

Introduction:

Go Investment is a premier investment company that is dedicated to providing a wide range of investment opportunities for individuals and institutions through public listing. We are a team of experienced investment professionals who have a passion for helping our clients achieve their financial goals. Our platform is designed to provide companies with a secure and user-friendly way to reach out to a large pool of investors and raise capital.

In today's highly competitive environment, it is becoming increasingly difficult for small businesses to expand their reach to customers. Accra, a city state, is now becoming the model metropolis for Ghana's new economic boom. With more than 22 thousand businesses registered, mainly from experts in Finance, Real estates, Production companies and Cocoa businesses, Ghana's business sector is the strongest in the region.

Our main priority is to establish one office in Accra, preferably in one of the prominent residential areas in Ghana. Later, our effort will be a further development of more working spaces (offices) in neighboring countries.

This plan is prepared to obtain a location for the initial launch of this concept. The financing, in addition to the capital contributions from shareholders, will allow Go Investment to successfully open and expand through year two. The initial capital investment will allow Go Investment to provide its clients with a value-driven, well secured and entertaining experience through the creativity of its founders.

Go Investment will entice small businesses to join our innovative platform, which will prompt investors to invest into products and services provided by these businesses.

Our Mission:

Our ultimate goal is to enable enterprises regardless of their scale, to achieve their maximum potential by providing them access to the Bid market. We firmly believe that every business deserves equal opportunity to expand and flourish, and our user-friendly platform has been specially crafted to translate this belief into reality.

Our main focus will be giving enterprises access to public listing on the bid market at a convenient cost.

Key to Success:

To succeed in this business we will:

- Collaborate with companies and businesses in our sector, as this will give us the necessary support we need to build our foundation.
- Control costs at all times, in all areas and implement a conservative approach to growth policy. Although, we provide more than enough fund to open more than one outlet, we want to be on the safe side of the business.
- Encourage the two most important values in finance business: security and flexibility, as these two ingredients are a couple of main drivers in sales communications.
- Create a unique, innovative and easy-to-use app that will differentiate us from the rest of the competition.
- Build a great partnership with the media and marketing influencers (TV stations, Field Marketers, Sales Agents and Brand Ambassadors).
- Provide 100% satisfaction to our clients and maintaining the level of excellent services among other competitors.
- Promote good values of company culture and business philosophy.

Table: Start-up

Start-up

Requirements

Start-up Expenses

Computers and Accesories	\$700
Furniture and Interior	\$1,600
Legal	\$450
Rent	\$2,250
Total start-up Expenses	\$5,000

Start-up Assets

Cash Required	\$10,000
Other Current Assets	\$00.00
Long term Assets	\$00.00
Total Assets	\$10,000

Total Requirements	\$15,000
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Company location and Facilities:

Go Investment's location will range in size from 50 – 70 meter square and will seat from 15 – 25 guests. Our first location will be on the larger end of this range. We will equip the working space with modern furniture and aim for cleanliness and an open feeling. We are currently looking at several possible sites at Tema.

The space selection will be chosen based upon the following criteria:

- Community size: minimum of 100,000 people within a radius of 8 kilometers.
- Business destination.
- Easy access.
- Large percentage of businesses in the community.

All of these qualities are consistent with Go Investment's goal of connecting businesses together and providing them access to the bid Market. We want "word-of-mouth" to be our best form of marketing, where our clients value what we do as a company as something exciting and cannot wait to tell their friends.

Product:

We want to focus only on listing businesses and companies on the bid-market, as this would increase our company's brand and reduce the cost of marketing.

In promoting the Go Investment platform, we will offer various merchandise with our logo and colors, from hats to t-shirts to Banners, so that our clients can have the excitement of investing and earning a financial return at home. Our formula for generating income is called the "Iris formula".

Competitive Comparison:

At this current moment in time, it is within our knowledge and understanding that there are no entities or businesses operating within the market that can be considered as direct competitors to our organization, as we have successfully pioneered and executed the development and implementation of a bid market platform that is unparalleled and unmatched by any other similar entity or organization in the industry.

Sales Literature:

Go Investment will use advertising and sales programs to get the word out to clients.

- 1,000 color brochures to be distributed throughout Accra: in-Banks, Factories, Telecom companies, Construction companies and many. This will take place during the grand opening in June 2023.
- Half page magazine reviews in Ghana's Television stations that advertise the presence of the company.

Sourcing:

At the present moment, our intention is to conduct operations solely within the borders of Ghana, given that this is the birthplace of our company's foundation. As time progresses, we have set our sights on expanding this enterprise to encompass neighboring countries such as Nigeria, Kenya, and Senegal, as well as potentially venturing into other Western nations, with the goal of capitalizing on the opportunity available in these markets.

Point of Sales:

Our method of generating income is as follows;

- **Listing Fees:** A listing fee is amount of money paid in order for companies and businesses to be Listed on the bid market for investment purposes. This could range from \$150 - \$200 depending on the size of the enterprise.
- **Services Fees:** Go Investment will take 0.50% of every transaction made on the platform as a service fee. This applies to both businesses and investors.
- **Info Services:** This provide businesses various data and research on the market to help inform market participants.
- **Advertsing Fees :** Advertising fee is the amount of money companies will pay to advertise themselves on the Bid market in order to attract investors. The prices for advertising on the Bid market depends on the packages they choose (Diamond, Gold, Silver and Bronze).

Market Analysis Summary:

The number of businesses in Ghana rose during the end of the year 2020, followed by the recovery of Ghana's economy. The increasing number of new establishments such as Real Estate and Construction companies, Banks, manufacturing companies and Mining companies around Ghana has shown a significant growth in this sector. About 92% of all the businesses in Ghana are small and medium-sized enterprises (SMEs) wanting to expanding their enterprises, and the costs of doing this is far more expensive which leads other dependable businesses to fail.

Our concept will have a very broad appeal. It is our goal to be the hip destination for Investment purposes.

(This analysis was made by the World Bank)

Market Segmentation:

Our primary market consists of businesses of all sizes, including both small enterprises and large corporations. Tema is an attractive location for businesses due to factors such as Modern Infrastructure, Special Economic Zone, Diverse Industrial Base, Skilled Labor Force, and Access to Regional Markets. Given the high level of extracurricular activities in the Ghanaian business community, it is common for enterprises to have their working spaces located in various sites within the region.

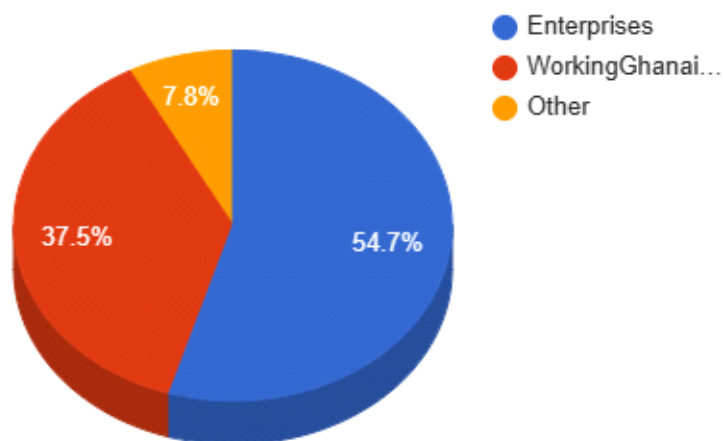
Our secondary market segment is the "Working Ghanaians." With so many enterprises in the vicinity, Tema serves as a hub for both investors and job seekers, with over 5,000 businesses operating in the sector. Currently, there are more than 10,000 workers employed in the vicinity, which gives us a significant advantage in attracting more clients through advertising.

Finally, Tema's status as a major industrial and commercial hub makes it an attractive destination for multinational corporations. These companies may be seeking to establish regional headquarters, set up manufacturing facilities, or take advantage of the city's logistics and trade infrastructure.

Market Analysis:

The table and chart below outline the total market potential of the above described client segments.

Market Analysis



Market Trends:

Throughout the history of investing in Ghana, as well as in many other African nations, there has been a noticeable preference for Western investment technologies, with established stock exchanges such as NASDAQ, NYSE, and LSE being the most popular choices. This trend can be attributed to a variety of factors, including familiarity, perceived stability, and established track records of these markets. However, in light of the rapidly evolving investment landscape, it is essential to consider new and innovative investment technologies, such as the Go Investment platform, as viable alternatives.

One of the primary reasons to choose Go Investment over the traditional Western investment technologies is the potential for greater diversification and exposure to emerging markets. Go Investment provides access to a wide range of investment opportunities in diverse sectors and regions, allowing investors to take advantage of emerging market trends and capitalize on unique investment opportunities that may not be available on more established exchanges. Furthermore, Go Investment offers advanced investment tools and technologies, such as artificial intelligence and machine learning, that can help investors make more informed investment decisions and achieve better returns.

Another compelling reason to choose Go Investment is the platform's emphasis on responsible investing and sustainability. With an increasing focus on environmental, social, and governance (ESG) factors, investors are looking for investment opportunities that align with their values and contribute to positive social and environmental outcomes. Go Investment recognizes the importance of ESG factors and offers a range of sustainable investment options that prioritize responsible investing and contribute to a more sustainable future.

Strategy and Implementation Summary:

Firstly, we will open a working space in Tema. This will become our "market testing area," and as we go further, Go Investment is planning to partner with companies and government agencies to enhance our publicity and increase awareness of our investment platform amongst a broader spectrum of potential clients.

To attract investors to our platform, we intend to establish partnerships with key government institutions, such as the Ministry of Finance. This strategic approach will not only help Go Investment to gain access to vital resources, including funding, data, and expertise but also allow us to leverage these resources towards achieving our business objectives. By collaborating with a government agency, we can effectively tap into their vast pool of resources and strengthen our position as a reliable and trusted investment platform.

Competitive Edge:

- Our investment approach is built on a solid foundation of research and analysis, enabling us to make informed investment decisions on behalf of our clients.
- We use innovative technology and platforms to provide our clients with access to real-time information, market insights, and investment opportunities.
- We offer a range of investment products and services that support our clients' financial goals and help them build their wealth over time.
- Our team of financial experts is highly motivated and dedicated to providing excellent customer service to our clients.

Here's the rewritten version of the list, highlighting the competitive edge of an investment company:

- Our investment strategies blend the best of local and international expertise, giving our clients a unique and diversified portfolio.

Overall, our investment company's competitive edge lies in our ability to blend local insights with international best practices, offer personalized services, and use innovative technology to provide tailored solutions that drive maximum returns for our clients.

Pricing Strategy:

Our pricing strategy is strategically positioned as "generic," which means that we base our service pricing on extensive economic research, taking into consideration factors such as taxation and the pricing of public utilities in Ghana. By leveraging the costs of our services, we can better understand the needs of our clients and enterprises and offer them a pricing structure that is both affordable and competitive within the market.

Marketing Programs:

We will deploy three different marketing tactics to increase client awareness of Go Investment. Our most important tactic will be "word-of-mouth" and online marketing. This will be by far the cheapest and most effective of our marketing programs because of the high traffic in targeted online platform.

The second tactic will be real-time and print marketing. These will be low-budget plans that will provide community support and awareness of our facility. The last marketing effort will be utilizing local media. Although, this will be the most costly, this tactic will be used sparingly as a supplement where necessary.

Online Marketing:

- Social media marketing.
- Email marketing.
- Influencer marketing.
- Search engine marketing.
- Content marketing.

Realtime and Print Marketing:

- Event marketing.
- Banners and Billboards.
- Public Relations.

Local Media:

- T.V Stations.
- Local Influencers.

Positioning Statement:

Our main focus in marketing will be to increase client awareness in the surrounding community. We will direct all of our tactics and programs toward the goal of explaining who we are and what we are all about. We will price our services fairly, keep our standards high, and execute the concept so that “word-of-mouth” will be our main marketing force.

Web Plan Summary:

The website will, of course, show visitors everything about Go Investment, including the history of Go Investment over time. To make the website interactive, Go Investment will offer Affiliate programs and promotions via the Internet, so our visitors can get to be part of our company and earn an extra cash online. Visitors can also watch videos or download Go Investment's PDF's for educational purposes.

Besides the traditional formats of clients service hotline, clients can now write their comments and suggestions on our website, which will be directed to one of our staff.

So, the website itself will act as the medium between our company and our audience.

Development Requirements:

To adequately serve our audience, the front end strategy of our website should be parallel with our corporate color and have the necessary guides to help our audience navigate their section of choice. The front end design of our website will be entirely trusted to Mr. Iris.

The diversity of founders' background in our company has enabled a cost efficient development in our venture. As Mr. Iris Deen and Mr. Jeremy akon are experts in Information Technology, the back end of our website will be developed by these gentlemen.

Management Summary:

The initial management team depends on the founders themselves, with little back-up. As we grow, we will take on additional help in certain key areas. Part of our basic philosophy will be able to run our executive management as a "knowledge sharing" fellowship. We will not add additional overhead until absolutely necessary. This will mean that the initial staff support team will have to work extra. By doing this, we will keep our overhead as low as possible, allowing us to adequately staff our working space. This will also allow us and future business partners to recoup investments as quickly as possible and enjoy a higher return.

Currently, Go Investment is solely owned by one founder. However, those who have contributed to the development of this business will be given a chance to grow alongside the company at a suitable juncture. At that time, the founder's ownership stake will be amalgamated into a single entity.

Management Team:

Go Investment is currently the creative idea of its founder. As the company is small in nature, it only requires a simple organizational structure. Implementation of this organization form calls for founder to make all major management decisions in addition to monitoring all other business activities.

Future Organizational Structure:

Future organizational structure will include a director of operations when offices locations exceed three units. We hope that this individual will come out of the ranks of our Working space management. This will provide a supervisory level between the executive level and the management level.

Personnel Plan:

Our initial employees will include two software engineers, two accountants and two professional Marketers, with one of each on the premises during open hours. Each employee will work for 38-40 hours per week.

In the long run, as we expand our service category and working spaces, we will employ more people in the middle management to ensure the focus of our work.

Financial Plan:

The company is now privately held by Iris Deen. Future shares will be offered after two consecutive years of operating in Ghana.

Projected Profit and Loss:

Based on the Profit and Loss statement, Go Investment will not incur losses during the first two years and will utilize some of the initial cash reserves injected by the founders. As our sales grow, we plan to

aggressively increase brand awareness by expanding into new locations.

Profit Monthly:



Profit Yearly:



Table: Profit and Loss

Profit and Loss			
	Year 1	Year 2	Year 3
Sales	\$32,500.00	\$168,000.00	\$143,000.00
Listing Fees	\$20,000.00	\$75,000.00	\$210,000.00
Service Fees	\$5,000.00	\$15,000.00	\$90,000.00
Advertising Fees	\$6,000.00	\$60,000.00	\$210,000.00
Info Service	\$2,400.00	\$18,000.00	\$69,000.00
Total Cost of Sales:	\$33,400.00	\$168,000.00	\$579,000.00
Expenses			
Marketing/Promotion	\$1,000.00	\$2,000.00	\$2,000.00
Depreciation	\$0	\$0	\$0
Rent	\$1,000.00	\$1,000.00	\$1,000.00
Utilities	\$550.00	\$600.00	\$650.00
Payroll	\$5,000.00	\$10,800.00	\$14,400.00
Total Operating Expenses:	\$7,550.00	\$14,400.00	\$18,050.00
Profit Before Taxes and Expenses	\$33,400.00	\$168,000.00	\$579,000.00
Taxes Incurred	\$0	\$0	\$0
Expenses	\$0	\$0	\$0
Net Profit	(\$33,400.00)	(\$168,000.00)	(\$579,000.00)
Net Profit/Sales	122.67%	1020%	3760%

Conclusion:

Based on the investment proposal we have prepared, we believe that our company offers a unique and promising investment opportunity for the investor. Our proposal outlines our business model, market analysis, competitive advantage, financial projections, and expected return on investment.

Our company operates in a growing industry with high demand and limited competition, and we have a strong team with a track record of success. We are seeking investment to expand our operations, increase production capacity, and accelerate our growth trajectory.

Through our proposal, we aim to convey the potential for significant returns on investment, while also addressing the risks and challenges associated with our industry and business model. We are confident that with the support of an investor, we can achieve our goals and create value for all stakeholders involved.

We appreciate your consideration of our investment proposal and look forward to the opportunity to discuss it further with you.

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