**THE BUSINESS SUMMARY DOCUMENT**

write your company name here

**Oljebra Investments**

A picture containing person, person, indoor, people

Description automatically generated

write your name here

NAME: **Olaolu Johnson**

Your email address you used to apply to the programme

EMAIL: johnsonolaolu@gmail.com

write your training category here

CATEGORY:

DATE: 07/2021

**Please Note: The document sections highlighted with “Required for Pitching” are the sections that we encourage you to speak mainly on when you deliver your pitch videos during the Pitching Phase.**

**PROBLEM & SOLUTION**

About Your Business- Required for Pitching

Describe an overview of your business, highlighting:

* How you came up with this business idea.
* What problem you are trying to solve.
* How your business solves this problem.

When describing your problem, make sure that you quantify the significance of the problem in terms of loss (i.e., time, money, other resources) or uncaptured value (# of people or entities that need a solution to this problem)

Nigeria rising unemployment rate is now at 32.5%, This has led to an increase in the amount of people going into entrepreneurship as a means of income. However, majority of these businesses lack the adequate human and financial capital to push their start-ups to a higher level.

Provision of these facilities is a herculean task as there are very few investors in Nigeria compared with the large number of businesses, hence the need for an avenue which would increase the total number of investors available to invest in businesses.

Oljebra Investment is a platform that provides businesses with the opportunity to get training and equity financing, while allowing investors to invest in vetoed companies where they are sure that their resources are being used towards the growth of the company.

Not more than 150 words. -

# **BUSINESS PROCESS**

Features & Functionalities- Required for Pitching

How does your business work? Describe the unique features of your business offering and how they address your identified problem.

Oljebra Investments model is to give start-ups training and financing to carry out projects. Companies go through a rigorous vetting process after which feasibility studies are carried on the project. This we believe would increase investors trust and provide adequate information to allow investors make well informed decisions. They are then given equity equal to the amount of money put into the project. The company works in conjunction with the start-up to ensure that projects invested into are carried out successfully, by providing oversight and technical help. Investors are then paid a percentage of the company profits equal to their investments.

Not more than 100 words

How will you produce or provide your business offering? Tell us how you will create or develop your product. If you are offering services, describe how you will equip yourself/your team to provide these services.

Oljebra investments would consist of two parts. A software as a service web application which uses cloud cloud computing to calculate risk and benefits of investments to investors as well as having a qualified team to help with start-up training, and support to ensure project completion.

Not more than 50 words.

## Pricing

What is the average price of your product/service (in $USD and in local currency)? If you have not determined the price yet, talk about what you will consider in deciding the price of your business offering.

We charge between 1-5% equity to register on our platform based on the total value of the company.

Not more than 20 words

## Profitability- **Required** for Pitching

How will you make profit? Tell us how many users you expect to sell to in a year. If your business earns revenue by usage instead of by user/customer, indicate the level of usage you expect. Give a summary of your cost of operations or cost price and mention what profit margins you expect to make from your business.

We aim to make our profits from the money paid back to investors due to the equity that we already have in the business.

Not more than 50 words.

# **MARKET OPPORTUNITY**

## Target Audience/Customers- Required for Pitching

Describe the size of your market in currency (in dollar $), your target customer, and how many customers you anticipate will benefit from you solving the problem you have identified.

Nigerian startups raised over $170 million last year, we aim to take about 5-10% of this market.

Our company mainly targets startups within 2-5 years of business, and investors who have an earning capital of more than 200,000 Naira per month.

Not more than 50 words.

Marketing & Sales- Your Marketing Plan

Explain how you plan to get your product or service to your target market(s). Highlight what tactics you will use to grow your customer base, maintain relationships, and build customer loyalty. What offline and online channels will you use to create visibility for your business and tell us what distribution systems or partnerships you will utilize to get your business offering to the market

Our marketing plan is to firstly create a strong social media showing for our product, building an audience through running ads on top social media platforms like Facebook, Instagram and Twitter, this we believe would allow us to reach our target business market . From there we would aim to increase the number of investors on our platform using more traditional media like TV and radio to increase our reach allowing us to meet as many of the Nigerian populace.

Not more than 100 words.

# **BUSINESS ANALYSIS**

SWOT Analysis (Strengths, Weaknesses, Opportunities, & Threats)- Required for Pitching

Describe the strengths and opportunities for your business. Highlight the threats and weaknesses you see in your business and your plans to overcome them.

Your analysis can include any of the following:   product, competition, political, environmental, social. technical, economic, and regulatory barriers or any relevant macroeconomic trends. Not more than 50 words

# **YOUR NEEDS**

## Resource Requirements- Required for Pitching

What do you need for your business right now? Describe the resources that you will need to meet your financial and business goals (i.e., equipment, additional employees, funding, etc.). Not more than 100 words.

We need to get developers to help us to build our web application, as well as funding to get quality hosting and pay for cloud computing. We also need to hire a Data scientist to analyse the data gotten from registered companies and produce reports. There is need for funding to set up social media ads which would be our primary means of advertisement for the for the first few months. Lastly we plan to higher staffs who would provide technical support to ensure the success of projects started by our registered companies.

## Building a Team

Who is on your business team? Write a brief overview of you and your team, and describe what makes your team uniquely capable of leading your business to success? Not more than 100 words

Our Team consists of Johnson Olaoluwa a Data scientist with experience in web development, who has worked with various NGOs to help communities using data analysis.

Chukwuka Ezeaka a seasoned web developer with over 5years experience in building web and mobile applications

Courage Ekoh a Machine learning engineer who has worked with startups building models that help them make informed decisions.

Our team is built of young vibrant Nigerians who are determined to make a change in the Nigerian economic climate and are willing to put in the needed effort to make these changes.

# **YOUR PLANS**

## Business Forecasting and Planning- Required for Pitching

Tell us what stage you are in your business. Is it still an idea, or do you have a prototype? Are you testing your markets with surveys or a pilot version of your offerings? Or have you started manufacturing / offering your services? If so, tell us how long you have been in business and what are your key business achievements till date. Not more than 150 words

Our business is at the prototype stage, we have been able to launch a small startup in our locality by raising funds from various people who receive monthly a certain percentage of the profits. Also we have conducted extensive market research to see whether businesses and everyday people would be interested in joining our platform and if they would prefer it to other means of raising financial capital for the businesses and if they see it as a good way to invest money for investors. We have also developed a model to help with the selection of companies that can come on our platform as well as laid the ground work for the contract that would be signed between us and those companies.

What are the next steps for your business?

Talk about the milestones you hope to accomplish over the next two years, on a quarterly basis. Note: Your milestones may be financial (e.g., attain xx million in revenue/profit. etc.), operational (e.g., expand branches, purchase new equipment, etc.), customer focused (e.g., attract xx number of new customers, gain xx new customers in xx region, etc.) or capability-building (e.g., build staff competencies to be able to execute xx, hire staff skilled in xxx, etc.) Not more than 150 words

1st quarter : We hope to increase the number of companies registered with us to three companies and increase the number of investors to over 1000. With about 3 million naira raised

2nd quarter : We plan to increase the number of companies registered to 10 while increasing our the number of investors to over 20,000, and over 15 million Naira raised in investments.

3rd quarter : We aim to increase the number of companies to 50 while increasing the number of investors to over 100,000, and over 100 million naira raised in investments.

4th quarter : We aim to increase the number of companies to 200 while also increasing our investors to over 500,000, and over 500 million naira raised in investments.