

# Raise Africa White Paper

Raise Africa is a groundbreaking decentralized finance (DeFi) platform designed to revolutionize capital access for African startups and small-to-medium enterprises (SMEs). This white paper outlines the vision, mission, and operational structure of Raise Africa, detailing how it leverages blockchain technology to facilitate transparent, secure, and efficient fundraising through token equity and token bonds. The document covers market opportunities, platform mechanics, token models, revenue strategies, and future roadmaps, presenting a comprehensive overview of Raise Africa's potential to transform the African entrepreneurial landscape.

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# Market Opportunity and Vision

## Market Opportunity

The African continent is home to a burgeoning entrepreneurial ecosystem, yet many startups and SMEs face significant challenges in securing necessary funding. Traditional financial systems are often inaccessible, and the risk aversion of conventional banks limits their ability to support innovative ventures. Raise Africa addresses this gap by connecting African businesses with a global network of investors, thus unlocking new avenues for growth and innovation.

### Values

**Empowerment:** Providing tools and resources to help African entrepreneurs achieve their goals.

**Transparency:** Ensuring all transactions are open and secure.

**Sustainability:** Supporting long-term economic development in Africa.

## Vision, Mission, and Values

**Vision:** To be the leading decentralized crowdfunding platform that empowers African startups and SMEs to achieve sustainable growth through seamless access to global investment.

**Mission:** To democratize access to capital for African entrepreneurs by leveraging decentralized finance and blockchain technology, providing transparent, efficient, and secure investment opportunities.

**Innovation:** Embracing cutting-edge technologies to revolutionize fundraising.

**Inclusivity:** Offering equal opportunities to all African businesses, regardless of size or industry.

**Community:** Building a strong network of entrepreneurs, investors, and advisors.

# Platform Overview and Functionality

Raise Africa utilizes blockchain technology to offer a transparent and efficient crowdfunding platform. Businesses can raise funds by issuing token equity or token bonds, which investors can purchase using USDT (Tether). The platform's unique liquidity pool mechanism ensures token stability and provides a way for investors to trade tokens easily.

1

## Application and Approval

Businesses fill out a waitlist form on the Raise Africa website. The Raise Africa team reviews the application and approves eligible businesses.

2

## Campaign Creation

Approved businesses create a fundraising campaign by defining their funding goals and choosing between token equity or token bonds.

3

## Liquidity Pool Setup

Businesses create a liquidity pool representing 20% of the funds raised, ensuring token liquidity and stability.

4

## Token Issuance and Sale

Tokens are issued and made available for purchase by investors.

5

## Fundraising and Support

Raise Africa provides support and guidance throughout the fundraising process, helping businesses promote their campaigns and reach their funding goals.

# Token Model and Liquidity Pool Mechanism

## Token Equity

- Definition: Represents a stake in the company.
- Liquidity: Can be swapped for USDT in the liquidity pool.
- Valuation: Determined by a smart contract based on supply and demand in the liquidity pool.

## Token Bonds

- Definition: Represents a debt obligation.
- Liquidity: Not swappable, but pays interest annually.
- Interest Payments: Paid annually until the bond matures.

## Liquidity Pool Mechanism

The liquidity pool ensures that token equity remains liquid and tradeable. Businesses create a liquidity pool equal to 20% of the funds raised, which supports the swapping of token equity for USDT. The smart contract automatically adjusts token prices based on supply and demand, maintaining stability and investor confidence.

# Revenue Model and Security

## Revenue Model

Raise Africa generates revenue through:

- **Service Fees:** A standard fee of 3% on the total funds raised, reduced to 2% for companies recommended by partner accelerators and incubators.
- **Token Transactions:** Facilitating the trading of tokens on the platform.
- **Swapping Fees:** 1 USDT for each transaction on the platform
- **Premium Services:** Offering additional support and marketing services to businesses.

## Security and Transparency

Raise Africa leverages blockchain technology to ensure all transactions are secure, transparent, and immutable. Smart contracts automate processes, reduce the risk of fraud, and ensure the integrity of the platform.

# User Engagement and Support

## For Businesses

- Guidance: Step-by-step support throughout the fundraising process.
- Marketing Support: Assistance in promoting campaigns to maximize reach.
- Community: Access to a network of advisors and fellow entrepreneurs.

## For Investors

- Transparency: Clear and accessible information about each campaign.
- Liquidity: Ability to trade token equity through the liquidity pool.
- Support: Dedicated customer service for investment-related inquiries.

# Competitive Analysis and Market Strategy

## Competitive Analysis

Raise Africa stands out from competitors by integrating DeFi principles with traditional fundraising methods, offering a unique liquidity pool mechanism, and providing lower service fees for partner-recommended companies. Our focus on the African market allows us to tailor our services to the specific needs of African entrepreneurs and investors.

## Market Strategy

-  **Partnerships**  
Collaborate with accelerators and incubators to recommend Raise Africa to their startups. Establish relationships with key industry stakeholders and influencers.
-  **Marketing**  
Utilize digital marketing channels, including social media and content marketing, to reach potential users. Host webinars and community events to educate and engage with entrepreneurs and investors.
-  **Expansion**  
Initially focus on key African markets such as Nigeria, Kenya, South Africa, and Ghana. Gradually expand to other African countries, adapting strategies based on regional needs and opportunities.

# Roadmap and Team



## Team

Raise Africa is led by a dedicated team of experienced professionals committed to driving economic growth in Africa. The team includes experts in blockchain technology, finance, marketing, and business development.

- Marcel Eboa: Co-founder & CEO
- Fabien Korgo: Co-founder & CTO
- A supervisory board and advisors



# Partnerships and Collaborations

Raise Africa collaborates with leading accelerators, incubators, and industry stakeholders to provide comprehensive support to businesses and ensure successful fundraising campaigns.

# Risks and Mitigation

## Risks

- Market Volatility: Fluctuations in token value due to market conditions.
- Regulatory Changes: Potential changes in regulations affecting DeFi and crowdfunding.
- Security Threats: Risks of cyber attacks and fraud.

## Mitigation

- Liquidity Pool: Ensures token stability and provides a mechanism for trading tokens.
- Compliance: Stay updated with regulatory changes and ensure platform compliance.
- Security Measures: Implement robust security protocols and regular audits to safeguard the platform.

# Conclusion

Raise Africa is poised to revolutionize the fundraising landscape for African startups and SMEs. By leveraging the power of decentralized finance and blockchain technology, we provide a transparent, secure, and efficient platform for businesses to access global investment. Our commitment to empowerment, innovation, and community ensures that we are well-positioned to drive sustainable economic growth across the continent.

Join us in building the future of African entrepreneurship.

For more information, visit our website or contact us at [support@raiseafrica.finance](mailto:support@raiseafrica.finance).

