

# GO-TO-MARKET STRATEGY

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**ETHIO CAPITAL**

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## What are you selling?

### What is the product at launch?

Ethio Capital is a digital platform designed to connect Ethiopian entrepreneurs with global investors. The platform features business idea showcasing, investor matching, meeting scheduling, networking tools, and AI-driven proposal assistance.

### What are people buying?

Entrepreneurs gain access to a global pool of investors, business development resources, and networking opportunities. Investors gain access to vetted business ideas, secure due diligence tools, and a structured investment pipeline.

### What problem is it solving?

Ethio Capital addresses the challenges faced by Ethiopian entrepreneurs in accessing international funding. It provides a structured investment platform, mitigating trust issues and reducing barriers to capital.

### Features at launch:

- Business idea showcasing
- AI-powered proposal writing assistance
- Secure communication tools (chat & video conferencing)
- Investor filtering & matching system
- Secure payment system

### Pricing Model:

Entrepreneur Basic: 3,000 ETB (6 months)

Entrepreneur Premium: 5,000 ETB (1 year)

Investor Explorer: 3,000 ETB (6 months)

Investor Premium: 5,000 ETB (1 year)

Corporate Partner: 15,000 ETB (1 year)

## Target Market

### Who are your target market for launch?

- **Entrepreneurs:** Startups, small business owners, and individuals seeking investment.
- **Investors:** Local and international investors, venture capital firms, angel investors, and financial institutions.
- **Business Organizations:** NGOs, incubators, and accelerators supporting entrepreneurship.

### Who are you specifically not targeting at launch?

- **Entrepreneurs** with no scalable business models.
- **Investors** looking for short-term returns without engagement in local economic growth.

### Who's buying it?

#### *Customer segments:*

- **Primary Customers:** Entrepreneurs and startups seeking investment.
- **Secondary Customers:** Investors and financial institutions.
- **Tertiary Customers:** Business incubators, accelerators, and educational institutions.

## Value Proposition

### Why should people buy your product?

- **Entrepreneurs:** Gain direct access to funding opportunities, expert feedback, and networking resources.
- **Investors:** Get access to a curated pool of high-potential Ethiopian startups with verified data and secure investment mechanisms.

### Market Differentiator:

- AI-driven business proposal assistance.
- Secure and structured investment matching.
- Integration with global investment networks.

## Launch Strategy

### What is your launch strategy?

A staged rollout, starting with a targeted pilot phase to validate the platform and onboard initial users.

#### Staged release:

- I. **Pilot Launch (First 3 months):** Invite 100+ entrepreneurs and 50+ investors to test and refine platform features.
- II. **Expansion (3–6 months):** Broaden marketing outreach to attract a wider audience.
- III. **Full Public Launch (6–12 months):** Scale operations nationwide and integrate international partnerships.

### Post-Launch (First 30, 60 & 90 days)

#### 30 Days:

Onboard pilot users and collect feedback.

Address technical issues and refine UI/UX.

Launch initial digital marketing campaigns.

#### 60 Days:

Expand marketing reach through influencer partnerships and referral programs.

Begin outreach to incubators and investor networks.

Introduce premium subscription plans.

### **90 Days:**

Secure initial investment deals on the platform.

Scale customer support and business development teams.

Implement strategic partnerships with financial institutions.

### **Distribution**

#### **How do you plan to reach your target customers?**

Social media marketing (LinkedIn, Facebook, Twitter, Telegram)

SEO optimization and content marketing

University and incubator partnerships

Hosting investment summits and networking events

#### **Where will your customers buy your product?**

Direct subscription via the Ethio Capital platform

Partnership networks (incubators, accelerators, and universities)

#### **Marketing Distribution Strategy:**

Influencer partnerships and referral marketing

PR campaigns and media outreach

Email marketing targeting investors and entrepreneurs

### **Competitors**

#### **Who are they?**

Local business networking platforms

International investment networks

Government-backed entrepreneur support programs

### **What are they doing?**

Offering business grants and accelerator programs

Connecting entrepreneurs with local investors

### **What risks do they pose?**

Existing networks may attract premium investors away from Ethio Capital.

Government or NGOs may launch competing free services.

## **Metrics**

### **What needs to be true at the end of the first day?**

20+ users registered

10+ business ideas submitted

### **Week 1:**

100+ active users

10+ investor profiles created

### **Month 1:**

500+ active users

10+ successful investor-entrepreneur matches

### **Quarter 1:**

1,000+ users

50+ investment deals initiated

### **Key Outcomes:**

Subscription revenue of 100,000+ ETB within the first three months

Positive user feedback (>75% satisfaction rate)

High engagement rate (>50% retention)

## **Assumptions/Risks**

### **Assumptions:**

Ethiopian entrepreneurs are ready to engage with digital investment solutions.

Investors are actively seeking opportunities in Ethiopia's startup ecosystem.

### **Risks:**

Low platform adoption due to digital illiteracy.

Cybersecurity threats.

Regulatory hurdles in cross-border investments.

### **Considerations:**

Need for localized financial transaction options.

Strategic government and private partnerships to drive adoption.

## **Conclusion**

Ethio Capital is positioned to be a transformative force in Ethiopia's investment landscape. By providing an AI-powered, secure, and structured digital ecosystem, it will facilitate economic growth and innovation. With a well-defined go-to-market strategy, Ethio Capital aims to become the premier investment platform for Ethiopian startups and global investors.