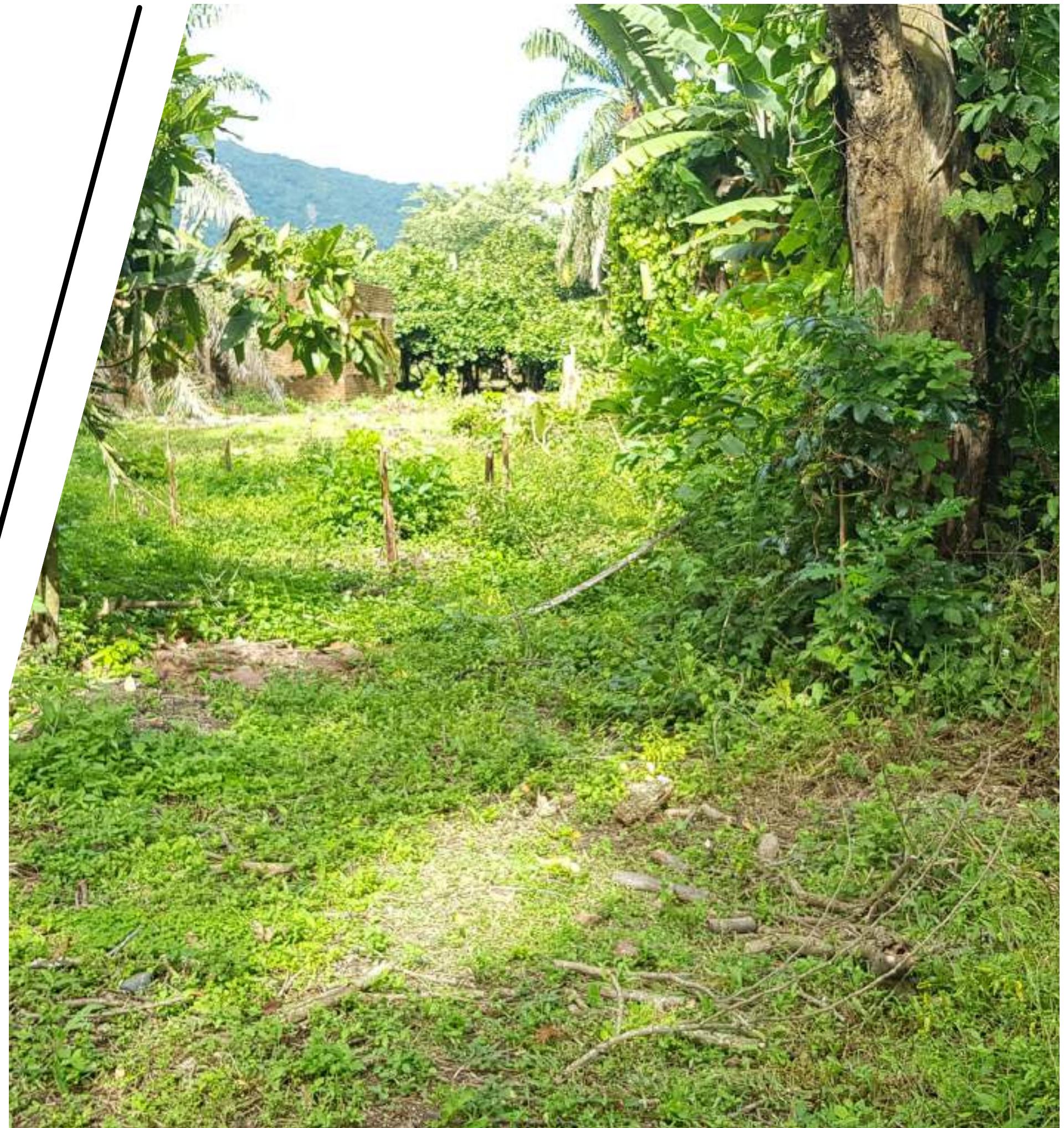


Replication, adoption and adaptation of up to 20 inclusive innovations in up to 10 key areas.

5 inclusive innovation impact assessments undertaken

OUR LOCATIONS

Head office
NaneNane
P.O Box 1116
Mbeya





Livy @ Ilota, Mbalizi

Ilota is a 16 acre site based in the beautiful settings of the rift valley. Working with local womens groups we are supporting them to form a cooperative. This site will be one of the two eco lodge sites for Eco Tanzania providing accommodation, hospitality, cultural tours and retreats.

Alongside we will be restoring the natural growth by planting highly nutritious trees and plants including Moringa/Mlonge to compliment the range of natural trees and plants growing in the area.

For the past 2 years we have grown 5 acres worth of sunflowers and we have locally processed this into sunflower oil.





Livy @ Mababu, Kyela

Mababu is a 1 acre working cocoa farm at the foot drop of the Livingston Mountains. Based within a cocoa growing region this site will house 4 ecolodge accommodation units as well as hospitality, a food innovation hub and growing spaces for medicinal plants.

The innovation hub will work alongside the industrial park to develop new products from cocoa produces and a range of other locally produced food.





Livy @ Itezi, Mbeya

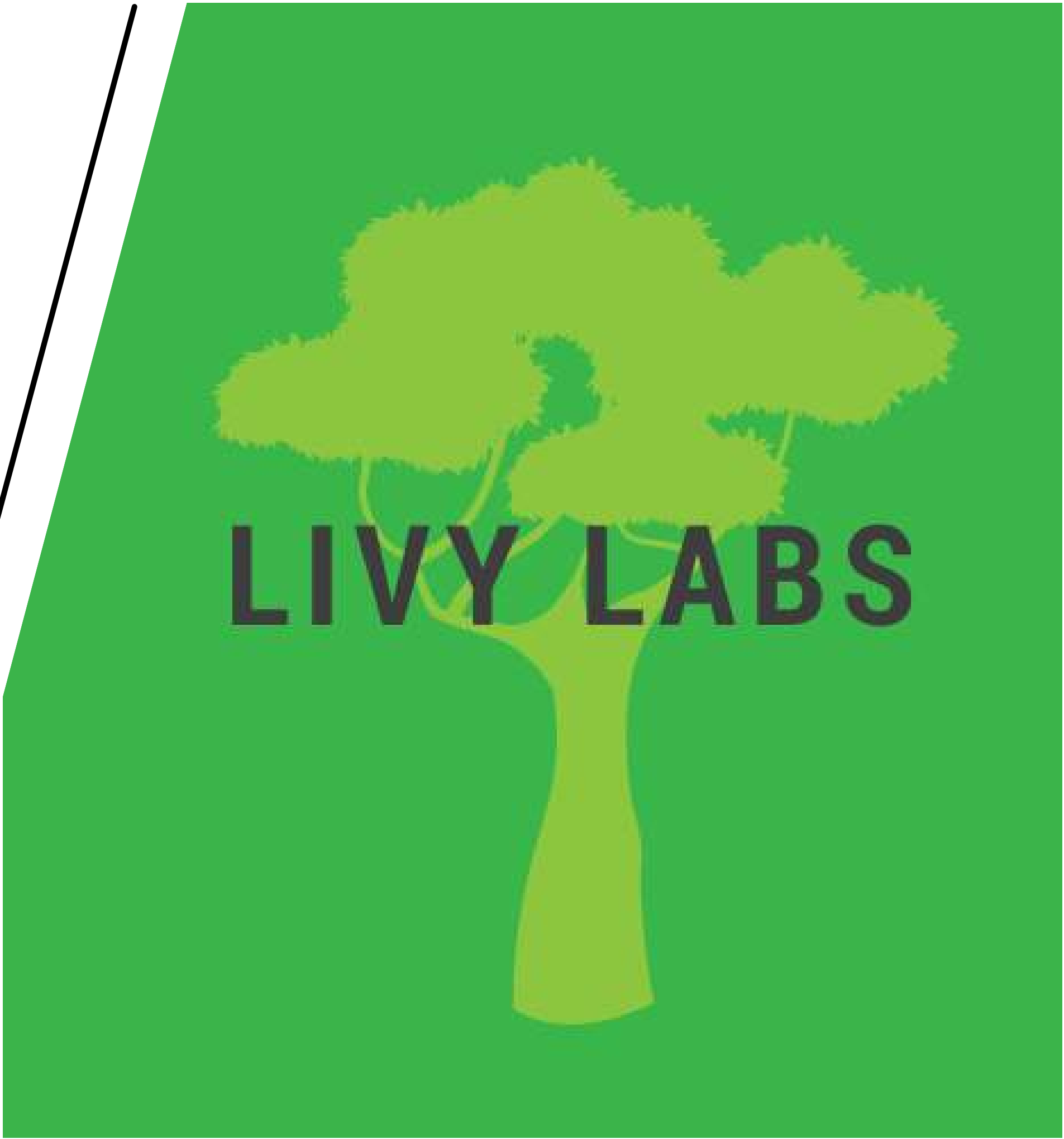
our Living Lab at Itezi, Mbeya is a quarter of an acre site based on the outskirts of Mbeya Town. This site is for the growing of a range of plants, vegetables, fruit and herbs for eating and traditional medicine. It is a no chemical site and so all the fertilizers and pesticides are natural and produced onsite using organic materials.

The site currently has over 40 fruits and vegetable growing and a wide range of naturally grown plants and small trees. It is our location for practical training and skills development. In addition we currently are in the research and development process of creating our natural beauty range.



LIVY

LABS

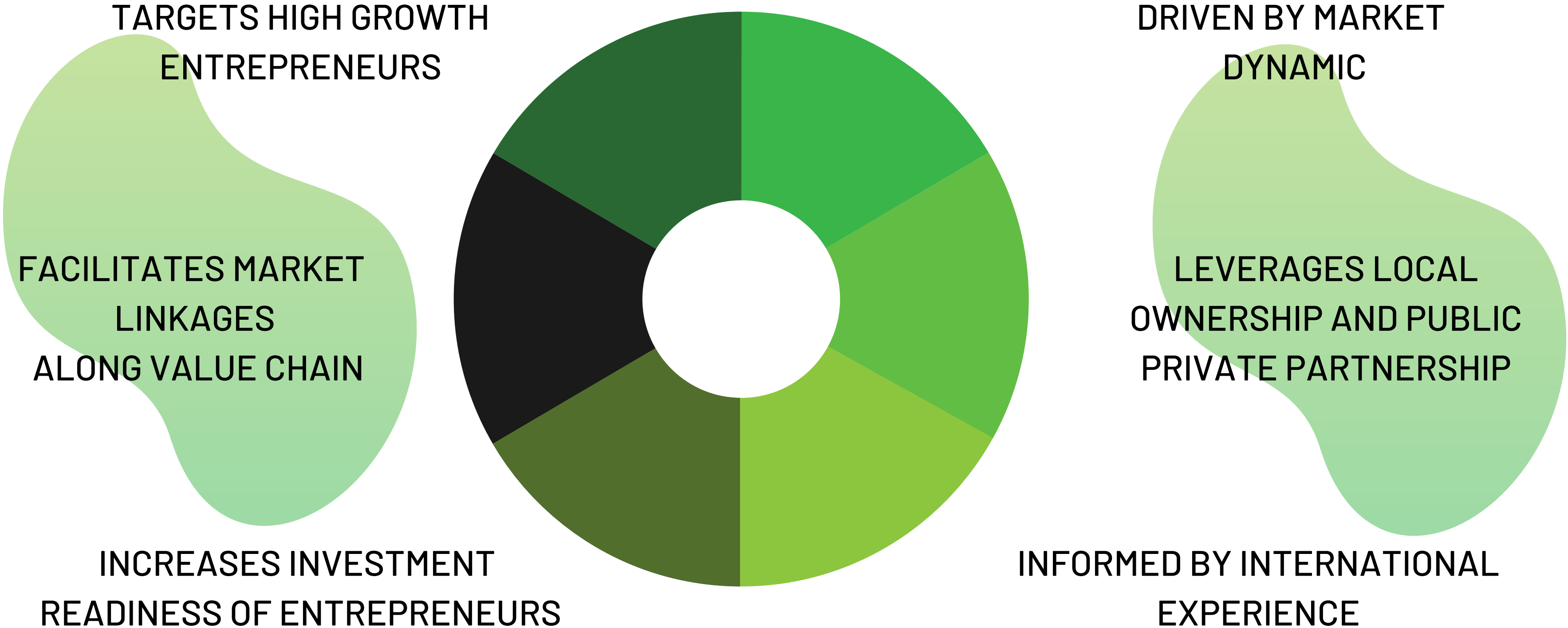


Supporting agribusinesses across the supply chain

From small scale farmers to food processing innovators, we support agribusinesses from soil to shop with a key focus on value addition.



Livy Africa Agribusiness Entrepreneurship Centre



Livy Africa Agribusiness Entrepreneurship

Centre Services

Market Linkages



Market information, marketing, skills, and market linkages backwards and forwards on the value chain.

Finance Facilitation



Financial management skills and access to appropriate financing products.

Technology



Technology information, training and technology access.

Business Services



Business mentoring and coaching, and assistance with navigating regulatory requirements, standards and compliances.

Networks



Agribusiness entrepreneur networks, competitions and fairs.

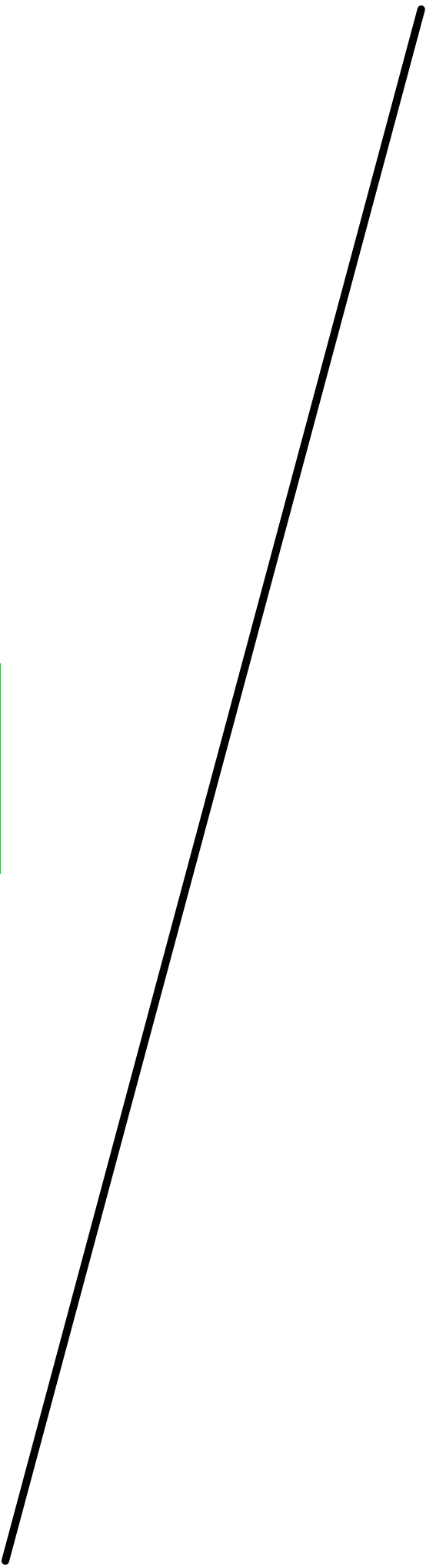
Bringing smart technology agriculture

Bringing industry 4.0 smart technology to agriculture, supporting agribusinesses to use technology that can support them to monitor their crops, develop new skills and improve value addition processes.



LIVY

MAKE



LIVY

Industrial park, Mababu

Mababu industrial park is a collaborative initiative led by Mababu CCF. This will allow raw cocoa grown locally to be processed into a range of different products. The park will include processing factories, training and the development of a food processing innovation centre.



LIVY
NATURALS

Livy
Naturals



Natural and Vegan beauty brand

Adding value in Tanzania with our natural beauty brand. Creating hair and skin products that are made with 100% natural ingredients and sourced from the southern highlands.



**ECO
TANZANIA**



**ECO
TANZANIA**

TRAVEL FOR PEOPLE AND THE PLANET

Eco Lodges and Experiences

Our eco lodges built using traditional and modern building methods will be based at our Mababu and Ilota locations. Using sustainable materials, solar and water harvesting these will be embedded within the local communities. Both will include hospitality and cultural tours of the Southern Highlands.



LIVY
SPORTS



LIVY

Sports Development

Sports development

We value the skills and development that team sports bring and so we invest in academies, coaching, training and sporting events with a particular focus on developing womens sports and sports within the scouts.



Contact us to find out more

You can reach us on email, phone
or whatsapp



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