



# ASSET MANAGEMENT Products Development Proposal

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***Pesewa ONE is a leading business incubator for Africa's businesses. The Pesewa franchise program launched in 2022 also makes Pesewa ONE a Gateway to Africa for global businesses seeking to reach the vast African market. As of September, 30, 2023, we had 103 incubatees under various sector industries; 6,235 businesses mapped out in 3 African countries (i.e. Ghana, Nigeria and Benin) and 9 Franchises.***

*Our mission is to Build Africa's Businesses through Entrepreneurship, People, Partnerships, Platforms & Investments.*

*Pesewa ONE's Franchise Program provides business services to large and medium scale businesses, young startups, small businesses and informal sector businesses. Our services include incubation, marketplaces, aggregation, funding, facilitation, management, sales, jobs and technology platform solutions. The goal of Pesewa ONE is to be present in 10 African countries through 200 Franchisees; providing our services to 1 million African businesses by 2027.*

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## INTRODUCTION

In today's ever-evolving financial landscape, the asset management industry faces numerous challenges, from increased competition and regulatory changes to the growing demand for customized investment strategies. In this context, the ability to adapt and innovate is paramount. Recognizing this, we propose the creation of new product offerings that combine the latest technological advancements with robust financial expertise to address these challenges.

Our proposed products and services aims to achieve the following key objectives:

**Enhanced Efficiency:** By leveraging the latest technological tools, we have developed a platform that streamlines asset management processes, reducing operational costs, and increasing overall efficiency. This will enable you to allocate resources more strategically and maximize productivity.

**Tailored Investment Solutions:** Our product will offer advanced customization capabilities, allowing clients to define their unique investment objectives, risk tolerance, and preferences. This feature will ensure that you can provide tailored investment solutions that align precisely with your clients' financial goals.

**Risk Management and Compliance:** We incorporate state-of-the-art risk management and compliance features into the products, ensuring that you stay ahead of regulatory changes and can maintain the highest standards of due diligence. This will significantly reduce compliance risks and protect the company's reputation.

**Robust Analytics and Reporting:** The proposed products offer sophisticated data analytics and reporting tools, enabling you to make data-driven decisions, track performance, and provide transparent and insightful reports to clients. This feature will foster trust and confidence among clients.

**Scalability and Future-Proofing:** Our product offerings are designed with scalability in mind, ensuring that it can adapt to the company's growth and future needs. It is equipped to integrate emerging technologies and stay at the forefront of industry trends.

In addition to these key objectives, our team will work closely with you to customize the products to meet the specific requirements, goals, and brand identity of your organization. We understand that your company's reputation for excellence is paramount, and we are committed to upholding and enhancing that reputation through this partnership.

Thank you for considering our proposal. We look forward to the possibility of collaborating with you to create products that sets new standards in asset management.

<b>Product</b>	<b>Description</b>	<b>Costs</b>	<b>Tick to Choose</b>
Asset Management Software	Our international standard software for management of your clients plus new & modern features	Varying costs	<input type="checkbox"/>
Investment Marketing Platform	Get your various asset management products listed on <a href="http://www.stockkinginvestments.com">www.stockkinginvestments.com</a> to reach a large investors market	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Introducers Program	Reach a wider market, including students, through Stock King's Introducers Program	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Crowdfunding & OTCs	Participation in fundraising for businesses using new & innovative schemes such as crowdfunding and OTC markets	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Family Advisory Services	Become a proprietary fund management advisor for families signed up to our OPP Program	\$2,500 annual fee	<input type="checkbox"/>
Compliance Services	Receive regular regulatory compliance support	\$250 annual fee	<input type="checkbox"/>
Management Support	Conduct market research, brand book designing and social media marketing	Various rates	<input type="checkbox"/>
Distribution via Shops	Let potential customers access information on your services and fill Show-of-Interest e-forms across a number of shops	\$1,200 annual fee	<input type="checkbox"/>

**Name of Company:**

**Name of Representative:**

**Contact of Representative:**

Signed

Signed

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**Representative**

Date:

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**Pesewa ONE**

Date:

**Pesewa ONE offers other key general services including:**

- *Incubation.* We offer incubation services to nurture and foster the growth of early-stage startups. This involves providing trademark & licensing services, mentorship, access to resources, and guidance on various aspects of business development. Incubation helps our startups refine their business ideas, develop their products or services, and build a strong foundation for growth & sales.
- *Marketplaces.* We operate various marketplace platforms that serve for businesses to market and sell their products or services. These marketplaces are both online and physical, depending on the specific needs of the businesses involved. We provide these service to, through and on behalf of our businesses for a variety of goods and services.
- *Aggregation.* Aggregation services involve bringing together various businesses or products under a single umbrella. Pesewa ONE aggregates goods or services from multiple providers to create economies of scale, negotiate better deals with suppliers, and offer customers a wider range of choices.
- *Funding.* Access to capital is crucial for business growth. We facilitate funding opportunities for startups and businesses by connecting them with investors, venture capitalists, or providing access to financing options such as loans or grants. This service helps businesses secure the necessary capital to expand their operations.
- *Facilitation.* Facilitation services involve streamlining processes and procedures to make it easier for businesses to operate efficiently. We offer training and support in areas such as compliance, regulatory affairs, and supply chain management to help businesses navigate complex operational challenges.
- *Management.* Effective business management is essential for sustainable growth. Pesewa ONE provides management consulting services to help businesses optimize their operations, streamline workflows, and implement best practices. This service helps businesses achieve operational excellence.
- *Sales.* Sales services offered by Pesewa ONE includes sales training, lead generation, and marketing support. Helping businesses improve their sales strategies and execution can lead to increased revenue and market share
- *Jobs.* We also play a role in job creation by facilitating employment opportunities through the businesses we support. This includes connecting job seekers with businesses in need of skilled employees or assisting businesses in their hiring processes.
- *Technological Solutions.* In today's digital age, technology plays a crucial role in business success. Pesewa ONE offers technology platform solutions, including software development, IT infrastructure support, and digital marketing services. These solutions help businesses leverage technology to enhance their competitiveness and efficiency.

Overall, Pesewa ONE offers a comprehensive suite of services designed to support businesses at various stages of their development, from startup incubation to ongoing operational support, with a focus on facilitating growth, fostering innovation, and creating economic and commercial opportunities.