



# VENTURE CAPITAL 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 the fast-paced and dynamic realm of technology, startups and early-stage companies continually strive to revolutionize industries, often facing significant challenges such as market volatility, intense competition, and the quest for disruptive innovation. The ability to adapt, innovate, and distinguish oneself is the cornerstone of success. This proposal outlines an ambitious product offering designed to address these challenges head-on and provide unparalleled value to your company and its portfolio companies.

Our proposed products are rooted in several strategic objectives:

**Innovative Solutions:** We have developed a groundbreaking product that leverages cutting-edge technology and a deep understanding of market needs, empowering your portfolio companies to pioneer new trends, disrupt traditional industries, and deliver exceptional value to customers.

**Scalable and Sustainable Growth:** Our products are engineered to facilitate scalability, ensuring that startups and early-stage companies can adapt to increasing user demand and evolving market trends. We believe in the power of sustained, high-growth potential.

**Market Differentiation:** We work closely with your portfolio companies to ensure the product is tailored to their unique value proposition, market positioning, and strategic objectives. This approach will reinforce your portfolio companies' capacity to stand out in a crowded marketplace.

**Data-Driven Performance:** Our products integrate advanced data analytics and reporting features, enabling your portfolio companies to make data-informed decisions, optimize operations, and enhance their competitive edge in an increasingly data-centric world.

**Strategic Alliances:** We support your portfolio companies in forming strategic partnerships and collaborations to expand their network and reach, providing access to valuable resources and potential avenues for growth.

We firmly believe that this proposal holds the potential to redefine the landscape of tech entrepreneurship, harnessing the innovation and ambition of your portfolio companies, and backed by the expertise of your company. We eagerly anticipate the opportunity to engage in discussions, address any inquiries you may have, and explore how our partnership can propel your portfolio companies to new heights of success.

Thank you for considering our proposal. We look forward to the potential collaboration with you in crafting a product that sets new standards in tech innovation and entrepreneurial achievement.

<b>Product</b>	<b>Description</b>	<b>Costs</b>	<b>Tick to Choose</b>
Trading 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 financial service 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"/>

**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.