

Pesewa ONE

Franchises

The Problem

9 out of every 10 start-up businesses in Africa fail before their 3rd Year. That means the continent ends every 3 years with just about 10% of its entrepreneurial efforts

80 percent of the successful businesses are in the informal sector. These businesses are characterized by low productivity and incomes

The Consequences of the Problem

Africa's Businesses are unable to create viable employment for the youth

The lack of dynamism in the business environment has resulted in stagnant economies; even failing countries

Global Solutions to this Problem

1. Incubators
2. Accelerators
3. Consultancies
4. Platforms/Software
5. Venture Capital
6. Marketplaces

Pesewa ONE brings these solutions together into a ***Scaled Business Incubator***

The Pesewa ONE Solution

1. Building Viable, Connected & Productive Businesses in Africa
2. Linking Global Businesses with Africa's Businesses
3. Linking Young African Entrepreneurs with the Informal Sector

Pesewa ONE's Business Model

- 1. Franchising**
- 2. Standardized Services & Platforms**
- 3. Incubatee Products & Services**
- 4. Global Anchor Partners**
- 5. Publicly Traded Company**

Pesewa ONE's Current Profile

- 1. Started in 2018 as a Traditional Business Incubator in Ghana; 103 Incubatees**
- 2. 9 Franchisees**
- 3. 511,124 Businesses Mapped in 10 African Countries**
- 4. 15 Anchor Partners**
- 5. Approximately \$13 million valuation**

Pesewa ONE's Targets 2027

- 1. 10 African Countries**
- 2. 200 Franchises**
- 3. 1,000,000 Businesses**
- 4. 150 Anchor Partners**
- 5. \$100 million valuation**

Pesewa ONE Milestones

- 1. Listed first Ghanaian start-up on the Ghana Stock Exchange (GSE) in 2021**
- 2. Voted 'Most Respected CEO' (Incubator Category) at the Ghana Industry CEO Awards 2023**
- 3. Established 10 Major Technological Platforms**

4 Ways to Own/Manage a Franchise

1. Investor Model - \$10,000 Franchise Fee; 5 year contract; Pesewa Managed Franchise
2. Entrepreneur Model – Free Application; 5 year contract contingent on meeting set targets
3. Worker Model – Per Campaign/Monthly pay with clearly set targets and performance criteria
4. Franchise Partnerships with Business Directories

How to run/manage a Franchise

1. Set up your Franchise
2. Map out 5,000 businesses in your area including large businesses, informal businesses, small businesses, farmers, artisans and schools using **Pesewa ONE Registration Form**
3. Use the proposals on **Business-As-ONE™ – Pesewa ONE** to prospect the various businesses in partnership with Pesewa ONE main office staff and Incubatee businesses

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