IMPACT ACCELERATOR™
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Kapwa Greens Enterprise

COMPANY OVERVIEW

Kapwa Greens Enterprise is currently Philippine's first premium line of organic herbal teas made from native herbs. Kapwa Greens customizes its teas in terms of recipe development, brewing techniques to branding and packaging – to satisfy and meet the needs of their institution buyers. Kapwa Greens has also started developing its organic herbs for culinary purposes for the culinary need of businesses and other food businesses.

Kapwa Greens promotes and sells brands such as *Tsaa Laya* a premium tea brand distributed by cafés, specialty restaurants and wellness outlets. In addition to the *Tsaa Laya brand,* Kapwa Greens also sells their mid-range brand *Tsaa Daloy* that further be distributed to hotels, restaurants, cafes and supermarkets.

Key Facts

Headquarters	Calauan, Philippines
Country of Operation	Philippines
End Customer Base Type	Local cafes and restaurants
End Customer Base Geography	South of Manila
Year Founded	2012
Sector	Agriculture
Legal Structure	Not Incorporated
Number of Employees	11

MARKET

The target markets are institutional buyers from HORECA (Hotel, Restaurants and Café), retailers and exporters that are positioned at the high to middle segment of the market. Kapwa Greens aims to target high-to-middle income customers who are health-conscious and prefer to drink tea or tea-based drinks as preferred to other commercial beverages. Based on current orders from its institutional buyers, Kapwa Greens has a current market demand of 7800 teabags and 500 kilos of loose dried herbs. The total potential market size of the HORECA sector involves 63,143 independent food businesses and 575 chained food businesses.

BUSINESS MODEL

GROWTH PLAN

MANAGEMENT TEAM

Jamir Nino P. Ocampo, CEO, Founder - Jamir has previously worked as a consultant and program officer on livelihood development programs for the rural poor farmers. At National Anti-Poverty Commission (NAPC), he worked on enterprise development and strategic industry planning for poor coconut and coffee farmers. He also helped private enterprises in marketing coffee products of indigenous people. Generate several value-adding activities, and hence multiple income source for rural farming communities. His livelihood advocacy for the Calauan Resettlement community started after working as a consultant for Commission on Human Rights (CHR) last 2012.

Brian Belen, COO, Chief Agriculture- Appointed Farmer Scientist by the Department of Agriculture, our Chief Agriculturist has been conducting lectures on organic agriculture for several years now. After graduating with a Bachelor's degree in Agribusiness Management from University of the Philippines Los Baños, he spent more than ten years in Manila handling sales and marketing functions for United Laboratories, Nestle Philippines, Del Monte Philippines, and Digitel Mobile Philippines, Inc.

Gretel Rocaberte, Resident Food technologist – Gretel is experienced in developing food plants and production system to a number of companies and cooperative-based enterprises. She spearheaded the plant construction of Nutri-Del, the first local manufacturer of infant cereal in the Philippines. At UMFI (Upland Marketing Foundation, Inc), she developed products such as muscovado sugar and organic brown, red and pink rice. Ms. Rocaberte was also an experienced trainer and mentor on food manufacturing and an instructor at Polytechnic University of the Philippines teaching food processing, microbiology and safety.

SOCIAL IMPACT

Kapwa Greens aims to generate a new source of livelihood and opportunity for employment for women partners who are mostly jobless. Currently Kapwa Greens work with 22 women that have been relocated to Calauan. Kapwa Greens not only provides employability skills for the women but will also provide a CCT program from the government, which helps women to become more self-sustainable and create livelihoods. Furthermore Kapwa Greens also creates opportunities for mothers to receive a source of income. Kapwa Greens aims to increase the monthly income to 5000 pesos of their women beneficiaries over the year and within the second year hope to expand employment to another 10 women beneficiaries.

Proposed Investment Structure

Proposed Investment Amount	
Investment Type	
Use of Proceeds	

FINANCIAL OVERVIEW

Full financial information is available upon request.

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Impact Accelerator™ is operated by:
Impact Investment Exchange Asia (IIX)

1 King George's Avenue

#05-00, Singapore 208557

Tel: (65) 6221 7051

Fax: (65) 6291 1561

http://www.asiaiix.com
info@asiaiix.com