

TeamACE CRM-ERP - Strategic Partnership Proposal

Rozitech Product Investment Scenarios

Document Version: 1.0 **Date:** December 1, 2025 **Prepared by:** Rozitech (Pty) Ltd **Classification:** Confidential - Strategic Planning

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

Proposed Product Name

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

1. Current vs Investment Model Comparison

1.1 Current Model (Custom Build)

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

1.2 Investment Model (Product Play)

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

2. Partnership Options for TeamACE

Option A: Founding Customer (Recommended)

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

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

Option B: Equity Partnership

Model: TeamACE receives equity stake in the product venture

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

Option C: Revenue Share Model

Model: TeamACE pays reduced rate, shares in platform revenue

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

Option D: Joint Venture

Model: Create formal JV entity for African market

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

3. Recommended Scenario: Option A+

Combined Founding Partner Package

The optimal scenario combines elements for maximum mutual benefit:

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

Financial Comparison

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

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

4. Product Pricing Strategy (Market)

4.1 Proposed SaaS Pricing

Tier	Price/Month	Users	Features
Starter	\$99	5	CRM, Leads, Basic Invoicing
Professional	\$299	15	+ Pipeline, Full Finance, Reporting
Business	\$599	50	+ HR Outsourcing, Multi-office
Enterprise	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
Total Addressable	510	-	\$114,490/mo
At 20% Penetration	102	-	\$22,898/mo
Annual Revenue	-	-	\$274,776

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

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

6. Risk Mitigation

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

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	Option A+ (Recommended)

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)

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

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

Appendix: Financial Summary

Rozitech Investment Required

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

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	5,450%

Document Version: 1.0 **Date:** December 1, 2025 **Prepared by:** Rozitech (Pty) Ltd

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