

Best Shared Value Business Idea



A project idea of



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Who are you?

Name of the company:

Valorem

Person / team in charge of the business idea:

Jean-François Ricouveau

Email, telephone, website:

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City, country:

Les Loges en Josas, France

Executive summary

- Jean-François Ricouveau has a long experience in business development, export and Africa, in food producing animals.
- Jean-François Ricouveau shall create a new company, named Valorem. This company shall focus on Africa to better bridge & help to develop, to commercially supply last R&D generation products, especially in animal health, nutrition and hygiene and by designing & producing in Ivory Coast tailor made products that meet the specificities of the African raw materials that are used and to make them more efficient.
- The reasons why this project is interesting is that this is the first time that the last R&D generation is made available and the local production allows to design tailor made solutions in an integrated approach. This manufacturing site shall be unique in Sub Sahara Africa except South Africa. This is a very important development milestone.
- This project is also based on a experimented local team who shall become share holders of Valorem. This is important for the sustainability of the project.
- This project expect 15 local FTEs within its 2 first FTEs.

Business overview

- Food producing animals farming is developing a lot in Africa. We estimate the total market at 40-50 million tons, which is 2-2,5 times more than the French market. The poultry production is leading this volume, before the ruminants business, the aquaculture market and the swine market. Farms can be small (family owned) and sometimes big (integrators). This segment of activity is generating a lot of direct and indirect jobs. In Ivory Coast, we estimate the number of jobs being of 250 000 + as regard the only poultry sector.
- The customers shall be the usual feed ingredients distributors, the farmers, the vets, the feed mills (small and big ones), the integrators.
- The objective is to bring an optimized and safe feed for animals, allowing to produce better quality products at better prices, using the locally produced raw materials (corn) and by products (cottonseed cake, groundnut cake, wheat bran, maize bran...). This is creating circularization and captures better value for a better sustainability (environment, cost). The goal is to promote the antibiotic free production in small farms allowing to develop a new production.

Business overview

Valorem can be connected many of the 17 life-changing goals:

- 1, 2, 4, 5, 10 & 16: No poverty: direct and indirect employment; for each local company, the first one being Ivory Coast, we intend to 50/50 ratio for gender
- 3 & 6: prevention of use of antibiotics in farms, better health of animals; activity on cleaning water for animals
- 7, 11, 12, 13, 14 & 15: contribution for better use of resources thanks to better efficiency, safer for all aspects
- 8, 9 & 17: bringing global last innovation for designing locally produced products adding value to food production

Sales & Marketing Strategy

- Business unit 1 shall offer consultancy, for internationalization of companies.
- Business unit 2 shall offer to get access to the African market for animal care products, being distributor or agent.
- Business unit 3 in Ivory Coast shall offer locally produced products, complete feeds (volume ++, margin +) and feed additives (volume +, margin ++).
- We forecast to reach 3% market shares in complete feed equivalent in Ivory Coast.
- Our key arguments shall be performance, safety, tailor made design and price competitiveness.

Operations & Management

- General manager of Valorem: Jean-François Ricouleau
- General manager of Valorem Ivory Coast: Narcisse Nguessan (also share holder of Valorem)
- We estimate the salary cost at 147 500 euros (company cost) for 2022.
- For business unit 1, we estimate the commercial margin being at 100%; for business unit 2, we estimate the commercial margin being at 20-25%; for business unit 3, we estimate the commercial margin being at 5% for complete feed and 15% for feed additives.

Financial Information

	cloture 2020	cloture 2021	cloture 2022	cloture 2023	cloture 2024	cloture 2025
expenses	32 314	119 211	206 872	283 998	346 078	383 064
commercial margin	20 000	186 000	335 000	547 000	735 000	807 000
EBIT	-12 314	66 789	128 129	263 002	388 922	423 936
Net result	-16 606	58 211	121 005	256 484	375 919	398 904

Thank you for participating the Best Shared
Value Business Idea contest!

*Thank you for submitting this presentation by 10th of July by
sending both to*

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&

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