

# **FreshKeep Rwanda**

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**2025**

Prepared by MURENZI Norbert



# Problem

Problems FreshKeep Rwanda observes and wants to solve.

## PROBLEM 1

Post-harvest food loss due to poor storage

## PROBLEM 2

Lack of cold chain access for rural farmers and vendors

## PROBLEM 3

High electricity dependency and costs for small agribusinesses

# Solution

These are ways FreshKeep Rwanda proposes to to address them.

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## **SOLUTION 1**

Solar-powered mobile cold storage trailers that come to the farmer/vendor



## **SOLUTION 2**

Affordable short-term rental plans (hourly/daily)



## **SOLUTION 3**

Preservation-as-a-service to reduce waste and increase seller profits

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FreshKeep Rwanda provides solar-powered, mobile cold storage trailers that allow farmers, vendors, and delivery services to store fresh produce, milk, fish, or meat safely and affordably – anywhere, anytime.



**OUR PRODUCT**



### STEP 3

2025–

### STEP 2

2025

### STEP 1

2024

# Birth of Product and Idea

November 2024

Problem identified during agribusiness coaching in Kayonza.

February 2025

Concept sketched, demand confirmed via surveys.

March 2025

First prototype designed and tested.

Mid-2025

Official launch of FreshKeep Rwanda.

# SWOT Analysis



## STRENGTH

- Mobile, solar, and eco-friendly
- Direct impact on farmer incomes
- Scalable model



## OPPORTUNITY

- Huge post-harvest loss market
- Partnerships with cooperatives and NGOs



## WEAKNESS

- High initial cost of unit production
- Limited brand awareness

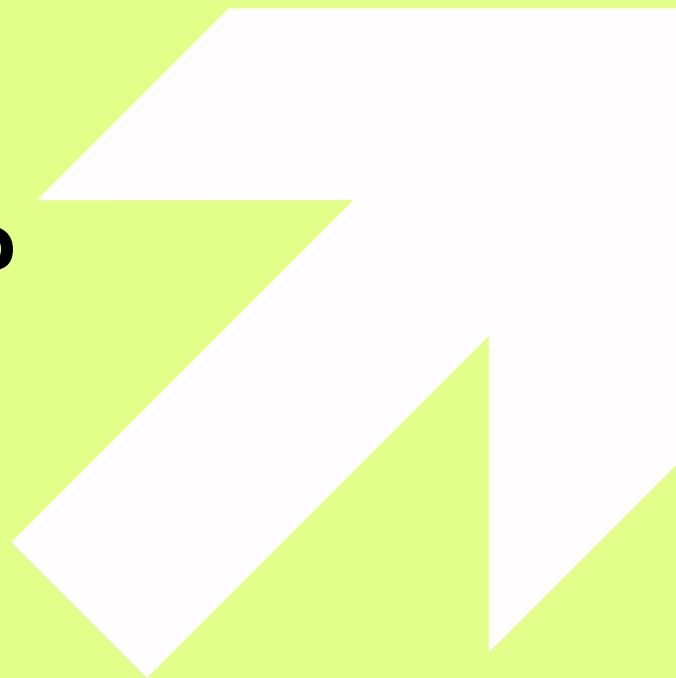


## THREAT

- Government regulation shifts
- Larger logistics companies entering the market

# Timing

Why Now?



## REASON 1

Farmers and vendors need quick, low-cost solutions, especially during climate change-related heatwaves.

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## REASON 2

Rwanda's economy is pushing for agriculture transformation and green innovation — and FreshKeep fits both.





## **Trends Making This Possible Now:**

1. Solar tech is cheaper and more reliable than ever.
2. Mobile tech adoption allows for digital bookings and mobile payments.
3. Government & donor focus on food systems resilience.



# Target Market

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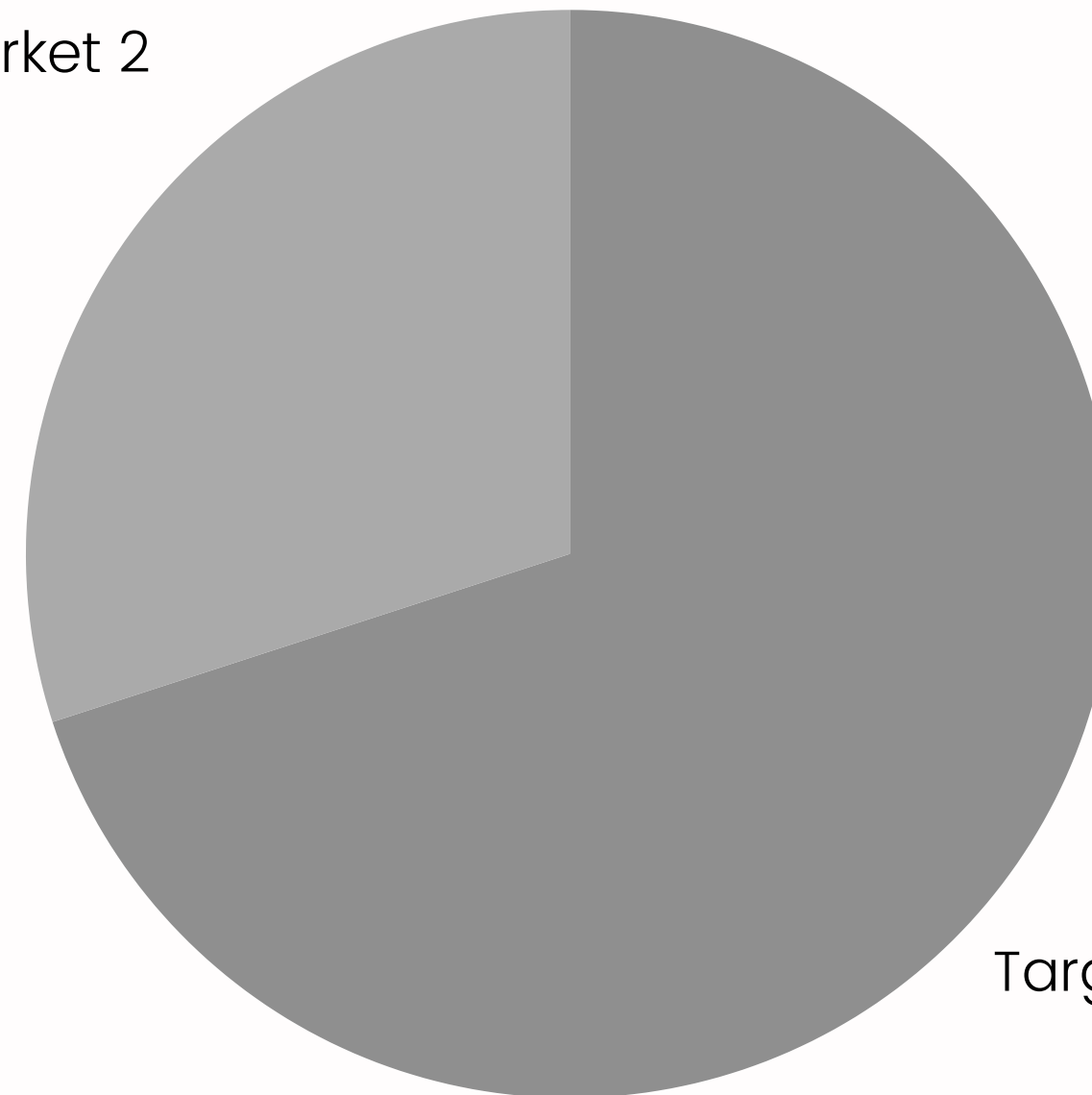
## TARGET MARKET 1

Rural Smallholder Farmers – in high-production zones (e.g., Nyagatare, Kayonza).

## TARGET MARKET 2

Urban & Peri-Urban Vendors/Wholesalers – in Kigali markets needing daily preservation.

Target Market 2  
30%



Target Market 1  
70%

**2025**



# **Marketing Strategy**

**FreshKeep Rwanda**

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**FreshKeep Rwanda will launch in high-yield farming areas, partnering with cooperatives and NGOs to offer affordable, mobile cold storage. Marketing will combine digital tools and local outreach, with trust built through pilot plans and farmer testimonials. Growth will follow a cluster-based expansion model for quality control and impact.**

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# Contact Us

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## **MURENZI NORBERT**

Project Developer

MURENZI Norbert, founder of FreshKeep Rwanda, combines his experience in land surveying and agribusiness coaching to address post-harvest losses in rural areas. Inspired by challenges faced by farmers, he developed FreshKeep as a mobile, solar-powered cold storage solution to reduce waste and boost incomes. He leads the project with a focus on impact and sustainability.





**THANK YOU!**

