



TIMBALI
TECHNOLOGY INCUBATOR

Subtrop



MARKETING SYMPOSIUM



TIMBALI

TECHNOLOGY INCUBATOR

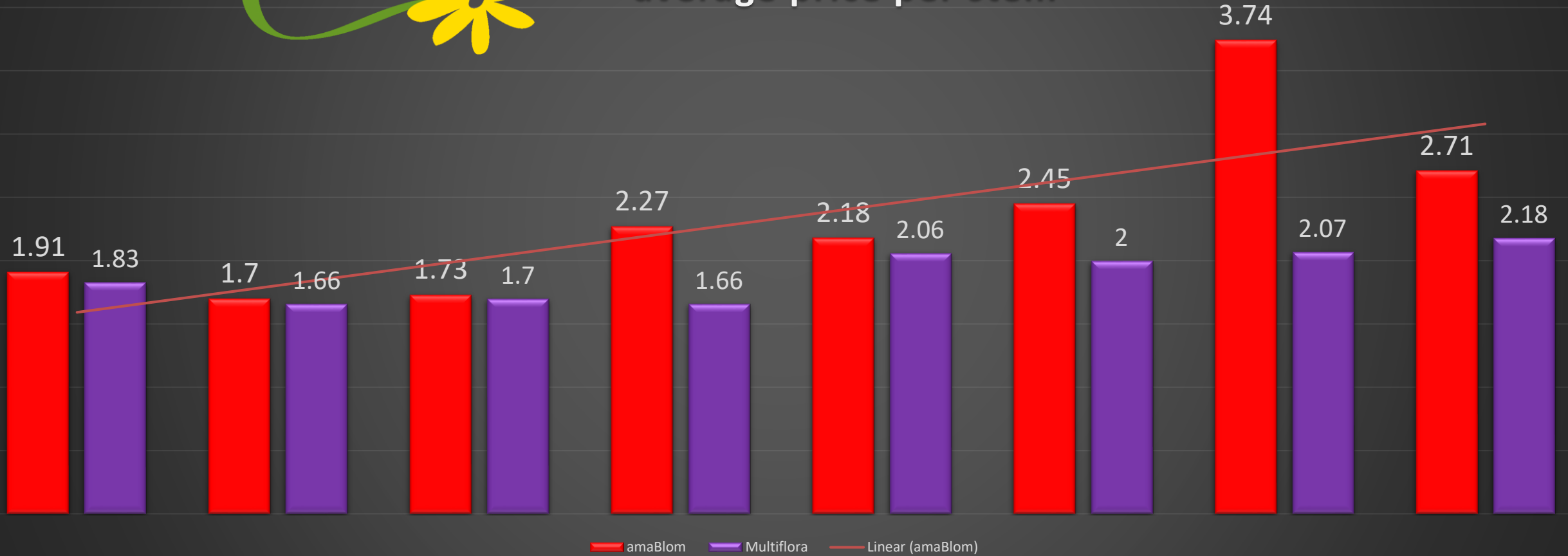


Introduction

1. Timbali's Value Proposition - Outputs
2. The Challenges
3. The Timbali Model
4. How is Timbali different
5. Timbali and Loan Financing
6. Timbali's Value Chain

Timbali's Value Proposition

Multiflora market vs amaBlom average price per stem

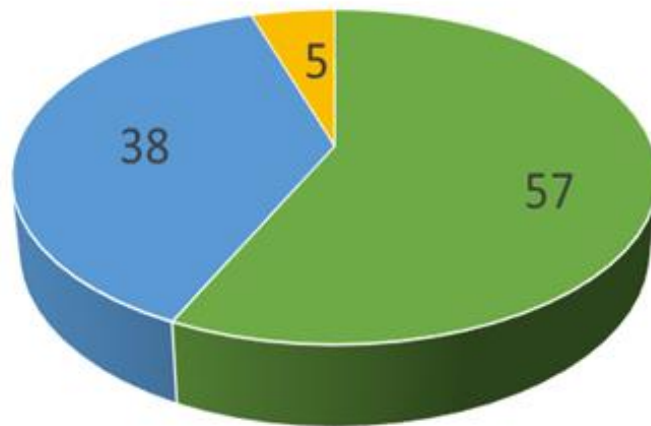


Timbali Sales Mix Dashboards per province:

1 April 2018 -31 March 2019

Mpumalanga Sales Mix - 4th year

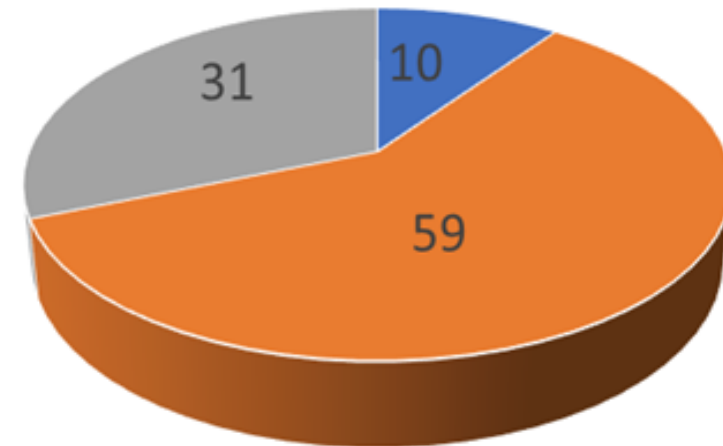
2019 Mpumalanga Sales Mix in Rand



■ Export ■ Retail ■ Wholesale

Nwanedi/ Musina Sales Mix- 1st year

2019 Nwanedi Sales Mix in Rand



■ Export ■ Retail ■ Wholesale

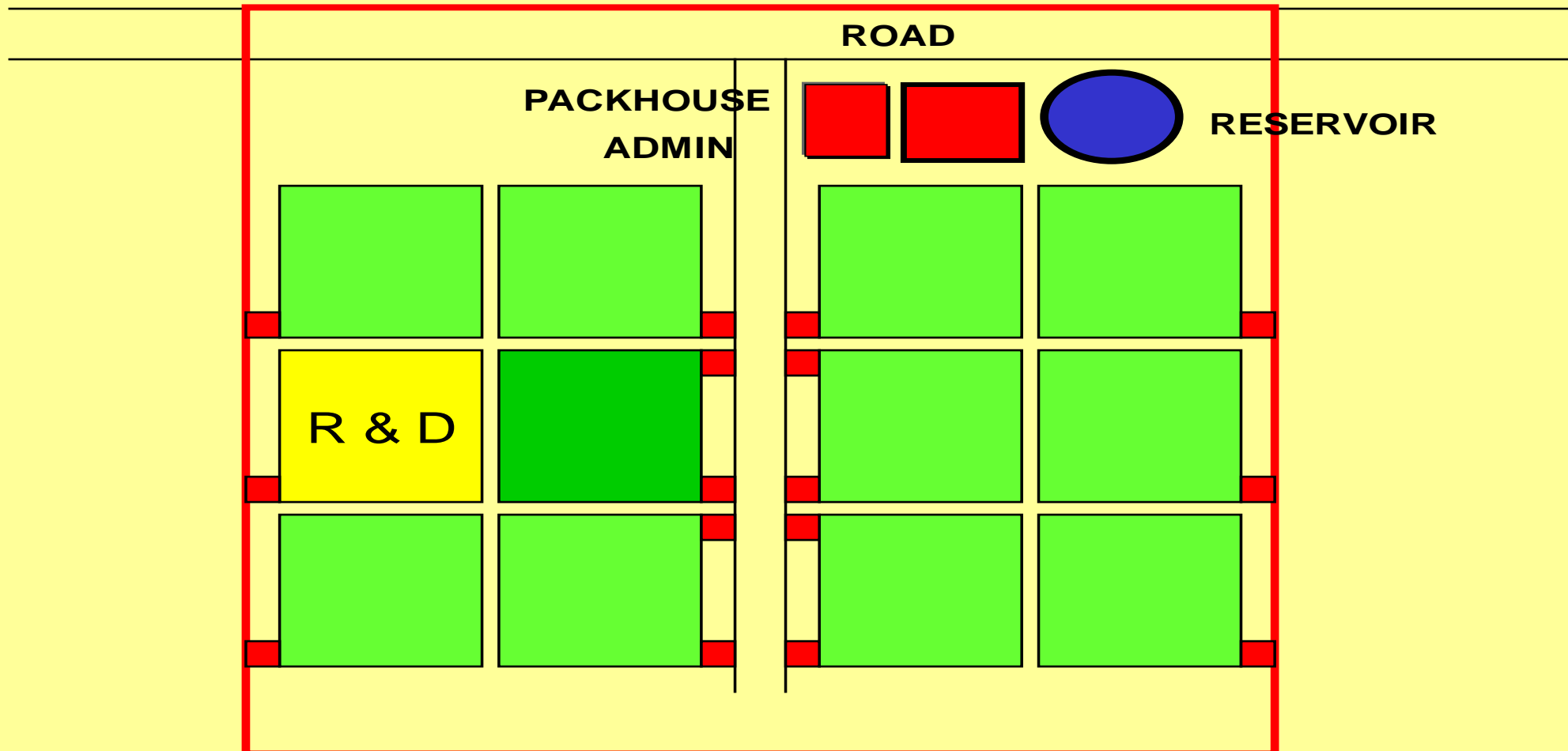
The Challenges



- ❖ Competitiveness
- ❖ Productivity
- ❖ Inclusive Growth
- ❖ GEM Report

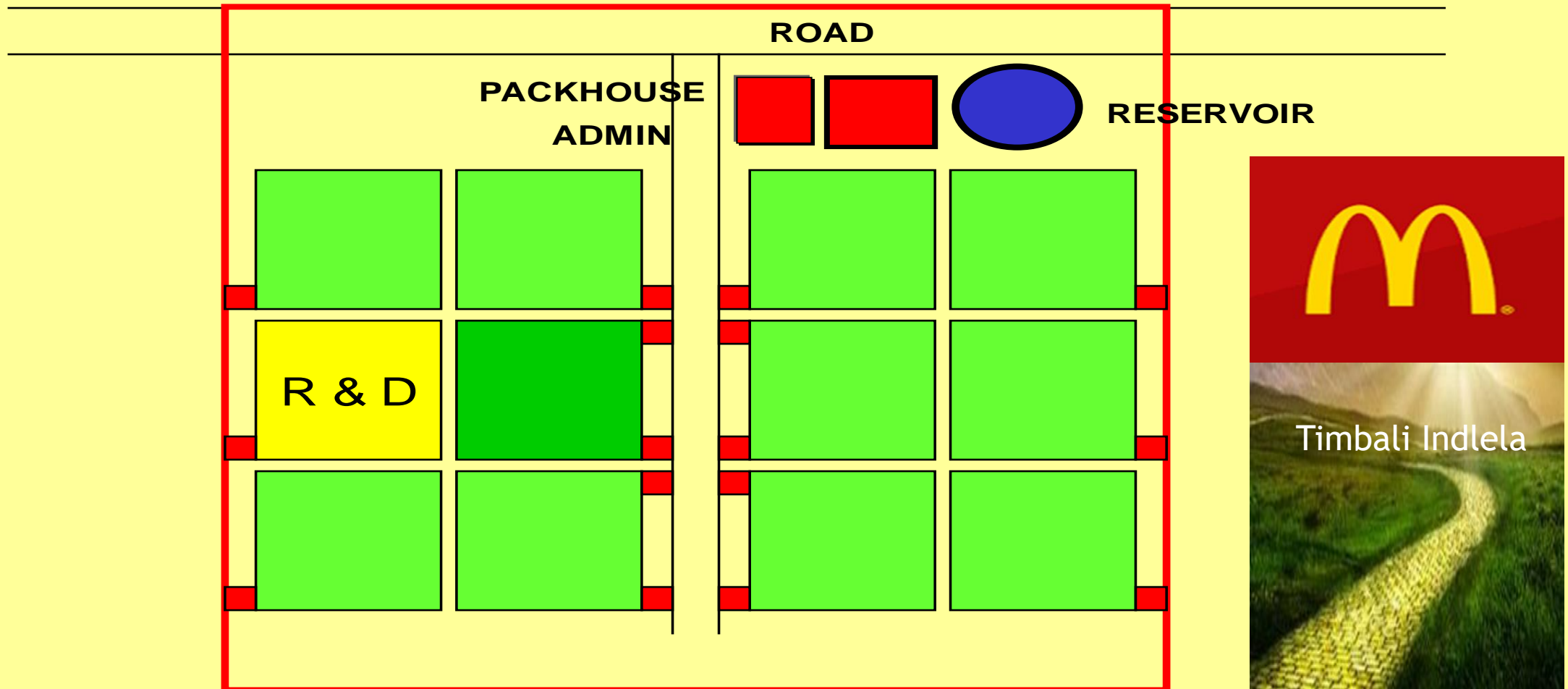
Timbali Prototype Model

Competitiveness challenge is addressed by Cluster Concept where farmers benefit from economy of scale



Timbali Prototype Model

Competitiveness challenge is addressed by Cluster Concept where farmers benefit from economy of scale



Productivity challenge is addressed by a system based management model, Nwanedi-Indlela-Way

The Timbali Enabling Environment



How is Timbali's Model Different?

The Market is everything



nature's finest
FRESH·TO·GO

W WOOLWORTHS

**SHOPRITE
&
Checkers**

Pick n Pay
Inspired by you

SPAR

The Farmer signs a Session Agreement

Countries exported to



Germany



United Kingdom



Switzerland



Mauritius



France



Namibia



Russia



Ghana



Fastest Reliable Supply Chain

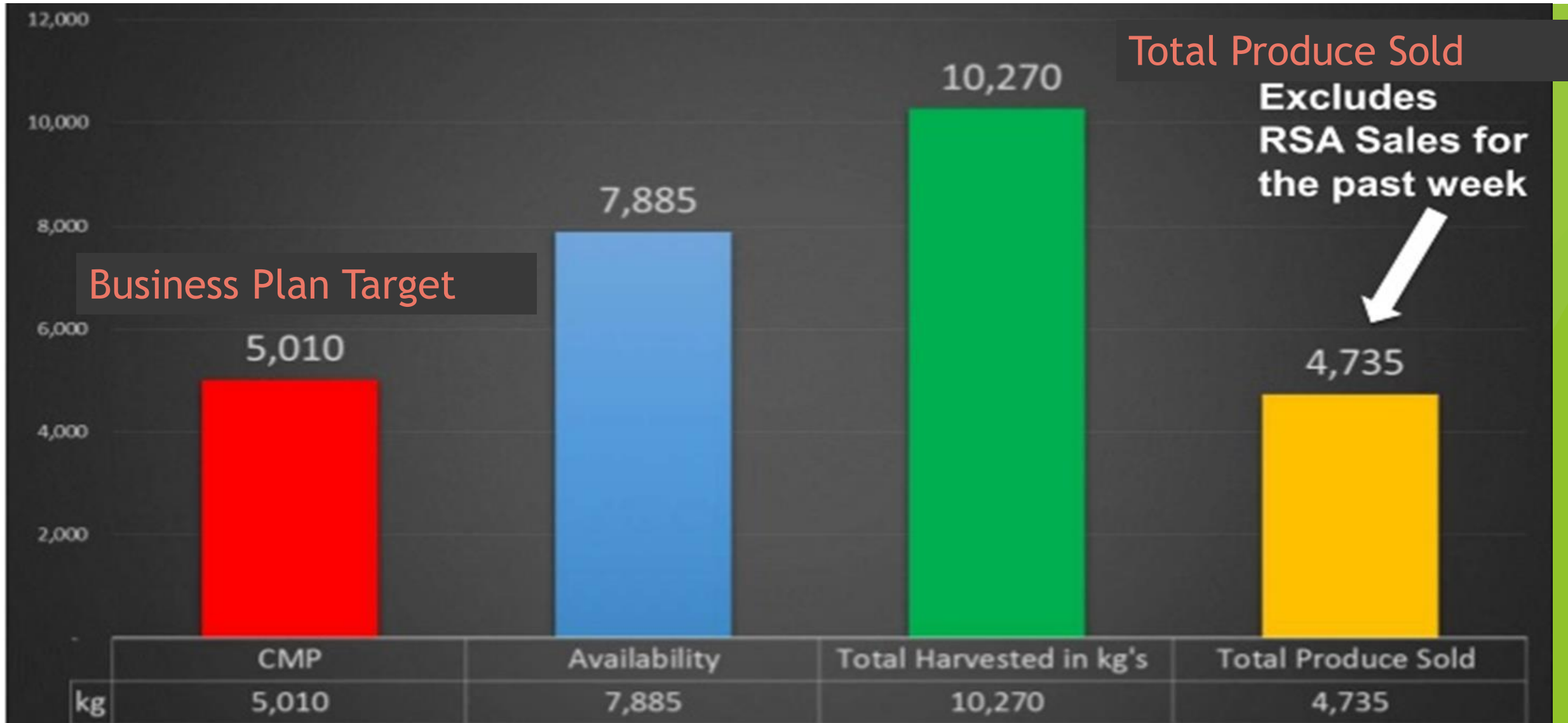


Timbali's Supply Chain Infrastructure into *Markets*

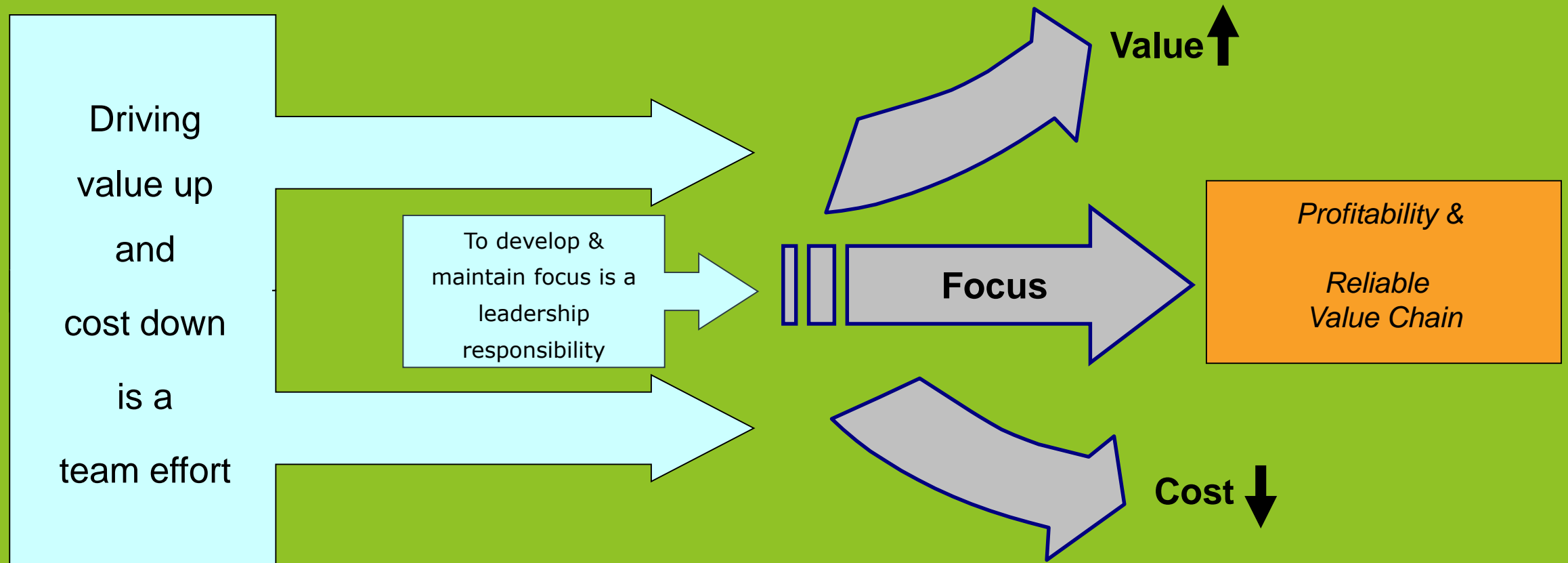


Timbali and Loan Financing as a Key Success Factor

The Business Plan Market Access Dash board

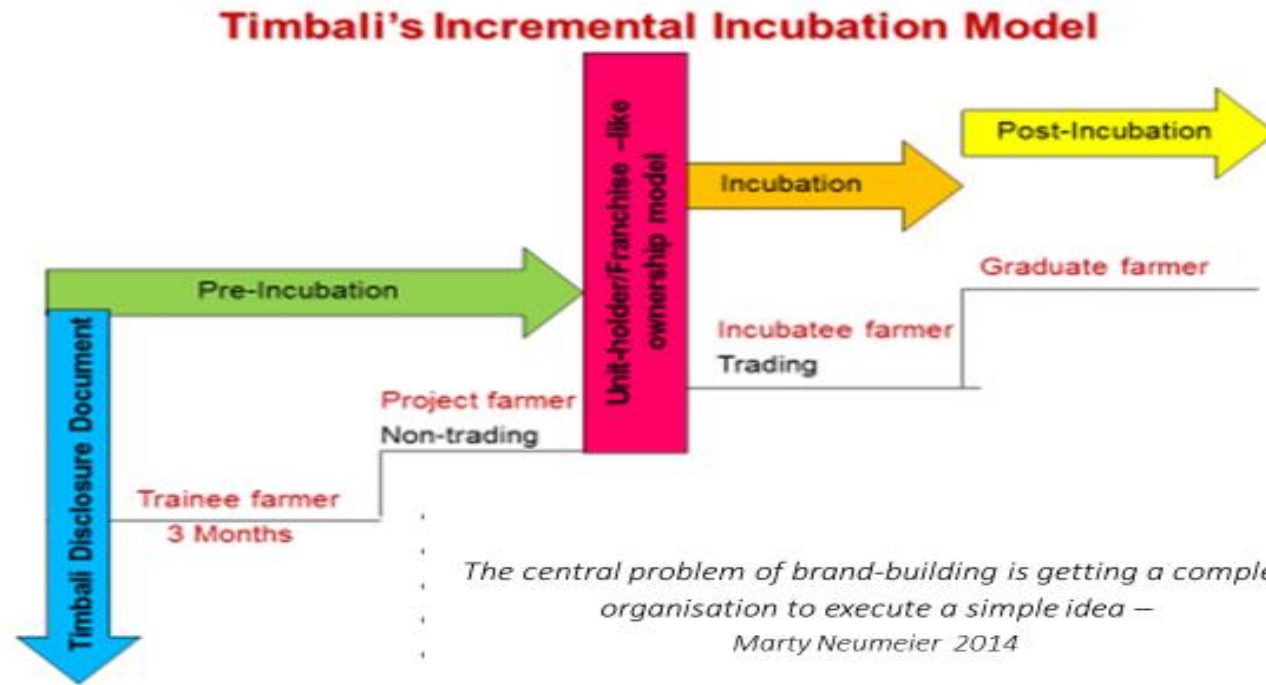


Timbali's Ndila business case for growth



The Timbali Incubation Value Chain

Incremental Incubation System









Timbali's model in three applications

Timbali's three different ecological applications:



Model A is the intensive agri-park incubation where Timbali is the landlord, Friedenheim, Helena and Rietfontein.

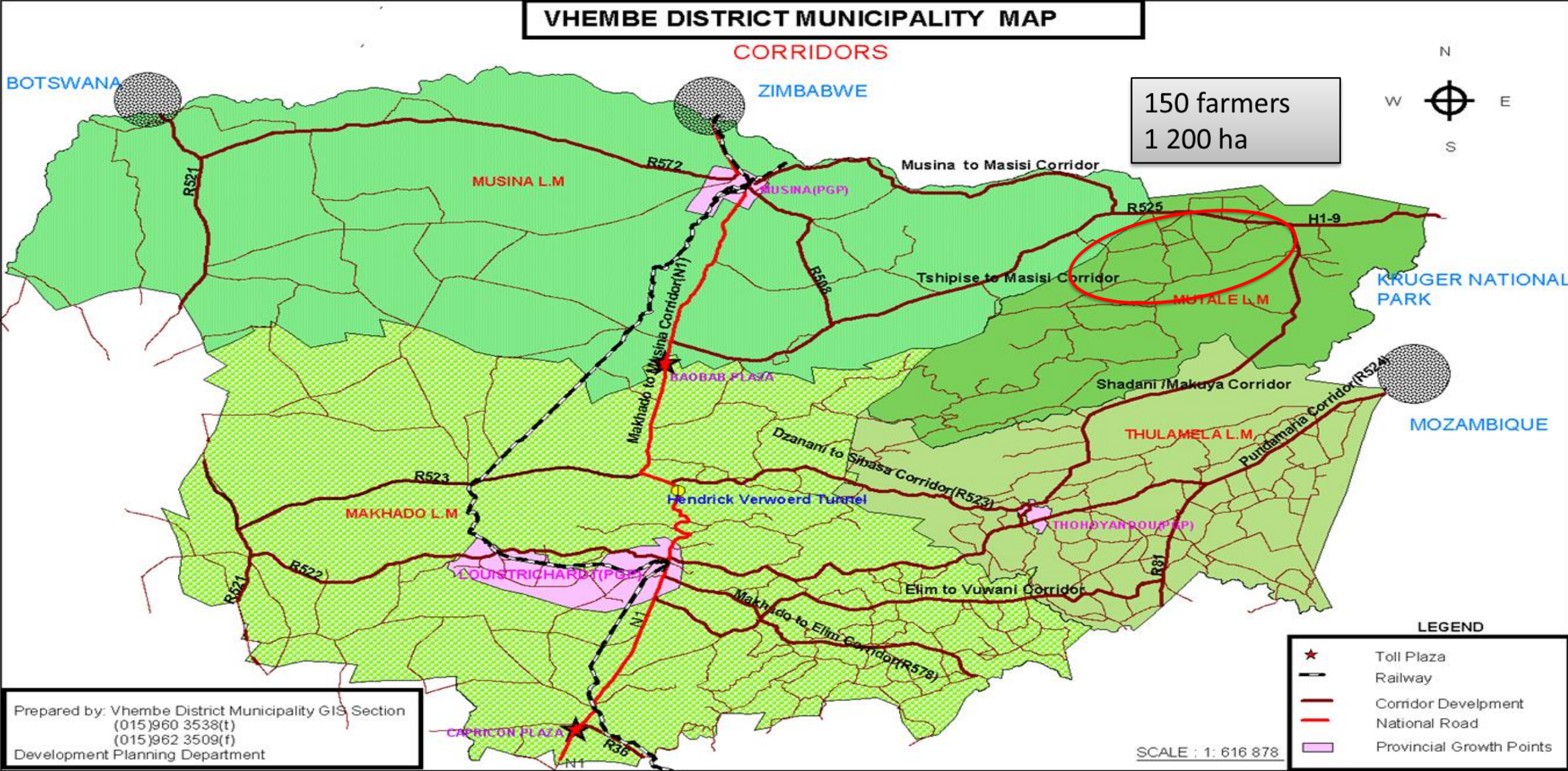


Model B is the Agri-Park Model with farmers on their own land or land tenure, Nwanedi.

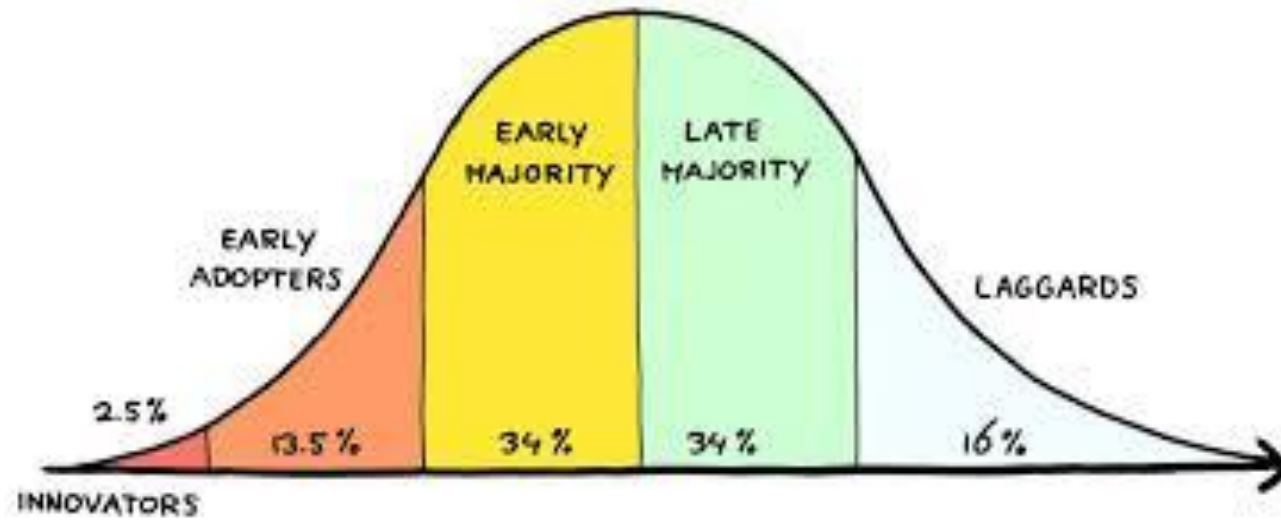


Model C is virtual incubation for skills development and inclusion in existing supply chains as out-growers.

150 farmers clustered on own land in Nwanedi LIMPOPO



Innovation Adoption Lifecycle Ryan and Gross



Enterprise Growth into Sustainability



Nelspruit



Komatipoort



Lydenburg

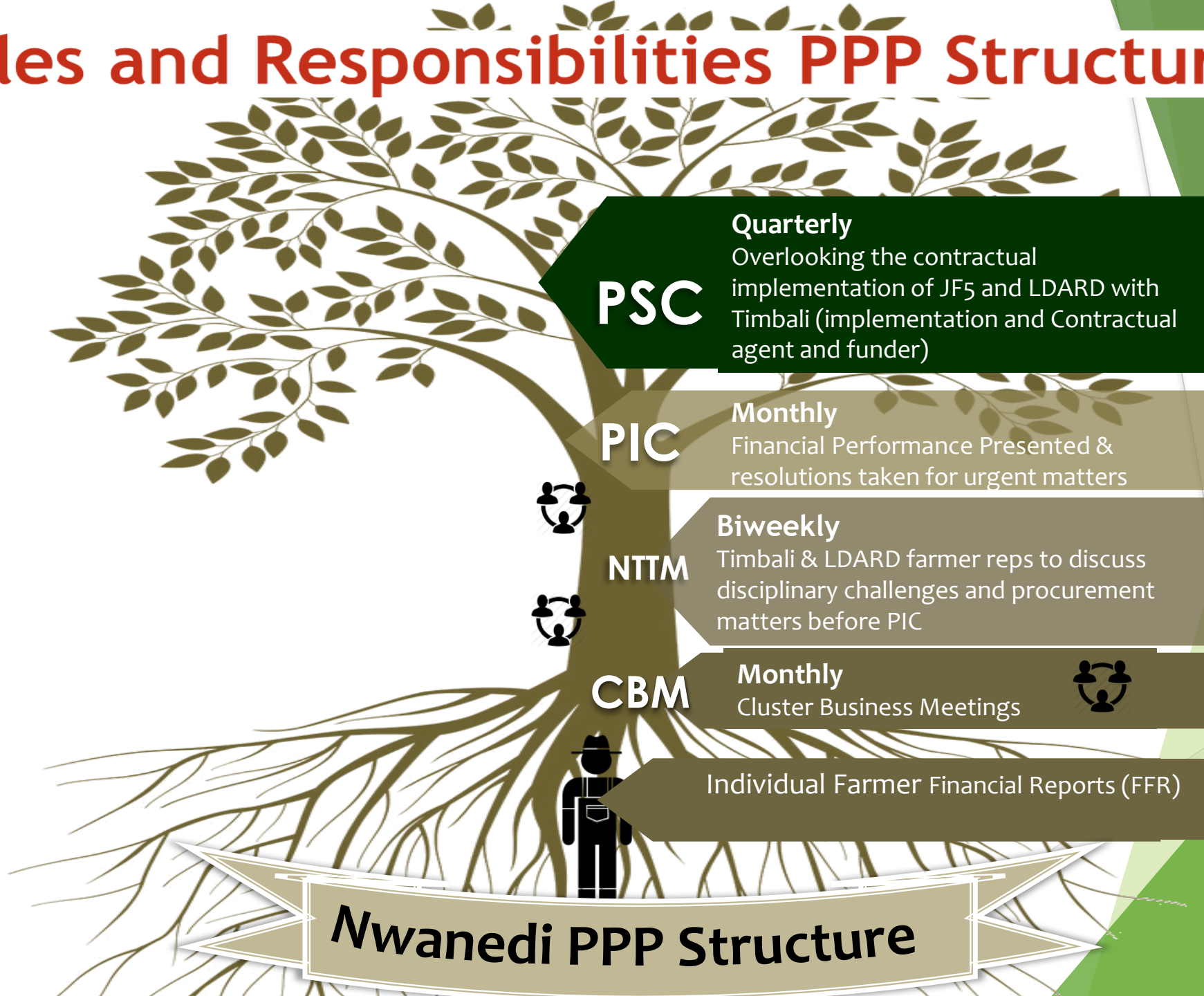


Nwanedi



amaVeg
amaBloom
amaSpice

Roles and Responsibilities PPP Structure



Design Thinking for sustainable systemic changes

EMPATHY: The need to understand the problem

DEFINE: Analyse and Interpret the plan

IDEATE: Market, Financing & Infrastructure

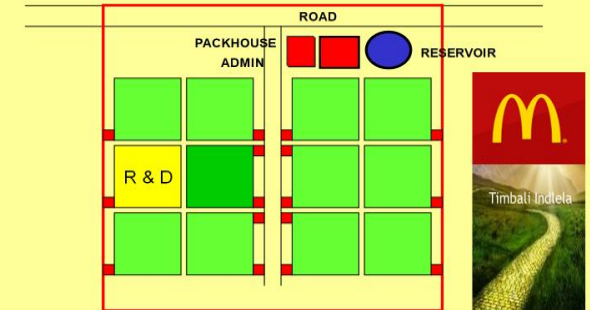
PROTOTYPE:

TEST AND REVISE OFFER:

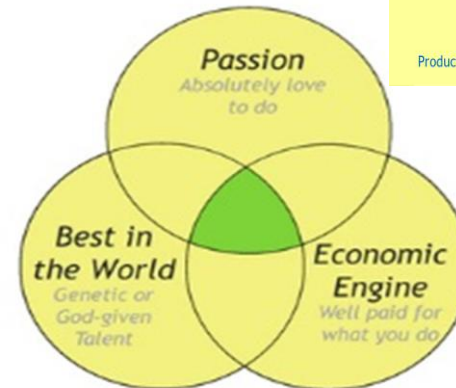


Timbali Prototype Model

Competitiveness challenge is addressed by Cluster Concept where farmers benefit from economy of scale



Productivity challenge is addressed by a system based management model, Nwanedi-Indlela-Way





1. Clustering
2. Franchise style /Indlela management
3. Dashboards for measured delivery
4. Loan Financing

► Please visit our website
www.timbali.co.za

