



PESEWA ONE - DIRECTORIES FRANCHISE PARTNERSHIP Proposal

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; 511,124 businesses mapped out in 10 African countries 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.

INTRODUCTION

Proposal for Franchise Partnership Program with Pesewa ONE

I. Executive Summary:

Pesewa ONE, a distinguished business incubator, invites you to participate in our Franchise Partnership Program. With a proven track record of successfully supporting small and medium-scale enterprises (SMEs) across Africa, Pesewa ONE seeks to collaborate with you to extend our premium business services to the businesses listed within your directory.

II. Background:

Pesewa ONE has been at the forefront of providing comprehensive business services, including business consulting, financial management, marketing strategies, and technological solutions since 2018. Aligned with the commitment to fostering entrepreneurship and economic development, Pesewa ONE is eager to expand its reach through strategic partnerships with reputable business directories.

III. Franchise Partnership Program:

In this proposed partnership, you will become an authorized franchisee of Pesewa ONE, gaining access to our proven methodologies, expertise, and support systems. The partnership aims to enhance the services offered by you and empower the businesses listed within your directory to achieve sustainable growth.

IV. Revenue Sharing Model:

To establish a fair and transparent collaboration, Pesewa ONE proposes a revenue-sharing model of 30%. For every business that subscribes to Pesewa ONE's services through you, Pesewa ONE will remit 30% of the generated revenue directly to you. This mutually beneficial model ensures that both parties reap the rewards of the collaboration.

V. Benefits of Partnership:

Expanded Service Portfolio: Strengthen the value proposition of your directory by offering Pesewa ONE's cutting-edge business services.

Increased Revenue Streams: Unlock a new revenue stream through the revenue-sharing model, fostering a win-win situation for both parties.

Mutual Marketing Opportunities: Collaborate on joint marketing initiatives to promote the partnership and attract businesses to leverage Pesewa ONE services.

VI. Next Steps:

To further discuss this proposal or address any inquiries, Pesewa ONE proposes scheduling a call/meeting at your earliest convenience. This collaborative effort aims to empower businesses across Africa and create a synergy that elevates the SME landscape.

VII. Conclusion:

Pesewa ONE is enthusiastic about the prospect of partnering with you to bring unparalleled business services to a broader audience. We believe that this collaboration will not only benefit the businesses within the directory but also contribute to the overall economic development of the region.

Please find below some of the services that Pesewa ONE will make available to your businesses and we look forward to a positive response.

Product Offerings	Description
Software Platforms	We have developed partnership relationships with top business management software providers across the world including <i>Shopify, HubSpot, Keap, Live Chat, Engage Bay, Get Response, Simvoly, Zopto, 99 Dollar Social, Elfsight, Salesforce, My Company Works</i> and <i>Upmenu</i> . These resources are important for businesses seeking for growth and improved profitability
Entrepreneurship Training	We offer innovative entrepreneurship training services to businesses based on our 3EM Model and the 7 Steps to Entrepreneurial Success
Internships/Jobs	We provide a platform for businesses to recruit and manage both full-time and part-time employees; as well as provide virtual internship programs for students across Africa
Advertising Campaigns	We have created various advertising platforms for businesses including print, audio and video media; as well as on social media
Direct Marketing Campaigns	We partner with businesses to launch direct marketing campaigns for their products and services
QR Services	We add interactivity to various activities for businesses through our QR code services

Agricultural Investment	We provide funding and supply chain support for agricultural businesses
Market Comparison Services	We have developed a market comparison database service that will enable businesses to reach more customers with their products and services
Export Outlets	Businesses can use our services to reach export clients of their goods and products
Stock Services	We work with businesses to improve their stock management and get goods at greater discounts from our manufacturing and wholesale partners
Video marketing	We partner with businesses to produce and reach more customers through video marketing
Third Party Distribution	We have a platform that allows customers of retail businesses access products and services of third party businesses for a commission
Office Support & Professional Services	We provide office supplies, stationery and professional services to businesses & organisations
PR Campaigns	We partner with businesses to launch PR and Communication campaigns
Compliance Services	We provide regular regulatory compliance support for businesses
Work with students	Businesses can work with our CODEX Clubs in various tertiary institutions to develop technological solutions for their businesses
Tech Support	We provide tech support to businesses at reasonable costs
Work with our businesses	We provide a network of businesses with support to work with each other for growth and opportunities
Big Data Services	Businesses can get access to our data resources to inform quality and transformative research
Aggregator Services	Businesses can use our various aggregator platforms to get jobs, deals and contracts
Crowdfunding & OTCs	Businesses can raise funds with us using new & innovative schemes such as crowdfunding and OTC markets
Sales Support	We provide sales training and direct sales support for businesses
Distribution via Shops	Businesses can distribute their products across our network of shops
Management Support	We conduct market research, branding and media marketing for businesses

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.