



*The*  
**EAST AFRICA**  
**SEAWEED COMPANY LIMITED**  
*Excellence in Africa*

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The East Africa Seaweed Company is a key player in the new frontier of the blue economy, which is defined by the World Bank as: “The sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem.”

As the first private company on Mainland Tanzania, designed with these objectives in mind; The East Africa Seaweed Company operates under a symbiotic relationship of sustainability between coastal communities and the gifts of the sea upon which we depend.

### PRODUCTS

We collect, wild seaweeds, wild algae, farm-raised algae, natural marine products and process them in preparation for the export market and local distribution.

Some of our unprocessed products include: Wholesale Seaweed, Retail Seaweed and Seaweed Powder

We also process finished products of food goods, nutraceuticals and personal hygiene products utilizing natural ingredients found in coastal environment.

Some of our processed personal products includes Soap, Lotions, Deodorant, Beauty Creams, Haircare Products and Toothpaste.

Some of our processed food products includes Seaweed Gels, Seaweed Capsules.

Some of our processed nutraceutical products includes Seaweed Capsules, Vitamin supplements and empty seaweed based capsules.

We also intend to invest in Mariculture with the intent to raise Oysters and shellfish for possible export on the international market.

### REAL ESTATE DEVELOPMENT and TOURISM

To ensure our presence in the communities in which we operate, we invest in the development of Real Estate properties, Hotels, Restaurants, Cruises and Entertainment Venues on Mainland Tanzania and bordering islands within the Marine Reserve System and publish promotional materials such as short documentaries, films, music videos, websites and literature, towards attracting investors and customers to our business.

### ENVIRONMENTAL SERVICES



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Our first priority is to supply the global consumer with the highest quality marine based products and services from mainland Tanzania.

To serve our customers well, we are determined to ensure that the beaches in our collection areas are clean of debris and human pollutants such as plastics, discarded nets and waste materials.

We conduct regular beach cleaning missions as the “Friends of the Dar Es Salaam Marine Reserve” and engage stakeholders and our surrounding communities to support and participate in this effort which ultimately benefits the entire community.

### EDUCATIONAL SERVICES

Through our Community Outreach Missions; we educate coastal communities on best conservation practices and provide measurable incentives for good community stewardship towards our initiatives.

### EMPLOYMENT OPPORTUNITIES

We create long-term sustainable employment for local Tanzanians in the communities in which we operate and contract based employment for project specialist in which we prospect for new opportunities.

To keep our supply chain viable for our export market, we provide support for small coastal businesses who depend on the sea, by purchasing goods from their coastal farms and collection site, bringing much needed financial resources to impoverished areas.

Our goal is to perform extend our services along the entire coastline of Tanzania, as we expand our coastal collection sites, we also expand our initiatives

Our mission is to be a key stakeholder in the promotion of a clean, attractive and sustainable beach and marine culture on mainland Tanzania.

### INTELLECTUAL PROPERTY

Lease: We have signed a 10 year lease on 2 separate plots of Real Estate Development project in Bahari Beach Dar Es Salaam where we have invested over \$200, 000 USD to the development of a Beachside Villa capable of hosting weddings and private retreats on one Plot and Developed the 2nd plot as a manufacturing and processing station for seaweed processing.



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Trade Secrets: Business Modelling and project Development ( All employees and contractors must sign non disclosures and non-compete to protect trade secrets of the East Africa Seaweed Company)

Trademarks: The East Africa Seaweed Company, owns all rights to the Logo and visual designs.

### MARKETING STRATEGY

The Marketing strategy of the East Africa Seaweed company is to employ the use of international retailers and attract buyers to our website.

We also visit international trade shows where we can connect with international buyers for our seaweed and employ social media.



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**IMPLEMENTATION SCHEDULE and EXPENDITURE**  
**BREAKDOWN**

**PHASE 1: 24 MONTHS**

**Activities:** Lease, Leasehold Improvements, Purchasing Company Vehicle, Business Registration and Documentation, Building Drying Sheds, Screens, Hiring 20 Seaweed collectors, Operations Manager, Executive Assistant, Community Outreach Director, Graphics, purchasing equipment, packaging, testing, branding, marketing, processing, Research and Development, Sales:

**248,000 USD Expenditure**

**MILESTONE:** Up and Running Website, Online Advertisements, Packaged and Labeled Products in Amazon Store within the first **6 Months of acquiring seaweed collection and Export license.**

**PHASE 2: 24-36 MONTHS**

**Activities:** Purchasing Leased Land from Landlord, Leasing additional land for restaurants and Building Restaurant and Spa, attending Trade Show, hiring 20 seaweed collectors, 4 Community Outreach Directors, 3 Processing Associates, building 2 boats to assist with collection, beach cleaning and Tourist efforts. Hiring Boat Captain and 12 man crew, purchasing beach cleaning equipment

Light Manufacturing Seaweed Gels, Seaweed Powder Retailing Rock Salt and Anchovies from local collectors and Mariculture experimentation.

**50,000 USD Expenditure**

**MILESTONE:** Get packaged seaweed into a Major Brick and Mortar Retailer and obtain a Supplier Contract for Wholesale Seaweeds to international manufacturers and Reaching 1 Million USD in Sales

Opening our wellness and healing retreat for international tourists in Bahari Beach, Opening restaurant concessions in Bahari Beach Area



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**PHASE 3: 36-48 Months**

**Activities:** Leasing Commercial Land, Building Processing Facilities, purchasing processing equipment, Manufacturing Toothpaste, Lotion, Scented Soaking Salts, Body Scrubs, Seaweed Soaps, Moisturizing Creams, indoor and outdoor fertilizers. visiting beauty conferences and trade shows, Hiring 25 processing technicians and 50 seaweed collectors. Opening 2 Restaurants, 2 Spas, Building 6 Boats and Hiring 60 employees to manage our tourism business.

**\$250, 000 USD Expenditure**

**MILESTONE: 5 Million USD in Sales**

**PHASE 4: 46-60 Months:**

**Activities:** Leasing new properties for restaurants and hotels Obtaining ISO Standards for manufacturing facility, purchasing equipment for cosmetics and Microcrystalline Capsule Making Machinery. Employing over 1,500 processing employees, restaurant staff, shipping agents, seaweed collectors, purchasing beach cleaning equipment

**MILESTONE:** Become #1 Supplier in Africa of wholesale raw seaweeds, processed seaweed products and seaweed based Microcrystalline capsules and a Major provider of quality Eco Friendly Tourism and Entertainment facilities on Mainland Tanzania.



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## **SEAWEED FEASIBILITY STUDY**

Global Seaweed Industry is worth over 15 Billion USD in 2021 Total Value of Industrial Products from Seaweed 600 Million USD

CAGR 8.7% to exceed 29 Billion by 2025

China is the worlds largest importer of Seaweed worth 277 Mil USD, 159 Mil USD in Japan and 59 MIL USD in the United States with Europe as a major importer of processed Seaweed Gels and Powders.

The world is demanding wild seaweed from unpolluted waters.

Seaweed Sells for approximately \$10-16 USD Per Ounce, \$60 USD Per Pound and \$420-500 USD Per 10 Pound Bulk.

### **MAINLAND TANZANIA SEAWEED FEASIBILITY STUDY**

Mainland Tanzania has a small Seaweed Industry, that was abandoned in favor of farm raising Seaweed in Zanzibar. Only a few small seaweed farmers exists on mainland Tanzania, presenting an opportunity for harvesting wild seaweed and keeping Seaweed farmers viable by purchasing seaweeds directly from them when our wild seaweed is not in season.

Seaweed harvesting is in decline due to lack of interest from locals and not enough interest from foreigners.

Zanzibar Sea Moss has a booming Sea Moss Industry but is in decline due to disease of Seaweed

Mainland Tanzania Seaweed primarily comes from coastal towns and is farm raised and harvested by boats and has long and costly transportation costs.

Seaweed harvested in Tanzania is targeted specifically at the Export market, The East Africa Seaweed Company has an opportunity to bring our seaweed products to the local consumer through our restaurants and distribution to local supermarkets.



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### **OUR OPPORTUNITY**

Wild Seaweed comes directly to our property in Bahari Beach, Dar Es, Salaam and is not being harvested by anyone else in the City of Dar es Salaam.

In Fact The East Africa Seaweed Company is the first Company/Individual to hold a seaweed collection license on Mainland Tanzania and that gives us a major potential for reaching our goals.

We Have the Space and financial resources to Facilitate Our Operations

We Have the Experience and Knowledge to create and scale our process

We also have affordable rent and labor costs.

We have the opportunity to vitalize our local community opportunities for employment and the possibility of the development of a sustainable industry in our area as well as the opportunity to purchase rock sea salt from the community and small anchovies which are in abundance.

### **SWOTS ANALYSIS**

**STRENGTH:** We have the opportunity to take and lead an entire Industry of Wild Seaweed from Mainland Tanzania

**WEAKNESS:** East Africa is Far Distance to US and European Market and shipping costs may be challenging.

**OPPORTUNITIES:** Able to Open Amazon store from Tanzania, Able to Digitally Market at a competitive pace, able to control the entire process from collection to drying, packaging and export, Employ and train local Tanzanians and raise level of education and cost of living.  
Opportunity to

**THREATS:** This project may suffer from project CREEP on deliverables due to limitations of local labor pool and therefore growth and development for deliverables must be in pace with human training and education capacity.

**SOLUTION:** Hire International Professionals, Volunteers and Contractors for short periods to come to Tanzania and train local staff on high skilled jobs. Tanzanians will then take over these jobs for the long term, keeping our company resilient and raising the quality of living for Tanzanian people.



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**JOB CREATION**

Throughout the lifetime of this project, we expect to hire at least 1,000 -1,500 trained and skilled professional Tanzanian citizens employed in various job opportunities.

Due to the nature of our business, job prospects will range from basic skills such as Seaweed collection Beach Cleaners to pharmaceutical professionals and Tourism professionals who will help us to accomplish our goals.

**SOURCES OF FUNDS:** Please see financial Statements