

# The African Spark

## The Hands That Hold the Fuel

Turning Social Impact into a Scalable Operating System  
for Sustainable Aviation

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# We Stand at a Precipice

The technical outlook for 2025 is clear: we face a decisive crossroads, On one hand we have a mandate demanding a leap from **2% Sustainable Aviation Fuel in 2025** to a staggering **70% by 2050**.

But a shadow looms on the other side. Armed conflict on this continent has surged **sevenfold in a single decade**. As oxygen is to fire, so are unemployed youth to insecurity. In Nigeria alone, 20 million young people entered a saturated labor market in two decades, fueling three separate insurgencies.

⚠️ Soon, 400 million more young Africans will seek work. Some call this a "ticking time bomb." That bomb has already exploded — we are living in its shockwave.



# The Central Question

## Whose hands hold the fuel?

### The Question for This Forum

Will 400 million youth ignite a bomb of despair — or will they ignite the **African Spark** for a global SAF revolution?

### From Data to People

Are we imagining gloved hands in a sterile lab — or the calloused hands of a smallholder farmer?

# Reframing the Challenge

## What Is

Aviation warms **twice as fast** as the global average. SAF represents a mere **0.53%** of global jet fuel use. African agriculture is trapped in low productivity and fragmented supply.

## What Could Be

African agro-processors face the same challenges that built Nestlé, Cargill, and Heinz. Those giants didn't *find* ecosystems — they *built* them. This is the **single greatest opportunity for social transformation** in African history.

Imagine smallholder farmers not merely surviving, but thriving as the proud backbone of a **trillion-dollar industry** that feeds nations and powers planes.

# Babban Gona: The Proof of Concept

Babban Gona is not a charity — it is a **high-performance Agricultural Franchise**. Social impact is not an outcome of the business; it is the foundation.

**500K**

**Smallholders Served**

Grown from 100 farmers in 2012

**2x**

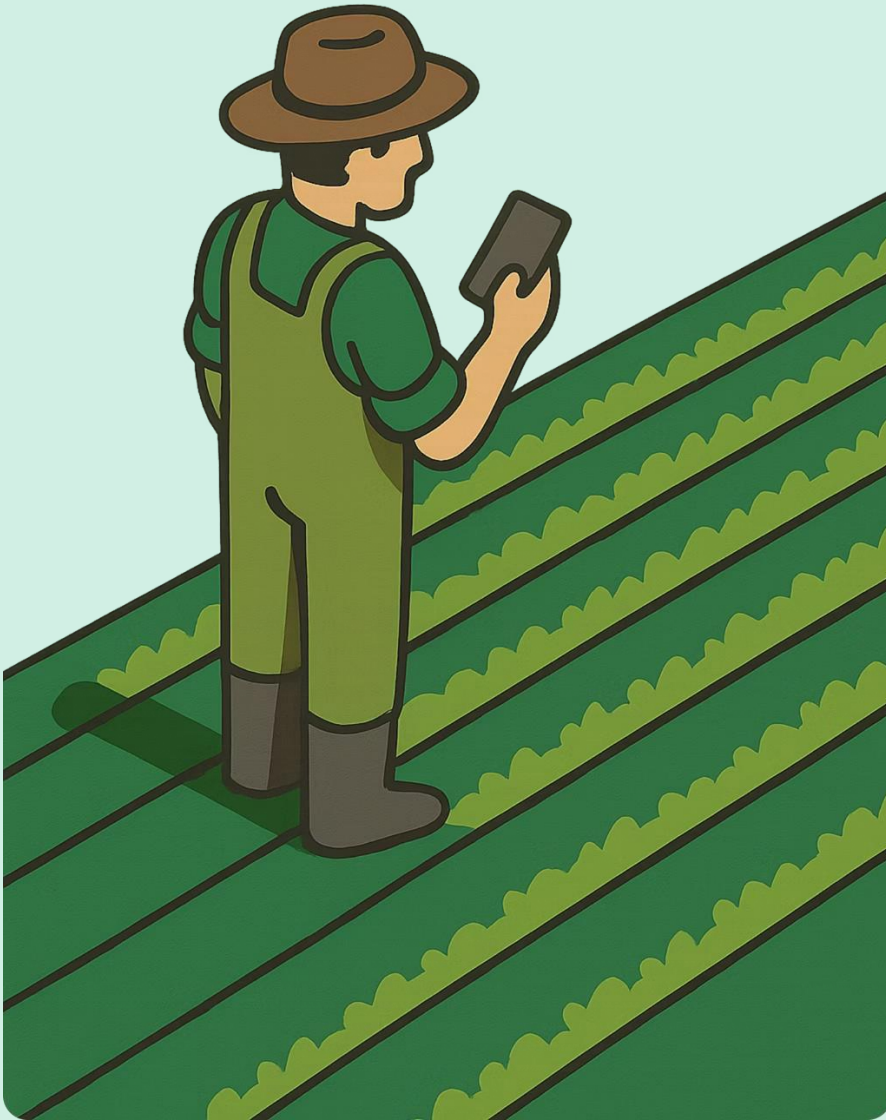
**Yield & Income**

Doubled relative to peers

**99%**

**Loan Repayment**

Over \$250M deployed in financing



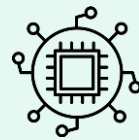
# The "Cake Mix" Model

Seven years ago, Babban Gona's centralized "Industrial Bakery" approach was too complex to replicate quickly. The solution: package the proven recipe into a **business-in-a-box**.



## Proven Recipe

A replicable framework built from years of on-the-ground success with real farmers.



## AI & Technology

Leverages advanced tools allowing local entrepreneurs to "bake" their own success.



## Local Ingredients

Adapted to specific crop varieties and locations — not a one-size-fits-all solution.

# Three Pillars of the Member Farmer Ecosystem



## Become the Farmer's Bank

Access to finance is the #1 barrier. Provide direct, in-kind financing for quality seeds and inputs — give the resources the open market failed to provide.



## Become the Farmer's University

Deploy advisors to teach precise, data-driven methods via a "Farm University." You are not just buying a crop — you are cultivating an entrepreneur.

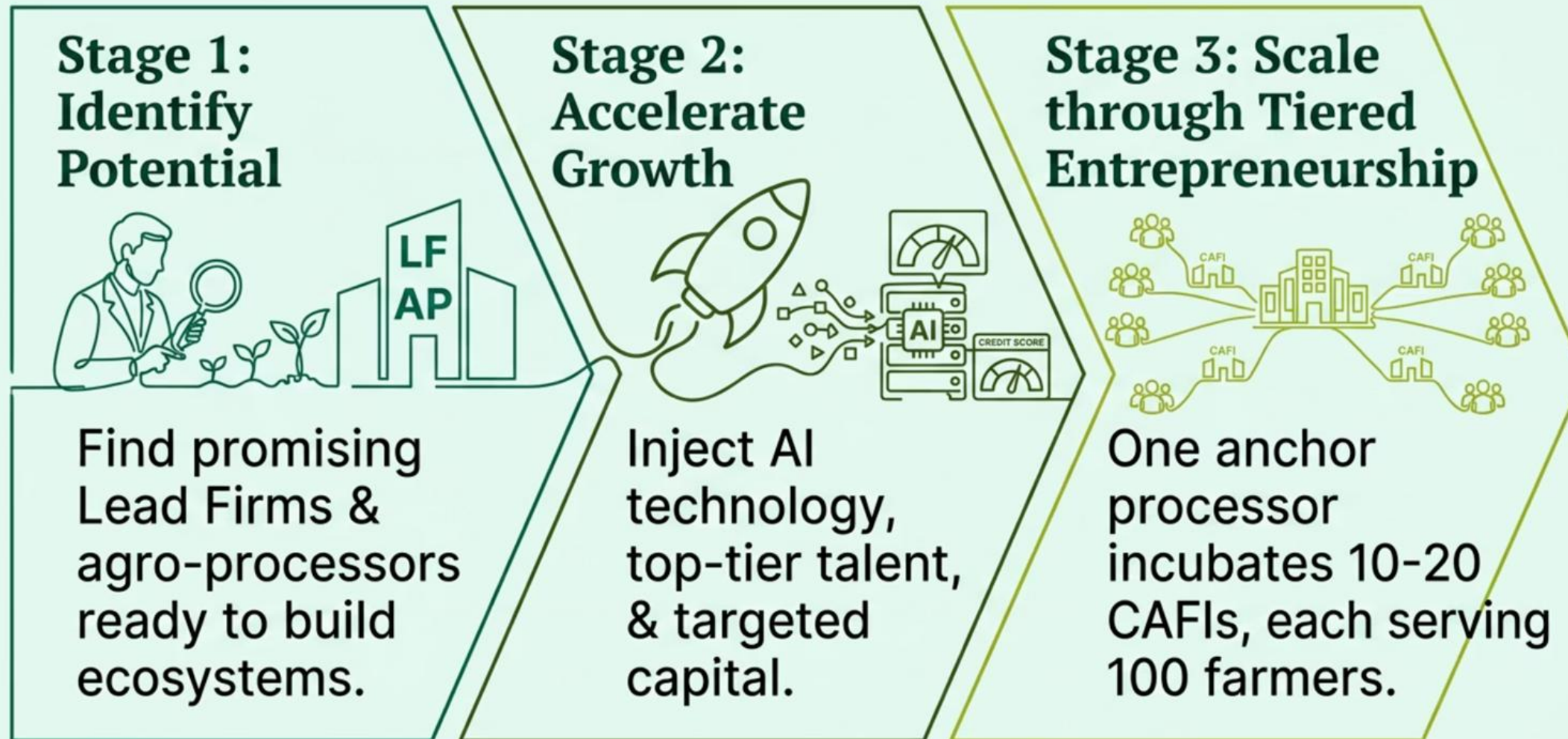


## Become the Farmer's Guaranteed Market

Offer fair contracts and guaranteed off-take. Remove market risk to give farmers the confidence to invest and shift from subsistence to commercial mindset.

# How Do You Scale to 5 million

Stop acting as a top-down manager. Start acting as an **Accelerator**.

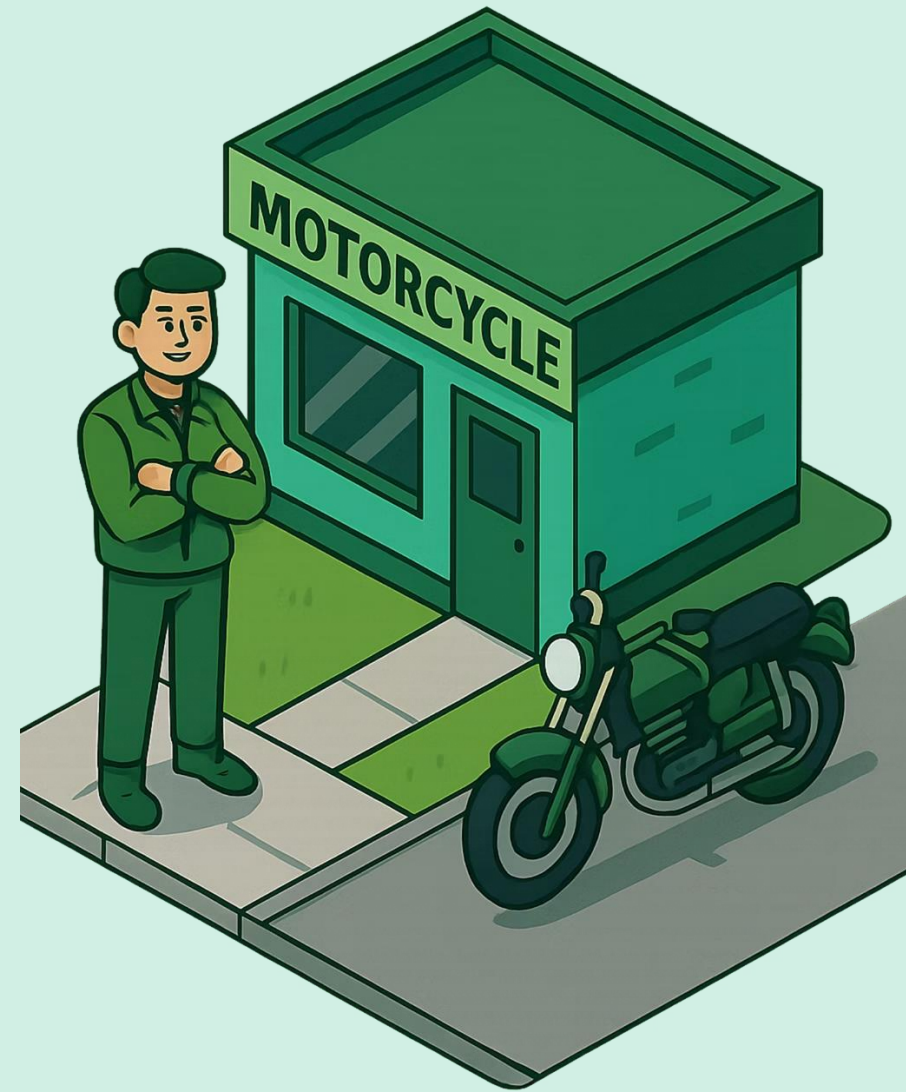


# Saminu's Dignity

Saminu saw his parents work relentlessly for "babu" — nothing. He fled to the city to drive a motorcycle taxi with wheels made of more patches than tires.

Saminu returned. He joined the Babban Gona franchise and received the "Cake Mix" — the finance, the training, the market. Three years later, he bought goats for his mother, owns a retail shop, and has two motorcycles with vanity plates that read: "**Babban Gona.**"

- ✓ In a technical report, we call that a "yield improvement." In Saminu's life, it is a **Dignity Metric**. He is one of half a million — and the human face of the 133 million tonnes of CO<sub>2</sub> we must mitigate.



# A Fundamental Truth

**A 2050 jet cannot take off  
from a 1950s farm.**

Without empowered rural  
communities, your SAF  
systems are fragile and will  
eventually collapse.

# A Call to Action: Unlock \$150 Billion



## Individuals

Lend as little as \$25 to an African farmer on a crowdfunding site today. Be the spark.



## Financing Institutions

Partner to deploy the AFaaS Ecosystem — a de-risked path to full commercial bankability.



## Feedstock Aggregators & Crude Processors

Adopt the "Cake Mix" model to source higher quality, lower-cost produce while creating profound impact.



## Governments

Partner to drive national adoption of Agri-Finance-as-a-Service within your nation's banks — building food security and stability.

# Our Destination: 2040 Vision

**25,000**

**Member Farmer Ecosystems**

Built across Africa by 2045

**50M**

**Farmers Empowered**

Smallholders integrated into the  
supply chains like SAF

**80M**

**Dignified Jobs**

Created across rural communities

# Ignite the African Spark.

Let us build an African SAF revolution that doesn't just clear the skies, but lifts the earth. Let us make sure that when we look at the future of flight, we see a world where **the hands that hold the fuel are the same hands we have finally, truly empowered.**

