

# Verbal Pitch Script

Lynx Office Visit — Prepared for Osborn Manuel Davies K. Hodges

## The 30-Second Version

If you only get a moment

"Hi, I'm **Osborn Davies** — I'm a tech founder and I won the **Ghana Civil Service Best IT Tech Award** this year. I've built two live platforms: an EdTech app for WASSCE students and a FinTech service for traders globally.

Here's the thing — **no agency in Ghana represents tech founders**. Musicians have representation, actors have representation, but tech founders? No one.

I think **Lynx could be the first** to own that category. I've put together a proposal — can I leave you my card with the link?"

## The 2-Minute Version

If you get a real conversation

### HOOK

~10 sec

"Let me ask you something — **who represents tech founders in Ghana?** Musicians have Lynx, 3Music, Black Avenue. Actors have agencies. Influencers have managers. But tech founders building real products? **No one.**"

### CREDIBILITY

~20 sec

"I'm Osborn Davies. I just won the **Ghana Civil Service Best IT Tech Award for 2024/25**. I'm a fullstack developer, and I've built two platforms that are live right now:

- **BrillaPrep** — an AI-powered exam prep platform for WASSCE and BECE students
- **TradeMetricsPro** — algorithmic trading solutions for global clients"

### THE OPPORTUNITY

~30 sec

"There are **900,000 students** sitting WASSCE and BECE every year in Ghana alone. EdTech is exploding post-COVID. And no one is telling these stories — no one is positioning Ghanaian tech founders the way Lynx positions artists.

This is a **completely open category**. Whoever moves first defines how it works."

### WHAT LYNX GETS

~30 sec

"For Lynx, this is **first-mover advantage** in a new vertical. It's recurring revenue from SaaS subscriptions — not one-time deals. It's a global client base through TradeMetricsPro. And frankly, it's a powerful story: **'Lynx expands from music into tech'** — that's a headline that writes itself."

### THE ASK

~20 sec

"I'm not asking for a decision today. I'm asking for a **30-minute conversation** — maybe with Richie if he's available — to explore if this makes sense.

I've put together a detailed proposal. Here's my card with the link. Take a look, and if it resonates, let's talk."

## Handling Questions

### Q "Why would we represent a tech founder?"

"The skills are the same — brand building, media relationships, deal negotiation. Tech founders need visibility and credibility just like artists. The only difference is the industry, and that's exactly the opportunity."

### Q "We don't know anything about tech."

"You don't need to. I handle the product and the technical side. What I need is what Lynx does best — connections, positioning, and amplification. You've already proven you can build careers."

### Q "What's in it for us financially?"

"Commission on recurring SaaS revenue. As the platforms scale, that compounds. We can discuss exact terms, but the model is straightforward — you succeed when I succeed."

### Q "Why Lynx specifically?"

"Because Richie built Lynx by seeing what Ghana's creative industry *could become* before anyone else did. This is the same moment for tech. I want to work with someone who understands vision, not just transactions."

## Practice Tips

- ✓ **Say it out loud** 10+ times until it feels natural
- ✓ **Time yourself** — the 2-minute version should be under 2 minutes
- ✓ **Don't memorize word-for-word** — know the beats, not the script
- ✓ **Pause after the hook** — let it land before continuing
- ✓ **Make eye contact** when you say "Lynx could be the first"
- ✓ **End with confidence** — you're offering an opportunity, not asking for charity

## Key Numbers to Remember

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**900K**

WASSCE/BECE students yearly

**5M+**

West Africa TAM

**2024/25**

Award Year

**2**

Live Platforms

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Full Proposal: [lynx-pitch.pages.dev](https://lynx-pitch.pages.dev) | WhatsApp: +233 54 012 5882

Good luck! You've got this. 🍀