

# PLAFTKO

PLANT FOOD COMPANY

COMPANY PROFILE



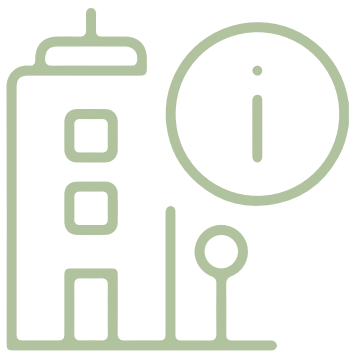
# WHO WE ARE

PLAFKO is committed to making plant-based living easy, accessible, and enjoyable for everyone. We believe that dietary choices should not be a barrier to a happy, healthy life. We provide nutritious, high-quality plant-based food alternatives, specifically our range of [e.g., dairy-free milk, cheeses, plant-based protein powders, vegan snacks], that don't compromise on taste, affordability, or sustainability. Our products cater to individuals avoiding animal-based foods due to health-related dietary restrictions, religious or lifestyle-based food choices, and those seeking everyday essentials or nutritious solutions.F

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# 01

## Basic Company Information

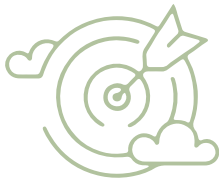


- **Company Name:** Plafko Trading PLC
- **Tagline:** Sustainable & Nutritious Plant-Based Solutions
- **Headquarters:** Addis Ababa, Ethiopia
- **Branch:** Nairobi, Kenya
- **Year Established:** 2024
- **Legal Structure:** Private Limited Company (PLC)
- **Logo:**



# 02

## Mission Vision and Values



### Mission:

To provide easy access to delicious, nutritious, and authentic plant-based food products that promote health, drive economic growth, and champion environmental stewardship.



### Vision:

To become a leading brand in transforming the African food industry by producing plant-based food alternatives that are nutritious, sustainable, and affordable, while fostering a thriving agri-processing ecosystem that uplifts communities.



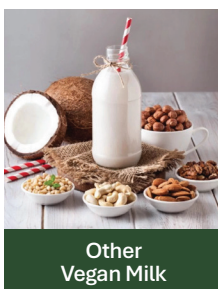
### Core Values:

Sustainability  
Health and Wellness  
Innovation  
Inclusivity and Empowerment  
Integrity and Quality

# 03

## Products and Services

### Future Products



### Unique Selling Points

- 100% vegan and lactose-free
- Locally sourced and produced
- No compromise on quality
- (Future Focus): Fortified for improved nutrition and biofortification

Plafko provides a range of healthy, dairy-free food options:

### Our market entry product is Oat Milk

- Plain Flavored Milk
  - Vanilla Flavored Milk
  - Honey Flavored Milk
  - Barista Oat Milk
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# 04

## Key Achievements and Milestones



- Selected for the Jasiri Talent Investor Program 2024
  - Secured future B2B clients – cafes and restaurants across Addis Ababa
  - Launched first product line within 6 months of founding
  - Made sales of 187 liters and generated first round of revenues
  - Onboarded over 370 liters in pre-orders during pilot launch
  - Built partnerships with local ingredient suppliers
  - Accepted for the BIC Africa Catalyzer program
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# 05

## Market and Customer Focus

### Target Audience:

- Health-conscious consumers eg. lactose intolerance or dairy allergies
- Lifestyle-Conscious Consumers, e.g. Vegans & Vegetarians
- Fasting communities (Orthodox Christians, etc.)



### Market Positioning:

- Affordable plant-based nutrition
- Proudly local, culturally rooted
- Accessible through online and retail channels

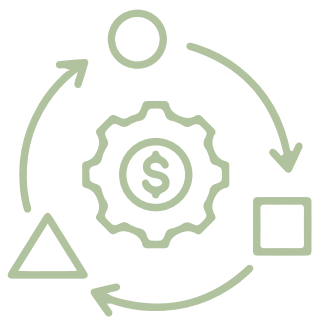


# 06

## Business Model

### Revenue Model:

- Direct sales through online and offline retail
- Bulk supply to cafes, restaurants, and corporate partners
- Future subscription model for regular deliveries



### Key Channels:

- E-commerce platform (website), whatsapp business
  - Supermarkets, organic mini markets
  - B2B partnerships
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# 07

## Social and Environmental Impact



- **Local Sourcing:** Supporting Ethiopian farmers and local economies
  - **Empowering Women:** Actively involving women vendors and producers in the value chain
  - **Sustainability:** Promoting plant-based diets to reduce environmental impact
  - **Nutrition Focus:** Addressing malnutrition through nutrient-rich products and future fortification plans
  - **Climate Action:** Commitment to track and reduce carbon footprint
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# 08

## Future Plans and Goals



- Launch new product lines (oat yogurts with various flavors, soy milk)
  - Launch of a Barista Oat Milk Edition
  - Invest in a larger production facility by 2026
  - Expand distribution nationally and regionally (East Africa)
  - Implement fortified plant-based products to combat micronutrient deficiencies
  - Partner with health organizations to promote sustainable nutrition campaigns
  - Track and reduce carbon footprints
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# 09

## Leadership Team



### **Selam Yihun – Chief Executive Officer (CEO)**

With a background in Mechanical Engineering and Business Development, Selam has supported 40+ startups and helped create over 10,000 jobs through her work at iceaddis. As Chair of the EU-Ethiopia Youth Sounding Board and being lactose intolerant herself, she leads Plafko with purpose and personal conviction. She is deeply committed to building inclusive, health-conscious solutions for communities across Africa.



### **Nigist Awish – Chief Operating Officer (COO)**

With an MSc in Process Engineering and expertise in Quality Assurance and Management System Auditing (ECAE), Nigist precision-leads Plafko's operations. Driven by a mission for Ethiopia's self-sufficiency, she ensures efficient local delivery of genuine plant-based solutions like oat milk, contributing to national growth.



### **Dennis Gitau – Chief Commercial Officer (CCO)**

A people-driven strategist with a background in Economics and experience in intervention design, Dennis is passionate about harnessing the power of agrifood systems to drive both profitability and community empowerment. He brings a unique blend of creativity, systems thinking, and purpose to build impactful, sustainable ventures.

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# Testimonials:



**Bami**

Gender Expert

“Ever since I began my vegan journey, I’ve been struggling to find high-quality, affordable milk alternatives. Plafko Oat changed that for me. I no longer have to worry about my dietary choices. Plafko is here for me.”



**Tadesse**

Gym instructor

“I take Plafko Oat with my breakfast cereals sometimes, but my favorite recipe is when I use it for iced coffees. I’m lactose intolerant and can’t take milk. It was very difficult for me to avoid macchiatos and iced coffee, but because of Plafko, I don’t have to anymore.”

# Contact Information

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