

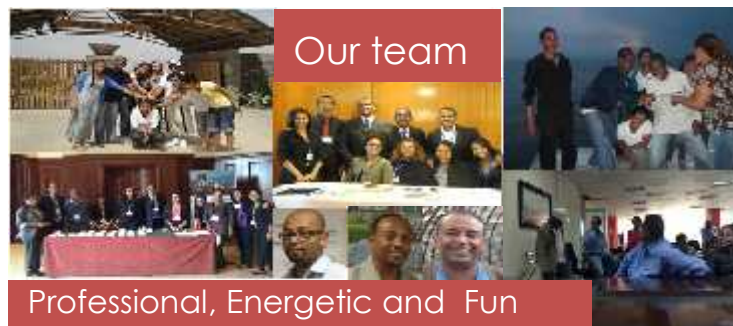


# Precise Consult International PLC



## Who We Are

- Founded in 2007 by returnees from the Diaspora
- A vision driven company (a business revolution for Ethiopia/Africa)
- Agribusiness, Green Growth, Finance, Innovation, PSD Knowledge and Policy Advocacy
- PCI is now the largest private sector development and finance consulting firm in Ethiopia with more than 25 permanent staff



## Our Services

- Private sector development
- Finance and investment advisory
- Management and leadership training
- Business intelligence and market assessment

## Competitive Advantage

- Brand name and visibility
- Ideal combination of young energetic staff and senior leaders with strong team spirit
- Glocal (Global but local)
- Mobilizing and utilizing outside manpower

# What is ESAI?

- **ESAI (I<sup>2</sup>):** First of its kind Agribusiness Incubator in Ethiopia
- **Goals:** Sector by sector transformation of Ethiopian Agriculture. **Apiculture, Sesame and Dairy**
- Supports the development of innovative new products, processes, markets, and companies
- **Results:** Competitive agribusinesses, increased jobs, incomes, and food security
- ESAI is funded by a USAID cooperative agreement





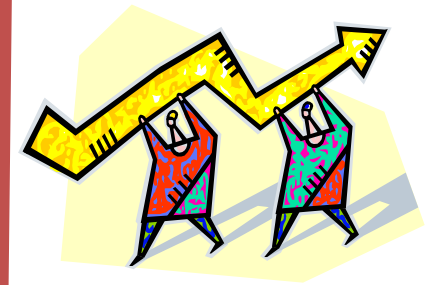
Analyzing the underlying economics of promising value chains



Identifying strategic interventions with greatest impacts



Engaging pioneering business leaders to undertake strategic interventions



Incubating entrepreneurs and start-up businesses



## Priority Interventions - Sesame

- Facilitate the introduction of improved seed varieties
  - Non-Shattering & high yielding varieties
- Encourage sesame Value Addition
  - Sesame Oil extraction,
  - Tahini production,
  - Sesame Hulling, etc.
- Agricultural machineries/equipment development
- Facilitate International Market Linkage
  - Market information and linkage with international buyers



## Transform Sesame

Professor Seifu Belay



## Sesame Raw Planter

Mearg Hailemichael



## Sesame oil processing

Negash Gebremedhin



## Tahini Manufacturing

1) K.Mekidem 2) LA VIVA Fresh



## Nutri-Dense

Alem.Greiling





# The Gondar Incubation Program

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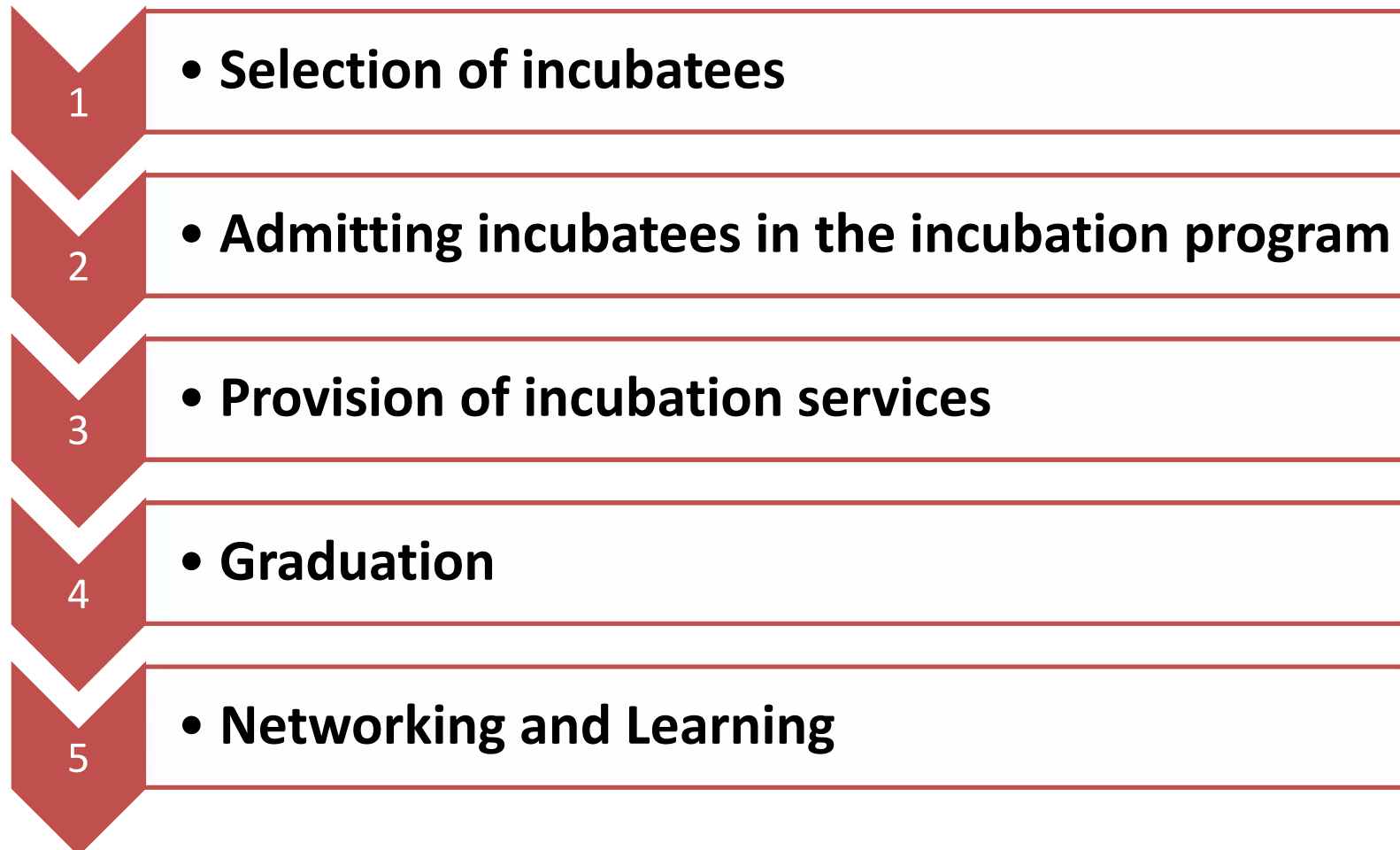
- Incubation program specialized on Sesame
  - Will cover main sesame production areas of the country (North West Ethiopia)
  - Will be implemented in Collaboration with SBN and C4C
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## **Main objective:**

To enable & nurture the **creation of innovative businesses** which will address **identified sesame value chain problems** & have potentials for **sub-sector transformation**.

# The Incubation Process

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## 1. Business Concept Competition



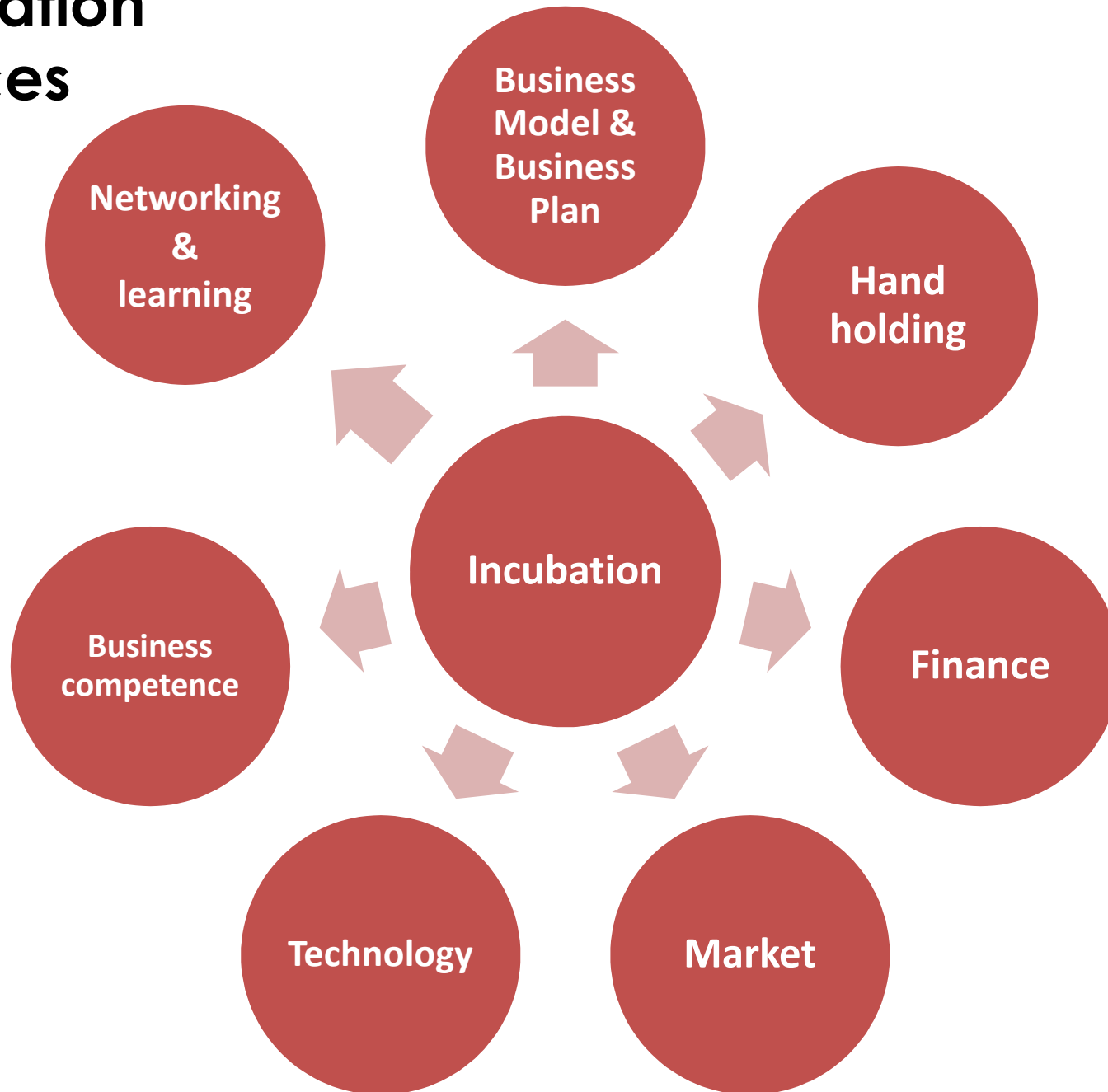
### EVALUATION CRITERIA

- Innovativeness (30 points)
- Impact on Value Chain/Sub-sector (20 points)
- Business Viability (20 points)
- Business Practicality (20 points)
- Social Inclusiveness and Contribution to a Green Economy (10 points)

## 2. Targeted inclusion of strategic businesses

- Accepting direct application
- Headhunting

# Incubation Services





## PARTNERHIP WITH SBN & C4C

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- Joint selection of critical value chain problems to be addressed by incubatees businesses
- Selection of incubatees
- Hosting ESAI's incubation manager to be stationed at Gondar
- Possibility of financing software activities related to incubatee businesses

## Some of our incubatees



# THANK YOU