

Pesewa ONE

Building Africa's Businesses

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

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 Small Businesses
3. Linking Young African Entrepreneurs with the Informal Sector

Pesewa ONE's Business Model

- 1. Franchising & Jobbers**
- 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 Countries**
- 4. 15 Anchor Partners**
- 5. Approximately \$13 million valuation**

Pesewa ONE's Targets 2027

- 1. Well Established in 10 African Countries**
- 2. 200 Franchises**
- 3. 1,000,000 Businesses**
- 4. 150 Anchor Partners**
- 5. \$100 million valuation**
- 6. Work towards our moonshot goal of making a commission on every business activity in Africa**

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**

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