

Problem

African Youth Need Work

The International Labor Organization estimates that 60% of unemployed people in Africa are young people (15-24). ¹

SMEs Need Help

"80% of the SMEs we fund, fail." Ms. Mosun Belo-Olusoga, Chairperson Access Bank

Accelerator Model Broken

"90% of businesses who apply to incubators and accelerators across African continent are denied admittance." ²





Solution

The OnCast App empowers African SMEs to grow and hire

locally by...

CURATING/ DELIVERING CONTENT

- Local Events
- Local Resources
- Local Entrepreneurship Content

CONNECTING SMEs To...

- Aggregated Business Content
- Automated Qualified Investor Matching
- Collaboration opportunities w/ other SMEs

Sharing Data Analytics

- SME Data (Geo-Location, profile, query, etc.)
- Sharing Analytics with Partners + Entrepreneurship Stakeholders (Investors, hubs, NGOs, gov't etc)



Development Timeline

Apr'16

Proof of concept

Complete round 1 testing with entrepreneurs

Have 100 entrepreneurs on the mobile application between South Africa and Nigeria Collect initial feedback on app and make adjustments

Jun'16

Investor Relations

Legal/equity arrangements

Development of app capability to match investors with entrepreneur Investor outreach and recruitment

Ju1'16

Customization

Refining content to the region, industry, and locality level

Local content research

Acquisition of new content sources that are industry and region specific and down to the granular level

Year 1- expand into two other markets - Kenya, Ghana

¹ "Promoting Youth Employment in Africa." *Promoting Youth Employment*. African Economic Outlook, n.d. Web. 04 Feb. 2016. http://www.africaneconomicoutlook.org/en/theme/youth employment/>.

^{2.} http://www.africaneconomicoutlook.org/en/theme/youth_employment/obstacles-and-needs-of-young-people-in-african-labour-markets/





Customer Segment Entrepreneurs in key

African markets operating or seeking to operate Small to Medium Enterprises

Distribution

Primary: key partner network recommends app to affiliated entrepreneurs Secondary: Mobile device companies pre-load app on mobile devices



Key Partners* USAID

YALI (TEEP)Toni Elumelu

Entrepreneurship Program University of South Africa

We help entrepreneurs

build strong businesses, connect to resources, and connect to investors through this sleek, fun, and informative app

Value Proposition

Impact Measurement

No. of new jobs created No. of businesses started Average growth rate of businesses



App Development Team Content Providers Researchers Data Analytics

Revenue Model

Subscription \$5/month, \$60/year 800 Entrepreneurs in the first year (FY2017)** Profitable by 3^{rd.} year





Company Overview

KEY EXECUTIVES ADVISORS



Casey Bridgeford C'16 CEO/Co-Founder



Morin Desalu Risk Watch Insurance Nigeria



Kavaneet Dhami ENG'14 CTO/Co-Founder



Refiloe Seseane Allen Gray South Africa



Melisa Gondo W'16 COO



Fernando de Sousa Microsoft (former Africa Dir) Turkey

