



UGANDA SPECIALTY COFFEE • GREEN. SUSTAINABLE. TRACEABLE.

Investor Pitch

Raising USD 500,000 – 1,000,000 to scale Uganda's premier female-owned specialty coffee company



Specialty coffee is booming — Uganda is the supplier.

\$140 B+

Global coffee market today, projected to grow at ~5-6% CAGR through 2030.

#1 in Africa

Uganda is Africa's largest coffee exporter and a major Robusta and washed Arabica origin.

~\$30 B

Global specialty coffee segment — the fastest-growing and highest-margin slice.

Buyers in Europe, North America and Asia are paying a premium for traceable, single-origin, sustainably-grown specialty beans — particularly from women-led African producers.

Most of Uganda's coffee, however, still leaves the country as undifferentiated commodity. The opportunity is to capture far more of the export price at origin through branded, certified, traceable supply.



Ugandan farmers grow great coffee — but capture too little of its value.

Fragmented supply

Smallholders sell unprocessed cherry to middlemen at the farm gate, capturing as little as 10–15% of the FOB export price.

Inconsistent quality

Without coordinated washing, drying and grading, even excellent coffee is downgraded — and loses the specialty premium.

No brand, no traceability

Uganda is largely an anonymous origin on the world stage. Buyers can't tell one farm from another, so no one pays more.

Women bear the work, but not the income

Women perform most coffee labour in Uganda but own little of the processing, export and brand value.



Coffee cherries, post-pulping • Kwezi sourcing region



Kwezi Coffee — premium Ugandan specialty, owned and run by women.

GREEN. SUSTAINABLE. TRACEABLE. — from cherry, to cup, to commerce.

Traceable single-origin

Every lot is traced to its growing region, washing station and harvest cycle.

Sustainable by design

Strict quality control through processing; partnerships with farmer groups; environmentally responsible methods.

Premium product mix

Washed, unwashed and honey-processed Arabica; graded Robusta; export green beans and roasted retail packs.

Female-owned & led

Founded in 2021 by two sisters; a story international buyers and impact investors want to back.



A complete origin offer: green beans, processed lots, roasted retail.

ARABICA GREEN BEANS

- Arabica AA
- Arabica AB
- Arabica CPB
- Washed process
- Unwashed (natural)
- Honey processed

ROBUSTA GREEN BEANS

- Robusta Screen 18
- Robusta Screen 15
- Robusta Screen 12
- Specialty-grade Robusta
- Direct-trade lots
- Single-origin traceability

ROASTED & RETAIL

- In-house roasted
- Whole bean & ground
- Branded retail packs
- Specialty single-origin
- Hospitality / café supply
- Private label for partners

International buyers receive consistently-graded, documented lots backed by Phytosanitary & UCDA paperwork.



Founded in 2021 by two sisters.

FROM ONE FARM TO INTERNATIONAL SHELVES

Kwezi Coffee was founded in 2021 by two sisters who set out to do for Ugandan coffee what specialty coffee movements have done for Ethiopia and Kenya — turn an anonymous commodity into a premium, branded, globally-recognised origin.

From a single-source beginning, Kwezi today processes and grades Arabica and Robusta with established partners, runs an in-house roasting operation, and supplies international buyers with traceable single-origin lots.

Our brand is built around the African woman: the smallholder, the processor, the entrepreneur — the people who make Ugandan coffee what it is, and who too rarely share in its value.



Kwezi Coffee farm community — Uganda.



Real volumes, real buyers, real recognition.

29,432 kg

Processed in a recent run
(grading & color sorting)

65.8%

Premium SC15 + SC18 yield
on Robusta lot

5+

International markets
entered or in pipeline

2026

ANUGA & specialty
trade-fair presence

CUSTOMER VOICE

“Kwezi coffee is one of the best and finest African coffees I've enjoyed by far. The aroma alone has a fruity and lasting effect and is so invigorating, leaving you wanting more of that taste. The consistent fresh quality of the coffee beats my expectation by far.”

— Miriam Bazanye, Operations Management Analyst, Fannie Mae, USA

ALSO ACHIEVED

- Processed Robusta lots with Orica Coffee Ltd
- Established export & phytosanitary processes
- Branded retail line launched
- Active social channels: Insta / FB / X / LinkedIn
- Five-year operating track record (since 2021)



Three revenue streams across the origin-to-cup value chain.

GREEN BEAN EXPORT

Volume engine

- ▶ B2B to international roasters
- ▶ FOB pricing in USD
- ▶ Container-load shipments
- ▶ Volume scales with working capital
- ▶ Highest revenue contribution today

ROASTED & BRANDED

Margin engine

- ▶ Retail packs & private label
- ▶ Direct-to-consumer & café supply
- ▶ 3–5x margin vs. green export
- ▶ Anchors the Kwezi brand globally
- ▶ Growth driven by marketing spend

PROCESSING & SERVICES

Asset utilisation

- ▶ Tolling, grading, color-sorting
- ▶ Storage & dispatch
- ▶ Specialty cupping & QC
- ▶ Recurring B2B fees
- ▶ Anchors local farmer relationships

Each stream cross-sells the others — green-bean buyers convert into roasted private-label clients; processing customers become supplier-partners.



Where Kwezi sits in the Uganda-to-world value chain.

MARKET SIZING

TAM — Global coffee market ≈ USD 140 B

SAM — Specialty + premium green ≈ USD 30 B

SOM — Uganda specialty export ≈ USD 100–150 M (3-yr reachable)

BUYER SEGMENTS

- Specialty roasters (EU, North America, Middle East, Asia)
- Boutique cafés and hospitality chains
- Private-label retail (women-led / impact brands)
- Distributors serving the East African diaspora

WHY KWEZI WINS

▶ Authentic female-owned story

A genuine, investable narrative for impact and brand buyers.

▶ Vertically integrated

From sourcing through processing, roasting and export.

▶ Quality discipline

Documented grading, color-sorting and traceability per lot.

▶ Strong local partnerships

Working with established processors (e.g. Orica) and farmer groups.



Sourcing → processing → export, with discipline at every stage.

01 SOURCING	02 PULPING & DRYING	03 GRADING & SORTING	04 ROASTING	05 EXPORT & RETAIL
Farmer groups & estates in Uganda's prime coffee regions.	Cherry washed and dried to grade-quality moisture.	Color-sorting and screen-grading at certified partners.	In-house roasting for branded and private-label lots.	Container shipments to global buyers; retail in Uganda.



Kwezi processing facility — Mbale / Mukono.

OPERATIONAL HIGHLIGHTS

- Processing partnerships with Orica Coffee Ltd and others
- UCDA-aligned QA and phytosanitary export documentation
- Established freight & logistics relationships (incl. MSC)
- Dedicated warehousing for grading and dispatch
- Quality control at every stage of the chain



A capital injection unlocks a step-change in volume and margin.

USD	FY 2025	FY 2026E	FY 2027E	FY 2028E
Revenue	180,000	650,000	1,800,000	3,400,000
Gross profit	45,000	190,000	560,000	1,150,000
Gross margin	25%	29%	31%	34%
EBITDA	(20,000)	60,000	260,000	620,000
Containers exported	2	8	22	42

KEY ASSUMPTIONS

- Working capital allows pre-financing of farmer purchases and bigger lot sizes.
- Roasted/retail revenue grows from <5% today to ~25% of mix by FY28, lifting gross margin.
- Two additional export destinations opened per year via trade-fair pipeline.



USD 500,000 - 1,000,000 to scale Kwezi Coffee.

USE OF FUNDS (indicative, on USD 750,000 mid-case)

- ▶ **Working capital — green coffee purchases** **40%** Pre-finance farmer purchases & larger export lots
- ▶ **Processing & quality equipment** **20%** Upgrade grading, sorting and roasting capacity
- ▶ **Brand, marketing & international sales** **15%** Trade fairs, packaging, e-commerce, partnerships
- ▶ **Certifications & traceability systems** **10%** Specialty / organic / fair-trade, lot tracking
- ▶ **Team & operations** **10%** Key hires in QC, sales, finance
- ▶ **Contingency** **5%** FX buffer and unforeseen costs

STRUCTURE

- Blended capital welcomed
- Equity, debt, grant (or a mix)
- Open to convertible notes / SAFE
- 3-year deployment horizon

WHO WE'RE LOOKING FOR

- Impact investors / DFIs
- Specialty-coffee strategic partners
- Trade-finance lenders
- Female-founder-focused funds