

**FOODOVA**

# The digital marketplace for food science & technology

Connecting food businesses, professionals, laboratories and knowledge in one ecosystem.

CONSULT

TEST

DEVELOP

LEARN

# Food businesses face a fragmented support system

Technical expertise exists, but finding and accessing it is often difficult.

## Hard to find expertise

Food businesses often rely on personal networks to find food scientists, HACCP specialists, laboratories and other technical professionals.

## Fragmented services

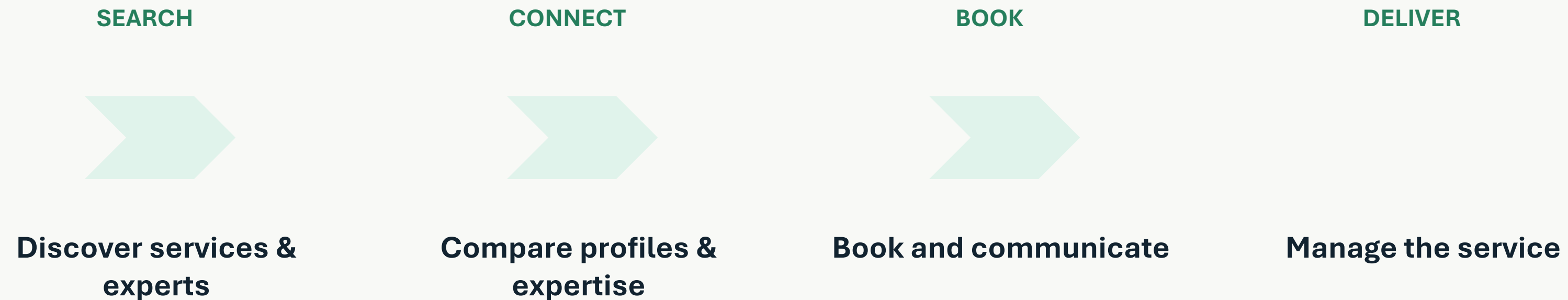
Consulting, testing, product development, training and regulatory support are spread across different providers and channels.

## Slow & uncertain access

Businesses need a simpler way to compare services, communicate with providers, book support and move projects forward.

# One platform for the food ecosystem

Foodova brings discovery, booking, professional services and food knowledge into one digital experience.



Designed to reduce friction between a food-industry problem and the right technical solution.

# A growing food-industry digital ecosystem

## Professional Marketplace

Food safety, HACCP, quality, product development, processing, packaging, nutrition and more.

## Laboratory Services

A pathway for users to discover and request food and related testing services.

## Food Knowledge

Articles, technical resources, food information and educational content.

## Business Tools

Profiles, service listings, booking, communication and marketplace infrastructure.

## Food Commerce

A foundation for food-related products and services through e-commerce capabilities.

## Community

Forums and connections across food professionals, businesses, researchers and learners.

# Built for multiple sides of the food economy

## Food businesses

Manufacturers • Restaurants • Food startups • SMEs

## Professionals

Food scientists • Nutrition professionals • Consultants • Engineers

## Laboratories

Testing providers • Research laboratories • Technical facilities

## Knowledge users

Students • Researchers • Entrepreneurs • Industry teams

**The network becomes more valuable as more providers and food businesses participate.**

# Simple from problem to solution



## Search

Find a service or professional for a specific food-industry need.



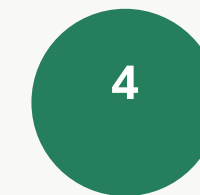
## Evaluate

Review profiles, expertise, service details and availability.



## Book

Choose a service and schedule the engagement.



## Manage

Communicate, track bookings and complete the service.

# Multiple revenue streams, one platform

## Marketplace fees

Earn a transaction or service fee when users book eligible services.

## Provider subscriptions

Optional premium tools, visibility and business features for professionals.

## Laboratory & testing

Facilitate discovery and transactions for food and related testing services.

## E-commerce

Commission and/or margin from food-related products and marketplace transactions.

## B2B services

Technology, consulting and platform solutions for food businesses and institutions.

**Core principle: monetize transactions and business value created on the platform.**

## Early platform, already moving toward a network effect

Current public platform materials show an active marketplace, provider onboarding, service listings and content.

**20**

**Happy clients**

**50**

**Projects completed**

**10**

**Team members**

**5**

**Years experience**

**The platform currently presents professional services, provider registration, booking and food-industry content.**

# A large, fragmented food economy needs better digital access

- Food manufacturing and processing require recurring technical support: quality, safety, testing, formulation, packaging and compliance.
- Thousands of professionals and service providers operate independently, making discovery and customer acquisition inefficient.
- Food businesses increasingly expect faster, digital-first access to specialized services.
- Foodova can expand from Tanzania into wider African markets through a marketplace model.
- The opportunity grows with every new provider, business, laboratory, service and transaction added to the network.

## Expansion logic

Tanzania  
→ East Africa  
→ Africa

Start with high-frequency technical services, then deepen into testing, commerce, data and B2B infrastructure.

# Build supply first, then scale demand

## 1. Provider network

Recruit and verify food scientists, consultants, laboratories and technical specialists.

## 2. SME acquisition

Target food manufacturers, restaurants, food startups and entrepreneurs with practical services.

## 3. Content & SEO

Use technical articles and food-industry education to capture high-intent search traffic.

## 4. Partnerships

Work with laboratories, universities, industry groups and food-sector organizations.

## 5. Repeat usage

Turn one-off consultations into recurring testing, compliance, product development and support.

## THE VISION

# Become Africa's digital infrastructure for food expertise, services and knowledge.

Foodova is building the layer that connects food businesses to the people, laboratories, information and services they need to build better food businesses.

## WHAT WE ARE LOOKING FOR

- Strategic partners and industry networks
- Food-sector professionals and laboratories
- Technology and distribution partnerships
- Capital to accelerate product, network and market expansion

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