

NORTHTREE NATURALS

Unlocking the Natural Resources of Northern Ghana

Investment & Partnership Opportunity

Funding Requirement: GH¢70,000

Location: Northern Ghana

Business: Natural Products Processing & Supply

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1. Executive Summary

NorthTree Naturals is a Northern Ghana-based natural-products business focused on sourcing, processing, packaging and supplying high-quality products derived from the region's abundant agricultural and tree resources.

Our initial focus is shea butter, with a broader product pipeline including:

Shea butter

Neem seed oil

Baobab oil

Honey

Cashew products

Dawadawa and other natural food products

Our goal is to build a commercially viable Northern Ghanaian brand that connects local raw-material producers with domestic and international markets.

We are seeking GH¢70,000 in startup/growth capital to establish a stronger processing, packaging and marketing operation and begin serving customers at a larger scale.

2. The Opportunity

Northern Ghana has significant agricultural and natural-resource potential, yet much of the value generated from these resources is captured outside the region.

The opportunity is to move from simply supplying raw materials to:

SOURCE → PROCESS → PACKAGE → BRAND → SELL

NorthTree Naturals intends to capture more value locally while creating stronger market opportunities for producers and women involved in raw-material collection and processing.

3. The Problem

Several challenges exist within the natural-products value chain:

Producers

Limited access to reliable buyers

Limited bargaining power

Seasonal income

Limited access to value-added processing

Buyers

Difficulty finding consistent suppliers

Quality and batch consistency concerns

Long supply chains

Limited direct access to Northern Ghana producers

Local businesses

Many products leave Northern Ghana in relatively low-value forms

Limited local processing and packaging capacity

Limited Northern Ghana brands targeting international markets

4. Our Solution

NorthTree Naturals creates a direct value chain between Northern Ghana's natural resources and customers.

Our model

Local Producers

↓

NorthTree Naturals

↓

Quality Control & Processing



Packaging & Branding



Domestic & International Buyers

We aim to provide buyers with reliable products while helping producers participate in a higher-value market.

5. Our Flagship Product — Shea Butter

Shea butter is our initial commercial focus.

NorthTree Naturals sources shea from Northern Ghana and works toward producing high-quality butter suitable for cosmetic, personal-care and manufacturing applications.

Product formats

Yellow/unrefined shea butter

White/conventional shea butter

Bulk supply

Smaller packaged quantities

Customized packaging for buyers

Potential packaging formats include:

500 g

1 kg

5 kg

11.5 kg

25 kg

Bulk commercial quantities

6. Why NorthTree Naturals?

Local sourcing

We are positioned close to the raw-material base in Northern Ghana.

Value addition

We intend to process and package products locally rather than depending solely on raw-material sales.

Market opportunity

Shea butter and other natural products have established domestic and international applications.

Product expansion

Our business can expand beyond shea into several natural-resource products.

Founder experience

The founder has practical exposure to mechanical engineering, production, maintenance and shea-processing operations, providing a technical understanding of processing equipment and production challenges.

7. Target Customers

Our target market includes:

B2B Customers

Cosmetic manufacturers

Soap manufacturers

Skincare companies

Natural-product brands

Ingredient distributors

Exporters

International importers

Wholesalers

B2C Customers

Individuals

Natural skincare users

Small cosmetic businesses

Local retailers

Our initial strategy is to prioritize B2B and bulk buyers, where larger orders can support faster business growth.

8. Revenue Model

NorthTree Naturals will generate revenue through:

1. Bulk shea butter sales

Supply to manufacturers, distributors and exporters.

2. Packaged shea butter

Smaller quantities for retailers and consumers.

3. Contract/private-label supply

Produce and package products according to customer requirements.

4. Natural-resource product expansion

Introduce neem oil, baobab oil, honey, cashew products and other Northern Ghanaian products as the business grows.

9. Current Traction

NorthTree Naturals has already moved beyond the idea stage.

Current progress includes:

Business registered as NorthTree Naturals

Access to Northern Ghana's shea supply network

Experience with shea processing

Existing product development and packaging work

Engagement with potential international buyers

Experience preparing bulk quotations and shipment specifications

Development of export-oriented product samples

Identification of additional natural-resource products for future expansion

The business is now seeking capital to move from small-scale operations into a more structured commercial model.

10. The GH¢70,000 Funding Request

Funding required: GH¢70,000

The funding will be used primarily for equipment, raw materials, packaging, quality control and market development.

Use of Funds Amount

Small-scale processing/packaging equipment GH¢18,000

Initial shea/raw-material inventory GH¢18,000

Packaging materials GH¢9,000

Quality testing/COA & compliance GH¢5,000

Branding & marketing GH¢6,000

Transport/logistics GH¢5,000

Working-capital reserve GH¢9,000

TOTAL GH¢70,000

The exact allocation can be adjusted according to the investor's preferred structure.

11. How the Capital Creates Value

The investment is intended to create a small but repeatable production cycle:

Capital

↓

Purchase raw materials

↓

Process

↓

Package

↓

Sell

↓

Receive revenue

↓

Reinvest in inventory

↓

Increase production

↓

Serve larger customers

This creates a foundation for progressively larger orders rather than relying on one-off transactions.

12. Growth Strategy

Phase 1 — Establish

0–3 months

Strengthen shea butter processing

Purchase essential equipment

Develop packaging

Complete product testing

Build customer database

Supply initial customers

Phase 2 — Grow

3–12 months

Increase production capacity

Secure repeat B2B customers

Expand product packaging

Develop export relationships

Introduce additional natural products

Phase 3 — Scale

12–24 months

Larger processing capacity

Larger export orders

Contract/private-label production

Expanded product portfolio

Stronger regional and international distribution

13. Competitive Advantage

NorthTree Naturals intends to compete through:

Proximity

Being close to Northern Ghana's raw-material sources.

Direct relationships

Developing relationships with producers and collection networks.

Value addition

Processing and packaging within Ghana.

Flexibility

Ability to supply different quantities and packaging formats.

Product diversification

Building a portfolio rather than depending on one product.

Northern Ghana identity

Building a recognizable brand around the natural resources of the region.

14. Social & Economic Impact

NorthTree Naturals aims to create value beyond the business itself.

Potential impact

Local producers

→ More market opportunities

Women collectors/processors

→ Stronger participation in the value chain

Young people

→ Employment and skills opportunities

Northern Ghana

→ More local value addition

Customers

→ Access to traceable natural products

Investors

→ Participation in a growing value-added business

15. Investment / Partnership Structure

NorthTree Naturals is open to discussing several structures depending on the investor.

Option A — Business Loan

Investor provides:

GH¢70,000

NorthTree Naturals repays the principal plus an agreed return over an agreed period.

Option B — Profit Sharing

Investor provides:

GH¢70,000

Investor receives an agreed percentage of profits for a defined period.

Option C — Equity Partnership

Investor contributes capital in exchange for an agreed ownership percentage in NorthTree Naturals.

The valuation and ownership percentage would be negotiated based on the business's assets, opportunities, capital requirements and expected growth.

Option D — Strategic Partnership

An investor can provide a combination of:

Capital

Equipment

Market access

Export connections

Business expertise

In return, the parties agree on a commercially appropriate return or partnership structure.

16. Why We Are Seeking GH¢70,000

The objective is not simply to raise money.

The objective is to obtain enough working capital to establish a repeatable commercial operation.

With the initial capital, NorthTree Naturals intends to build the foundation required to:

Buy → Process → Package → Sell → Reinvest → Grow

The business can then seek larger financing based on actual sales and customer relationships.

17. The Long-Term Vision

Our vision

To build a trusted Northern Ghanaian natural-products company connecting local resources to customers in Ghana and international markets.

NorthTree Naturals aims to develop a portfolio of products sourced from the region and transform them into commercially valuable finished products.

Our long-term opportunity goes beyond shea butter.

Shea → Neem → Baobab → Honey → Cashew → More natural products

18. Investment Opportunity

WE ARE SEEKING

GH¢70,000

TO BUILD

A commercially structured natural-products processing and supply business.

INITIAL FOCUS

Shea Butter

LONG-TERM MARKET

Ghana + African Markets + International Buyers

PARTNERSHIP

Investor • Business Partner • Strategic Partner

19. The Ask

We are looking for a partner who can help NorthTree Naturals move from small-scale operations into a structured commercial business.

We welcome partners who can contribute:

Capital

Equipment

Market access

Export connections

Technical expertise

Distribution networks

The proposed initial capital requirement is:

GH¢70,000

20. Contact

NORTHTREE NATURALS

Natural Resources. Local Value. Global Opportunity.



Northern Ghana



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Let's build a Northern Ghanaian natural-products brand for the global market.