

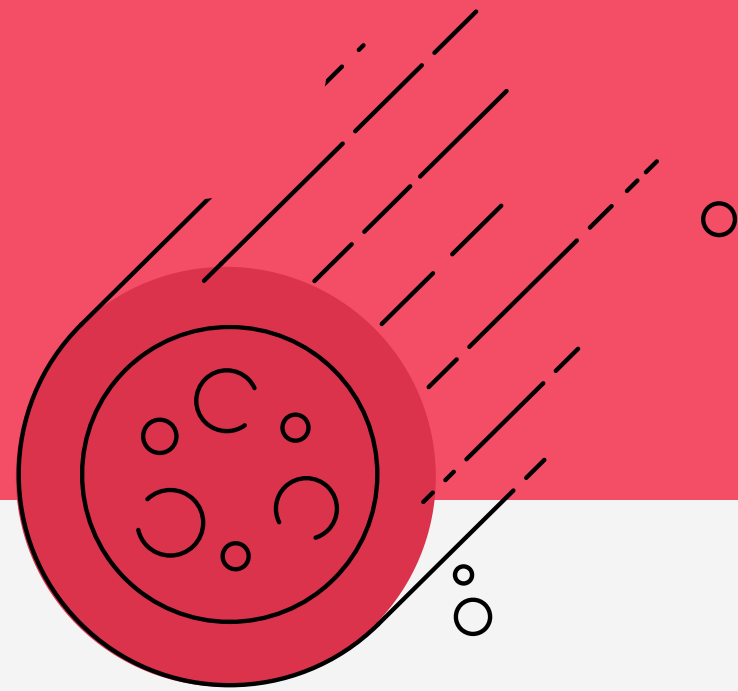
MiddleFund

Middlefund is an ecosystem of products and services that will help entrepreneurs in building their startups and scaling them. The platform will allow to easily startup-investor match, track their development over time (accelerate the discovery process), enable co-investments, portfolio management, gain exposure to new markets and strategic insights about industry sectors and have other features that will be mentioned.

PITCH DECK

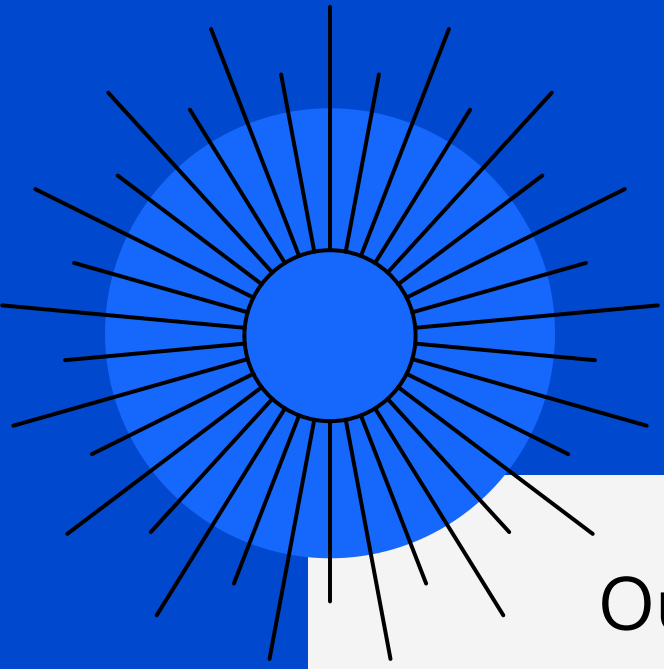


Problem



- 1 Many founders don't know what to do when they are starting out. The startup world is a blank canvas for them and they don't have the necessary guidance (resources, funding etc)
- 2 Out of the founders who are able to find investors to pitch to, a lot of them don't have a clue on how funding actually works or how VCs work.
- 3 A select few countries get more funding in the entire region than others do. That means more opportunities are still untapped in the african startup industry.

Utopia



1

Our service will not only connect investors to startups but will also provide premium services where we personally help founders navigate the world of funding, design, startups and their road to a successful exit through our blogs, videos and templates.

2

Every startup listed on our platform will be a startup we personally believe in. We will vet founders before they are able to send their pitch to the investors we are connected with.

3

We will be looking out for innovative and mind-blowing ideas. We won't focus on accepting startups that are mimicking the way of already successful companies and our service will be accessible by every startup in Africa .

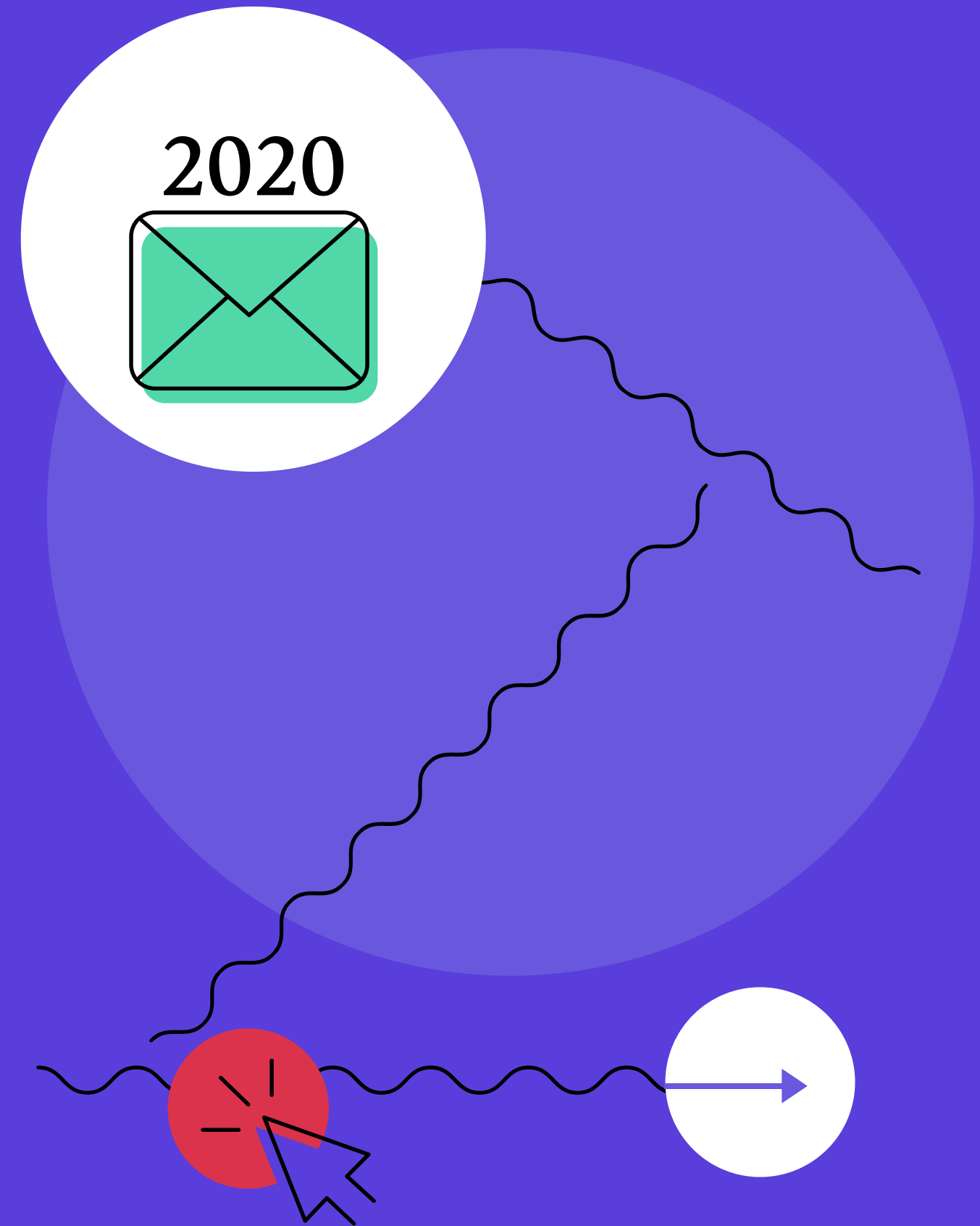
What We Do

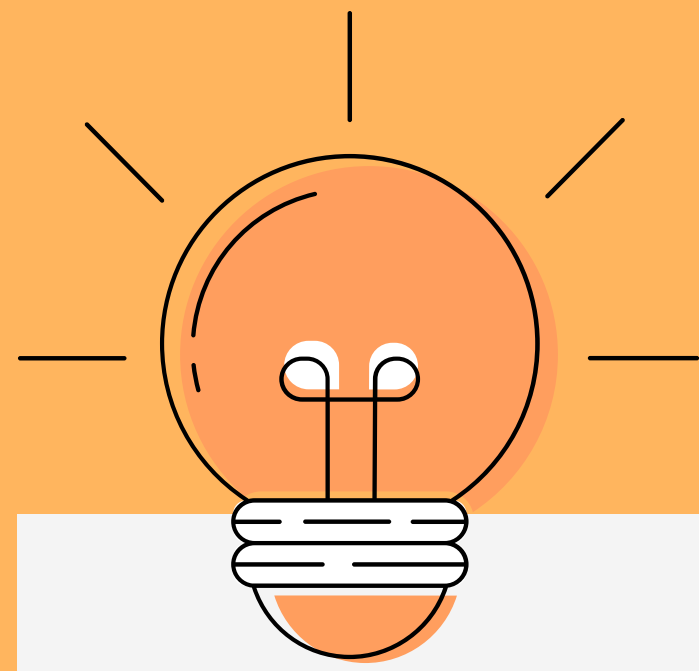
Middlefund is a VC-as-a-service platform that connects startups with investors. Middlefund helps bootstrapping startups to accelerate the growth of their business by providing detailed resources for startup development, connecting and matching the money to the businesses. We provide a simple and pragmatic solution for startups to get funding.

We also want to connect startups to talent worldwide. So startups will be able to hire directly from the middlefund platform.

The Beginning Of MiddleFund

In 2020 I tried connecting to a few investors and I could only get my pitch deck (which wasn't so perfect) to just one. He was a classmate from school. That just got me thinking, if you're looking for funding as a beginner you don't even know where to start and meeting with your first investor could go very wayward because you don't have the prior experience. That was the birth of the idea of MiddleFund. We don't only want to connect startups and investors, we want to build the largest community of like minded people to steer the development of our continent in their own unique ways.





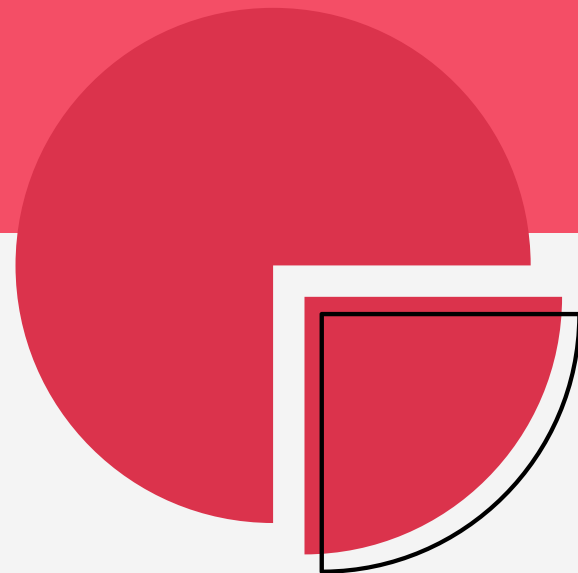
Timing

1 We believe now would be the best time to spark innovation within the continent.

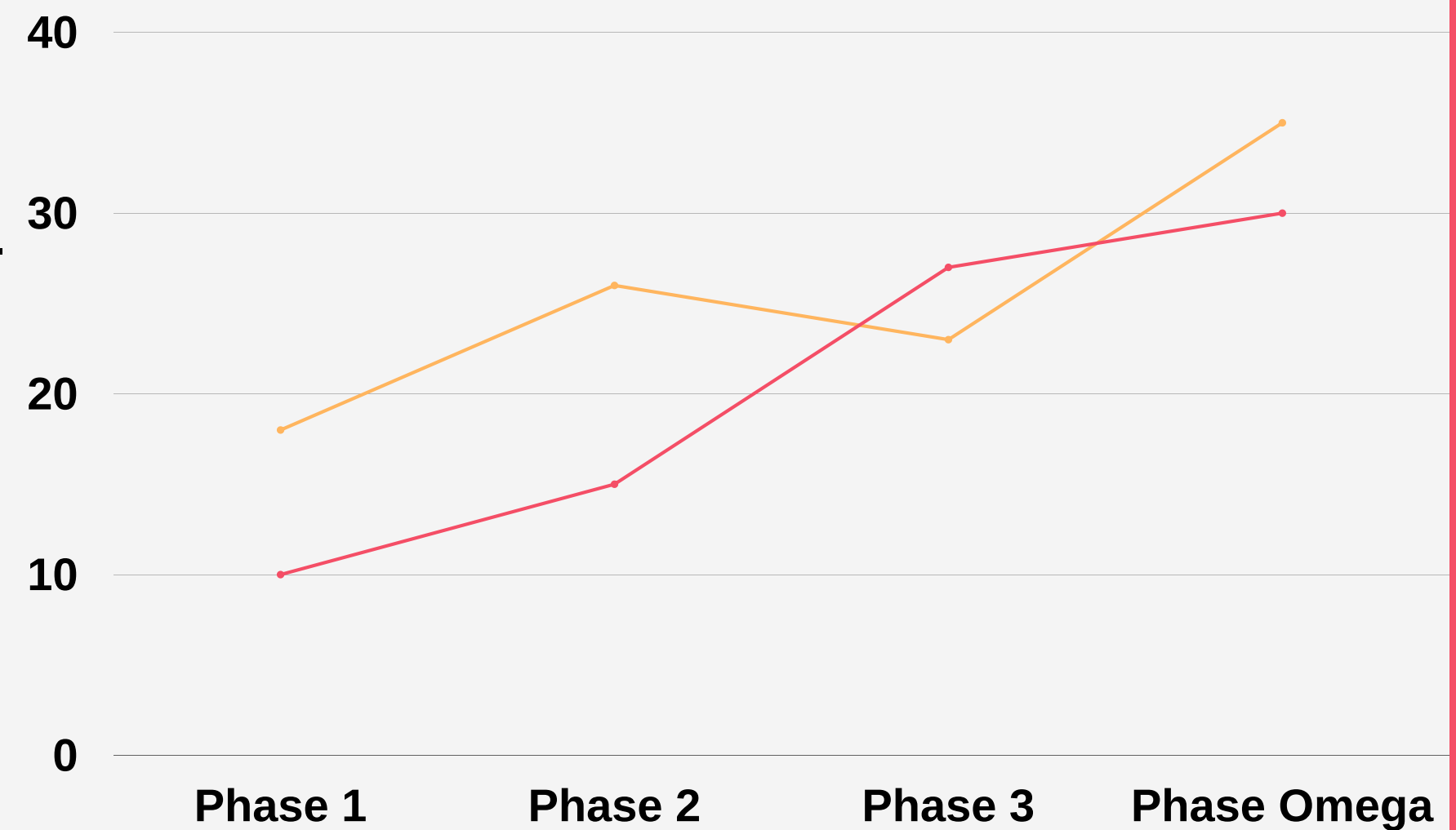
2 If potential founders see the opportunity we are creating for them it will inspire them to launch that startup they've always wanted to.

3

Traction



Currently MiddleFund is only at the beginning phase. We are still looking to pitch to potential investors while still building our platform. This can only work if we get a few interested people, willing to invest in African startups



Target Market

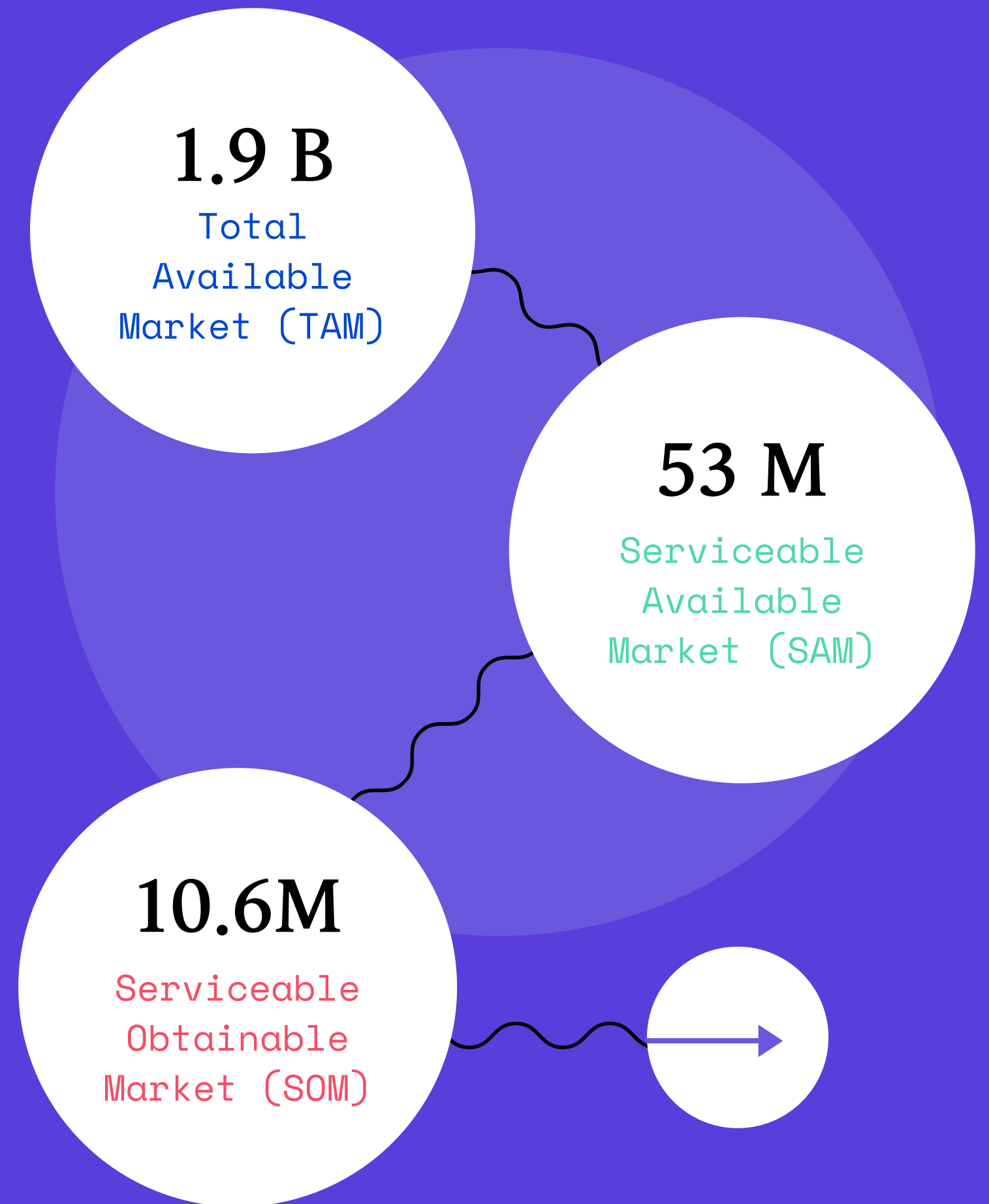
Target Market 1

Institutional, Retail
and Angel Investors

Target Market 2

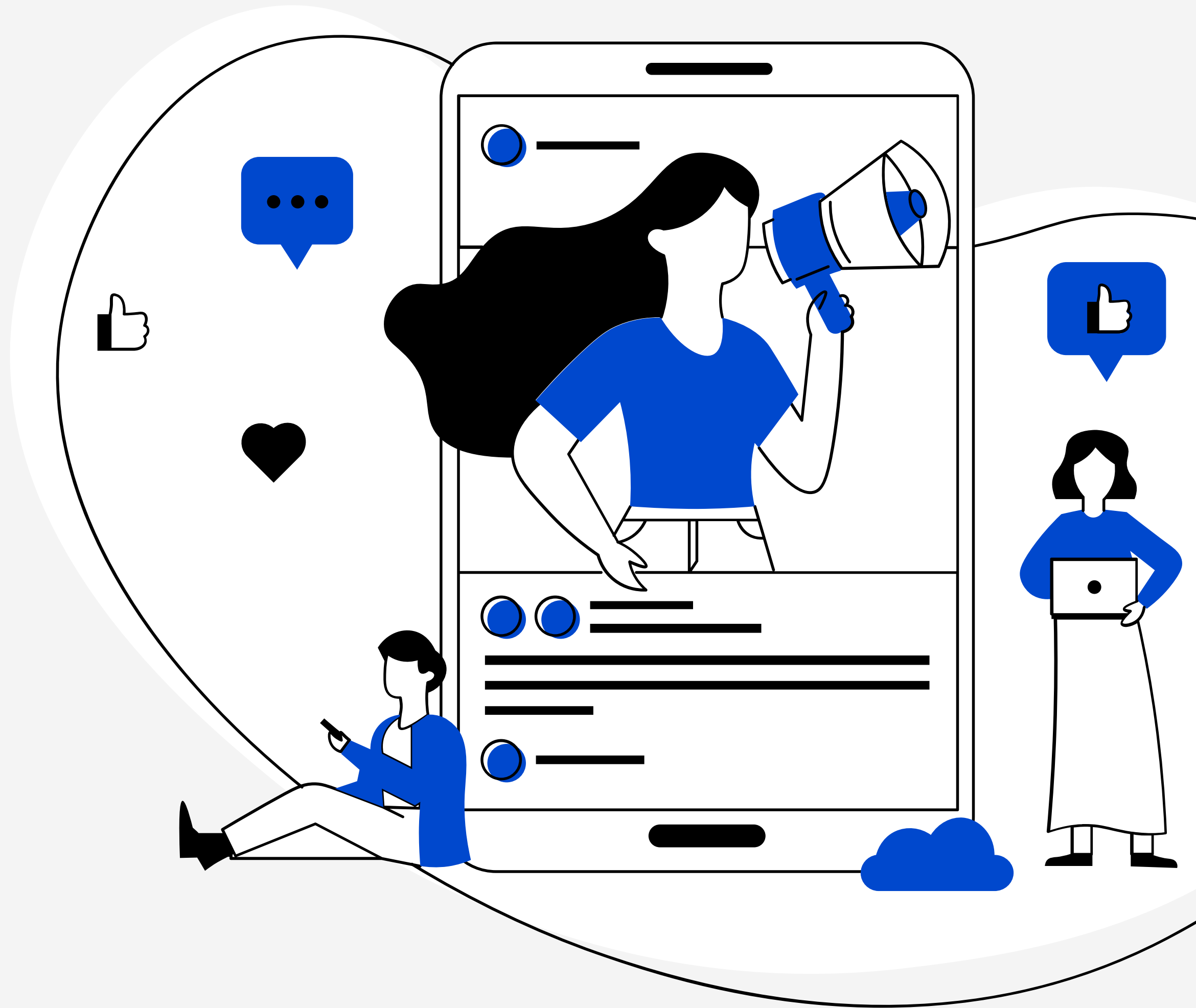
Startup
founders

Size Of The Market



Competitive Advantages

Alongside decentralising the funding process, we will assist founders with our premium service with unlimited resources and reviewing pitches for them before they even get to the investors.



Revenue



- 1 We will charge a 5% commission on all startups funded through our platform.
- 2 Our **MiddleFund Platinum** and **MiddleFund Platinum Plus** will be available as a paid service, with annual and monthly plans.
- 3 Once we roll out our crowdfunding portal, we will retain a 5% commission fee on any amount raised through our portal.

Future Roadmap



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PITCH DECK v01