

SINCE 2018

PREVENTING CHILDHOOD MALNUTRITION

# AHEZA



## The Problem

In East Africa, nearly 7 million children suffer from malnutrition, disproportionately affecting rural and impoverished populations:

- 57% of children living in poverty are malnourished
- Undernutrition is 48% higher in rural areas
- 61% of HIV-exposed children face severe nutritional risks

Despite existing government and NGO programs, access, affordability, and stigma continue to block consistent nutrition for high-risk children.

## Our Solution

Aheza Fortified Food produces a locally made, affordable fortified porridge that meets World Food Program standards for Corn-Soya Blend Plus (CSB+). Each serving delivers nearly 100% of daily required micronutrients for children under 5, improving health, immunity, and cognitive development.

About Aheza:

- Locally produced in Rwanda
- 45% more affordable than comparable products
- Fire roasted, delicious child-friendly taste
- Backed by WHO, Rwanda Ministry of Health, and proven field results

## Our Scaling Strategy

### Business sustainability & Growth

Aheza is expanding through a franchise model that balances institutional and community-based distribution, enabling efficient growth and deeper local reach. With centralized support for quality, compliance, and partnerships, the model ensures both impact and operational sustainability. Our goal over the next year is to strengthen Aheza's independence from TIP Global Health, invest in capital expenses to streamline production, and increase both our CHW networks and regional customers in East Africa.

### Leadership

Aheza Fortified Food is a fully Rwandan, women-led social enterprise, led by a female director and operations manager. Their local leadership ensures culturally grounded decision-making and a strong commitment to nutrition equity and community impact.

## Business Overview

Aheza Fortified Food is a mission-driven social enterprise spun out from TIP Global Health, operating on a hybrid distribution model. Around 80% of revenue comes from bulk sales to NGOs, hospitals, schools, and governments for free distribution to high-risk families. The remaining 20% is generated through a network of Community Health Workers (CHWs) who sell Aheza on credit in rural areas, providing affordable nutrition while earning income.

### Overall impact

- More than 1,005,359 Kg of fortified porridge distributed to date
- Served 20,107,108 meals to vulnerable children
- Reduce severe wasting by up to 60% and stunting by 62% in HIV-exposed children

### Current highlights

- 165 Metric tons distributed through hybrid distribution model
- 335,120 children impacted by Aheza
- Nearing break even with annual revenue of \$170,000

## Our Customers & Partners

Aheza Fortified Food partners with institutional buyers like Partners In Health, Medicus Mundi, Sorwathe Tea Factory, and Jibu for bulk distribution to vulnerable groups. Over 130 Community Health Workers act as rural sales agents, while government partners such as the Rwanda Ministry of Health, FDA, and Development Board support regulatory and operational alignment.