

COMPANY NAME: Mrembo Naturals Limited

Certified Organic Botanical Ingredients & Beauty Manufacturing · Dar es Salaam, Tanzania (processing in Tanga–Bumbuli & Iringa) · www.mrembonaturals.com · Est. 2021 · Contact: irene@mrembonaturals.com, +255 657 469 948

Mrembo Naturals Limited is Tanzania's first vertically integrated producer of certified organic essential oils, carrier oils, butters, and botanical beauty ingredients, sourcing directly from 5,000+ smallholder farmers to serve cosmetic manufacturers, wellness and pharma buyers, hotels and spas, and B2B export markets in China, Dubai, and Turkey, with active expansion into the EU and UK.

TEAM

Mrembo Naturals is led by Founder & CEO Irene Simon Ivambi, who holds an MBA, a Postgraduate Diploma in Project Management, a Bachelor's in Marketing, and a Diploma in Cosmetics Formulation, and whose entrepreneurial journey began from a personal experience with harsh chemical products and a family connection to smallholder farming. She is supported by a fully in-house operations team — Nuru John Lusekelo (Finance & Operations), Mariam Albhai Surve (Project Officer, PMP), Neema A. Sarumbo (Production Officer), and Moureen Mollel (Operations) — together with an advisory board of Piet Van den Oetelaar (Strategic & Commercial Advisor), Dr. Theresia Busagara (University of Dar es Salaam), and Kai Mollel (Business & Innovation). This combination of technical formulation expertise, farmer-network operations experience, and strategic advisory support underpins the company's ability to scale a certified-organic supply chain.

PROBLEM AND VISION

Tanzania grows what the global beauty industry wants, and loses much of it: roughly 40% of harvests are lost to post-harvest waste across Sub-Saharan Africa, 96% of Tanzania's fruits and vegetables go unprocessed for lack of a guaranteed buyer, and the country imports around \$13M of natural ingredients it already grows while exporting only \$2.3M — a \$10.7M annual gap even as global demand for natural ingredients grows at a 10.5% CAGR. Smallholder farmers growing high-value crops such as mint, ginger, orange, cocoa, and baobab lack processors and guaranteed buyers, so crops routinely sell below cost or rot in the field. Mrembo Naturals' vision is to become Africa's leading climate-positive natural ingredients and beauty manufacturer — the guaranteed buyer these farmers have never had.

VALUE PROPOSITION

Mrembo Naturals closes this gap by going directly to farmers and buying at fair, pre-agreed prices before crops rot — the first guaranteed buyer many of them have had. Its zero-waste-by-design model converts by-products such as orange and mango peels into food-grade powders and hydrosols, turning thousands of tonnes of waste into revenue each year. Every product carries a QR code under the company's proprietary TraceOrganic system, giving export buyers instant farm-to-bottle visibility and unlocking premium pricing in markets that require traceability. The company holds East African Organic Certification, with ISO and ECOCERT/COSMOS certification currently in progress to unlock further EU and UK premium market access.

PRODUCT

The product line spans three categories: steam-distilled Essential Oils (mint, rosemary, orange, ginger, eucalyptus) at roughly 1 tonne/day for wellness, perfume, skincare, and pharma buyers; cold-pressed Carrier Oils & Butters (mango butter, cocoa butter, orange carrier oil, baobab oil, pumpkin seed oil) at roughly 2 tonnes/day for hair, body, and face care, sold B2B and retail; and a newer, circular-model line of 100% food-grade Powders made from orange and mango peel for exfoliants, face masks, and cosmetic formulations — a zero-crop-waste product line built directly from processing by-products.

MARKET AND COMPETITION

The global essential oils market is valued at roughly \$13B today, growing to an estimated \$25B by 2032 (10.5% CAGR). Mrembo Naturals is already active in three export markets — China, Dubai, and Turkey — with EU and UK entry as near-term targets. No direct competitor in the region combines certified organic processing, deep farmer integration, and export-ready traceability: organic certification alone takes three-plus years to secure, making the company's farmer relationships, processing know-how, and certification pipeline difficult to replicate quickly.

	Local Traders	Import-Dependent Brands	Regional Processors (KE/ET)	MREMBO NATURALS
Certified Organic	✗	✗	Partial	✓
Farmer Integration	Exploitative	✗	✗	5,000+
QR Traceability	✗	✗	✗	✓
Vertically Integrated	✗	✗	Partial	✓
Tanzania-Based	✓	✗	✗	✓
Export Markets	✗	✗	✓	3 countries

BUSINESS MODEL

Mrembo Naturals operates a five-stage model — Farmers, Resourcing, Processing, Products, Customers — monetised across five channels: B2B sales of essential oils and butters to cosmetic, wellness, and pharma manufacturers; B2C retail (hair care, scrubs, self-care) through shops and digital channels; direct export to China, Dubai, and Turkey; a new B2B food-grade powders line supplying global brands; and long-term supply contracts with hotels and spas (currently 8 hotels and 8 spas).

IMPACT AND SCALE

Impact is central to Mrembo Naturals' model — the company is structured so that farmer income, women's economic participation, and waste elimination scale directly with commercial growth, not separately from it.

5,000+ Farmers Sourced guaranteed market, year-round	80% Women Farmers of the 5,000+ farmer network	10,000+ Farmers Trained organic farming & financial literacy
~50% Annual Income Increase per farmer, per year	5,000t Waste Eliminated tonnes of crop waste/year, zero-waste design	100% Women-Held Roles across the core team

Beyond the farmer network, Irene Simon Ivambi co-founded Young Women Entrepreneurs in Tanzania, which has supported over 1,000 young women, and Mrembo Naturals runs a girls' scholarship programme tied to export revenue. The company is recognised as a Forty Under 40 Africa Achiever (2024), a UN Global Compact "Unstoppable Africa" 2025 Honoree, a GoGettaz Agripreneur Prize 2024 Top 24 semi-finalist, and a FOYA Africa 2023 Most Promising Founder nominee.

FUNDING AND INVESTMENT ASK

Amount Sought	Funding Type	Non-Dilutive Secured to Date	Equity Diluted to Date
USD 1,500,000	Blend of Debt, Equity & Grants	EUR 275,000+	Zero (0%)

Non-dilutive funding to date includes King Baudouin Foundation (€110,000), DOEN Foundation (€120,000), and the UNDP FUNGUO Programme (\$25,000), alongside institutional due diligence already completed through these partners.

%	Amount	Category	Use & Impact
30%	\$450K	Production Equipment	Steam distillation system near farmers; cuts transport loss ~60% and triples processing capacity, reaching 2,000+ additional farmers.
30%	\$450K	Raw Materials	Onboarding 500+ additional farmers (mango, orange, ginger, mint, rosemary); targets a ~50% farmer income rise and eliminates 1,500+ tonnes of food waste.

20%	\$300K	Operations & Logistics	Cold-chain trucks, an operations manager, and 10 field agents across 3 new regions; targets a 30% reduction in post-harvest loss.
20%	\$300K	Certification & Export	Completing ISO and ECOCERT/COSMOS certification to unlock EU & UK premium markets.

Target outcomes: 3x processing capacity · export presence expanded from 3 to 5 countries · farmer network grown from 5,000 to 15,000+.

IMPACT AND SDG ALIGNMENT

Direct Roles	Beneficiaries Reached	Environmental Metric	SDGs Addressed
Current: 15+ roles, 100% women-held Target: 3x with expansion	Current: 5,000+ farmers sourced, 10,000+ trained Target: 15,000+ farmers	5,000+ tonnes of crop waste eliminated annually through zero-waste, circular processing	SDG 1, SDG 5, SDG 8, SDG 12, SDG 13

“We are not just making oils and butters. We are building the buyer she never had.” — Irene Simon Ivambi, Founder & CEO