



## 2024 BUSINESS PLAN

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Plan having obtained the approval of Mbaya Kabanda Minyere, Head of the Bena Mbaya family on December 3, 2023.

Project carried out as part of the [Mayele Ya Motema](#) program.

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## EXECUTIVE SUMMARY

We are the Bena Mbaya, the children of our valiant ancestor Kalula Mbaya. We are part of the first Bena Mpiana communities that you encounter when you go down 70 km south of Mbuji Mayi, towards Ngandajika. We are a family of around 300 people on an area of several dozen hectares where we live peacefully on large expanses of grassy savannah. Our main activity is agriculture with the cultivation of corn, the harvests of which we sell to the nearby market to buy goods that we cannot produce ourselves.

Our entrepreneurial initiative is to open within 10 years a warm hotel residence to welcome our brothers and sisters from the diaspora for their vacations but also people who wish to stop for a meal or a night in a quiet place before continuing their route. We want to train ourselves to carry out the project as much as possible by ourselves to reduce investments in infrastructure and also for the operating costs of the residence. With around fifteen rooms and nights sold internationally at \$20, we hope to ultimately achieve a turnover of around \$30,000 each year.

Our project requires financial resources that we do not have. We therefore have the idea of bringing 10 hectares of our land as well as 10,000 hours of work to the residence project. This represents an estimated value of \$20,000 which will represent half of the capital of our family initiative. For the other half, we plan to organize a \$20,000 fundraiser over 7 years. We have already raised \$2,200 to test this initiative. We are launching a second call to investors to again collect \$2,200 for the year 2024. According to our forecast, a person who has, for example, invested \$100 per year for 5 years can hope to regain their investment within 10 years and then generate an income of \$250 per year when the residence is operational.

All the information to contribute to our project is available on the following link  : [www.3tonnes.org/centres](http://www.3tonnes.org/centres).

## OUR ASSETS FOR SUCCESS

### OUR BIG FAMILY

We are the descendants of a brave warrior named Kalula Mbaya who was born on the lands of Bena Mpiana before 1900. He had so many children that he said his descendants would be numerous, as numerous as the Tunkenena, the very small ants that like to eat sugar. We gave this name to the center in homage to him! There are indeed very many of us, probably several thousands of people spread across the world.



To achieve our forecast turnover, we are ultimately counting on the annual visit of 100 to 200 members of our own family who will be able to stay an entire week with us in the land of their ancestors for unique moments of reunion. They will be able to contribute up to \$140 to be housed and fed in comfort that we would not be able to offer them otherwise.

We wish to build our activity on this commercial target for emotional reasons of course but also because we are the guardians of the land of their ancestors and on this point we actually have no competitor. We are of course open to other customers.

## THE SINGULARITY OF OUR OFFER

We must recognize that the territory we occupy has nothing original compared to others. However, we have the advantage of being close to the RN2 national road, which will allow people to drive to the residence. Someone leaving Kinshasa by midday flight can hope to arrive before dark the same day with us (2 hours to arrive at Mbuji Mayi by plane and 2 hours of driving by 4x4). We can thus accommodate elderly people for whom traveling by motorbike or on foot would be too difficult. Also, we can bring equipment from Mbuji Mayi during the day for visitors with special needs or in difficulty.



In addition, we are a half hour walk from the market town of Bakwa Mulumba. We are far from the passing trucks, the sound of horns and the dust of cars. We can offer our visitors a quiet place where it is possible to walk for an hour without seeing anyone and to spend splendid nights around a fire under the brilliant stars of the celestial vault. There are a lot of rumors about the villages which scare some people but those who “dared” to come visit us appreciated it. We like to laugh, chat, take our time and we have lots of stories to tell.

## WE HAVE THOUGHT OF EVERYTHING (OR ALMOST)

We could have sold the land to a developer who would have built the residence there in one year. We could have collected money straight away and created some jobs for our family members. This could have been a nice, quick and risk-free project for us. Whether the project works or not would not be our problem. Whether our families are well received or even actually come would not be our problem either. And above all, for what would we have used this money that fell from the sky all at once? Would we still have reaped the benefits 10 years later? We know this even less as this money would probably be a great source of conflict between us and covetousness around us.



It is to avoid this lack of mastery that we have chosen to integrate the Mayele Ya Motema program presented on this link 🙌 : <https://www.3tonnes.org/programme>. The principle of this program is to train us year after year on all aspects of our project: food, water, energy, crafts, electricity, construction, transport and hospitality. We will thus improve our daily life without disrupting it too much and at the same time take the time to prepare our offer which we will master from A to Z. In addition, the program takes care of all financial management: it collects contributions, establishes contracts, pays suppliers, invoices customers and redistributes rewards. This additional service allows us to concentrate our efforts on training ourselves well and thinking carefully about ways to perfect our project by our own means.

## HARVEST SHARING

### OUR TERM AMBITION

We plan to sell the night full board for \$20. This is a rather high price for the region but reasonable internationally. We estimate the fixed costs at \$5 per night, notably for the reservation center, WiFi, imported consumables, equipment depreciation and MAYELE YA MOTEMA management fees (< \$1). The expected profit would therefore be \$15 per night per room. Knowing that a room can be difficult to occupy all year round, we are counting on an occupancy rate of around ¼ of a year, or 90 nights per year. The profit would be on average \$1,300 per year for one room and could therefore reach \$20,000 per year for 15 rooms.

Nombre de chambres	1	15
Night price	\$20,00	
Night expense	\$5,00	
Night profit	\$15,00	\$225,00
Number of night per year	90	
Yearly profit	\$1 350,00	\$20 250,00

The residence will be made up of separate bungalows which will serve as bedrooms. We will then be able to build the rooms gradually to increase our skills and create living spaces.. As the rooms will be made from local materials, we will be able to destroy and rebuild the first ones if necessary. We want to open 1 first fully equipped room within 4 years, 1 more the following year, then 2, then 4 up to 15 in 2033 to stabilize profits as described in the following table:

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Rooms	0	0	0	1	2	4	8	12	15	15
Profits	\$0	\$0	\$0	\$1 350	\$2 700	\$5 400	\$10 800	\$16 200	\$20 250	\$20 250

## WHO BRINGS WHAT?

To achieve our objective, we estimate the amount of investments necessary at \$40,000. We commit to providing \$20,000 in kind for land, human resources and raw materials for construction. We hope to convince many contributors year after year to provide \$20,000 in cash to pay for training and equipment as well as support for the residency project.

We propose to divide the capital thus constituted into 2000 shares of \$20 each. There will therefore be 1000 shares for us and 1000 shares for our contributors. Half of the profits generated by the future residence will be redistributed half to our contributors depending on the number of shares granted. Everyone is welcome in the adventure, we have no special conditions, except knowing you if you invest more than \$100 and giving priority to people who have already contributed the previous year.

This capital is not needed right away. We have already released \$4400. The next contributions will be staggered as follows:

	A1	A2	A3	A4	A5	A6	A7	A8	A9	A10
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
Cash	\$2 200	\$2 200	\$2 200	\$4 400	\$4 400	\$4 600	\$0	\$0	\$0	\$0
Kind	\$2 200	\$2 200	\$2 200	\$4 400	\$4 400	\$4 600	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$4 400</b>	<b>\$4 400</b>	<b>\$4 400</b>	<b>\$8 800</b>	<b>\$8 800</b>	<b>\$9 200</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
CUMUL	\$4 400	\$8 800	\$13 200	\$22 000	\$30 800	\$40 000	\$0	\$0	\$0	\$0

For the contribution in kind, we will ultimately make 10 hectares of space available to the project. We need a lot of surface area to cultivate but thanks to the income generated by the residence we will be able to reduce our extensive agricultural activity and gradually free up fields for the project. This year, we will free up space for the residence buildings and the parking lot but also for construction materials (earth, thatch, palm grove, bamboo grove and micro forest). Furthermore, field activity and water collection from the river take up the majority of our active members' time. However, we are committed to providing 10,000 hours of work. It is this contribution in kind that we estimated at \$20,000.



It is possible to visualize the territory on a satellite image with the following GPS coordinates -6.487778, 23.892500. The square on the map above is not contractual, it is placed for information purposes only to give an idea of the space that will be made available to the project.

## OUR IMMEDIATE NEED

We have already started the program in its experimental phase. Alexandra Mbaye, who is part of our diaspora with the help of her family in Europe, has already contributed \$2,200. An innovation engineer by trade, she is the one who designed the Mayele Ya Motema program. For our part, we invested \$2,200 in kind by reserving 2 hectares for the residence and devoting 200 hours of work to it. We were able to begin permaculture training for the first families and received the first batches of equipment. We would like to “free up” \$4,400 again for 2024 distributed as follows:

Contribution in cash	Permaculture training, equipment and seeds	\$1,000
	Residence project support	\$824
	Broker commission and management fees	\$376
Contribution in kind	1.2 hectares for the bamboo grove	\$1,200
	1000 hours	\$1,000
	<b>TOTAL</b>	<b>\$4,400</b>





Collecting contributions requires a lot of effort and time to contact and follow up with people. We decided to use a broker to guarantee rapid fundraising which secures our action. Mayele Ya Motema will give him a commission of 10% of the amount collected at the end of the collection. In addition, Mayele Ya Motema will receive 8% of the contributions for project management and in particular for the time spent in negotiating with suppliers, purchasing materials and monitoring freight. Finally, so as not to get lost in administrative actions, contributions will be perceived as donations without commitment. They will be counted automatically by the Mayele Ya Motema platform. Once our project is better described contractually, the platform will digitally link each part of the project to the pact that we have taken the time to develop more precisely. We must clarify that contributor satisfaction is one of our objectives. They guarantee our family the possibility of later being able to make new calls for funds for new projects to enhance our territory.