

BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from <https://afrobotsengineering.com/>

Afrobots drone academy

Is an academy dedicated to building a human capacity in drone training/piloting.

Contact info:

Email: afrobotse@gmail.com

Phone: +251 - 925434248

Team Members:

Elbethel Habte, Bethelhem Negussie

What caught Afrobots Startup's attention?

Afrobots Drone Academy noticed the significant demand for drone technology in Ethiopia and across Africa, given the absence of accredited training centers. This poses a challenge: the shortage of accredited drone training facilities in Ethiopia creates risks to safety and security due to the lack of certified operators. The importation of over 3,000 drones to Ethiopia in 2022 underscores the strong demand for this technology. Additionally, incidents of unsafe and illegal drone usage highlight the need for a solution. In response, Afrobots Drone Academy has developed comprehensive training programs to address this need and produce certified professionals.

What is Afrobots Startup's Business Idea?

Afrobots Drone Academy's main goal is to fill the gap in the Ethiopian and broader African market for certified drone operators. They want to meet the increasing demand for drone technology by offering comprehensive training programs for different types of customers. Using a mix of online and offline marketing strategies, Afrobots demonstrates its expertise and connects with its target audience. Their approach focuses on expert-led training, industry partnerships, and sustainability, which positions them as leaders in the field. By tapping into the growing Ethiopian drone industry and creating more job opportunities for young people, Afrobots aims to make a positive impact. They're also looking for partners and investors who share their vision for innovation and sustainability in the drone sector.



Photo from <https://afrobotsengineering.com/>



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Waldemar Brandt at [Unsplash](#)

What caught Ahadu Startup's attention?

Ahadu Startup's interest was drawn to the challenge of tomato perishability and the unmet demand for processed tomato products. They recognized the opportunity to address this by developing the idea of processing tomatoes into powder and sauce, thereby extending their shelf life, and enhancing consumer convenience. The focus on organic, air-friendly products, and the potential to serve different customer groups, including households, upscale establishments, and institutions, capturing their interest.

What is Ahadu Startup's Business Idea?

Ahadu specializes in extending tomato shelf life with organic, air-friendly options, appealing to households and upscale clients. Their nutrient-rich products, like tomato powder, offer convenience and health benefits without synthetic chemicals, setting them apart. Moreover, their multi-purpose products suit various dishes and dietary preferences. Ahadu's commitment to convenience and sustainability contributes to their popularity among consumers seeking healthier food options. Their business model includes B2C, B2B, and B2G segments, with a promotion strategy spanning Facebook, Telegram, and a dedicated website, supported by an e-commerce platform.



Photo from Volodymyr Hryshchenko at [Unsplash](#)

Ahadu agro – processing complex PLC

Transforms tomatoes into powder and sauce, enhancing their longevity to meet the demand for processed tomato products.

Contact info:

Email: ahaduagroprocessing21@gmail.com

Phone: +251 - 924494629

Team Members:

Gebretsadik Ashagrie & Bethlehem Shumet



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Bfarm-Tech at <https://bfarmtech.com/>



Bfarm-Tech

Is building a digital platform that connects smallholder farmers to agricultural mechanization service providers in Ethiopia via mobile app, Call center and SMS technologies.

Contact info:

Email: info@bramtech.com

Phone: +251 – 923660397

Team Members:

Begashaw Mebrate, Binyam Daniel, & Fasika Afework

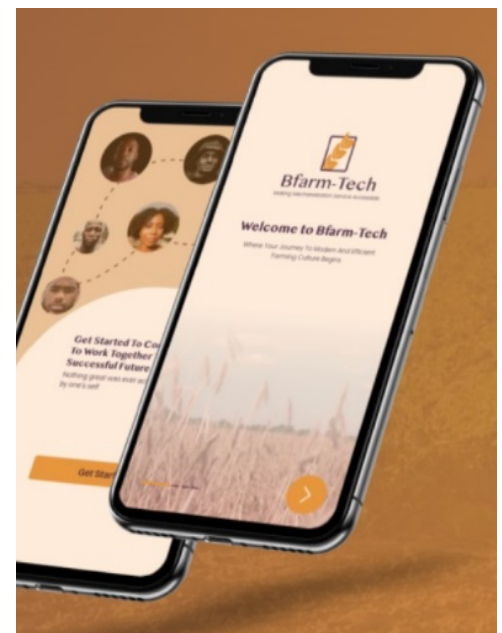
What caught Bfarm-Tech Startup's attention?

The critical need for agricultural mechanization in Ethiopia, highlighted by reports from the FAO and the Ethiopian Institute of Agricultural Research, caught the attention of Bfarm-Tech. With less than 10% of agricultural tasks mechanized and post-harvest losses ranging from 30% to 50%, there was a clear opportunity to address this issue. The distribution of a limited number of tractors by the government underscored the severity of the problem, which led Bfarm-Tech to develop a solution aimed at providing accessible mechanization services to smallholder farmers.

What is Bfarm-Tech Business Idea?

1. Rental Mechanization Services: Customized for smallholder farmers, ensuring accessibility and affordability.
2. Mobile App and Call Center Technology: User-friendly platforms for easy access and quality service.
3. Promotion and Awareness: Engaging campaigns to highlight mechanization benefits and foster partnerships.
4. Customer Handling and Networking: Emphasizing satisfaction and community connections.

Bfarm-Tech serves both B2C and B2B sectors, reaching smallholder farmers, private investors, state farms, machinery owners, agripreneurs, cooperatives, and importers.



Photos from Bfarm-Tech at <https://bfarmtech.com/>



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from BioMet Organic Fertilizers



BioMet
Organic Fertilizer

What caught BioMet Startup's attention?

BioMet Startup was initially interested in the major problems farmers encountered due to their heavy use of chemical fertilizers. These challenges included not only environmental risks such as water pollution, soil degradation, and loss of biodiversity but also the broader implications for agricultural sustainability. Witnessing the effects of chemical fertilizers on ecosystems and long-term farming viability, they recognized an urgent need for alternative solutions. Moreover, with the global population rising and food demand increasing, there was a clear crucial for sustainable agricultural practices. This alignment of environmental concerns and market demand led BioMet to concentrate on crafting a business concept centered around organic fertilizers as a greener and more sustainable option compared to traditional chemical fertilizers.

What is BioMet Startup's Business Idea?

BioMet Startup's business idea is to produce and distribute high-quality organic fertilizers. These fertilizers are carefully formulated from locally sourced organic materials such as digestate, compost, animal manure, and crop residues. By offering customized blends and agronomic advice tailored to different crops and soil conditions, BioMet aims to improve soil fertility, enhance crop yields, and promote sustainable agriculture. Additionally, the incorporation of biochar into their fertilizers sets them apart, providing unique benefits for nutrient retention and soil health. Through direct sales, partnerships, digital marketing, and farmer education initiatives, BioMet plans to reach farmers in Jimma, Southwest Shoa, and surrounding areas, offering a solution to their specific needs and pain points.



Photos from BioMet Organic Fertilizers

BioMet Organic Fertilizer

Specializes in producing and distributing high-quality organic fertilizers. The mission is to combat environmental issues caused by chemical fertilizers and promote sustainable agriculture.

Contact info:

Email:
biotorganicfert12@gmail.com

Phone:
+251 – 941414908

Team Members:

Sultan Mulisa, Zenaba Kadir, & Rabiya Mohammed



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Bright Manufacturing

What caught Bright Manufacturing Startup's attention?

Bright Manufacturing was compelled by the need to address food insecurity and economic challenges in Ethiopia. Despite being a center of crop diversity, Ethiopia faces significant issues, including a high import dependency for food products and a substantial cost associated with malnutrition. With the potential to produce high-quality gluten-free starch from Enset, an indigenous crop with remarkable properties, Bright saw an opportunity to not only enhance food security but also reduce foreign currency loss and market scarcity. This aligns with Ethiopia's

What is Bright Manufacturing Startup's Business Idea?

Their business idea revolves around producing high-quality gluten-free starch from Enset, using modern technology primarily for food applications. With a factory capacity of 375 kg of Enset starch per day, Bright seeks to create permanent employment opportunities for 25 employees initially, with potential for further job creation upon expansion. By using local raw materials and innovative processing methods, they try to ensure sustainable production of healthy starch, thereby enhancing both the livelihoods of rural communities and the food security of Ethiopia. Moreover, they aim to diversify its product offerings, including Enset fibers for gypsum works, to address market gaps and contribute to the country's economic development while maintaining a focus on quality, sustainability, and innovation.



Photos from Bright Manufacturing

Bright Manufacturing

Produces high-quality gluten-free starch from Enset using modern technology, primarily for food applications.

Contact info:

Email: BrightStarcgmanufacturing@gmail.com

Phone: +251 – 924864639

Team Members:

Esubalew Anilef, Ahmed Delil, & Solomon Megressa



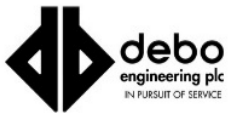
A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



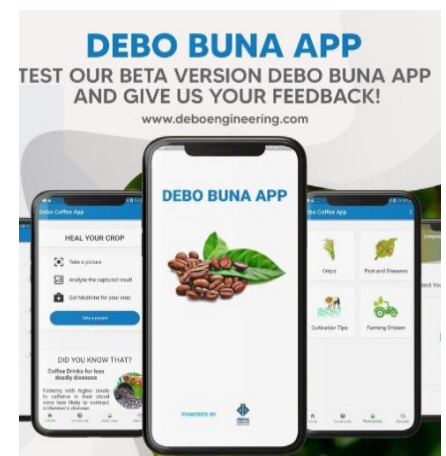
Photos from [Unsplash](https://unsplash.com)

What caught Debo Engineering Startup's attention?

Debo Engineering was captivated by the challenges in Ethiopia's coffee industry. With diseases among coffee plants posing a significant threat to yield and quality, combined with inefficient detection methods, farmers face reduced yields and compromised bean quality. Manual sorting methods post-harvest not only consume time and resources but also introduce inconsistencies in coffee quality. Additionally, irregular grading practices and expensive milling and washing machines burden small-scale farmers, hindering their access to superior processing methods. Debo Engineering's Coffee AI Package emerges as a solution.

What is Debo Engineering Startup's Business Idea?

Debo Engineering aims to transform Ethiopia's coffee industry using advanced AI technology. And recognizing the significant challenges faced by coffee farmers. Their comprehensive solution integrates cutting-edge AI technology with a high-performance mechanical-based machine. The package includes an AI-powered Coffee Disease Early Detection and Treatment Mobile Application, which identifies disease symptoms, enabling timely intervention. Additionally, it features an AI-based Coffee Sorting Machine, a Mechanical-Based Coffee Milling and Washing Machine, and a Coffee Bean Grade Classifier Using AI. Through these solutions, Debo Engineering aims to optimize coffee production, enhance quality control, and empower farmers in Ethiopia.



Photos from Debo Engineering

Debo Engineering

Transforms Ethiopia's coffee sector with AI-driven solutions, empowering farmers and optimizing production.

Contact info:

Email:
deboengineeringplc@gmail.com
boaz@deboengineering.com
<https://deboengineering.com>

Phone:
+251 – 911086178

Team Members:

Jermia Bayisa & Boaz Berhanu



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Engin Akyurt at [Unsplash](https://unsplash.com/photos/Engin-Akyurt)

E2DB Avocados

Is a company that develops eco-friendly machines for avocado oil extraction to support farmers and stabilize local oil prices.

Contact info:

Email:
eyoya2005@gmail.com

Phone:
+251 - 911488053

Team Members:
Dr. Eyobel Mulugeta

What caught E2DB Avocados Startup's attention?

E2DB Avocados Startup was intrigued by the avocado industry's potential due to various concerns. They noted the widespread problem of avocado farmers receiving low prices for their crops, impacting their economic well-being. Moreover, they observed inefficiencies in the avocado supply chain, characterized by intermediaries, intensifying financial losses for farmers. Additionally, they identified significant waste resulting from the underutilization of avocado fruits. Motivated by these challenges, they searched to develop a solution that would not only

What is E2DB Avocados Startup's Business Idea?

E2DB Avocados Startup's business idea revolves around developing innovative avocado oil extraction technology. They aim to create small-scale machines that are environmentally friendly, cost-effective, and easily operated, requiring no electricity or fuel. By providing farmers with access to these machines, they enable the production of organic, high-quality avocado oil and related products. This aligns with their mission to benefit farmers and the community by adding value to avocado fruits and selling value-added products locally. Additionally, they aspire to stabilize local oil prices and reduce dependence on imported avocado oil, ultimately aiming to expand into international markets to generate foreign currency.



Photos from E2DB



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Ethio Organic Pesticide Factory

What caught Ethio Organic Pesticide Factory Startup's attention?

Ethio Organic Pesticide Factory Startup was drawn to the agricultural landscape of Ethiopia, where over 85% of the economy relies on agriculture. The country's export items, and household consumptions are predominantly agriculturally based. However, various issues hinder the maximization of crop production, with pests causing significant pre-harvest losses. The startup recognized that the reliance on imported synthetic pesticides, due to scarcity and unaffordability, was exacerbating these problems. These synthetic pesticides also posed health risks and

What is Ethio Organic Pesticide Factory Startup's Business Idea?

The business revolves around producing organic pesticides from locally available plant species such as simiza, wanza, digta, and bisana leaves. These raw materials are abundant across Ethiopia. By extracting active ingredients from these plant leaves, they aim to create a liquid pesticide formulation. This organic pesticide is intended to be biodegradable, effective, sustainable, and affordable, offering a viable alternative to the imported synthetic pesticides that dominate the market. The startup's value proposition lies in providing a solution to the widespread pest problems faced by farmers, thereby enhancing crop productivity, and contributing to environmental sustainability. Through a customer-centric approach and a focus on addressing pain points, the startup aims to differentiate itself in the market and deliver value to farmers in Ethiopia.



Photo from Ethio Organic Pesticide Factory

Ethio Organic Pesticide Factory

Is manufactures organic pesticides from local plants to aid farmers in Ethiopia with pest control.

Contact info:

Email:
ethioorganicpesticide@gmail.com

Phone:
+251 - 907604850

Team Members:

Solomon Geremew, Henok Simachew, Kalkidan Eshete, & Mekuannit Ayusew



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Clint McKay at [Unsplash](#)

Green Bean Manufacturing

Is manufactures and distributes a locally made mechanical coffee drying machine, aiming to enhance the efficiency and quality of the coffee drying process in Ethiopia.

Contact info:

Email:
amanueladmassu2015@gmail.com

Phone: +251 - 920113123

Team Members:

Anduamlak Mehariw

What caught Grean Bean Startup's attention?

Green Bean Startup was attracted to the potential market opportunity presented by Ethiopia's significant coffee production industry, particularly given its status as the largest producer in Africa. The inefficiencies in the current sun drying method and the problems it poses for quality likely stood out as areas ripe for improvement.

What is Grean Bean Startup's Business Idea?

Green Bean Startup's business idea is to address the inefficiencies and quality issues in the coffee drying process in Ethiopia by introducing a locally manufactured mechanical coffee dryer machine. This machine aims to significantly reduce drying time, improve quality through uniform drying, and provide a weather-independent process. They aim to target private coffee farmers, coffee unions, and state coffee farms as primary customers, offering them a solution that is more efficient and cost-effective compared to traditional sun drying methods or imported mechanical dryers. The marketing strategy outlined complements this goal by focusing on direct engagement with farmers, collaborations with government entities, and participation in industry events to promote awareness and adoption of their innovative solution.



Photos from Anastasiia Chepinska at [Unsplash](#)



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photos from Mercedes Mehling at [Unsplash](https://unsplash.com/photos/mercedes-mehling)

What caught ETSE-HIWOT Startup's attention?

ETSE-HIWOT was inspired by the prevalence of Protein Energy Malnutrition and the need for accessible and affordable protein sources in Ethiopia. Recognizing the potential of locally available raw materials such as lupin, the startup identified an opportunity to address these challenges by producing gluten-free, dairy-free, and complete protein-rich plant-based protein powder. Nutrition security is a primary concern, with protein deficiency posing a significant threat to the well-being of many Ethiopians. Embracing sustainable practices, such as utilizing locally available raw materials for protein powder production, not only strengthens food security but also reduces reliance on imported goods.

What is ETSE-HIWOT Startup's Business Idea?

ETSE-HIWOT's business idea revolves around providing affordable, gluten-free, and complete plant-based protein powder derived from locally available raw materials, primarily lupin. By processing the seeds to remove impurities and anti-nutritional factors, the startup aims to produce high-quality protein powder with a protein content of up to 87%. This product can serve as a supplementary food for various purposes, including bodybuilding, athletic training, and food processing. ETSE-HIWOT's vision is to become a leading supplier of high-quality protein powder in East Africa by 2026, addressing the challenges of protein deficiency and high-cost protein supplements in the region.



Photos from Etse-Hiwot

ETSE-HIWOT Protein Powder Production PLC

Makes gluten-free, dairy-free plant protein powder from local lupin seeds to fight protein deficiency in Ethiopia.

Contact info:

Email: etsehiwotbit@gmail.com

Phone: +251 – 943055403

Team Members:

Firdie Getnet, Dawit Admasu, Gedam M., Eyesus Habtie, & Fasil Tariku



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from Toni Etyang at [Pixaby](#)

Gsteam

Is designs and manufactures customized boilers and milling machines for parboiling rice, aiming to improve processing efficiency and sustainability.

Contact info:

Email:
abdiyub7@gmail.com
amichemo4474@gmail.com

Phone:
+251- 980450619/
942421986

Team Members:

Abdiyu Birhanu & Amir Mohammed

What caught Gsteam Startup's attention?

What caught GSteam Startup's attention was the opportunity to address the inefficiencies in rice processing, especially in the parboiling stage. They recognized the potential to make a significant impact by manufacturing boilers and milling machines designed specifically for parboiled rice. The prospect of enhancing rice quality, creating job opportunities, and promoting environmentally friendly practices in the rice processing industry would have been compelling factors for the startup

What is Gsteam Startup's Business Idea?

GSteam Startup's business idea revolves around designing and manufacturing boilers and milling machines specifically tailored for the parboiling of rice. Their products aim to improve the technical efficiency and profitability of rice processing while promoting sustainability. By offering high-quality equipment and technical support, Gsteam aims to empower small-scale rice farmers and local rice millers, contribute to environmental conservation, and stimulate economic growth in Ethiopia. Future collaborations with governmental associations and other partners are envisioned to expand knowledge and impact. Community engagement is central to their approach, involving stakeholders in decision-making, offering capacity-building programs, and employing participatory methods to ensure local involvement.



Photos from Markus Winkler at [Unsplash](#)



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from Fotoblend at [Pixabay](#)

Husky Energy and Technologies PLC

Is converts coffee husks and sawdust into pellets to tackle indoor pollution, energy poverty, and waste management in Ethiopia.

Contact info:

Email: john.haile1989@gmail.com

Phone: +251 - 923354313

Team Members:

Hoheyat Berhanu, & Yohannes Wasihun

What caught Husky Startup's attention?

Husky Energy and Technologies PLC was initially drawn to several critical problems facing Ethiopia: the significant waste generated by the coffee industry, leading to landfill emissions and health issues; energy poverty, with 90% of the population relying on biomass for cooking, contributing to deforestation; and indoor pollution from burning wood, disproportionately affecting women's health. These challenges motivated Husky to develop innovative solutions to address waste management, energy poverty, and indoor pollution.

What is Husky Startup's Business Idea?

Husky's business idea revolves around developing and implementing sustainable solutions to address pressing environmental and social challenges in Ethiopia. Specifically, they have designed and developed a pelletizing machine capable of converting coffee husks and sawdust into pellets. Initially focusing on sawdust to mitigate urban sawdust landfill problems, they supply these pellets to women in small street coffee and breakfast businesses, along with smokeless pellet stoves provided by partnering organizations. By offering an alternative to traditional wood charcoal at a significantly lower price, they aim to reduce indoor pollution, alleviate energy poverty, and tackle waste management challenges. They plan to expand their product line to include charcoal briquettes made from coffee husks and sawdust, targeting restaurants, pizzerias, and hotels in Addis Ababa.



Photos from Husky at [LinkedIn](#)



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from Alexandre Milles at [Unsplash](#)

KE - MASA

Is startup connects farmers and consumers in the horticultural sector through direct sales channels like Sunday markets and wholesale distribution.

Contact info:

Email: abenezgirma411@gmail.com

Phone: +251 - 993805815

Team Members:
Abenezer Girma

What caught KE - MASA Startup's attention?

KE-MASA Startup was likely drawn to the challenges faced by farmers in the horticultural sector, such as limited market access, price fluctuations due to inflation, and the presence of multiple middlemen leading to lower quality products being sold at higher prices. The acknowledgment of these points prompted KE-MASA to explore opportunities for disruption and innovation within the agricultural supply chain.

What is KE - MASA Startup's Business Idea?

KE-MASA Startup's business idea is to focus on optimizing the supply chain in the horticultural sector by directly connecting farmers with consumers through various channels. They aim to address the market inefficiencies by offering solutions such as Sunday markets, weekly delivery services, and wholesale distribution. Additionally, they plan to provide commission-based sales services to farmers, eliminating the need for excessive middlemen and ensuring fairer prices for both producers and consumers. Through partnerships with wholesalers, retailers, transport service providers, hotels, and farmers cooperatives, KE-MASA aims to streamline the distribution process and improve market accessibility for all stakeholders involved.



Photos from Eric Hathaway at [Unsplash](#)



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from Alexander Milles at [Unsplash](#)



RAY Cosmetics

Is a product centered business that produces skincare products, lotions, hair shampoos, and sanitary soaps from fish skin, featuring collagen for moisturizing, anti-aging, pearlescence, and detoxifying properties.

Contact info:

Email: raycosmetics.2020@gmail.com

Phone: +251 – 913556396

Team Members:

Yared Assefa, Rewla Ephrem, & Abreham Dessie

What caught RAY Cosmetics Startup's attention?

RAY Cosmetics' attention was caught by the significant issue of fish waste in Ethiopia. Research indicated that the Ethiopian fish industry discards 16,768 tons of fish annually, which are dumped into the sea. This waste not only causes a negative impact on the marine ecosystem and human health but also hinders the development of the fishery industry and tourism economy. Recognizing the potential to address these environmental and economic problems, RAY Cosmetics saw an opportunity to utilize this waste productively

What is RAY Cosmetics Startup's Business Idea?

RAY Cosmetics' business idea revolves around transforming agro-waste fish skin into valuable skincare, haircare, and sanitary products. By extracting collagen from fish skin, they create products with beneficial properties such as anti-aging, detoxifying, moisturizing, and protein supplementation. Their approach not only offers high-quality cosmetic products but also promotes sustainability and local economic development. They collaborate with women, unemployed youth, and the fish industry, ensuring a community-focused operation. Additionally, their business model includes selling to cosmetic shops, pharmacies, supermarkets, hotels, and spas, both online and offline, to reach a broad customer base.



Photos from [Ray Cosmetics](#)



A project co-funded by the European Union



BIC Ethiopia Seed Matching Capital Grant – a Chance for MSMEs



The EU co-financed project BIC Ethiopia targets the strengthening of the incubation ecosystem for entrepreneurs and micro, small and medium enterprises (MSMEs) active in agri-tech and agri-business in Ethiopia. Seed Matching Capital Grants were given to competitively selected participants of the Incubation Training to support their business development.



Photo from Fietzfotos Milles at [Pixabay](#)

What caught Welela Cane Honey Startup's attention?

Their attention was caught by the potential to substitute imported corn and other syrups like marmarata and peanut butter with a healthier, locally produced, and affordable alternative. This initiative aimed to create a distinctive-flavored cane honey from locally available sugar cane with lower manufacturing costs and acceptable quality standards. The founders recognized the market potential, customer demand, and funding requirements through extensive testing, trialling, and direct consumer feedback.

What is Welela Cane Honey Startup's Business Idea?

Welela Cane Honey Manufacturing company aims to produce a cane honey or sweet inverted sucrose syrup from locally available sugar cane in Bahir Dar City. The business idea focuses on substituting imported syrups with a healthier, cost-effective, and locally produced product. The cane honey is intended to serve as a sweetener for various foods and beverages. The business also plans to scale up production to supply larger entities such as soft drink companies, biscuit companies, and pharmaceutical companies. Additionally, the by-products will be used as animal feed, making the business environmentally friendly.



Photos from Arwin Neil Baichoo at [Unsplash](#)

Welela Cane Honey Manufacturer

Is a company that produces a healthy, cost-effective sweetener from locally sourced sugar cane, serving as an alternative to imported syrups and as animal feed.

Contact info:

Email: welelacanesyrup@gmail.com

Phone: +251 - 935067314

Team Members:

Yikeber Sinku, Abebe Eyayu, & Beki Tilahun



A project co-funded by the European Union

