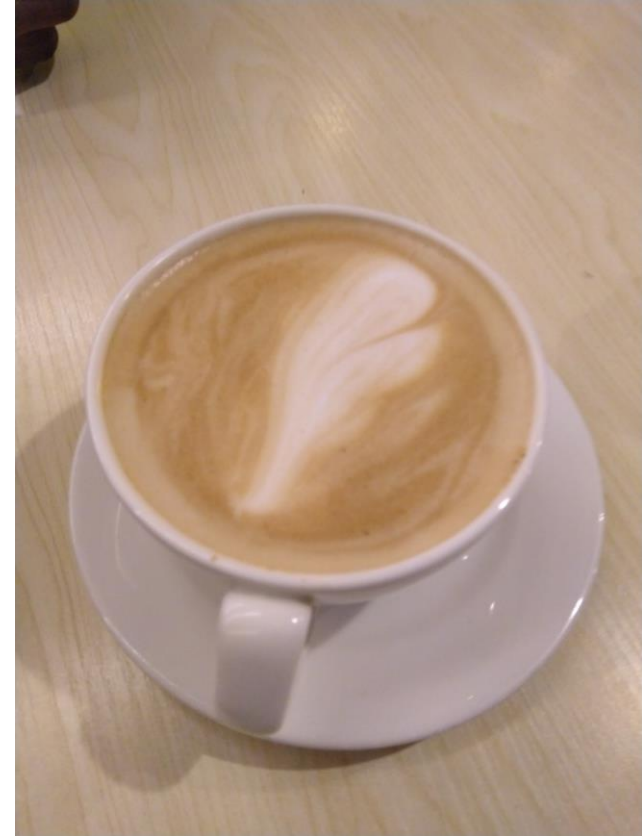


From #farm to #cup

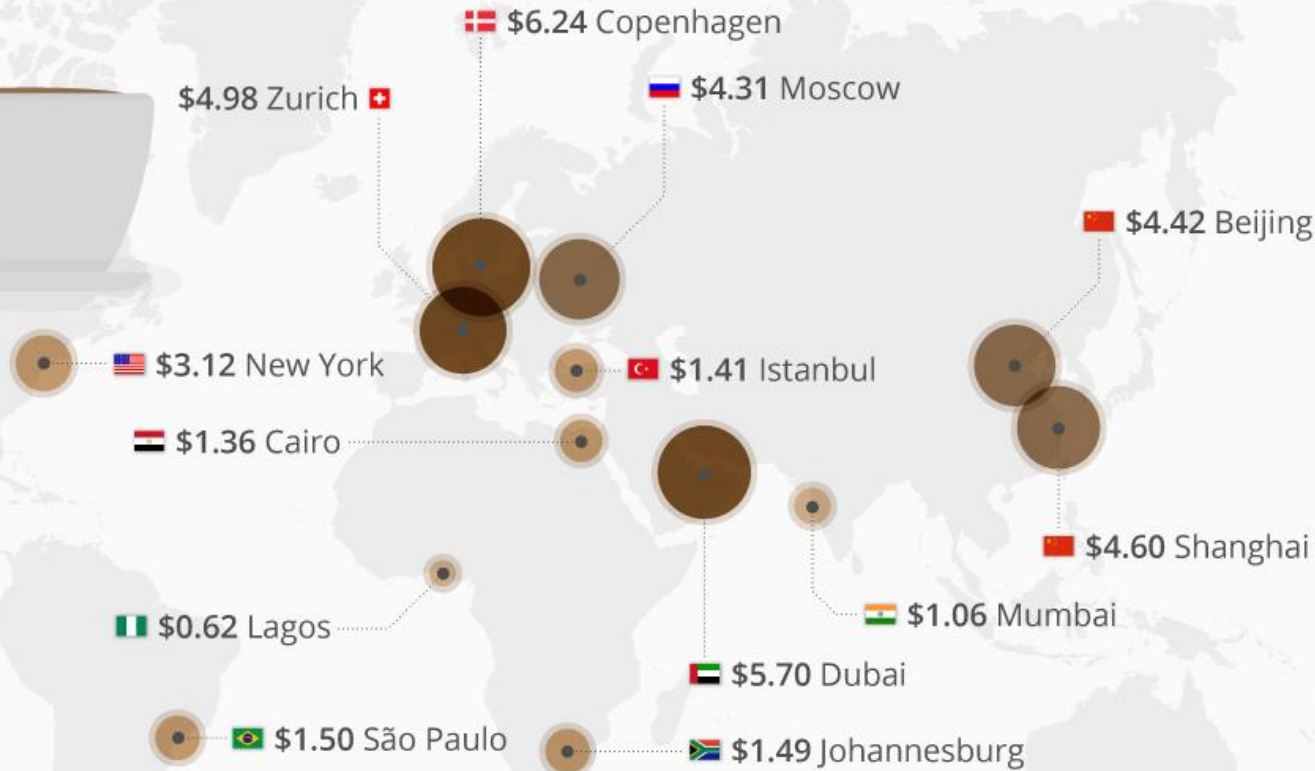






The Price Of A Cup Of Coffee Worldwide

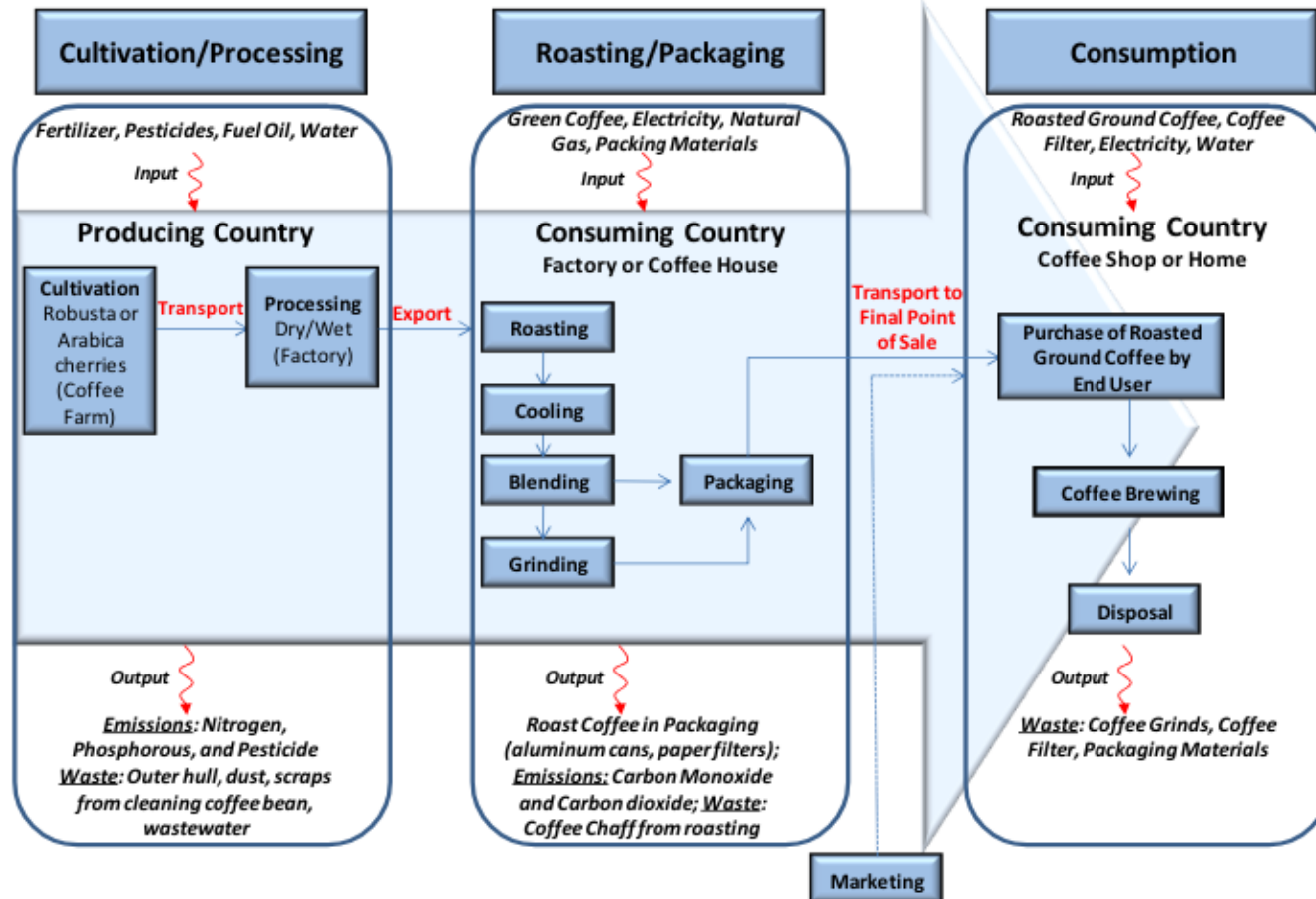
Average price of a cup of coffee in a typical coffee shop in 2018*



* Selected cities (U.S. dollars)

Source: UBS

FIGURE 1: THE COFFEE VALUE CHAIN



Horizontal coffee value chain

**Farming → Pulping factory → Milling/marketing
→ Auction/green coffee sales**

Small scale Kenyan farmer :

Produces between 20 - 60 kilos per season

Sells for less than **\$1 per kilo of cherry**



Horizontal coffee value chain

7 kilos of cherry needed to produce 1Kg of final product

Espresso requires 7 grams:

1 kilo of coffee --> 142 espressos @ \$2 → \$284

US [Coffee startups](#) are expected to raise by end of 2018 more than **\$1 billion**



Innovation for Sustainable Development

4A Coffee Roasters:

Made in Kenya

Capacity coffee Roasters,
coffee cherry dehusking
machines>Pulpers,hurrers, milling





Founder: Alfred Guitau

4A Coffee Roasters has been:

- Buying coffee directly from farmers for \$4 a kilo
- Selling the roasted coffee at \$9 per kilo to 60 coffee houses in Kenya
- Getting in yearly sales \$5000 - \$9000.



Sustainable Value Based Ecosystem - Actors



Farmers

Cooperatives



**Foreign
Purchasers**

Restaurant/hotel industry

Digital platform connecting From #farm to #cup



Resource Oriented Development Initiatives

Farmers

Cooperatives



Foreign Purchasers

Restaurant/hotels



iKAHAWA

- Coffee farmers using innovative vertical value chain to sell their coffee produce directly to vendors and consumers. #from farm to cup. -
Coffee farmers using innovative vertical value chain to sell their coffee produce directly to vendors and consumers. from #farm to #cup.

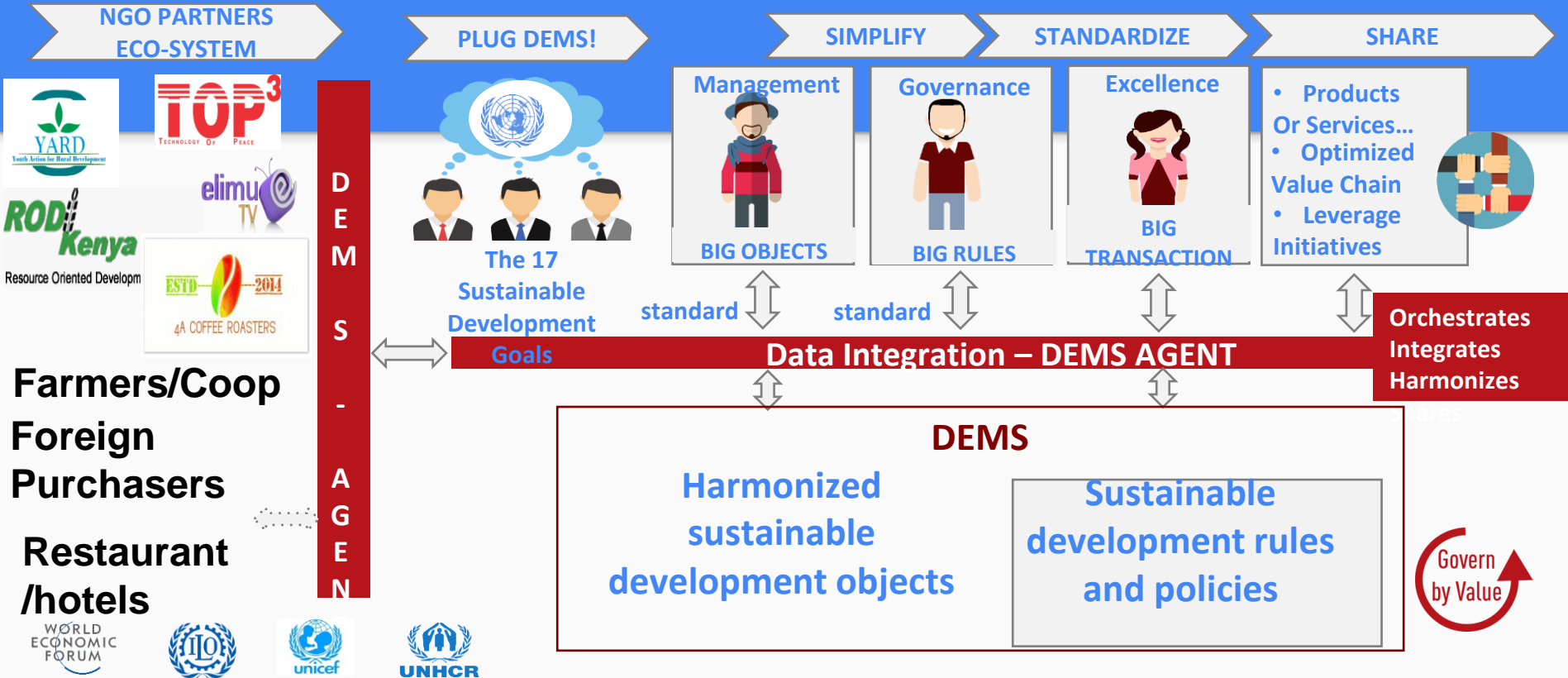
Welcome to **4icoffee**, in this platform we adopt an innovative technique similar to that of blockchain technology to link coffee farmers, coffee Vendors and consumers together, in order to facilitate the most direct, sustainable and fair coffee trade.

SUSTAINABLE DEVELOPMENT GOALS



The platform will show purchasers where their coffee batch has been grown, how it has been processed and handled, and how their purchase has helped go towards sustainable development goals on a local level. For example reducing poverty (SDG goal 1), zero hunger (SDG goal 2), decent work and economic growth (SDG goal 8), gender equality (goal 5).

Partnership - TOP & Global Data Excellence



Thank you

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www.technologyofpeace.net