

Rise for Impact - Impact Investment Pitch

Scalable, Sustainable, High-Impact Youth Development

Investment Thesis

Rise for Impact is positioned to become the **premier youth development and opportunity platform** for Africa, addressing a \$10B+ market opportunity while delivering measurable social and environmental impact.

The Opportunity

- **400M+ African youth** under 25 seeking education, employment, and empowerment
- **\$50B+** in global scholarships, fellowships, and grants annually (only 2% reaches African youth)
- **Climate action investment** in Africa projected to reach \$100B+ by 2030
- **Digital transformation** enabling scalable, cost-effective delivery

Our Solution

A hybrid non-profit/social enterprise model combining:

1. **Opportunity access platform** (SaaS model)
2. **Leadership development programs** (subscription + sponsorship)
3. **Corporate partnerships** (B2B revenue)
4. **Data & insights** (research and consulting)

Investment Ask

\$500K - \$2M in growth capital to scale operations, develop technology, and achieve financial sustainability within 36 months.

Market Analysis

Total Addressable Market (TAM)

- **500M+ African youth** (current population under 30)
- **\$20B+** youth development market across Africa
- **\$50B+** global opportunity access market

Serviceable Addressable Market (SAM)

- **100M+ English/French speaking African youth** with internet access
- **\$5B** addressable market for digital youth development platforms
- **\$10B** corporate CSR/ESG spending in Africa

Serviceable Obtainable Market (SOM)

- **5M youth** reachable with current strategy (1% of SAM)
- **\$250M** potential annual revenue at scale
- **\$100M** 5-year revenue target

Market Dynamics

- **Growing:** Youth population increasing by 42M/year
 - **Underserved:** 70%+ lack access to opportunities information
 - **Digital adoption:** Smartphone penetration 60%+ and rising
 - **Investor interest:** ESG and impact investing growing 20%+ annually
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Business Model

Revenue Streams

1. Platform Subscription (B2C)

- **Freemium model:** Basic access free, premium features paid
- **Premium tier:** \$5-10/month per user
- **Target:** 50,000 paid subscribers by Year 3
- **Revenue potential:** \$3M-6M annually

Features:

- Personalized opportunity matching
- Application support and templates
- Exclusive workshop access
- Resume/CV builder and review
- Priority customer support

2. Corporate Partnerships (B2B)

- **Employer branding:** Companies access talent pipeline
- **CSR programs:** Co-branded impact initiatives
- **Recruitment services:** Targeted candidate sourcing
- **Target:** 50 corporate partners by Year 3
- **Revenue potential:** \$5M annually (avg \$100K/partner)

Value Proposition:

- Access to pre-screened, skilled candidates
- Measurable CSR impact
- Brand positioning among youth demographic
- Employee engagement opportunities

3. Fellowship Program (B2B2C)

- **Participant fees:** Subsidized by sponsors
- **Corporate sponsorships:** Named cohorts and scholarships
- **Foundation grants:** Program-specific funding
- **Target:** 500 fellows/year by Year 3
- **Revenue potential:** \$2M annually

Pricing:

- Participant contribution: \$100-500 (based on ability)
- Corporate sponsorship: \$2,000-5,000 per fellow
- Full-cost recovery model at scale

4. Data & Insights (B2B)

- **Youth trends reports:** Quarterly/annual publications
- **Custom research:** Client-specific studies
- **Consulting services:** Program design and evaluation
- **Target:** 10-20 clients/year by Year 3
- **Revenue potential:** \$1M annually

Products:

- African Youth Development Index
- Skills gap analysis reports
- Opportunity landscape mapping
- Impact evaluation services

5. Events & Training (B2B/B2C)

- **Virtual events:** Webinars, workshops, summits
 - **In-person convenings:** Annual conferences
 - **Corporate training:** Custom workshops for companies
 - **Target:** 50 events/year by Year 3
 - **Revenue potential:** \$500K annually
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Financial Projections

Year 1 (2026): Foundation Building

- **Revenue:** \$250K
 - Partnerships: \$150K
 - Programs: \$75K

- Events: \$25K
- **Expenses:** \$400K
- **Net:** -\$150K (covered by grant funding)
- **Users:** 10,000
- **Team:** 5 FTE

Year 2 (2027): Growth & Scale

- **Revenue:** \$1.2M
 - Partnerships: \$600K
 - Platform subscriptions: \$200K
 - Programs: \$300K
 - Insights: \$50K
 - Events: \$50K
- **Expenses:** \$900K
- **Net:** +\$300K (30% margin)
- **Users:** 50,000
- **Team:** 12 FTE

Year 3 (2028): Sustainability

- **Revenue:** \$3.5M
 - Partnerships: \$1.5M
 - Platform subscriptions: \$1M
 - Programs: \$700K
 - Insights: \$200K
 - Events: \$100K
- **Expenses:** \$2.5M
- **Net:** +\$1M (29% margin)
- **Users:** 150,000
- **Team:** 25 FTE

Year 5 (2030): Scale

- **Revenue:** \$10M+
 - **Net margin:** 35%+
 - **Users:** 500,000+
 - **Team:** 50+ FTE
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Use of Funds

\$500K Investment Allocation

Technology Development (40% - \$200K)

- Mobile app (iOS & Android): \$100K
- Platform enhancements: \$50K
- AI/ML matching algorithm: \$30K
- Security & infrastructure: \$20K

Team Expansion (30% - \$150K)

- CTO/Technical lead: \$60K
- Program managers (2): \$50K
- Sales/partnerships lead: \$40K

Marketing & User Acquisition (15% - \$75K)

- Digital marketing campaigns: \$40K
- Content creation: \$20K
- Brand development: \$15K

Operations & Infrastructure (10% - \$50K)

- Office & equipment: \$25K
- Legal & compliance: \$15K
- Accounting & systems: \$10K

Program Development (5% - \$25K)

- Curriculum & content: \$15K
 - Pilot programs: \$10K
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Competitive Landscape

Direct Competitors

- **Opportunity access platforms:** YALI Network, African Leadership Network
- **Skills training:** ALX, Andela, Moringa School
- **Networking platforms:** LinkedIn, Meetup

Our Differentiation

1. Comprehensive Solution

Unlike competitors focusing on single verticals, we provide end-to-end support from opportunity discovery to skills development to network building.

2. Africa-First Design

Built specifically for African context with understanding of challenges (connectivity, payment systems, cultural nuances) often overlooked by global platforms.

3. Community-Driven

Peer-to-peer learning and regional hubs create sticky engagement beyond transactional interactions.

4. Hybrid Model

Combining digital scale with local presence through regional coordinators ensures reach without sacrificing relevance.

5. Proven Track Record

3 years of execution demonstrating product-market fit, not just theoretical concept.

Competitive Advantages

- **First-mover advantage** in comprehensive youth opportunity platform
 - **Strong network effects** as community grows
 - **High switching costs** once users build profiles and networks
 - **Data moat** from thousands of user interactions
 - **Brand trust** established through proven impact
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Growth Strategy

Phase 1: Deepen (Months 1-12)

- Enhance core platform features
- Launch mobile app
- Scale fellowship program to 200 participants
- Establish 5 regional hubs
- Reach 50,000 users

Phase 2: Expand (Months 13-24)

- Enter 5 new countries
- Launch premium subscription tier
- Build corporate partnership program
- Develop data/insights offering
- Reach 150,000 users

Phase 3: Scale (Months 25-36)

- Continental presence (20+ countries)
- Achieve break-even on operations
- Launch specialized tracks (tech, climate, entrepreneurship)

- Explore franchise/licensing model for regional hubs
- Reach 500,000 users

Phase 4: Sustain (Year 4+)

- Achieve profitability
 - Explore acquisition or partnership opportunities
 - Expand to diaspora and global youth
 - Launch venture arm for youth-led startups
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Impact Metrics

Social Impact (Year 3 Targets)

- **150,000 youth** with increased opportunity awareness
- **50,000 youth** with enhanced employability skills
- **500 fellows** through intensive leadership program
- **\$5M+** in scholarships/opportunities accessed by users
- **70%+ employment rate** among program graduates
- **50+ climate action projects** launched by participants

Environmental Impact

- **Carbon footprint reduction** through digital-first model
- **Climate education** for all program participants
- **Green entrepreneurship** track in fellowship program
- **Reforestation projects** led by regional hubs

SDG Alignment

- SDG 1: No Poverty
- SDG 4: Quality Education
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities
- SDG 13: Climate Action

- SDG 17: Partnerships for the Goals
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Team

Current Leadership

Claude Tomoh Ikfingeh - Founder & CEO

- Computer Science student, Ashesi University
- 3+ years building youth movements across Africa
- From crisis-affected region (Southwest Cameroon)
- Tech4Good advocate and social entrepreneur

Advisory Board (In Formation)

- Technology executive from major African tech company
- Impact investor with Africa focus
- Youth development expert (former UN/UNICEF)
- Education innovator
- Climate action leader

Team Expansion Plan

- **Year 1:** CTO, 2 Program Managers, Partnerships Lead, Operations Coordinator
 - **Year 2:** Engineering team (3), Regional Coordinators (5), Marketing Manager, Data Analyst
 - **Year 3:** Full product, engineering, sales, and operations teams
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Risk Analysis

Key Risks & Mitigation

1. Market Adoption

Risk: Users don't see value in platform

Mitigation: Extensive user testing, iterative development, strong value proposition

2. Revenue Generation

Risk: Corporate partners slow to commit

Mitigation: Diversified revenue model, grants bridge gap, proven ROI demonstrations

3. Competition

Risk: Large tech companies enter space

Mitigation: First-mover advantage, community lock-in, niche focus, partnership opportunities

4. Technology Scalability

Risk: Platform can't handle growth

Mitigation: Cloud infrastructure, experienced technical leadership, phased rollout

5. Political/Economic Instability

Risk: Crises in target countries disrupt operations

Mitigation: Multi-country presence, digital-first model, crisis protocols, diversified funding

Exit Opportunities

Potential Exit Scenarios

1. Acquisition (Most Likely)

Potential Acquirers:

- Major tech companies expanding in Africa (Google, Microsoft, Meta)
- Education platforms (Coursera, edX, Udacity)
- Professional networks (LinkedIn, Indeed)
- Impact-focused organizations (Mastercard Foundation, Lumina Foundation)

Timeline: 5-7 years

Estimated Valuation: \$50M-100M

2. IPO/Public Listing

Scenario: Achieve significant scale and profitability

Timeline: 8-10 years

Estimated Valuation: \$200M+

3. Merger

Scenario: Combine with complementary organization for greater impact

Timeline: 3-5 years

4. Sustainable Independence

Scenario: Remain independent social enterprise with strong cash flows

Timeline: Ongoing

Investment Terms

Instrument Options

Option A: Convertible Note

- **Amount:** \$500K-2M
- **Discount:** 20%
- **Cap:** \$10M-15M valuation
- **Interest:** 5% annually

- **Maturity:** 24-36 months

Option B: SAFE (Simple Agreement for Future Equity)

- **Amount:** \$500K-2M
- **Discount:** 15-20%
- **Cap:** \$10M-15M valuation

Option C: Equity

- **Amount:** \$500K-2M
- **Valuation:** \$8M-12M pre-money
- **Equity offered:** 5-15%

Investor Rights

- Board observer seat (for investments >\$1M)
 - Quarterly financial and impact reporting
 - Annual in-person strategic reviews
 - Pro-rata rights for future rounds
 - Information rights (access to key metrics)
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Why Invest Now?

1. Proven Product-Market Fit

3 years of operations demonstrate demand, not hypothesis. 98% satisfaction rate shows we're solving real problems.

2. Massive, Growing Market

Africa's youth population growing faster than any other region. Demand far exceeds current supply of solutions.

3. Scalable Technology

Digital platform allows rapid geographic expansion without proportional cost increases.

4. Strong Unit Economics

Path to profitability clear with diversified, sustainable revenue model.

5. Impact + Returns

Rare opportunity to deliver both social impact and financial returns in underserved market.

6. Experienced Founder

Claude's lived experience in target communities provides authenticity and insights competitors lack.

7. Strategic Timing

Post-pandemic recovery, increased climate focus, digital transformation create perfect conditions for growth.

Next Steps

1. Initial Meeting

30-45 minute call to discuss opportunity and answer questions.

2. Due Diligence

- Access to financial models and projections
- User data and engagement metrics
- Reference calls with partners and participants
- Product demonstration

3. Term Sheet

Negotiate investment terms and structure

4. Closing

Legal documentation and fund transfer

5. Partnership Launch

Onboarding, strategic planning, and execution

Contact

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Schedule Meeting: calendly.com/riseforimpact

Request Pitch Deck: invest@riseforimpact.org

Appendices

Appendix A: Detailed Financial Model

Available upon request

Appendix B: Technical Architecture

Available upon request

Appendix C: Market Research Data

Available upon request

Appendix D: User Testimonials & Case Studies

Available upon request

Appendix E: Partnership Agreements (Redacted)

Available upon request

"This is not just an investment in a platform—it's an investment in Africa's future. Every dollar deployed creates leaders, unlocks potential, and builds the continent we know is possible."

- Claude Tomoh Ikfingeh, Founder & CEO

Rise for Impact

Empowering Africa's Youth. Driving Climate Action. Building the Future.

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