

# TeamACE CRM-ERP - Strategic Partnership Proposal

## Rozitech Product Investment Scenarios

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### Executive Summary

This document outlines strategic partnership options if Rozitech invests in the TeamACE CRM-ERP platform as a **product for the Nigerian and African market**, rather than a one-time custom development.

### The Opportunity

Factor	Analysis
<b>Market Gap</b>	No integrated CRM-ERP for HR consulting firms in Africa
<b>Target Market</b>	500+ HR consulting/staffing firms in Nigeria alone
<b>Potential ARR</b>	\$2-5M at 10% market penetration
<b>First-Mover Advantage</b>	SeamlessHR focuses on internal HR, not consulting ops
<b>Reuse Factor</b>	60% codebase from existing Rozitech products

### Proposed Product Name

“ConsultPro” or “HRConsult360” - Multi-tenant SaaS for HR Consulting Operations

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## 1. Current vs Investment Model Comparison

### 1.1 Current Model (Custom Build)

Aspect	Details
<b>Investment</b>	TeamACE pays 100% (\$37,212)
<b>Ownership</b>	TeamACE owns codebase
<b>Risk</b>	TeamACE bears all risk
<b>Scalability</b>	Single-tenant, TeamACE only
<b>Rozitech Role</b>	Contractor/vendor
<b>Future Revenue</b>	Hosting fees only (~\$6,000/year)

### 1.2 Investment Model (Product Play)

Aspect	Details
<b>Investment</b>	Rozitech invests development cost
<b>Ownership</b>	Rozitech owns product IP
<b>Risk</b>	Shared between parties
<b>Scalability</b>	Multi-tenant SaaS for market
<b>Rozitech Role</b>	Product company/partner
<b>Future Revenue</b>	SaaS subscriptions across Africa

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## 2. Partnership Options for TeamACE

### Option A: Founding Customer (Recommended)

**Model:** TeamACE becomes the founding/anchor customer with significant benefits

Component	Terms
<b>Upfront Cost</b>	\$0 (waived)
<b>Subscription</b>	Free for 24 months, then 50% discount for life
<b>Branding</b>	Co-branded as “Powered by Rozitech”
<b>Input</b>	Priority feature requests
<b>Exclusivity</b>	None (Rozitech sells to other HR firms)
<b>Reference Rights</b>	TeamACE agrees to be case study/reference

**TeamACE Value:** - Saves \$37,212 upfront investment - Saves ~\$12,000 in hosting (24 months) - Gets ongoing platform improvements for free - Lifetime 50% discount = ~\$3,000/year savings

**Rozitech Value:** - Validated product with real customer - Nigerian market entry with local partner - Reference customer for sales - Domain expertise from TeamACE team

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### Option B: Equity Partnership

**Model:** TeamACE receives equity stake in the product venture

Component	Terms
<b>Upfront Cost</b>	\$0 (waived)
<b>Subscription</b>	Free forever
<b>Equity Stake</b>	10-15% of product entity/revenue
<b>TeamACE Role</b>	Nigerian market advisor + reseller
<b>Revenue Share</b>	20% of Nigeria sales referred by TeamACE
<b>Board Seat</b>	Observer seat on product advisory board

**TeamACE Value:** - Zero cost, ongoing platform access - Equity upside if product succeeds - Revenue share on referrals - Strategic influence on product direction

- Rozitech Value:** - Committed Nigerian partner - Local sales channel - Domain expertise embedded  
 - Aligned incentives for success
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### Option C: Revenue Share Model

**Model:** TeamACE pays reduced rate, shares in platform revenue

Component	Terms
<b>Upfront Cost</b>	\$10,000 (reduced from \$37,212)
<b>Subscription</b>	\$200/month (reduced from ~\$500)
<b>Revenue Share</b>	5% of all platform revenue for 5 years
<b>Cap</b>	Revenue share capped at \$100,000 total
<b>Reseller Rights</b>	Exclusive Nigeria reseller for 3 years

**TeamACE Value:** - 73% reduction in upfront cost - Ongoing revenue from platform growth - Exclusive Nigeria reseller rights - Potential \$100K in revenue share

**Rozitech Value:** - Partial cost recovery - Exclusive Nigeria sales channel - Aligned growth incentives - Manageable revenue share cap

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### Option D: Joint Venture

**Model:** Create formal JV entity for African market

Component	Terms
<b>Entity</b>	New JV: "ConsultPro Africa Ltd"
<b>Ownership</b>	Rozitech 60%, TeamACE 40%
<b>Capital</b>	Rozitech: Technology, TeamACE: Market access
<b>Upfront Cost</b>	\$0 for TeamACE
<b>Operations</b>	TeamACE handles Nigeria sales/support
<b>Profit Split</b>	Per ownership (60/40)

**TeamACE Value:** - 40% ownership of regional product company - No capital investment required - Long-term wealth creation potential - Control over Nigeria operations

**Rozitech Value:** - Established Nigeria presence - Local operations partner - Shared market development costs - Scalable Africa expansion model

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### 3. Recommended Scenario: Option A+

#### Combined Founding Partner Package

The optimal scenario combines elements for maximum mutual benefit:

Element	Terms
<b>Upfront Cost</b>	\$0
<b>Setup/Onboarding</b>	Free (normally \$5,000)
<b>Subscription Year 1-2</b>	Free
<b>Subscription Year 3+</b>	50% discount (\$150/month vs \$299)
<b>Priority Features</b>	3 custom feature requests per year
<b>Reference Rights</b>	Case study, testimonials, logo usage
<b>Reseller Commission</b>	15% on Nigeria referrals
<b>Advisory Role</b>	Quarterly product input sessions

## Financial Comparison

Scenario	TeamACE 3-Year Cost	Rozitech Investment
<b>Custom Build (Current)</b>	\$55,212	\$0 (paid by TeamACE)
<b>Option A+ (Recommended)</b>	\$1,800	~\$40,000
<b>TeamACE Savings</b>	<b>\$53,412</b>	-

## What TeamACE Provides

In exchange for the founding partner benefits:

1. **Market Validation**
  - Real-world usage data
  - Feature feedback
  - Bug reporting
2. **Reference Customer**
  - Case study participation
  - Logo for marketing
  - Testimonials/quotes
  - Reference calls with prospects
3. **Domain Expertise**
  - HR consulting workflow input
  - Nigeria market insights
  - Competitive intelligence
4. **Network Access**
  - Introductions to other HR firms
  - Industry event participation
  - Professional association connections

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## 4. Product Pricing Strategy (Market)

### 4.1 Proposed SaaS Pricing

Tier	Price/Month	Users	Features
<b>Starter</b>	\$99	5	CRM, Leads, Basic Invoicing
<b>Professional</b>	\$299	15	+ Pipeline, Full Finance, Reporting
<b>Business</b>	\$599	50	+ HR Outsourcing, Multi-office
<b>Enterprise</b>	Custom	Unlimited	+ API, White-label, Dedicated support

#### 4.2 Market Size Estimate (Nigeria)

Segment	Est. Firms	Avg. Tier	Monthly Revenue
Small HR Consultants	300	Starter (\$99)	\$29,700
Medium HR Firms	150	Professional (\$299)	\$44,850
Large Staffing Agencies	50	Business (\$599)	\$29,950
Enterprise PEOs	10	Enterprise (\$999)	\$9,990
<b>Total Addressable</b>	<b>510</b>	-	<b>\$114,490/mo</b>
<b>At 20% Penetration</b>	<b>102</b>	-	<b>\$22,898/mo</b>
<b>Annual Revenue</b>	-	-	<b>\$274,776</b>

#### 4.3 5-Year Revenue Projection

Year	Customers	MRR	ARR
Year 1	15	\$3,000	\$36,000
Year 2	45	\$12,000	\$144,000
Year 3	100	\$28,000	\$336,000
Year 4	180	\$52,000	\$624,000
Year 5	300	\$90,000	\$1,080,000

*Assumes expansion to Ghana, Kenya, South Africa by Year 3*

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## 5. Implementation Roadmap

### Phase 1: Foundation (Months 1-3)

- Build core platform (as currently planned)
- Deploy for TeamACE as founding customer
- Gather feedback and iterate

### Phase 2: Multi-Tenant (Months 4-6)

- Convert to multi-tenant architecture

- Add billing/subscription management
- Launch marketing website

### **Phase 3: Market Entry (Months 7-12)**

- Nigeria market launch
- First 10 paying customers
- TeamACE referral program active

### **Phase 4: Expansion (Year 2+)**

- Ghana, Kenya market entry
  - Mobile app development
  - API marketplace
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## **6. Risk Mitigation**

Risk	Mitigation
<b>Low Market Adoption</b>	TeamACE validates product-market fit first
<b>Competition from SeamlessHR</b>	Different market segment (consulting vs internal HR)
<b>TeamACE Exclusivity Demands</b>	Non-exclusive but preferential terms
<b>Payment Collection in Nigeria</b>	Partner with Paystack/Flutterwave
<b>Support Costs</b>	TeamACE handles Tier 1 Nigeria support

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## **7. Decision Framework**

### **For TeamACE**

If TeamACE Wants...	Best Option
Lowest cost, simple relationship	Option A (Founding Customer)
Long-term wealth creation	Option B (Equity) or D (JV)
Revenue opportunity	Option C (Revenue Share)
Maximum benefits, moderate commitment	<b>Option A+ (Recommended)</b>

### **For Rozitech**

If Rozitech Prioritizes...	Best Option
Fast market entry, low complexity	Option A+
Maximum Nigeria control	Option B (Equity)
Cost recovery	Option C (Revenue Share)

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If Rozitech Prioritizes...	Best Option
Long-term Africa play	Option D (JV)

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## 8. Next Steps

### 1. TeamACE Review

- Review partnership options
- Identify preferred model
- Discuss with leadership team

### 2. Rozitech Decision

- Confirm investment appetite
- Finalize product roadmap
- Prepare term sheet

### 3. Negotiation

- Align on partnership terms
- Draft formal agreement
- Set implementation timeline

### 4. Execution

- Begin Phase 1 development
  - Formalize partnership
  - Launch founding customer program
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## Appendix: Financial Summary

### Rozitech Investment Required

Component	Cost
Phase 1 Development (internal)	\$25,000
Multi-tenant Conversion	\$10,000
Marketing/Launch	\$5,000
<b>Total Investment</b>	<b>\$40,000</b>

### Break-Even Analysis

Scenario	Break-Even Point
At \$299/customer MRR	134 customer-months
15 customers	9 months
30 customers	4.5 months
50 customers	2.7 months

## ROI Projection (5-Year)

Metric	Value
Total Investment	\$40,000
Year 5 ARR	\$1,080,000
5-Year Total Revenue	\$2,220,000
ROI	<b>5,450%</b>

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*This document is confidential and intended for Rozitech and TeamACE leadership only.*