

F O R T H E T I M B U K T O O P A N - A F R I C A N A G R I T E C H
I N C U B A T I O N

The Africa *Pilot.*

Ten aeroponic towers. Six structured months. The case for African controlled-environment agriculture, drawn from the ground.

I

PART ONE

The *Why*.

Where Africa farms, and where the gap between what the land can grow and what the market needs is widening.

PART I · THE WHY

Africa farms against the *weather.*

Rwanda, like much of sub-Saharan Africa, depends on rain-fed, soil-based agriculture that is increasingly exposed to climate volatility, water scarcity and soil degradation.

Urban demand for fresh produce continues to outpace what conventional supply chains can deliver year-round. The gap between what the land can grow and what the market needs is widening.

PRESSURE I

Climate *volatility.*

Rainfall windows are narrowing. A season's yield can turn on a fortnight.

PRESSURE II

Water *scarcity.*

Open-field irrigation costs Rwanda water. Every litre must grow more.

PRESSURE III

Import *dependence.*

Urban kitchens pay for produce that should come from an hour away.

PART I · THE WHY / CONT.

Two configurations. *One greenhouse.*

Aeroponic tower farming grows plants in mist instead of soil, in stacked vertical systems that fit inside greenhouses smaller than a single hectare. Our pilot deploys two tower configurations side-by-side to test which performs best under Rwandan conditions and across crop types.

STRUCTURE A · 7 UNITS

52

plant sites per tower

Compact configuration for high-rotation leafy crops and herbs.

STRUCTURE B · 3 UNITS ·
AGROTONOMY

196

plant sites per tower

High-density vertical configuration for fruiting and high-margin crops.

952 GROWING SITES TOTAL · 95% LESS WATER · 12-MONTH CLIMATE-CONTROLLED OPERATION

II

PART TWO

The *Demand*.

Eight Letters of Intent from Kigali establishments, signed before the first tower goes online.

PART II · THE DEMAND

Demand committed *before launch.*

8

LETTERS OF INTENT

Signed across fine dining, hospitality, retail and food group categories. Pre-launch.

01	Kultura Fine Dining	FINE DINING
02	Simba Supermarket · Gacuriro	RETAIL
03	Mocha Cafe	CAFÉ
04	Casamia · The Court Boutique Hotel	HOSPITALITY
05	Karu Group Ltd	FOOD GROUP
06	Farmhouse Rwanda Resort	HOSPITALITY
07	Soleluna	RESTAURANT
08	Ugarit Mediterranean Restaurant	RESTAURANT

PART II · THE DEMAND / CONT.

Built with farmers. *Not over them.*

"The pilot proves the system. The franchise extends it. The farmer holds a stake throughout."

STRUCTURES UNDER EXPLORATION

STRUCTURE I

Land-lease arrangements

Farmers retain title; Upgrow operates the controlled-environment unit on a fixed lease per season.

STRUCTURE II

Shared greenhouse ownership

Equity in the physical asset shared between Upgrow and the farmer-partner from day one.

STRUCTURE III

Profit- sharing

Revenue from the greenhouse split on a transparent formula tied to operational performance.

STRUCTURE IV

Operator- employment

Farmers trained as certified Upgrow operators on a salaried basis, with bonus tied to yield.

III

PART THREE

The *Pilot.*

Ten towers. Six months. Real data on yield, water and farmer operability.

PART III · THE PILOT

Six months. Ten towers. *Real data.*

A 150 sqm greenhouse in Gasabo District, Kigali. Six months of structured operation to validate yield, water economy, farmer operability and unit economics under Rwandan conditions.

SIX-MONTH OPERATING CADENCE

M 1

Install

Towers up. First crops in.

M 2 - 3

Calibrate

Yield & water baselines.

M 4 - 5

Optimize

Crop rotation tuned.

M 6

Report

Unit economics confirmed.

LAUNCHES

July 2026

10

AEROPONIC
TOWERS

952

GROWING SITES

15

CROP VARIETIES

6 mo.

STRUCTURED RUN

WHAT WE MEASURE

- Yield per tower, per crop, per cycle.
- Water economy vs. open-field baseline.
- Farmer operability without expat oversight.
- Unit economics under Rwandan input costs.

PART III · THE PILOT / CONT.

The *team.*



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FOUNDER
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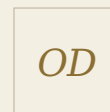
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MARKET & RESEARCH
KIGALI

Five of six on the ground in Kigali. One strategy seat in Louisville, by design.

IV

PART FOUR

The *Ask*.

Where this goes, where we stand, and what we are asking for.

PART IV · VISION

Rwanda first.

Sub-Saharan Africa next.

If the pilot validates the model, the long-term ambition is a farmer-partner network of controlled-environment food systems across the continent.

We are not making continental claims before the Rwandan pilot proves out unit economics. The work for the next eighteen months is the pilot.

THE WORK

Eighteen months. Prove the unit. Then earn the right to scale.

THE PATH OF REPLICATION

STAGE I · 2026 - 2027

Rwanda.

Kigali pilot proves unit economics. Single greenhouse. Two tower configurations. Real data.

STAGE II · 2028+

East Africa.

Franchise model into the East African Community — Uganda, Tanzania, Kenya, eastern DRC.

STAGE III · 2030+

Sub-Saharan.

Continental farmer-partner network — controlled-environment systems where soil agriculture is failing.

PART IV · PRE-LAUNCH STATE

Months from launch.

Not in slides.

■ SIGNED

Memorandum of Understanding with Rwanda's Ministry of Agriculture.

■ PAID FOR

Ten aeroponic towers; shipment underway.

■ IN PLACE

Founding team across all leadership roles.

■ SIGNED

Eight Letters of Intent from Kigali commercial buyers.

■ SECURED

Land for pilot site and for scaling phase.

■ JULY 2026

Six-month pilot launches.

Everything that needs to be true on day one — already is.

READY FOR CAPITAL

PART IV · THE ASK

Three things *we are asking for.*

I

Structured
incubation.

Operational discipline support during the most critical six months of the company's life — through pilot launch and the first three quarters of structured data.

II

Investor
introductions.

Access to the timbuktoo and Seedstars network as we close our first external round before pilot launch.

III

Regulatory
advocacy.

Support shaping a land-use partnership framework for controlled-environment agriculture across East Africa.

B A C K C O V E R · C O N T A C T

Talk to *us.*

Investors, partners and farmers building the future of African agriculture — the door is open.

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