

MIDDLEFUND

Middlefund Pitch Deck

2022

Pitch

01 Executive summary

Summary

Key goals

Launch an all inclusive platform that will give founders access to the resources they need to build and scale.
Eg. Financial resources, Marketing, Design etc

Target Market

Startups, Investors and Job Seekers

02 Problem

Problems

FUNDRAISING

Two thirds of Founders spend around 20% of their time trying to raise funding

HIRING

Founders have a problem sourcing talent from scratch

COMMUNITY/ NETWORK

Majority of First time and second time founders have no community when they start or do not have a solid network

03 Solutions

Solutions

MIDDLEFUND PHASE I

A simple platform to connect founders and investors and help facilitate deals

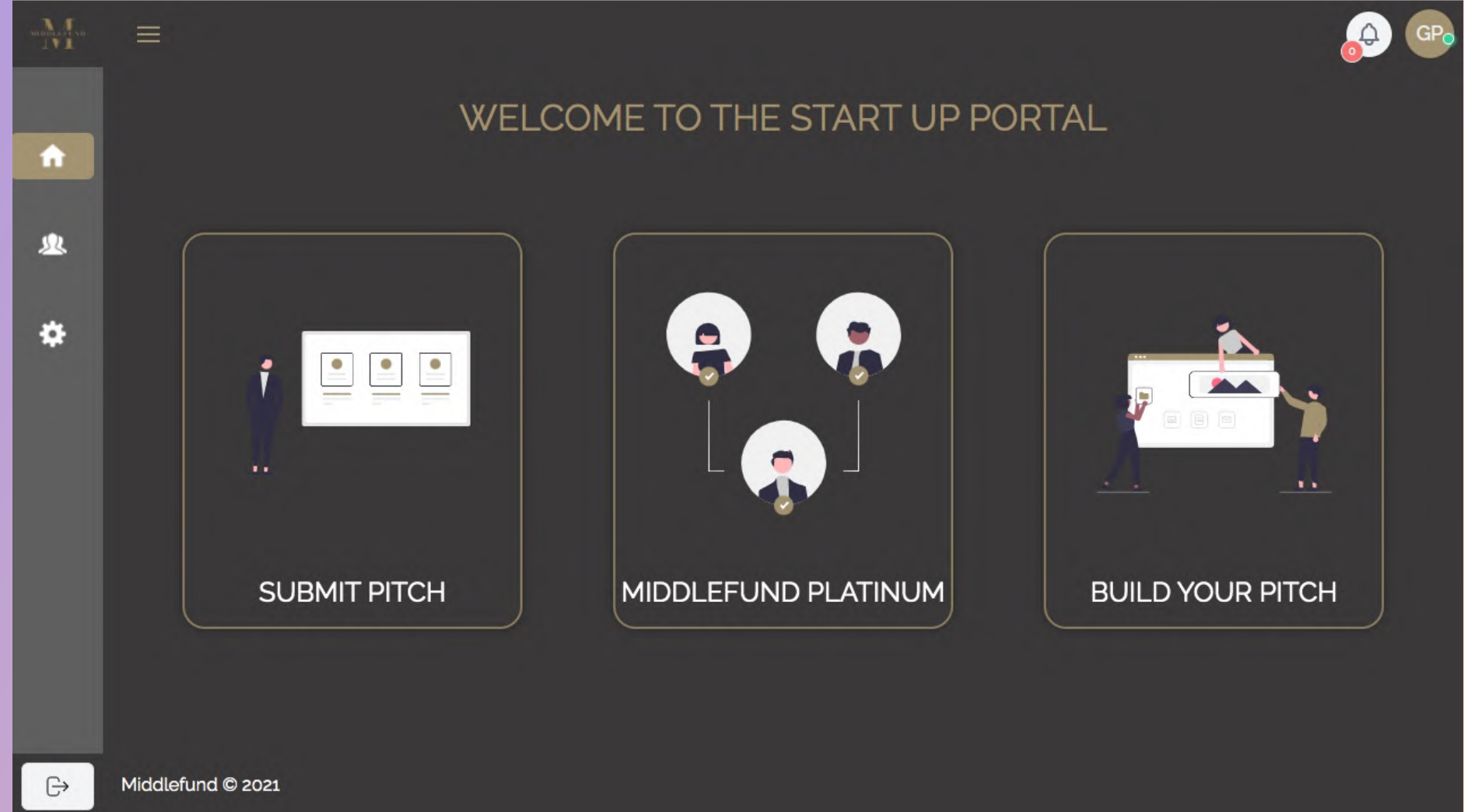
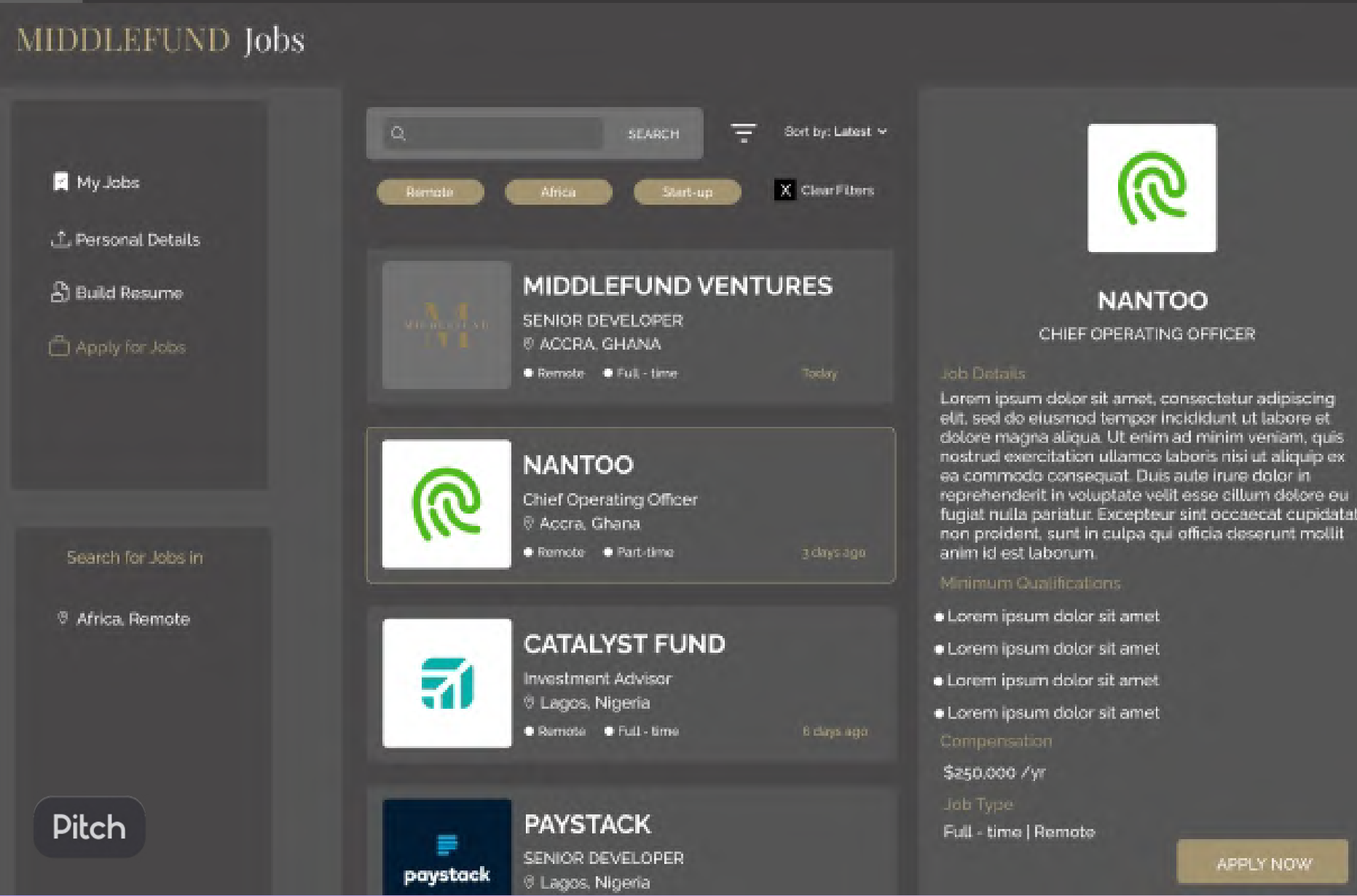
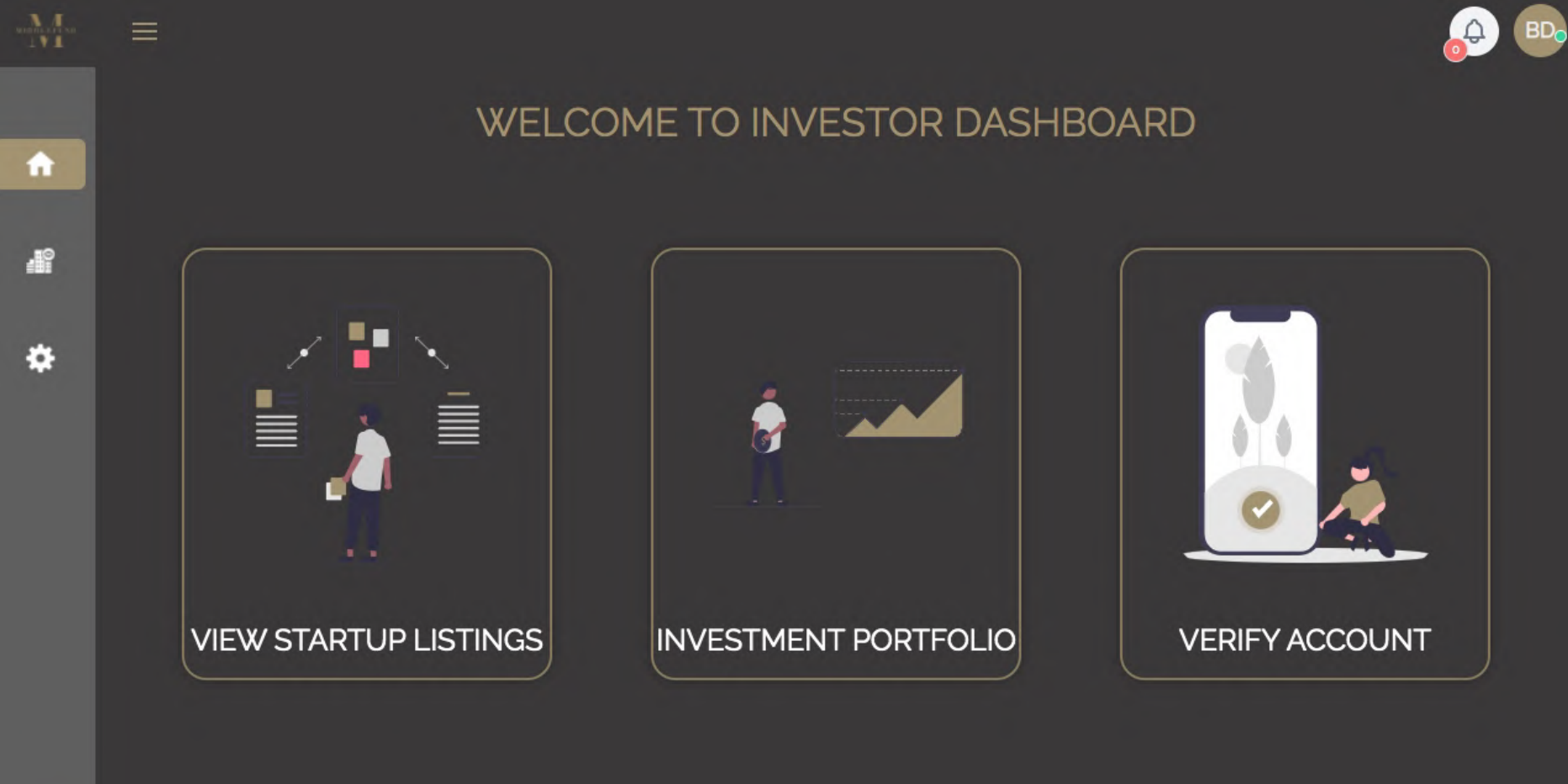
MIDDLEFUND JOBS

A job listing feature that allows startups to list job openings and receive applications

MIDDLEFUND PLATINUM

A paying feature, that will give founders access to premium services and resources including design, financial, marketing and more

04 Product



05 Market

Target market

01

Startups

02

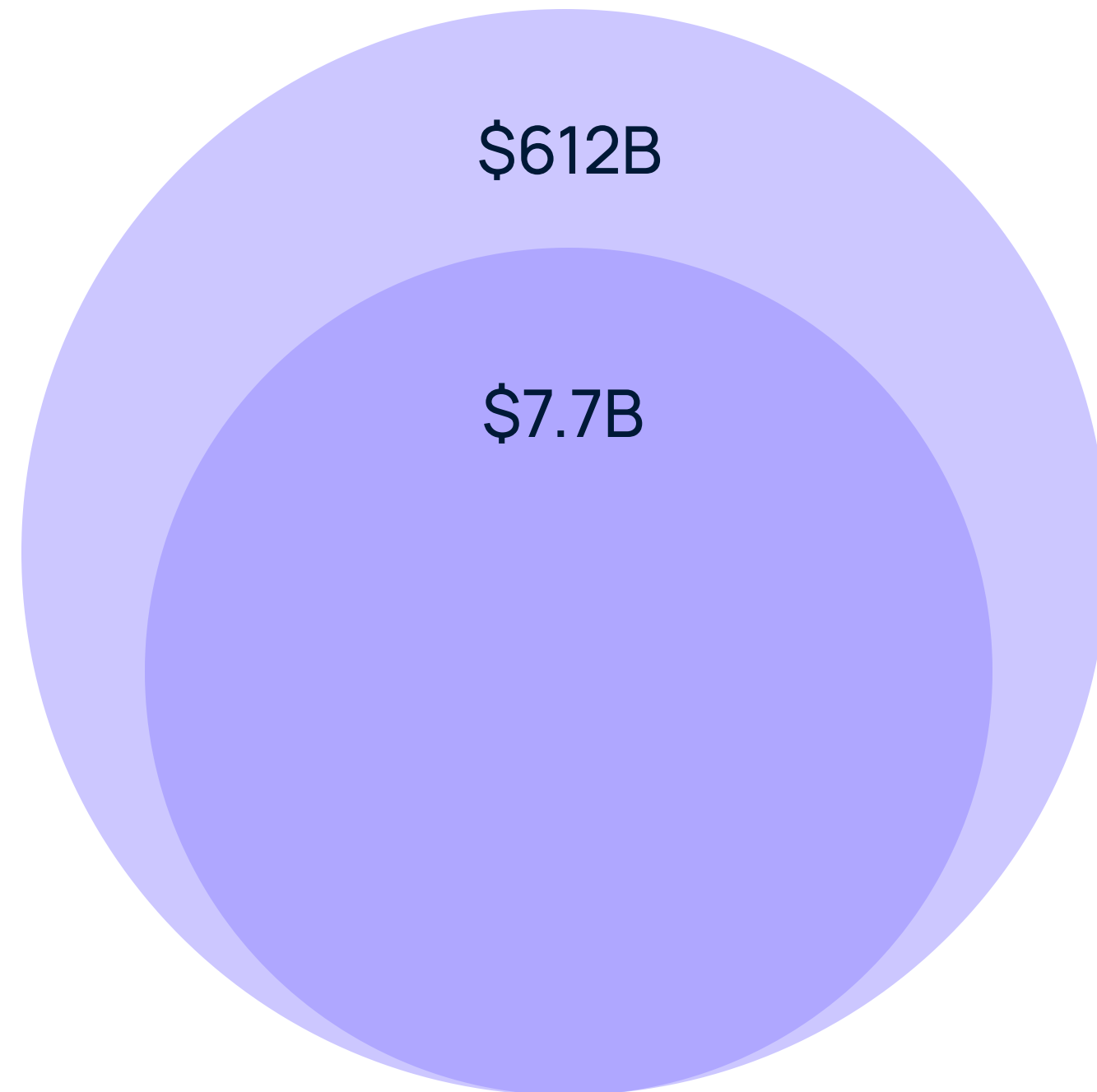
Investors

03

Job Seekers

Market size

- 01 **Total Addressable Market (TAM)**
The global opportunity for venture capital
- 02 **Serviceable Addressable Market (SAM)**
The TAM of the African and MENA region



Competition



Angellist


Angellist is a U.S. website for startups, angel investors, and job-seekers looking to work at startups. Founded in 2010, it started as an online introduction board for tech startups that needed seed funding.



Future Africa

Future Africa assists african startups with capital and coaching. The company has been active in the african investing scene.

Target Market Acquisition strategy



Channel	Description
Referrals	Word of mouth, referral programs
SEO	Creating content around relevant product keywords
Communities	Slack, Reddit
Partners	Integrations, co-marketing
Email	Email
Outbound	Sales
SEM	Ads in search results
Social media	Twitter, Instagram, LinkedIn

06 Business Model

Business model

01

Commissions on investments

Middlefund will charge a 5% commission on every funded round on the platform.

02

Subscriptions

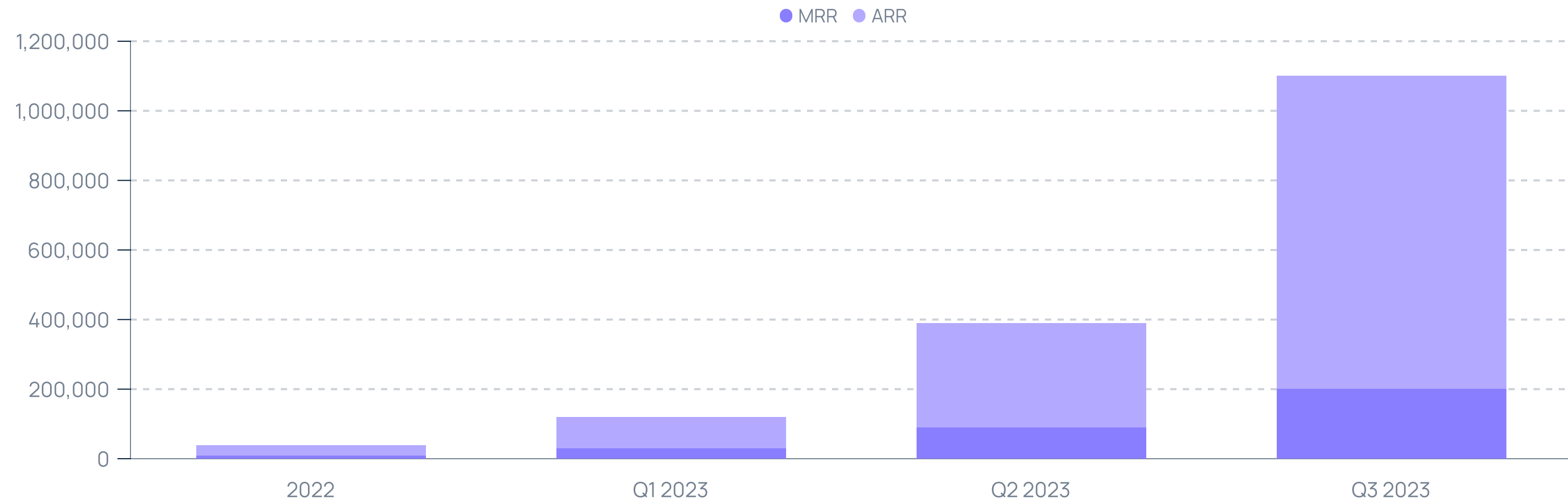
Middlefund Platinum will be available to paying users or subscribers

03

Equity

This will be launched at a later phase, where instead of commissions we work closely with startups in exchange for 2-3% equity.

Financial projection



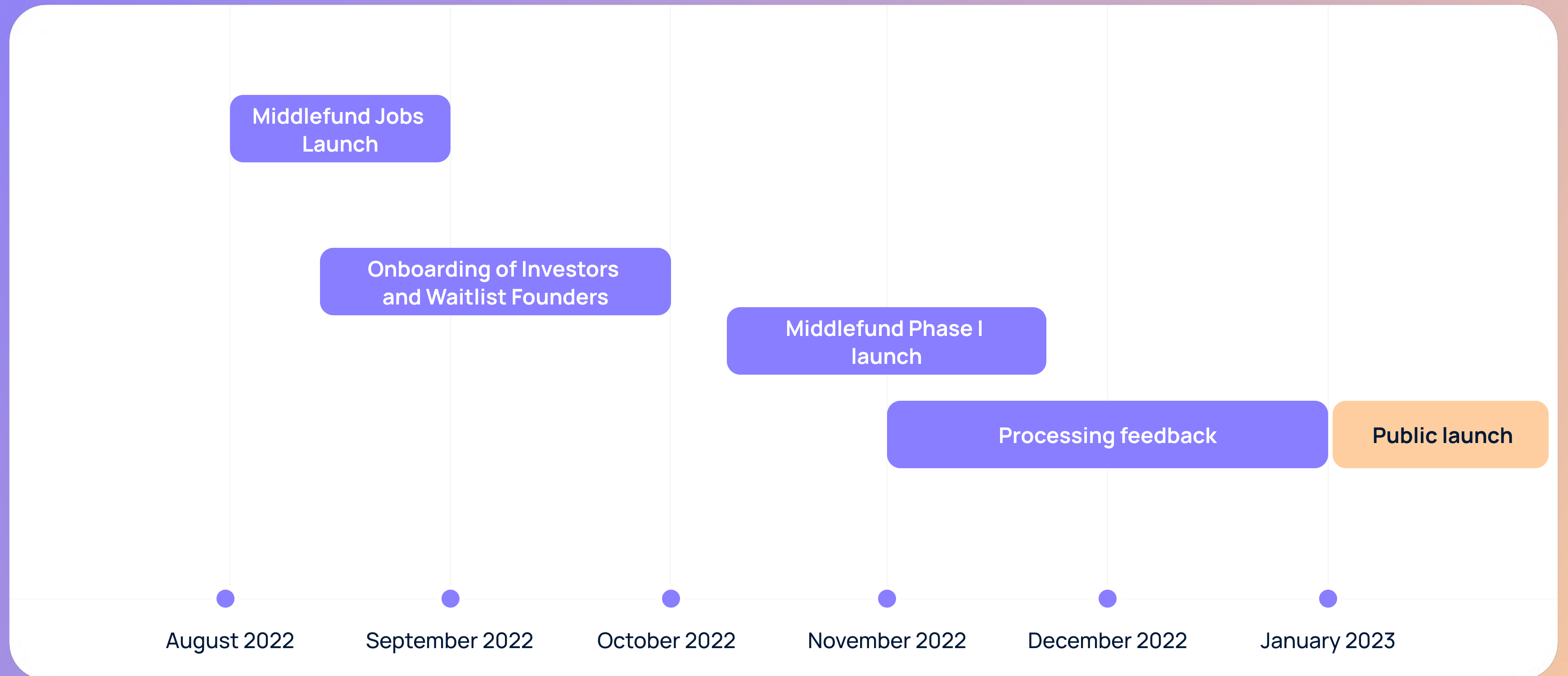
07 Team

Team

Name	Role
Basha Tahidu Damba	Founder & CEO (Branding, Designs, General)
Maltiti Abubakari	CTO and FullStack Developer
Ewurama	Frontend Developer
Patrick Agyemang Budu	Backend Developer
Rabiatu Timtouni Mohammed	PR & Human Relations

08 Timeline

Timeline



09 Why Now?

Why Now?

01

Increase in New
Startups

02

Increase of Angel
and Individual
Investors

03

More hiring
opportunities

Contact



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Thank You