



ZION PACKAGING

Building sustainable communities


Problem

600 tons of plastic are consumed everyday in Uganda. Most of it comes from plastic bags that are irresponsibly disposed of around Kampala Uganda. Less than 6% of this plastic is recycled yet it takes 450 years to decompose. Plastic bags are major pollutant of our environment, and we need to make something to change this.



600

tonnes of plastic disposed
everyday



5%

of the 600 tonnes is
recycled



450

years for the plastic to
decompose

SOLUTION

Reusable, recyclable, biodegradable paper bags



Market size

Supermarkets, boutiques, gift shops and roadside sellers

The market/ potential customers of our consumer products are existing businesses which include supermarkets, boutiques, gift shops and roadside sellers. The end users of our products are the middle class population most of whom reside in the urban areas of Uganda and are roughly 40% of Uganda's population.

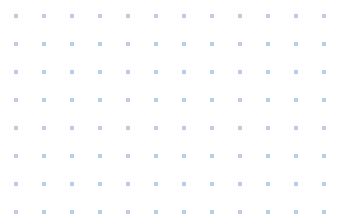




Value Proposition

Triple impact venture :

- It is ecological
- It is economically sustainable
- And it gives opportunities to groups in need of a job.



Impact

- Generate jobs: 7 youth and women.
- Raise incomes from -1 dollar per day to +3 dollars per day.
- Buy locally: use locally sourced machinery and raw materials.

GTM strategy

Consistency Success Publicity

- **Loyal employees and our best ambassadors!**
- **Word of mouth by satisfied clients**
- **Coming soon: Social media pages, a website and contacting online shopping sites to tap into the online market.**

Traction

- 100 shops around Kampala
- Generating 3 million shillings monthly.
- Increased sales from 100 to 300 bags sold per week



Financial Forecast



Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Average
Income	\$1,242	\$794	\$765	\$591	\$643	\$628	\$754	\$772	\$631	\$578	\$805	\$1,438	\$9,641	\$803
Expenses	\$359	\$278	\$281	\$271	\$270	\$307	\$282	\$279	\$274	\$275	\$281	\$345	\$3,502	\$292
Net savings [1]	\$883	\$516	\$484	\$320	\$373	\$321	\$472	\$493	\$357	\$303	\$524	\$1,093	\$6,139	\$512
Ending balance [2]	\$3,883	\$4,399	\$4,883	\$5,203	\$5,576	\$5,897	\$6,369	\$6,862	\$7,219	\$7,522	\$8,046	\$9,139		\$6,250

We looking to raise

USD 20,000

- To purchase quality paper processing machinery
- To double our production capacity.

THE TEAM



TEDDY NALWANJI
FOUNDER



SSENGAALI JOSEPH
HEAD OF OUR PAPER
BAG DESIGNERS



SHAMIM
NABUUMA
KALIISA, MY
MENTOR, CEO
CHIL AI LAB

Call to action

Zion Packaging is promoting a circular economy through encouraging use of paper packaging products instead of plastic carrier bags. Please join us in the amazing change we are leading and let's change the future of the youth and planet together...Thank you

A social enterprise dedicated to promoting a green sustainable community by converting waste banana fibre into eco friendly packaging products.