



---

Pesewa ONE PLC

Building Africa's Economy



# The Problem

Building Viable,  
Connected &  
Productive  
Businesses in Africa's  
Large Informal Sector

Linking Young African  
Entrepreneurs with the  
Informal Sector

Linking Formal Businesses  
with Africa's Young  
Entrepreneurs & the Informal  
Sector

---

# The Solution



Mapping of Africa's  
Informal Sector &  
Entrepreneurial  
Landscape



Support for Young  
African  
Entrepreneurs  
through Automated  
Platforms



Introduction of  
Partners Products &  
Services to &  
through the Informal  
Sector



# The Product

---

# Core Features



Market access &  
direct sales for  
Partners



Support for young  
entrepreneurs



Support for student  
enterprise and  
career development



Mapping and  
provision of services  
to the informal  
sector



Creating a value  
chain for  
enterprising farmers

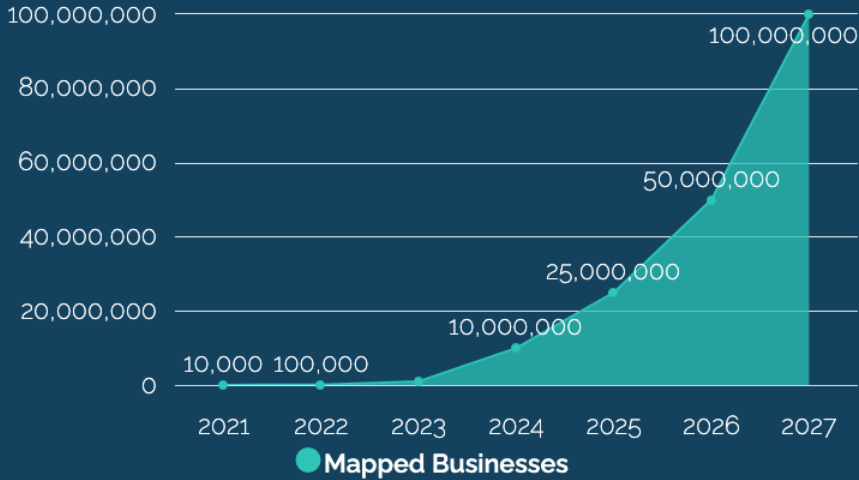


# Business Model

Partners & Platforms fees &  
subscriptions

Business packages &  
advertising

# Traction



100  
+

Young Enterprises

100  
thousand

Informal sector  
businesses



# Go to Market Strategy

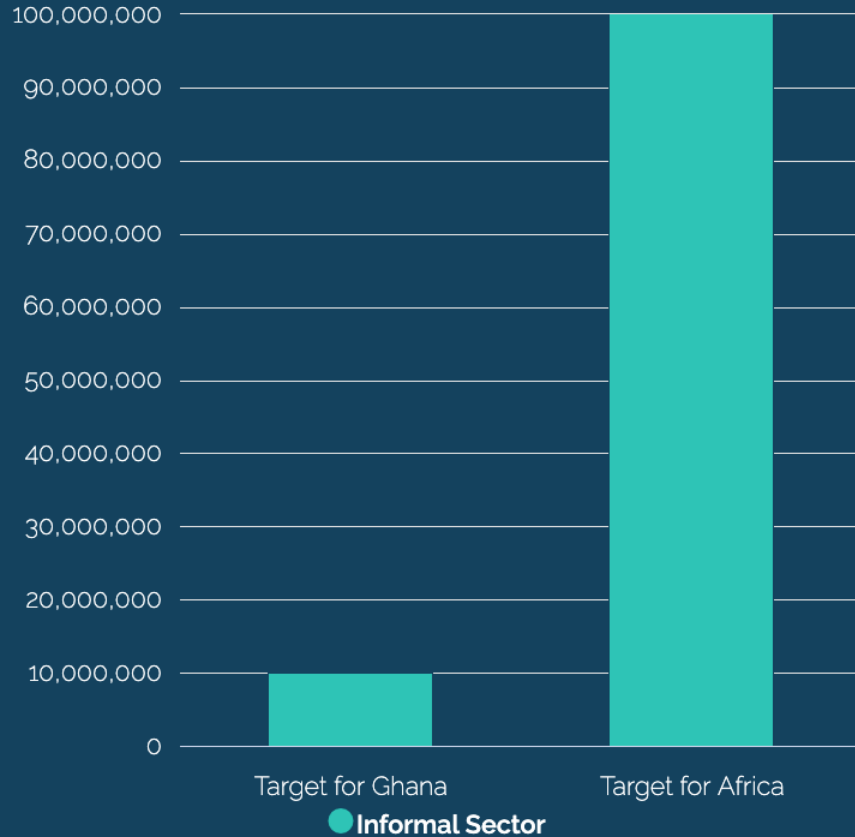
Mapping &  
Direct sales

Partnerships

Automated  
Platforms



# Market Size



10M Informal Sector  
Businesses in Ghana

100M of 500M Informal Sector  
Businesses in Africa

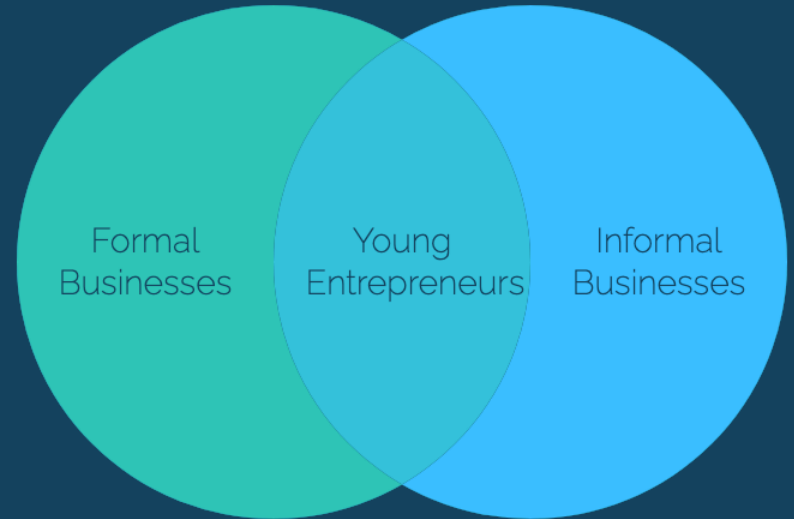
# Target Audience

Partners

Entrepreneurs

Students

Informal Sector Businesses



# Competitive Landscape

Competitors	Pesewa ONE	MTN Business	Google for Africa	MAX International
Informal Sector Services & Data	x	x	x	
Platform for Entrepreneurs	x	x		x
Students Organisation	x			x
Marketing Services for Corporates	x		x	

# Unique Advantages



Listed Company on the  
Ghana Stock  
Exchange



100+ Entrepreneurial  
Businesses incubated  
by Pesewa ONE



7 Automated Platforms  
for all our services



10,000+ Informal  
Sector Database



Dr. Prince Abbey (Founder)



Emmanuel Asare (Global President)



Dr. Suzy Puplampu  
(Chairperson)

# Financials

	2022	2023	2024	2025	2026
No. of Franchises	1	10	25	50	100
No. of Businesses	100,000	1,000,000	10,000,000	25,000,000	50,000,000
Revenue (Euros)	100K	1M	10M	25M	50M
Net Profit (Euros)	50K	500K	5M	12.5M	25M
Market Cap. (Euros)	500K	5M	25M	100M	500M



# Partnership/Fundraising

## Benefits:

Direct Sales & Marketing Platform

E-Distribution Channels

Introducer Services

Students Outreach

Entrepreneurs Accounts

Funds Investment Vehicle

Impact Investment

**Raising GHC5M to build franchises in 10 African Countries**

Minimum investment of GHC 100,000 (\$12,500)

Pesewa ONE PLC listed on the Ghana Stock Exchange

Pesewa ONE Franchise to be the listed on EuroNext Growth, Dublin

60% average annual growth in POP share price since 2018