



SPICE VALUE CHAINS
FOR PEOPLE, PLANET,
AND PROFIT IN
CENTRAL AMERICA

Company Profile September 2020

www.Doselva.com

PRESSURE MOUNTING ON RURAL SECTOR LEADING TO SOCIAL DECLINE

- Climate Change and price volatility major drivers of crisis = small farmers hardest hit
- Unemployment and desperation driving Migration
- Youth leaving the rural sector for the cities
- Coffee Forests converted to cattle and slash and burn agriculture
- Non-Profit and Public Sector efforts incomplete: Social enterprise can fill gap



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P R E S S U R E M O U N T I N G O N R U R A L S E C T O R

- **1 million** hectares under coffee production in region.
- **2.3 million** smallholder farmers in Central America.
- **4 million** employed by coffee industry in Central America.



Migratory agriculture and livestock production encroaching on the rain forest, Olancho, Honduras.

- **2,076 square** miles of forest lost in region from 2001-2010 – Nicaragua had worst deforestation rates of all
- **40% Of Coffeelands** In Nicaragua, Costa Rica and El Salvador will lose crop suitability by 2050.
- **20% reduction** In bean and maize production in Central America due to climate change





CONVERTING CRISIS INTO OPPORTUNITY

- PEOPLE: Farmers diversifying into high value, climate resilient spices and herbs = profitability and community resilience.
- PLANET: Shade tolerant cultivars = forested landscape , regenerative agriculture, and carbon sequestration.
- PROFIT: Short cycle and long cycle harvest crop combinations ensure farmer and company cash flow and resilient rural sector.
- Doselva founded in 2017 to respond to rural livelihoods crisis in Central America as a triple bottom line enterprise.



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EXECUTIVE TEAM



AARON SACHOWITZ
CO-FOUNDER,
PROFESSOR OF
COMMUNICATION
ST MARY'S
COLLEGE, CA



CARLOS
MORALES
CFO, 20 YEARS
FINANCIAL
MANAGEMENT
PROFESSIONAL
NICARAGUA



JEFFERSON SHRIVER
CO-FOUNDER AND
CEO, 25 YEARS
PROFESSIONAL OF
AGRI-BUSINESS IN
CENTRAL AMERICA



SHAYNA HARRIS
BOARD MEMBER
AND ADVISOR TO
CEO, FORMER COO,
FARMERS FRIDGE



ARMANDO ALEMAN
EXPORTS
MANAGER



MARKET GROWTH OPPORTUNITY

The global seasonings and spices market valued at USD 15.93 billion in 2018 and is expected to reach USD 22.87 billion by 2026, growing at approximately 4.7 percent (compound annual growth rate).

Medicinal spices and herbs a powerful growth sector amidst COVID-19 and organics a strong niche.

Doselva putting Central America on the map as a new source of sustainable spices with social impact.

\$ 16
BILLION

4.7%

\$ 23 BILLION

2018

CAGR

2026



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PRODUCT OFFER

Anchor: Turmeric , Ginger, Vanilla, Cardamom

Horizon: Lemon grass, black pepper, hibiscus, Maya Seed, Andrographis herb

- Medicinal Superfoods with increasing demand post COVID-19
- Consistent market demand in medicinal supplement, table spice and tea industries
- Industry searching for secondary sources of supply – Central America well-positioned
- Scalable B2B model with potential for B2C product offers



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SERVICES

TO INDUSTRY

- Food safe, quality processed product in high volumes
- Traceability to farmers
- Impact Story

TO FARMERS

- Pre-finance for seed
- Crop expertise
- Certification access
- Guaranteed market
- Agroforestry system design



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MARKET RELATIONSHIPS IN PREMIUM SPICE INDUSTRY



- Dried organic turmeric sold to Frontier in 2019 and 2020
- Powdered turmeric sold under Simply Organic retail brand (found in Safeway, Whole Foods supermarkets)

- Dried organic turmeric sold in 2020 to nutritional supplement leader
- Commitments on books for 2021
- Partnership in Regenerative Agriculture

- Dried organic turmeric sold in 2020 to PGI

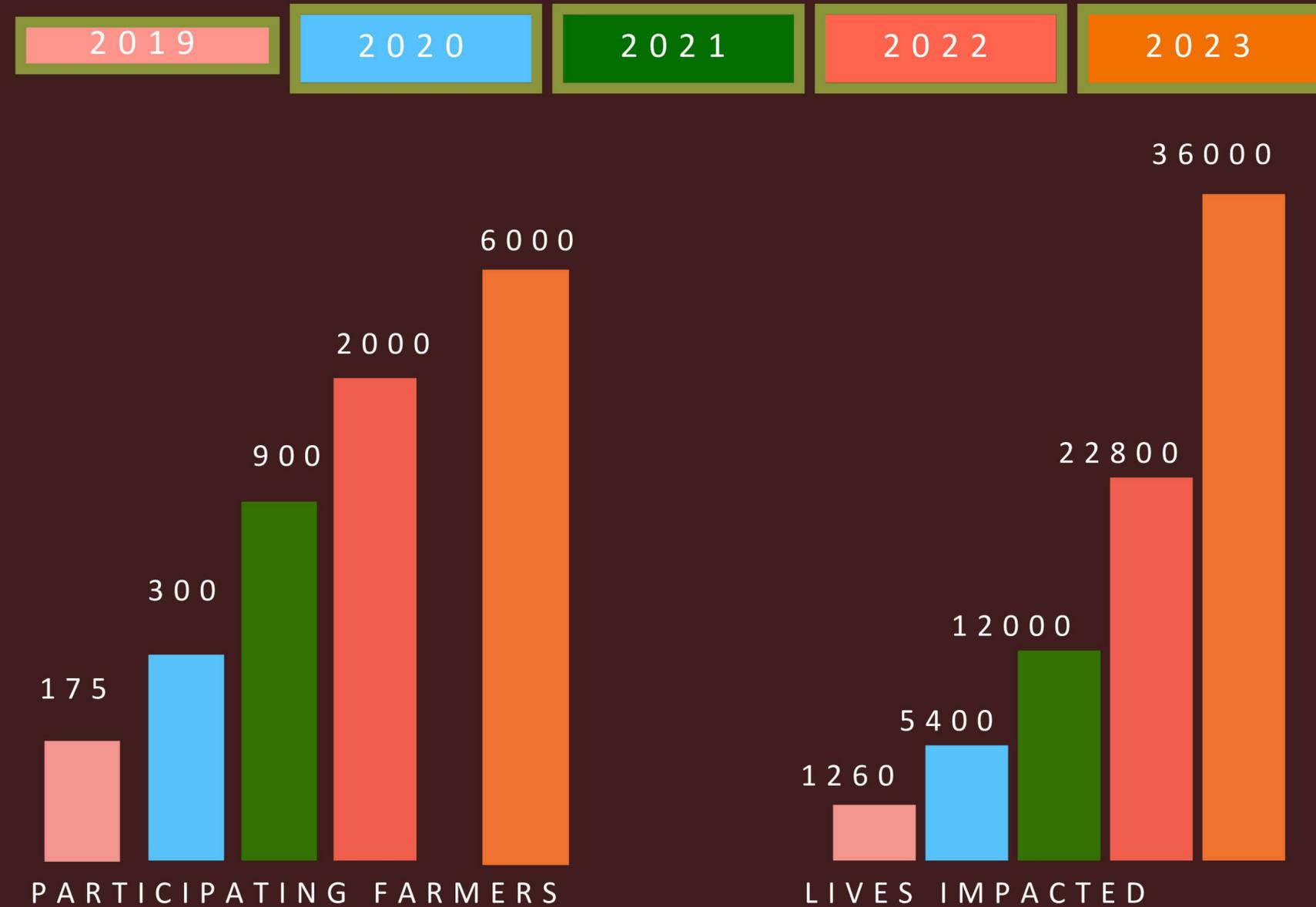


- Fresh organic turmeric and ginger sold direct to European grocery stores
- Large buyer commitment for 2021 season

- 3-year relationship with Vermont-based importer
- New Forest opening markets for Doselva in tea and nutritional supplement industry
- Buyer commitment for 2021 season

- 3-year relationship with Swiss-Based importer
- Ongoing supplier relationship in ginger, turmeric and cardamom

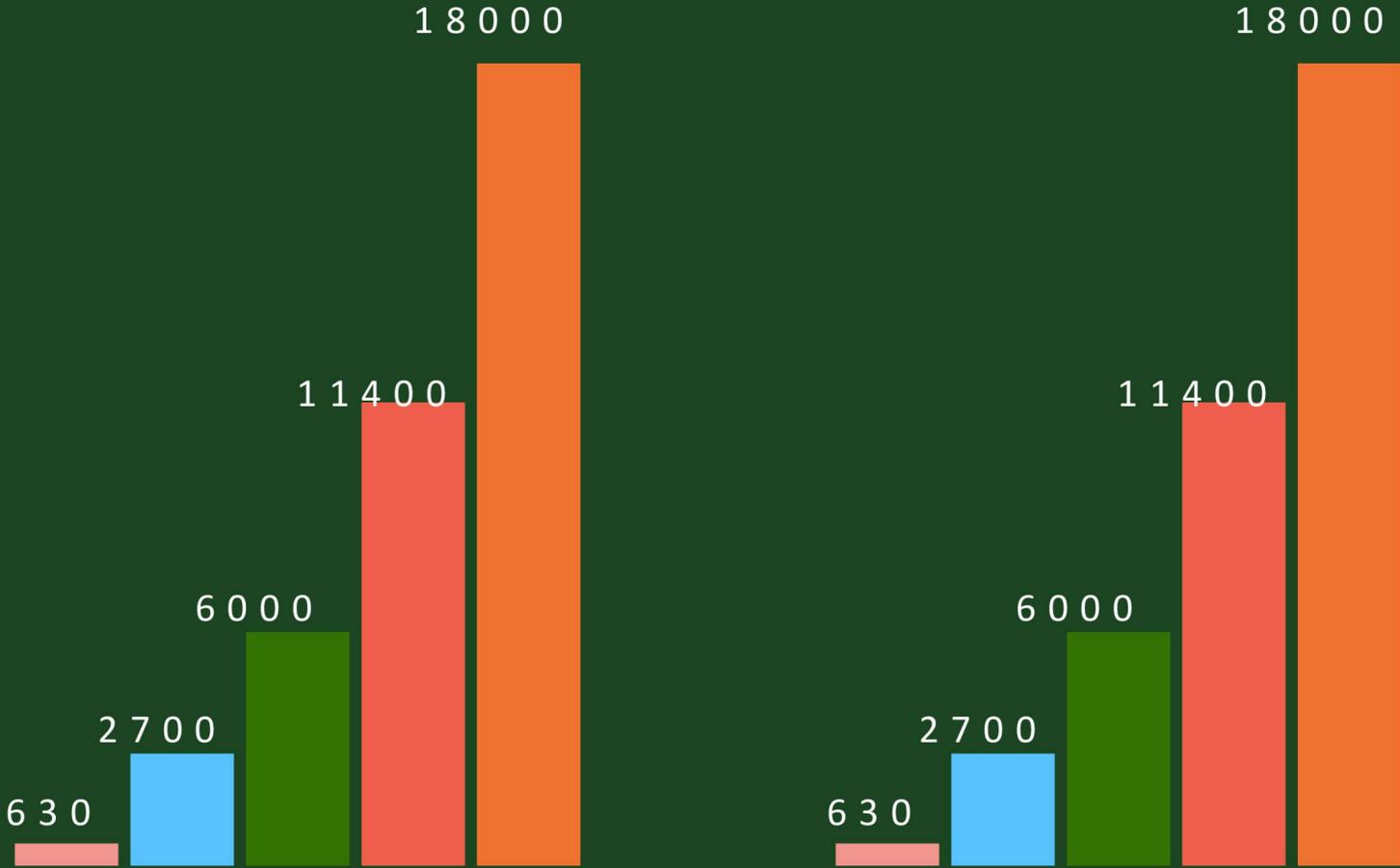
SOCIAL IMPACT AT SCALE



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**These projections are not guaranteed.*

ENVIRONMENTAL IMPACT AT SCALE



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STRATEGIC INITIATIVES

1 : PROCESSING PLANT UPGRADE

- Enhance processing plant capacity for food safety compliance, efficiency and enhanced product quality.
- Mechanize key procedures in drying, washing and grading.
- Upgrade plant to become certifiable for Global Gap, GRASP and GFSI
- USD \$450,000

2 DIVERSIFY AND SCALE PRODUCT LINES

- Seed / seedling finance for ginger, cardamom, vanilla
- Technical assistance to farmers (extension)
- Blended finance mechanism could be used (grants) to target specific vulnerable or marginalized populations
- USD \$200,000

3 : EXPANSION TO HONDURAS AND / OR COSTA RICA

- Reduce company risk by expanding geographic presence
- Open office and basic processing plant with four product offer (turmeric, ginger, vanilla, cardamom).
- Establish first ginger exports as early as 2021 season
- Build producer base and service delivery beginning in 2020
- \$350,000



INVESTMENT OPPORTUNITY WITH DOSELVA

- Instrument:
 - Convertible Debt with a \$5M cap and 20% discount
 - Amount: \$1 million; we have already raised \$615K and are seeking \$385K to \$500K on Wefunder to cover the remaining amount
- Purpose: Fuel the second stage of company growth
- 3 Strategic Initiatives

Web page: www.Doselva.com

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