



**VALUE
CREATION
CHALLENGE®**

2024



TOP 12





Introduction

The Value Creation Challenge (VCC) is the flagship incubation and business capacitation program spearheaded by **Eight2Five (Old Mutual)** in partnership with the **British Council** and the **British Embassy**. In operation since 2019, the VCC has fostered over 60 micro and small to medium homegrown businesses providing diverse innovative solutions in a constrained socio-economic environment. This year the incubation process is being delivered by Stimulus Africa, who have over a decade long track record in enhancing the capabilities of small businesses to scale and achieve sustainability.

Through a comprehensive recruitment process which spans the entire country, the program identifies and selects 12 businesses for participation. A series of activities ensue, including business health checks, pitching workshops, and selection events to equip these businesses with essential skills and knowledge in scaling for sustainability. These are delivered by top tier business and enterprise development consultants handpicked from diverse spheres of leadership, influence, and industry. The incubator's customized approach ensures that the program aligns with the specific needs of each business at its current stage of development, while curating a collective experience for the cohort that enables them to network, build a connected community of emerging business leaders, and champion the same values around value creation. By the end of the programme, members of the cohort has forged the skill, capacity, and mindset to overcome challenges and achieve long-term success.



About Eight2Five Innovation Hub

Eight2Five is an Innovative Hub that partners with entrepreneurs to achieve a shared vision of solving real-world and business problems through technology. The VCC is their initiative established to support young people in transforming business practices through digital solutions, access to skills, and platforms to network and advance together in communities. www.eight2five.co.zw

About Old Mutual

Old Mutual Zimbabwe offers services to Zimbabwe-based clients via a focused range of products including Life Assurance, Asset Management, Unit Trusts, Property Development and Management, Short-term Insurance, and Banking Services. Old Mutual's partnership support for VCC demonstrates their commitment to fostering economic growth and development in Zimbabwe, by supporting innovative startups and entrepreneurs. www.oldmutual.co.zw

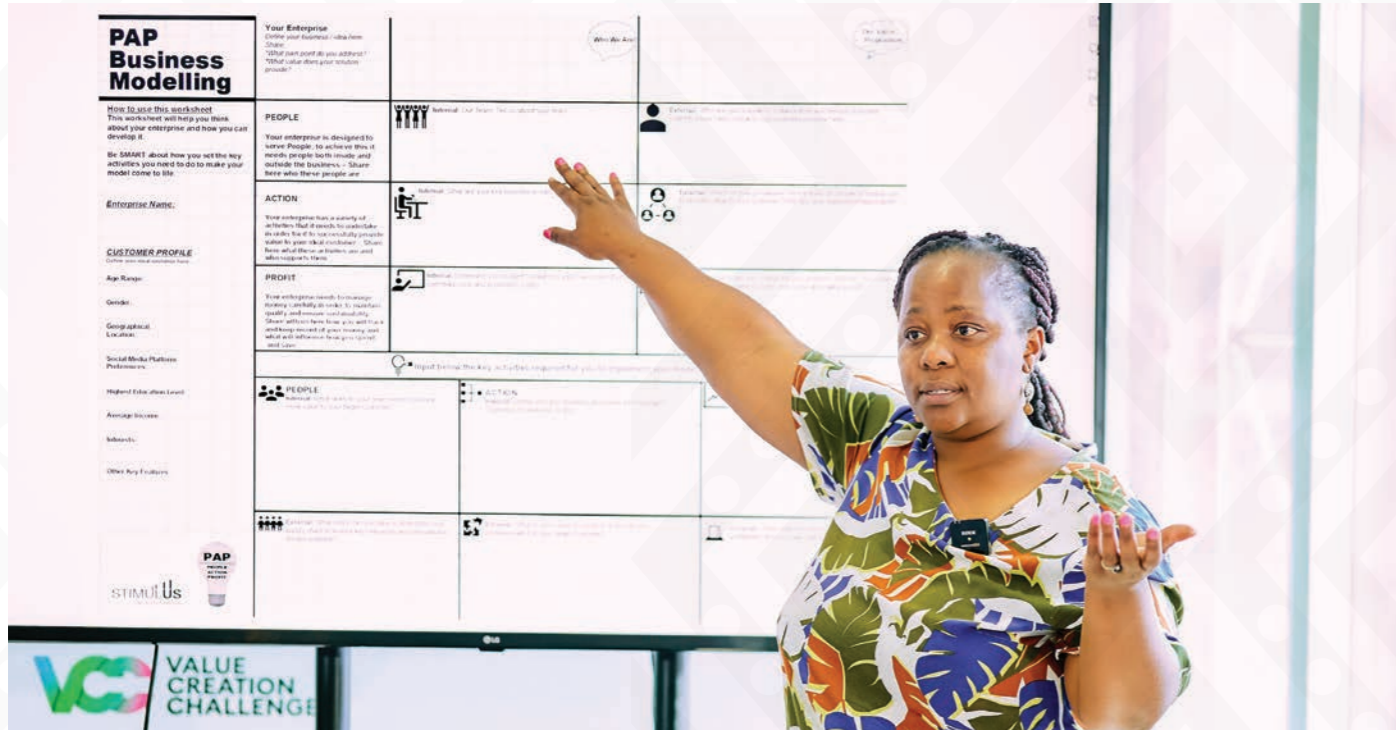
About British Council

The British Council fosters cultural exchange and educational opportunities worldwide. Established in 1934, it operates as a charity and public body, partially funded by the UK government. Through partnerships, such as VCC, the British Council supports innovation and entrepreneurship in Zimbabwe, promoting the nations creative and cultural economy's potential globally. As a leader in arts and culture for sustainable development, the Council's initiatives span 35

countries, driving inclusive growth. In Zimbabwe, its focus includes developing business skills for creative businesses, refining prototypes, diversifying artistic communities, and promoting economic development through the creative sector. By collaborating with investors and networks like Old Mutual, Udugu Institute, and the British Embassy, the Council aims to open doors for growth opportunities and professionalization within the creative industries. www.britishcouncil.org

UK in Zimbabwe | The British Embassy

The British Embassy in Harare plays a vital role in strengthening UK-Zimbabwe relations. It supports international development, fosters transparency, and provides services to British nationals. The embassy partners with VCC to promote trade, investment, and economic growth. The UK believes in creating a stable, productive, and green economy that drives sustainable livelihoods and attracts investment. Micro and small enterprises are key to this, driving innovation and economic growth. VCC helps identify future ideas and business models across these areas of interest and investment. Participants in the VCC programme represent the dynamism and promise of Zimbabwe's future. Through this partnership, the embassy supports Zimbabwe's economic prosperity and innovative future which is aligned with the ambitions articulated in the Zimbabwe National Development Strategy.

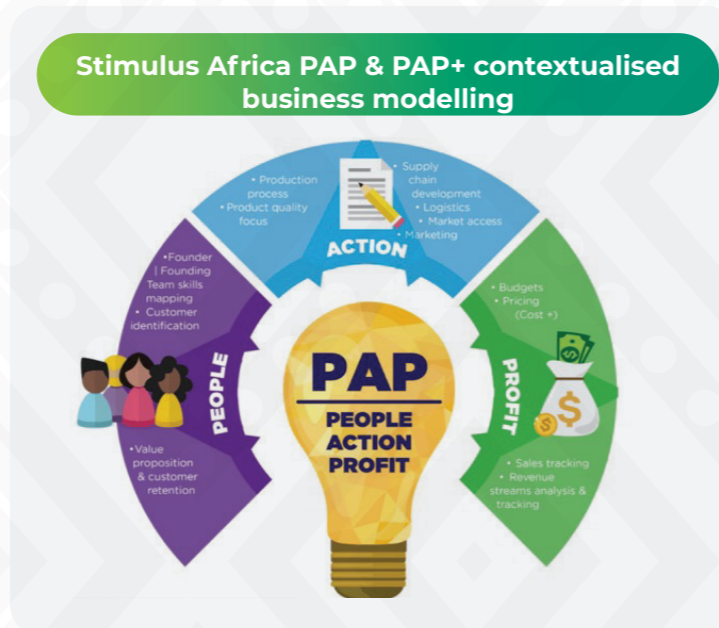


VCC Incubation Programme Powered By Stimulus Africa

Stimulus Africa is a social enterprise founded in 2011 in Harare, Zimbabwe. Its work aims to foster entrepreneurial ecosystems for micro, small and medium-sized enterprises (MSME's) through capacity building (incubation and acceleration programmes), network building, market access, mentorship, coaching and knowledge exchange with a focus on excluded communities and groups. **The Stimulus Business Incubator Program** is a cornerstone of the VCC. It is specifically designed to nurture and support early-stage Zimbabwean entrepreneurs who have developed a **Prototype/Minimum Viable Product** and are operating within the first two years of their business journey.

Stimulus PAP Business Model

Stimulus offers a comprehensive approach to supporting entrepreneurs through its incubation and acceleration programs, centred around the **PAP Business Model**. Designed specifically for African entrepreneurs, this model focuses on **People, Action, and Profit**. When applied, the PAP Business Model, enables entrepreneurs to build sustainable and scalable businesses as the method addresses both internal and external factors. This model is integrated into VCC Incubator Program powered by Stimulus Africa, guiding decision making for businesses at various stages of growth. It offers practical strategies tailored to the unique challenges faced by African entrepreneurs, ensuring their success in the competitive market.

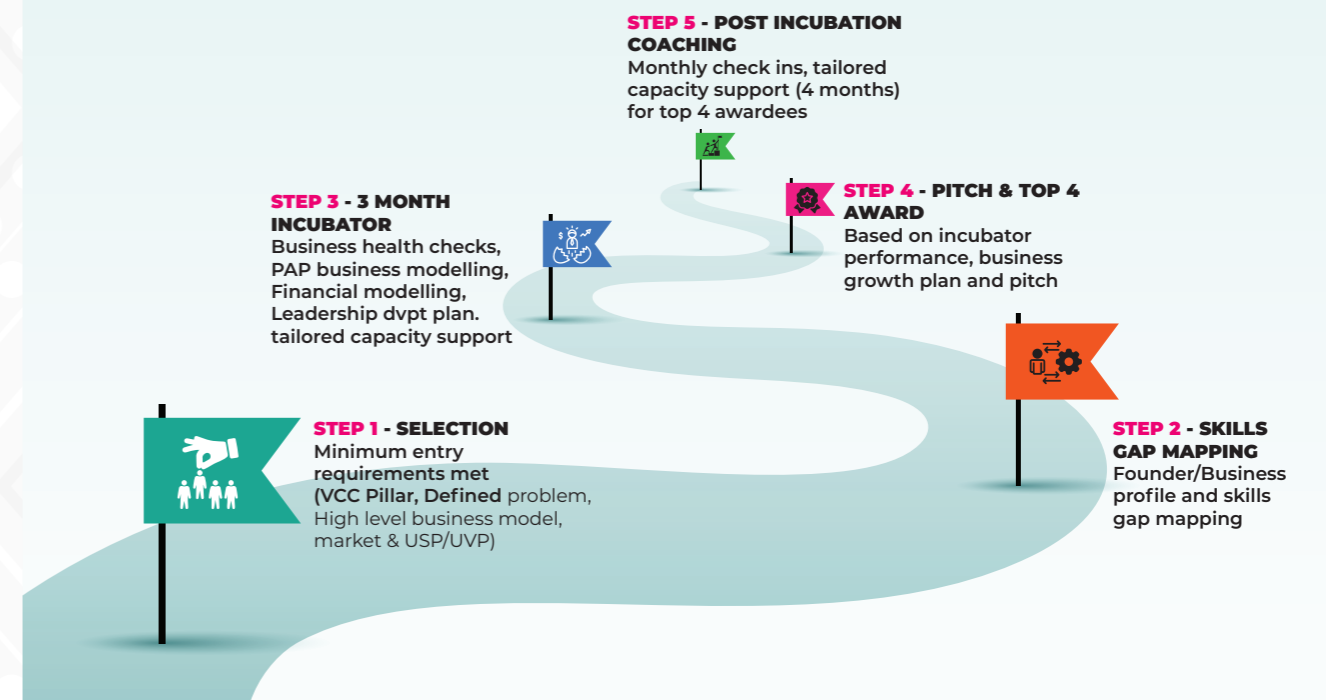


THE INCUBATOR JOURNEY VCC 2024

The VCC 2024 Incubator received 644 applications, which were narrowed down to 27 through a screening process. A founder skills assessment further reduced the pool to 12 businesses, selected based on their skills and pitch performance. The 12 selected businesses entered a 3-month incubation stage, focusing on business model development, product refinement, and financial planning. Four of these businesses will receive seed funding and extended incubation support.

Eligibility for the program required Zimbabwean citizenship, age 18 or older, ownership of a business under 5 years old, and alignment with one of the four pillar categories. The incubator's goal is to equip start-ups with the tools necessary for sustainable growth.

THE JOURNEY



African Fruit Co.



Vision: The prime vehicle for Africa's global contribution to healthier people.

Mission: Transforming Africa's food waste problem into a regenerative opportunity by connecting the world to native African natural food.

Values: Sustainability, Innovation, Excellence.



About the Founder



Mike Anesu Mwandiwata is a young African who believes he can make a substantial contribution to the elevation of the continent. His entrepreneurial concepts are centred on economization and value addition of underutilized African resources. African Fruits Co. therefore, aims to promote the consumption of traditional fruits by means of making them ready for production lines and domestic consumption. Mike is a qualified accountant holding a bachelor's degree in accounting sciences in Financial Accounting with the University of South Africa.



Social Media Pages: https://linktr.ee/african_fruit_co
Business Contact: +263 719 253997

Key Highlights in the Journey So Far:

- Signed a USD100,000.00 twelve-month baobab powder supply agreement with one of the biggest brewers in Zimbabwe.
- Certified and registered with Agricultural Marketing Authority
- Tax Compliant



The Problem We Solve

The growing demand for wellness-focused products, especially those derived from natural plants, has outpaced the supply of high-quality, indigenous ingredients. Traditional agricultural practices and limited market access have hindered the commercialization of these nutritious crops.



Solution

African Fruit Co. addresses this challenge by:

Aggregating and Processing Indigenous Fruits: We source underutilized African fruits from rural communities, ensuring they meet stringent industry standards for quality and safety.

Connecting Source to Market: Our company bridges the gap between rural producers and the Zimbabwean beverage and dairy industries, providing a reliable supply of premium ingredients.

Empowering Rural Communities: We create sustainable economic opportunities for rural communities by offering cash on delivery for harvested fruits, ex-panding their market reach, and reducing their dependence on traditional agricultural practices.



The Value We Create:

High-Quality, Natural Ingredients: We provide the beverage and dairy industries with premium, indigenous fruit ingredients that align with consumer preferences for wellness and sustainability.

Economic Empowerment: Our business model empowers rural communities by generating income, improving livelihoods, and promoting sustainable agricultural practices.

Market Innovation: We contribute to the development of innovative, wellness-focused products that meet the evolving demands of consumers.



The Future We Envision

Beyond providing natural flavours and ingredients, we see ourselves formulating blends of various African fruits into ready to drink beverages, e.g Baobab and Mazhanje 100% fruit juice.

We believe that preserving the culture and tradition of eating wild and natural fruits can be passed on from generation to generation by innovating how they are integrated in our daily eating habits and food production processes.

Capital Kreatives



Vision: Crafting unforgettable stories through innovative creativity.

Mission: We craft compelling multimedia content that connects brands with their audiences on a deeper level. We turn stories into strategies that drive real results.

Values: Authenticity. Collaboration. Reliability. Creativity. Global Perspective. Integrity.



About the Founder



Makomborero is a film maker and photographer based in Harare who is currently the Creative Director for Capital Kreatives Africa. After attaining his Bachelor Of Science degree in Journalism and Media from the National University of Science and Technology, he worked for several media institutions in Zimbabwe such as ZiFM, Mighty Movies, TechnoMag and Blackfin. He later founded Capital Kreatives Africa with his business partner, Tendai Dara. Makomborero has always been passionate about storytelling and capturing the narratives of individuals. With excellence being at the core of what they do at Capital Kreatives, his goal is to ensure that they carry on this standard as they scale into the region and beyond.



Social Media Pages: Capital Kreatives
Business Contact: +263782893151

Key Highlights in the Journey So Far:

- We have grown our client base to include international clients such as CIVICUS Geneva, UNFPA New York, care companies in the UK, and NGOs in Denmark and Kenya.
- Certified and registered with Registrar of Companies
- Tax Compliant

CREATIVITY LIVES HERE

Videography • Photography • Motion Design
Graphic Design



The Problem We Solve

Many organizations struggle to effectively communicate their brand story, leading to missed opportunities for customer engagement and sales. The media industry often lacks reliable service providers that can deliver high-quality, tailored content.



Solution

Capital Kreatives Africa offers comprehensive multimedia services that are co-created with clients to address these challenges. Our services include videography, photography, motion design, and graphic design. We serve local SMEs, NGOs and Private Voluntary Organisations and Venue Conveners and Event planners with services for conferences, meetings, and or weddings.



The Value We Create:

Enhanced Brand Credibility: Our high-quality content helps organizations build trust and credibility among their target audience.

Improved Marketing and Public Relations: Our services can boost brand visibility, generate leads, and increase sales.

Seamless Customer Experience: We provide a reliable and collaborative approach to content creation, ensuring that clients are satisfied with the final product.

Increased Profitability: By effectively communicating a brand's story, we can help organizations achieve their business goals and improve their bottom line.



The Future We Envision

Expand Our Reach: Partner with more organizations worldwide to convey unique narratives that resonate with diverse audiences.

Innovate Continuously: Incorporate emerging technologies and trends to enhance our multimedia offerings.

Nurture Talent: Build a community of passionate creatives who value authenticity, collaboration, and integrity.

Restore Trust: Lead the way in reinstating confidence in the media industry, making stories powerful catalysts for connection and change.

Charis Nutrition



Vision: To make comprehensive nutrition and wellness services accessible to all.

Mission: To empower individuals, communities and organizations to achieve optimal health and well-being through sustainable nutrition and wellness solutions.

Values: Excellence. Integrity. Client-Centred Approach. Collaboration. Continuous Learning.



The Problem We Solve

The primary problem that Charis Nutrition Consultancy solves is the widespread lack of access to reliable nutrition information and personalized dietary support affecting maternal child healthcare. In Zimbabwe, many individuals struggle with nutritional deficiencies and related health issues, which can lead to chronic diseases and hinder overall well-being throughout the course of their lives.

Solution

Charis offers customised nutrition assessments and counselling for adherence and adoption of healthy lifestyle practices that are sustainable. This starts with a strong focus on childcare with child growth monitoring (growth charts, comparative analysis, and documentation), educational workshops for parents as well as corporates, development milestone assessments as well as nutritional assessments.

The Value We Create

Family Based Wellness: We educate and support families to leverage tailor made nutrition plans for optimal health.

Public Health: We contribute to public health initiatives by addressing nutritional challenges like food insecurity and non-communicable diseases

through our assessments and dietary plans as well as wellness trainings in the corporate arena.

Economic Impact: We reduce healthcare costs associated with diet-related illnesses, contributing to a more productive and resilient society, life expectancy, and reduced morbidity for maternal and child related diseases.

Knowledge Sharing: We enable a culture of wellness and continuous learning, encouraging more equitable, empowered and collaborative relationships between healthcare professionals and their patients.

The Future We Envision

We aim to significantly increase the number of mothers reached per day and convert more clients to paying customers.

We plan to increase our physical marketing tactics, including community gatherings and cluster setups, to expand our outreach. This will also include social media marketing and partnerships with private healthcare providers.

We aim to be fully registered with medical aid societies to provide more people with better long-term access to our services.

About the Founder



Tafadzwa A Zhawari is a skilled Nutritionist with 8+ years of experience in public health and nutrition. She has expertise in food security, gender mainstreaming, and project management. Tafadzwa has experience in radio show hosting on Diamond FM and Capitalk, training material development for CARE groups, and guideline drafting for the School Nutrition Guidelines and Food Based Dietary Guidelines (FBDGs). Her notable achievements include leading the Cyclone Idai Response Team (March-October 2019) and establishing nutrition gardens in Makoni and Nyanga. She also spearheaded the establishment of a seed bank and Farmer Field Schools in Nyanga. She seeks an opportunity to contribute her expertise to improve health outcomes and reduce health disparities.



Email: phadziezhawari@gmail.com
Business Contact: +263 785 188460

Key Highlights in our Journey So Far:

- Practising Certificate with the Allied Health Practitioners Council of Zimbabwe.
- Association of Healthcare Funders of Zimbabwe (AHFoZ) Service Provider Confirmation.
- Certified and registered with Registrar of Companies.
- Tax Compliant.

Crystal Cred



Vision: Illuminating Africa's future prosperity through bridging the energy access gap all across Africa.

Mission: Smart, affordable, reliable energy powered by community driven technology solutions.

Values: Accessibility. Excellence. Empowerment. Innovation. Affordability.



About the Founder



Innocent Chigiya holds a Bachelor of Science Honours degree in Agricultural Economics and Development. With a strong academic foundation and a deep understanding of the Zimbabwean business landscape, he has built a successful career spanning over 7 years. His expertise includes 5 years of experience in credit lending and finance, and 2 years in the renewable energy sector, where he specializes in rural markets and women-led income-generating projects. He also possesses certificates in sales and marketing, effectively driving Crystalcred Zimbabwe's mission to empower rural and urban communities through sustainable energy solutions.



Social Media Pages: crystalcredzim
Business Contact: +263 785 612227

Key Highlights in our Journey So Far:

- More than 200 solar home systems sold to date.
- The coverage of our clientele spans across two provinces with the unbanked reached and empowered through our inclusive payment terms.
- Certified and Registered with Registrar of Companies.



The Problem We Solve

Many Zimbabweans, especially in rural areas, face frequent power outages and high energy costs. This creates a dependence on traditional energy sources that are already facing critical shortages. The national electricity supply has been unable to provide reliable power for over three decades, leaving several remote areas underserved or completely disconnected. Alternatives are costly, for example, reliance on firewood and other unsustainable sources contributes to deforestation and air pollution. Without reliable electricity, economic growth and development remains hindered for those who need it the most.

Solution

Solar Energy Systems: We offer high-quality, pay-as-you-go solar systems that provide reliable and sustainable power.

Flexible payment plans: Customers can enjoy the benefits of solar energy without upfront costs.

Customized solutions: Systems are designed to meet the specific needs of rural homesteads as well as urban residents.

The Value We Create

Improved quality of life: Reliable electricity enables access to education, healthcare, and other essential services.

Economic empowerment: Solar energy can stimulate economic activity and create jobs.

Environmental sustainability: Reducing reliance on fossil fuels helps protect the environment and mitigate climate change.

Energy independence: Solar energy can reduce Zimbabwe's dependence on imported energy sources.

Affordability: Flexible payment plans make solar energy accessible to a wider range of customers.

The Future We Envision

We believe we can sell more than 400 small home systems and at least 20 large systems in the urban and peri-urban regions of Zimbabwe by February 2025.

We seek to empower more rural women to enhance and strengthen their agricultural endeavours through the value addition of sustainable alternative power.

We desire to expand our areas of expertise and become a manufacturing hub for premier tech and renewable energy services across Africa.



Honeyscoop



Vision: A world-class honey producer delivering quality and community impact.

Mission: Providing pure honey for health, wellness, and a sustainable future.

Values: Integrity, Quality, Innovation, Empowerment & Excellence



About the Founder



Vincent Prince Mutimbanyoka, an MBA graduate from the University of Zimbabwe and holder of a Leadership and Agriculture certificate from Star Leadership Academy, is a dynamic force in agribusiness. As the founder of Honeyscoop, a socially driven brand established in 2019, Vincent has revolutionized the honey industry by delivering 100% premium, pure honey with a steadfast commitment to quality and social impact. His innovative approach is fueled by a deep passion for technology and a goal-oriented mindset. Vincent is dedicated to empowering rural communities and enhancing consumer health, making him a compelling leader and visionary for investors seeking impactful opportunities.



Social Media Pages: honeyscoopzim

Business Contact: 071423992 / 0775288787

Key Highlights in our Journey So Far:

- We have impacted rural communities, especially women and young people, driving social and economic growth in underserved communities.
- Our product range is diversifying as we produce two premium organic products – Butterscoop and Honeyscoop as well Honey Scoops.
- Member of Zimbabwe Apiculture Platform (ZAP)
- Certified and registered with the Registrar of Companies.
- Tax Compliant



The Problem We Solve

Honeyscoop addresses two key issues:

Access to Premium Honey: Health-conscious consumers struggle to find authentic, high-quality honey.

Economic Struggles of Rural Communities: Rural honey producers, especially women and youth, face unfair pricing and limited market access, making it difficult to earn sustainable incomes.



Solution

Honeyscoop provides 100% pure, ethically sourced honey while offering fair trade opportunities to rural producers. This approach not only ensures a consistent supply of premium honey for consumers but also empowers local communities by improving livelihoods. We proudly source honey from rural communities in Mashonaland East and Manicaland, focusing on empowering women and youth producers.



The Value We Create

Honeyscoop differentiates itself by offering premium honey that supports sustainable livelihoods for rural producers. Honey as a product has wide appeal with a potential market spanning all generations as it also contains many wellness and healing attributes. Consumers receive high-quality products, while also contributing to social impact by promoting fair prices and economic empowerment. This unique blend of quality and social responsibility appeals to health-conscious consumers and aligns with their interests in natural diets and organic products.



The Future We Envision

We believe we will become a leading socially responsible brand in the honey industry, delivering premium, pure honey while driving sustainable development in rural communities.

In the next 1 to 2 years, we aim to serve more local markets, reaching every province in Zimbabwe and tap into the growing export market as global demand for honey increases.



Kitchen Gardens by Joy



Vision: To inspire and empower individuals to cultivate a sustainable, healthy, and fulfilling lifestyle through kitchen gardening.

Mission: To provide accessible, educational, and supportive resources for kitchen gardening, enabling people to grow their own fresh, nutritious food and connect with nature.

Values: Sustainability. Education. Community. Accessibility. Health and Wellness. Innovation.



About the Founder



Joy is a passionate kitchen gardener dedicated to cultivating fresh, organic produce and inspiring others to do the same. A kitchen gardener is someone who grows fruits, vegetables, or herbs in or near their kitchen. The goal of a kitchen gardener is to have fresh, homegrown produce readily available for cooking and eating. Joy had her first garden at the age of 11, she has a deep understanding of plant care, soil health, and sustainable gardening practices. Joy enjoys sharing her knowledge through farmers markets, workshops, online tutorials, and community gardening projects.



Email: joythegardener@gmail.com
Business Contact: +263 776 278 610

Key Highlights in our Journey So Far:

- To date we have grown approximately 5000 plants utilising the total number of planting pockets we have bought to date.
- We have purchased a 1000litre tank to facilitate the watering of plants in 2022.
- We now supply an average of 200 customers with herb and vegetable seedlings.
- Managed to fully operationalize the potting mixture product.
- Construction has begun for our nursery shed which will have a holding capacity of 10 000 plants.
- We have received a Garden Consultant Certification scholarship from Gardenary a company based in the USA where the founder has been learning more about modern gardening practices.



The Problem We Solve

Consumers struggle to find high-quality, locally grown produce. When seeking to solve this by growing their own fruits and vegetables, many individuals lack the knowledge or space to grow their own food. Busy lifestyles also make it difficult to maintain a garden. Yet the desire for a healthier lifestyle continues unabated as there is a growing interest in the benefits of consuming fresh, organic produce for better health.



Solution

Kitchen Gardens provides a range of services and products to address these issues:

Subscription Boxes: Monthly or bi-monthly deliveries of fresh, seasonal produce along with gardening tips and recipes.

Pre-Planted Containers: Ready-to-grow gardening solutions that require minimal effort.

Gardening Workshops: Educational sessions covering various gardening topics.

Personalized Gardening Plans: Customized plans based on individual preferences and available space.

Gardening Tools and Supplies: Essential items for successful gardening.

Community Events: Social gatherings to promote connection among gardeners.



The Value We Create

We provide a personalised and holistic gardening experience for the customer, their long-term health, through consolidating best practice gardening knowledge into digestible, easy to apply plans and resource kits.

Community Building: We foster a supportive network among gardeners.

Sustainable Practices: We emphasise organic methods to minimise environmental impact.

High-Quality Produce: We ensure freshness and nutritional value in gardening outputs through quality practices.

Convenience and Accessibility: Our flexible options make gardening easy for individuals of all skill levels which supports sustainability.



The Future We Envision

We see a future where every urban household in Zimbabwe will have a productive organic garden.

We want to be at the forefront of an urban gardening movement which inspires individuals and communities.

We aim to spearhead sustainable water solutions, implementing boreholes to enhance production and sustainability.

We will continue to grow our educational hub through online resources and partnerships, becoming a go-to educational platform for gardeners complete with certification.



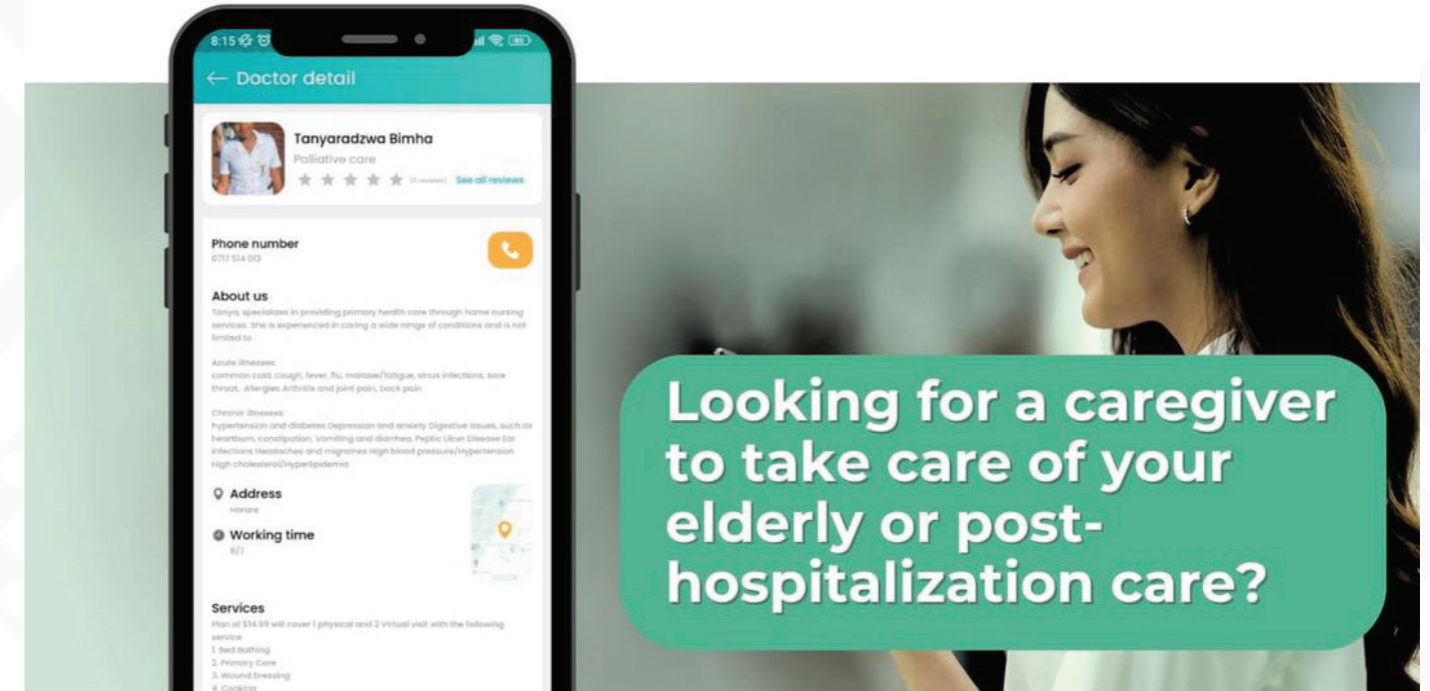
KumbaCare



Vision: To become a leading world of compassionate care by 2050.

Mission: Connecting patients to palliative care, effortlessly in Africa.

Values: Patient Privacy & Confidentiality. Patient-Centred. Integrity. Compassion. Excellence.



About the Founder



Agatha Mandovha is the founder and CEO of Kumbacare, a compassionate telemedicine app. As a student nurse with 3 years of experience in primary healthcare and compassionate care, she has dedicated her life to improving healthcare outcomes for palliative care patients. Agatha holds a certificate in Transport Logistics and Information Technology. Through Kumbacare, she aims to revolutionise healthcare access, making compassionate care more accessible and convenient for all.



Email: info@kumbacare.co.zw

Business Contact: +263 717 514 013 / +263 774 184 393

Key Highlights in our Journey So Far:

- We have successfully launched our compassionate care service via a mobile application.
- We have partnerships with healthcare professionals (Caregivers and Doctors).
- We have expanded our services to include telemedicine feature.
- Certified and registered with the Registrar of Companies.
- Tax Compliant.



The Problem We Solve

Many chronic or end of life care patients face challenges in accessing palliative care services due to the constrained healthcare system where medical professionals periodically exit the system in favour of the diaspora regularly. Added to this, the cost of care as well as availability of basic sundries are prohibitive and inaccessible, particularly in underserved rural and urban areas, and among individuals with mobility issues.



Solution

Kumbacare provides a reliable remotely delivered connection to care services for palliative care patients to consult with caregivers and healthcare providers. This revolutionises healthcare for these critically ill patients who rarely are given options and even less, access to the services they desperately need. Kumbacare's range of product services allows for this in the following ways:

- Telemedicine consultations
- Compassionate and informed palliative care support
- Health education resources



The Value We Create

Kumbacare uses an innovative matchings system powered by geo-fencing technology for proximity-based provider matchmaking. This connects patients with caregivers nearest to them, minimising travel time and enhancing compassionate accessibility. The system also ensures that healthcare professionals with limited income have another channel of income generation that is traceable and transparent due to the technological features of the mobile application.



The Future We Envision

We aim to expand our services to include leasing out of medical and mobility devices, provision of medical advances to cover out of pocket expenses and mental health support.

We desire to be the leaders in compassionate telemedicine by 2030, improving health outcomes and quality of life for people in end of life care or chronic illnesses or conditions.



nengare.
Incorporated

FUNGAI NENGARE
LIVE ENTERTAINMENT

THE
STUDIO
.INC



Vision: We revolutionise children's education through innovative music production, fostering creativity and learning.

Mission: We deliver high-quality, customised music services—recording, mixing, mastering, and songwriting—specifically designed for educational content. Our goal is to create engaging and impactful music that enhances learning experiences for children globally.

Values: Creativity. Collaboration. Quality. Integrity.



About the Founder



Fungai Nengare is a skilled Musician, Singer, Songwriter, Music Producer, and Sound Designer, currently directing Nengare Incorporated PL. He specialises in music production, live entertainment, and educational children's content through subsidiaries like Vana.Inc and TheStudio.inc. He has produced for artists such as Rutendo Mutsamwira, SKAi, Reverb7, and Tina Masawi. In 2014, he completed a musical tour across Germany, Austria, and Holland. His collaborations include producing children's content with Ndoti Kids and podcasts with Global Digital Futures. Notable projects include Ubuntu for the "SoCreative Summit 2020," showcasing his dedication to creativity and cultural expression.



Email: nengare.incorp@gmail.com
Business Contact: +263 772 813931

Key Highlights in our Journey So Far:

- We have a professionally trained audio director at the helm bring years of experience, a Teaching Diploma specializing in infant education.
- We house a fully equipped studio fit for diverse audio production needs including music, spoken word, podcasting, soundtrack and film sound mixing, voice over recordings and so much more.
- This year, some of our music production work will be showcased at an international film festival in Zimbabwe.



The Value We Create

One-Stop Solution: Our comprehensive services for music production, film scoring, and NGO content, ensure consistent quality and pricing throughout.

Local Expertise with Global Standards: We blend Zimbabwean musical traditions with world-class production techniques for authentic yet polished audio, preserving our culture and its heritage while bringing it forward into the modern world.

Affordable Excellence: Competitive pricing making high-quality audio production accessible to emerging artists, NGOs, and local businesses.

Cultural Sensitivity and Personalisation: Crafting content that resonates with Zimbabwean audiences through tailored, multi-lingual solutions.

Swift Service with a Personal Touch: Fast, reliable delivery while prioritising client needs, ensuring projects reflect their unique vision.

The Future We Envision

We aim to be the leaders in creating innovative musical content that seamlessly integrates with rich African narratives, transforming traditional learning into dynamic, engaging experiences.

Our goal is to lead the continent in blending cutting-edge music production with the vibrant storytelling traditions of Africa, setting new standards in education, and fostering a deep appreciation for cultural diversity and enhancing learning in imaginative ways in the next generation.

The Problem We Solve

The language of sound and music is universally acknowledged and understood. Its power to create impactful communication, simplify and transfer complex knowledge and articulate human emotion is uncontested. In the digital age, there is no sound that cannot travel across borders within minutes of being uttered, whether mastered or mixed by a professional engineer. Sadly, affordable, high-quality mixing, mastering, and sound creation services, hindering not only the production of quality musical and audio products that can compete on the global stage, but this also hinders production that can add value to a range of economic sectors including cultural industries such as Corporate Marketing and Advertising Agencies, NGOs and Development Organisations working in social impact and human development, and Film and Documentary Makers.

Solution

Affordable Audio Production Services:

- Mixing and mastering for music producers and record labels.
- Custom jingles, soundtracks, and voice-overs for corporate clients.
- Multi-lingual audio content production for NGOs.
- Film scoring and sound design for filmmakers.



Pured Agro



Vision: Convenience and affordability meet innovation in food production.

Mission: Reliable dried organic tomato powder that is still tasty but additive free.

Values: Good for the pantry, pocket and health.



About the Founder



Tsepo Manganda is a 22-year-old passionate entrepreneur from Bulawayo who is the Co-founder and Finance Director of the startup, Pured Agro Processors. He is currently pursuing an undergraduate degree in Risk management and insurance. He has attained certificates in marketing and basic financial management that have equipped him with the soft skills to run and maintain Pured Agro Processors business. Since transitioning into Entrepreneurship he has been able to realise this venture as a way to contribute towards sustainable developmental goals and a road to financial freedom.



Email: puredagro@gmail.com
Business Contact: +263 789 662471

Key Highlights in our Journey So Far:

- Recognised by the Zim Agric Chronicle magazine and selected into the top 29 Anzisha Prize fellowship program for young African owned businesses.
- Started by five high schoolers seeking a way to process tomatoes by pureeing then by drying.
- Certified and registered with the Registrar of Companies.
- We have purchased our own hydrater.



The Problem We Solve

Fresh tomatoes are prone to spoilage, especially in the absence of proper storage facilities (space, shortage of electricity supply). As modern Zimbabweans engage in busier lifestyles (remote work after hours and family demands), food preparation such as the cutting and processing fresh tomatoes can be time-consuming. The benefits of purchasing fresh tomatoes in bulk at cheaper prices can be prohibitive.



Solution

Our company offers convenient and long-lasting tomato products, including tomato powder and organic sauce:

Time-saving: Our products eliminate the need to cut and process fresh tomatoes, saving time and effort.

Cost-effective: Our products help reduce food costs by eliminating waste in the home, agricultural supply chain, and retail outlets providing a convenient alternative to fresh tomatoes that is accessible in the current cost of living crisis.

Health benefits: Our tomato sauce is additive-free, catering to the needs of health-conscious consumers.



The Value We Create

Innovating Convenience in Food Production Ethically: Our products offer a convenient and hassle-free way to incorporate tomatoes into meals, saving time and effort.

Sustainability: Our products utilise all of the tomato during food processing, helping reduce food waste on a wider scale while still supporting local farmers.

Value Chain: Our production processes as they scale also offer opportunities for employment creation, contributing more to the national fiscus through taxes being paid and continuous improvement of the value chain in the food industry.



The Future We Envision

We see our reach extending to regions where tomato shortages occur such as West African countries as well as explore other markets in the U.A.E , North America and Europe.

We desire to expand distribution through retail partnerships.

We intend to diversify our Tomato Powder Range Sauce Flavours catering to market demand.

Robust365



Vision: Freeing business owners to focus on realising their full potential.

Mission: The preferred cloud accounting platform of choice for small businesses to manage and drive their growth and prosperity with ease.

Values: Empowerment. Innovation. Integrity. Community.



About the Founder



Tanaka Urayai is a Data Analyst, Monitoring & Evaluation (M&E) Practitioner, and Advanced Excel Trainer with 15 years-experience in project management and M&E. He has developed customised Business Reporting Systems which run on google sheets using his past experience in excel, google sheets, and established global enterprise management brands. These Business Reporting tools, now adopted by several Zimbabwean companies, facilitate structured and systematic reporting, progress tracking, collaboration and business management based on organisational data. They have also been customised for Budget Tracking and Management; Out of Home Media Sites Management; Campaign Targeting and Resource Management.



Social Media Pages: Robust365

Business Contact: +242 572 706, +263 776 207 487

Key Highlights in our Journey So Far:

- We currently have 544 users since inception in 2023 and are working on integrating a payment gateway and partnering with a commercial bank to scale in a sustainable business relationship.
- We also plan to scale up to the region in partnership with civil society entities that built the capacity of MSMEs.
- We are certified and registered with the Registrar of Companies
- Tax Compliant.

Enhancing Data Security

Securely Manage Your Business Finances with Robust365's Superior Security Measures



The Problem We Solve

Micro Entrepreneurs, particularly women, aged 25 to 35 face many challenges with that hinder their capacity to scale up. Financing which would be a go-to for many is prohibitive due to a lack of compliance with record keeping and tracking required to fulfil due diligence requirements. This is largely due to:

- Inadequate skills for maintaining traceable financial records.
- Limited access to digital devices, affordable accounting software, and the internet.
- Erratic electricity supply



Solution

Robust365 offers enhances financial due diligence compliance through our holistic solution which combines training in basic financial literacy and business planning and a homegrown Cloud Accounting System that is easy to use and adopt. This system enables financial inclusion for our micro-entrepreneurs by offering:

- Offline access to combat poor connectivity and erratic electricity supply
- Dropdown menus to minimize typing and increase speed
- Automated accounting processes to eliminate human error
- Remote access capabilities
- Error-free functionality
- Process monitoring
- Dated performance reports



The Value We Create

Closing the digital divide: Our system with its functionality features geared to enhance ease of use and adoption empower people who are unfamiliar with technology to leverage its best benefits.

Contextually nuanced: Our system is intuitive to the contextual nuances often overlooked by western developers and fit for purpose in the dynamic and diverse African marketplace.

GDP Potential: The technology sector is contributing to GDPs of countries all over the world redefining the global economy. Africans must begin to tailor make solutions fit for use and purpose in their home countries to gain a competitive advantage, gather and leverage context specific data at scale, and raise the bargaining power in the global tech space for greater autonomy and to mitigate exploitation.



The Future We Envision

We aim to be a vehicle to facilitate access to finance and rapid technology adoption through our financial literacy training program and provision of digital financial services.

We desire to leverage a mutually beneficial exchange of value where the micro entrepreneurs are trained to gain financial literacy to manage their finances and capacitated with finance to scale up their business. Robust365 earns subscriptions revenue, while the partner bank benefits from bank deposits revenue, surplus from credit/ loan repayments as well as transaction fees from online banking.



Ruby's Touch Designs



Vision: An international trendsetting fashion brand where ethnic cultural heritages meets modern trends with style and grace.

Mission: Bold, ethnically diverse, modest apparel curated and designed to celebrate the natural beauty of women's curves and seasoned sophistication.

Values: Integrity. Empowerment. Modesty. Creativity. Social Responsibility.



About the Founder



Ruby Cherly Zinyawu is the founder and head designer of Ruby's Touch Designs, a fashion brand that empowers women through culturally inspired, modest fashion. With over a decade of experience, Ruby specializes in creating stylish, custom-made and ready-to-wear garments for fuller-bodied and mature women. Her designs blend African fabrics like Shweshwe, Kudhidha, and Ankara with contemporary styles, ensuring her clients feel confident and culturally connected. Ruby's commitment to empowering women extends beyond fashion, as she also trains women in her community in sewing and design



Social Media Pages: Ruby's Touch Designs
Business Contact: +263 773 055 989

Key Highlights in our Journey So Far:

- We participated in Miss World Tourism 2019, creating outfits for the African regalia category.
- We were featured at HIFA 2018, gaining recognition for modest fashion.
- We have designed a dress for a young girl to welcome Tanzanian President John Magufuli in 2020.
- We exhibited at the Zimbabwe International Trade Fair (2023) and SADAC Summit (2024).
- Completed the Next She Exporter Program with ZimTrade and passed the Online Business Development Lab Program.
- We have managed to stay active and grow since inception in 2010.



The Problem We Solve

Fuller figured women face challenges of limited options (lack of diversity in styling), negative stigmas and profiling which make mainstream fashions spaces unsafe, and poor-quality clothing options. In Zimbabwe where logistics are constrained by liquidity problems, these challenges are further exacerbated.

Solution

Ruby's Touch addresses this problem by creating a safe, inclusive, space for fuller figured and mature women to find stylish, modest clothing of exceptional quality and fit.

Unapologetically Feminine: The brand caters primarily to women aged 18 to 60 who value fashion that does not sacrifice individuality, fun, style or their cultural identity, beliefs and principles.

Boldly Modest: The brand creates looks and statement pieces that stand out, are functional for the purpose of the season (summer, winter) while celebrating the appeal of modest standards of clothing.

Statement Pieces Curated For Her Size: The brand curates' apparel that demonstrates a woman's unique style preferences, attained through the different transitions of life.

The Value We Create

We create T-shirt dresses, linen and cotton tops, cotton-polyester blends, collars, and peplums. Our designs feature iconic Zimbabwean fabrics such as **Kudhidha**, **Shweshwe**, and **Ankara**. We also offer personalised styling services curated for the client's lifestyle or occasion.

Locally Produced, Locally Sourced: By sourcing local fabrics and patterns, we preserve our cultural heritage while keeping it alive as it evolves with new generations of women making it their own.

Our Customers Drive Our Growth: Our personalised styling services emphasise quality over quantity placing the customer's satisfaction at the core of our service delivery. This creates loyalty and repeat business, as well as expands our reach through referrals. Over time these referrals have extended overseas to the UK and USA through Zimbabweans diasporans as well as visiting tourists.

Upscaling and Professionalising Local Tailor: Our clients are repeat customers who value quality, and this places a demand on the local street-based tailors we recruit for our workshop. They are required to improve their work ethic, engage their creativity and innovation, prioritise originality over copying, and improve their customer relationship management skills providing consistent quality every time.

The Future We Envision

We see ourselves becoming an internationally recognised leader in modest fashion.

We plan to open more branches in Southern Africa, including markets like Botswana and Zambia, and launch an e-commerce platform to reach clients worldwide.

Our commitment to social impact continues with training programs for women in our community, empowering them with sewing and fashion design skills.



Zimpricecheck.com



ZIMPRICECHECK.COM

Vision: Zimbabwe's leading platform for smart financial decisions and economic insights.

Mission: We create value for Zimbabweans, both at home and abroad, by providing real-time price tracking, easy bill payments, and essential market intelligence. Our services enable individuals to make informed financial choices and stay connected to their home economy.

Values: Accuracy. Innovation. Transparency. User-Centricity. Continuous Improvement. Responsibility.



The Problem We Solve

Zimpricecheck addresses critical challenges faced by Zimbabweans, particularly in accessing reliable financial information. Many individuals struggle with financial exclusion and lack the necessary tools to make informed decisions. The absence of real-time price tracking and seamless bill payment solutions can lead to poor financial management and missed economic opportunities. By bridging this gap, we empower users with valuable market insights and facilitate easier financial transactions.

Market Intelligence: By analysing market trends, we offer insights that help users understand the economic landscape, enabling better financial planning, greater confidence, and more agency.



The Future We Envision

Despite being a new player in the market (established 2023), we have quickly developed a robust platform that addresses the needs of our users.

We have a growing user base having successfully attracted a diverse audience, including individuals both in Zimbabwe and in the diaspora, particularly in countries like South Africa and the UK.

Our dedicated team consists of skilled professionals in content creation, data analysis, web development, and customer support, ensuring that we deliver high-quality services.

We leverage advanced algorithms for price tracking and market analysis, positioning ourselves at the forefront of technology in the financial services sector.



The Value We Create

Our platform provides enables people to become financially empowered by becoming more deeply connected to the local economy as it is, backed by hard data:

Real-Time Price Tracking: Users can access up-to-date pricing information, allowing them to make informed purchasing decisions.

Bill Payment Solutions: We streamline the process of paying utility bills and other expenses, reducing the hassle and time involved.

About the Founder



Garikai B. Dzoma is a driven tech entrepreneur and self-taught programmer with over 14 years of experience in Zimbabwe's digital ecosystem. He holds a Bachelor's Degree in Accounting from the University of Zimbabwe. As the co-founder of Zimpricecheck Insights Private Ltd, he has led the development of a platform that delivers real-time price tracking and economic insights, empowering communities with crucial economic data. Garikai's extensive expertise includes full-stack development, data analysis, and business development, with a focus on providing innovative solutions for Zimbabwe's economic challenges.



Email: garikai@zimpricecheck.com
Business Contact: +263 772 473953

Key Highlights in our Journey So Far:

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- We have a growing user base having successfully attracted a diverse audience, including individuals both in Zimbabwe and in the diaspora, particularly in countries like South Africa and the UK.
- Our dedicated team consists of skilled professionals in content creation, data analysis, web development, and customer support, ensuring that we deliver high-quality services.
- We leverage advanced algorithms for price tracking and market analysis, positioning ourselves at the forefront of technology in the financial services sector.
- We have established informal partnerships with local businesses and vendors to gather accurate price information, enhancing the reliability of our data.



VALUE CREATION CHALLENGE[®]

“Building Zimbabwe’s Next Big Idea”

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