



INVEST – A – GOAT STOKVEL & CROWDFUNDING

# Crowdbuying & Farming



# INTRODUCTION – BMJ “BRAND CREATIVE & PRODUCT DEVELOPMENT



- Creative Director & Brand Designer
- Industry & Product innovator
- farming association leader
- Publisher & author
- Brand marketing consultant
- Farming goats for 7 years
- Aware of Challenges but Fascinated of the Opportunities







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▶ Creating a Banking System for Livestock.



# What is Invest a goat

- **Concept:** Invest a Goat is a platform connecting experienced goat farmers with private investors.
- Focuses on high-quality goat breeds, specifically for meat production in South Africa.
- Facilitates digital connections between farmers and investors, with multiple farmers housed on a modern, centralized farm.



# Benefits for Farmers

- **Access to Capital:**
  - Provides accessible working capital for small-scale and skilled goat farmers.
  - Reduces the need for farmers to seek traditional financing or loans, which can be challenging to secure.
- **Improved Breeding Stock:**
  - Invest a Goat emphasizes superior breeding to enhance meat quality and production rates.
  - Ensures farmers have access to premium breeding genetics, leading to more profitable stock.

Cont.

- **Centralized Farming Infrastructure:**
  - Farmers benefit from a state-of-the-art facility with shared resources and support.
  - Shared management and operational resources reduce individual costs and increase production efficiency.
- **Market Access:**
  - Connects farmers to an organized distribution channel for meat sales, removing barriers to market entry.
  - Encourages long-term sustainability through structured sales outlets and contractual buyer relationships.

# Benefits for Investors

- **High-Growth Industry:**

- Goat meat is a growing sector in South Africa, with rising demand domestically and internationally.
- Investment in a proven, sustainable livestock farming model provides a solid return on investment.

- **Diverse Investment Opportunity:**

- Offers investors a unique entry into livestock without requiring hands-on farming experience.
- Allows portfolio diversification through agricultural assets with tangible, consistent returns.

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# Projected Growth in the Next Three Years

- **Year 1: Establishment and Initial Expansion**
  - Initial setup of centralized farm infrastructure and onboarding of foundational investors.
  - Building relationships with local butcheries, restaurants, and other meat buyers.
  - Goal: Reach 100-150 breeding goats, generating initial revenue from meat sales and breeding programs.
- **Year 2: Scaling Operations**
  - Expand breeding stock and grow farmer participation through selective recruitment.
  - Begin establishing regional distribution networks to increase goat meat availability in high-demand areas.
  - Target growth of stock to 300-500 goats and increase investment rounds to support scaling.

# Future Projects





# Conclusion

- **Year 3: Market Penetration and Profitability**
  - Expand to include additional farm locations to increase production capacity and regional access.
  - Aim for significant market presence in South African provinces, with strategic entry into international markets.
  - Goal: Achieve full profitability and self-sustainability with a projected stock of 800-1,000 goats.

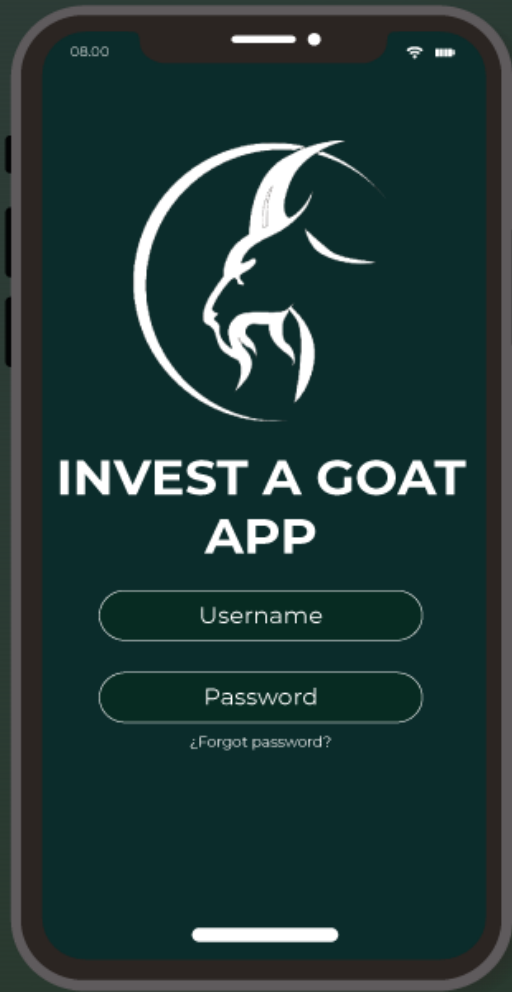
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# Organizations in Connection





We are all about identifying new Opportunities.

## Invest a Goat Crowdfunding Model & Stokvel

**Each member will be allowed:**

- To Sign up for their membership
- Be able to invest up until 50 times
- Get rewards on successful
- Re-investment options are open for all members.



# INVESTMENT OPTIONS

Investment Period – 6 & 12 Months

## R3000 – Initial Investment

### OPTION 1

**R6000**

- 14% return
- 6 - 12 Month investment growth
- Option to re – invest

### OPTION 2

**R15 000**

- 14% return
- 6 - 12 Month investment growth
- Growth incentives every 3 months
- Payout Option Granted.

### OPTION 3

**R21 000**

- 14% return
- 6 - 12 Month investment growth
- Growth incentives every 2 months
- Multiple holders
- Payout option granted
- Reports