

Table of contents

ISTAFRIK (International Safe Trade in Africa)	2
Presentation	2
How To Use Istafrik Services	2
Meet The Team	3
Laëtitia, Cofounder; Pacifique, Cofounder.	3
Jonathan, Associate.	3
Benjamin, Associate.	3
Kokou, Collaborator.	3
Business Model and Functioning	4
How Istafrik Works	4
Transaction Between Partner and User	4
A Business Model With Four Income Sources	5
Development Strategy	6
- 1. User-Centered Strategy	6
-2. Give Users A Chance To Speak	6
-3. Sponsorship	6
-4. Be User-Centered	7
-5. From Local Integration to Gradual Expansion	
-6. Target Partnerships and Local Development Aid	7
-7. Locally-focused Social Approach	7
-8. A Social Approach On and Off the App	7
-9. Innovate To Prevent Losing Out	7
-10. Monopolize the Market From the Start	8
-11. Deciding On Operating Countries: Implementation Strategy	8
Stage of the Project	
Financial File	9
Financing Requirements: From 500,000 to 1,000,000 euros	9
Expected Revenues in the first year	11
Objectives	11

ISTAFRIK (International Safe Trade in Africa)

Presentation

Mail order is an ever-growing phenomenon. It does not replace physical sales, and will never replace them, but they complement one another. For that reason, we position ourselves as partners of brands and companies from any line of business.

ISTAFRIK is a media intended for brands and companies worldwide whose final consumers reside or pass through Africa. Our aim is to consolidate (assemble?) on the same platform all offers of goods and services coming in the African market.

Our model is based on the destocking of brands along with the promotion of their products on a platform where many web users will meet everyday. Our strength will lie in the number of people daily using our platform. ISTAFRIK is a networking platform project that offers its corporate partners to promote their articles within its user network.

How To Use ISTAFRIK Services:

Partners, as well as users, can enter their catalogue on the platform and be connected with a full network of users.

There are two options for a user to log in the application :

- **Browse** the app to visualize all the different goods and services offered, just like in an actual store.
- **Find an item** directly in the search bar in the case if she knows what she is looking for.

1.

The app for mobile devices (smartphones and tablets) geo-locates you in order for the company to send you, through email or text messages, an offer that corresponds to your location.

2.

You express what you are looking for (or you can look any good deal up on our large online store)

3.

We indicate in real time where to find the requested item that is closest to you.

4.

You receive a quotation. If you accept the transaction, you will receive a reservation number and will have three days to pay at the store.

5.

Once the purchase is done, you can leave a comment and/or star-rate. You can also share your purchasing experience on social networks (Facebook, Twitter, Instagram, WhatsApp, etc.).

Our model is simple : ISTAFRIK facilitates the linking of individuals with stores, brands, companies or individuals that are in possession of what they are looking for.

Meet The Team

Laëtitia, Cofounder ; Pacifique, Cofounderr.

In charge of strategy and business development, communication, financing, app monitoring and R&D.

Laëtitia is an entrepreneur who launched several companies in France. She holds a Master's degree in Accounting and Management Control.

Pacifique is also an entrepreneur who already co-founded another business in France. He has a Bachelor's degree in Mathematics.

Jonathan, Associate.

Jonathan is the IT and technology manager in charge of the app development. He handles all technical aspects related to the application.

With a Master's degree in computer science, Jonathan is our go-to technical expert.

Benjamin, Associate.

As our Data Science manager, Benjamin is in charge of en charge de develop the recommendation engine for the targeting of our marketing campaigns.

Benjamin is a data scientist who holds a Master's degree in Applied Mathematics and Statistics.

Kokou, Collaborator.

Kokou is our Marketing expert in Africa, in charge of corporate relations and promoting the brand ISTAFRIK.

Kokou is a computer scientist with two Master's degree in Computer Science and Management.

Business Model and Functioning

ISTAFRIK Technologies is a technological startup which manages an application that links brands and companies offering goods and services with its user network mainly composed of individuals living or passing through Africa.

We offer these brands a way to increase their revenues as they will destock more easily, showcase their unsold stocks (e.g. former clothing collections, empty hotel rooms in low season, feature promotional offers) along with augmenting their notoriety thanks to a powerful tool using Big Data that we make available to them for target marketing campaigns. We also offer Africans a free access to a single platform with the best supply of goods and services on their continent.

How ISTAFRIK works:

Our partners are professionals: brands and companies that supply goods and services. They are selected by ISTAFRIK's management department.

Our users are individuals that are members of our user network.

ISTAFRIK is a connecting platform that offers its partners to promote their merchandise within its user network. Costs for ISTAFRIK's services is \$49,00 per month per partner. Partners can also have access to different marketing services to advertize their products to the users. These services are charged with Cost-Per-View (CPV) at \$0.15, Cost-Per-Click (CPC) at \$0.25 and Cost-Per-Lead (CPL) at \$0.35.

Partners get to use an online dashboard for free that indicates sales statistics as well as an overview of their economic environment.

For \$49.00 per month, one partner holds a catalogue containing up to 200 items.

A user has a catalogue up to 10 items, including 3 pictures per item. She will need to pay \$1.99 per advert in order to post more than 3 pictures, and \$4.99 per additional item on her catalogue.

Transaction Between Partner and User

- Partners post their catalogues on the ISTAFRIK platform. They can only do so in countries and cities where they have an address.
- When logging in the app, users have access to the partners' catalogues along with private individuals' adverts. Once they decide to buy an item, and if only he intends to buy it in store, they receive a reservation code and will have three days to pay with said code at the store. The salesperson may give the item only if the transaction is completed.
- The ad is removed from the app.
- Both partners and users can leave comments on transactions as well as star-ratings (1 to 5 stars). They can also share it on social networks if they wish to do so.

A Business Model with Four Income Sources

1. Partners' Subscriptions

\$49.00 per month per partner.

2. Target Marketing Campaigns Services "Boost Your Campaign":

In advertising, we try to strike the right balance between :

- Creating value for partners by helping them reach their targeted audiences.
- Offer a positive and relevant experience to our app's users.

These services are charged with Cost-Per-View (CPV) at \$0.15, Cost-Per-Click (CPC) at \$0.25 and Cost-Per-Lead (CPL) at \$0.35.

How Our Target Marketing Campaigns Services “Boost Your Campaign” Work:

Partners determine their advertising budget, €200 for instance. They select one or more countries for their campaign, one or more cities, the prospects' gender (man and/or woman), their age, their socio-professional category, plus they get to insert keywords that could correspond to their prospects' interests (e.g. football, pizza, manga, etc.). Partners select the days and times at which he wants his advertising campaign to be posted. They get stats as well on the number of people among our users that correspond to their panel.

\$0.15 will be debited from the €200 whenever a user of their consumer panel will see the ad.

\$0.35 will be debited from the €200 whenever a user of their consumer panel will share their ads (via Facebook, WhatsApp, Twitter, LinkedIn, Snapchat or any other network).

The advertising campaign is over when the €200 are spent entirely. If the campaign deadline expires before the money is spent, the rest can serve as advertising credit for future campaigns.

At the end of each campaign, partners receive the campaign's tracking sheet with the number of people reached and their characteristics (sex, age, etc.). This data is only available on partners' accounts.

3. Advertising

It will be best to go to a startup or firm that specializes in advertising control at first.

Advertising agencies will be in charge of our space profitability. They will provide services for efficiently optimizing advertising revenues. Remuneration models vary with each agency.

We will work with an advertising agency skilled enough to monetize our audience living or passing through Africa (for instance, Mobil Addict (French startup), Africads).

4. Additional Services

If a user wants to upload 3 to 10 pictures on his ad, she will need to pay \$1.99, and \$4.99 per additional item on her catalogue. A user can also have access to a target marketing campaign.

If a partner wants to include more than 200 ads to its catalogue, it will have to pay an additional \$1.99 per ad, and \$1.99 per extra picture (above 10 pictures).

DEVELOPMENT STRATEGY

(Gaining New Partners and Users)

We have entrepreneurs and sales and marketing managers as partners on the one hand; on the other, we have users that possess at least one smartphone and are used to look online for information they are interested in.

- 1. User-Centered Strategy

Putting the focus on the user. Whether we speak from the users' side or the partners', using ISTAFRIK services should be simple and intuitive. It is an app that allows one to book an article in a few seconds. One books their item at the nearest location possible and has three days to pick it up.

-2. Give Users A Chance to Speak

Partners and users will be the brand's main ambassadors. No need for huge advertising campaigns for ISTAFRIK: the key is the quality of service. To try it is to love it, and to love it is to spread the word. In a user-centered strategy, the product will fulfill its promises. ISTAFRIK pursues full transparency by allowing users to grade partners and inversely. This has a double function, namely to deepen quality requirements and give more credibility to the system for users.

-3. Sponsorship

Having an efficient service is a good thing, make it known is a better one.

ISTAFRIK shall give a first month free of charges for sponsored partners, as well as a \$100 voucher to start up a campaign.

ISTAFRIK shall give a gift certificate or a discount in one of its partners' stores to a sponsored user. The sponsor shall receive a gift certificate or a discount as well.

This apparatus is quite expensive in the long run. This is why these types of bonuses will need to be cut down, even removed completely once we are well-established in a city.

-4. Be User-Centered

We need to have a user-centered strategy that is adapting itself to them; for instance, advertising recommendations should be in line with users' interests.

-5. From Local Integration to Gradual Expansion

Every country and city shall follow a specific plan of action so the expansion speed will vary from one to the other depending on local difficulties. However, each implementation step shall remain the same. Being able to apply the same business model needs to be our strength.

-6 Target Partnerships and Local Development Aid

ISTAFRIK is not an online store: we do not possess any stocks nor outlets. ISTAFRIK mostly links brands and companies selling local goods and services. In order to grow in a city, ISTAFRIK will then need to build relationships with local entrepreneurs. When ISTAFRIK establishes itself in a city, the local economy benefits from it by allowing for numerous companies and their employees to prosper. Of course, the latter will be carefully selected so that our service keeps offering quality products. We shall also organize local events and develop partnerships that will facilitate local integration with entrepreneurs, or blend in already-existing partnerships.

-7 Locally-Focused Social Approach

ISTAFRIK shall call in local community managers. For a quality customer relation to exist, ISTAFRIK will need to offer a medium in the clients' language and by people who know the city's context enough to better answer their enquiries. There will also be a need for efficient communication on social networks, hence one that is adapted to the city at issue. User communities shall be daily animated on Twitter and Facebook; the same goes with partner communities (through private Facebook groups for instance).

-8 A Social Approach On and Off the App

Encouraging sharing and word of mouth.

To this end, users and partners should be rewarded. The app exists to facilitate sharing. Each participant will have a unique code to help promote sponsorship through social networks for them to get vouchers (partners) or discounts in one of the stores (users).

Interactions with local events, new collections, new car models, etc.

-9 Innovate To Prevent Losing Out, Offer Services That Are Different From Competitors

Since ISTAFRIK only focuses on connecting people, competition will be rough. In order to position ourselves as leaders on the market, there will be a constant need to generate buzz around our services and to also diversify ourselves.

Different platforms connecting buyers and sellers on the African continent already exist, but they usually focus themselves on one country only.

We offer foreign brands and companies a way to establish them all over Africa through local private individuals.

We distinguish ourselves by offering services based on Big Data technologies for target marketing campaigns.

-10. Monopolize the Market From the Start

Our strategy aims at having full control of the market right from the start.

Among other solutions, ISTAFRIK shall largely focus on sponsorship to remain number one for our users, for they are the key to success: as long as there will be mass utilization from our users on ISTAFRIK, partners will need to remain faithful to us. Having monopoly everywhere we establish ourselves is therefore our priority.

-11 Deciding On Operating Countries: Implementation Strategy

3G, 4G or wifi coverage areas is often limited to large cities and random in rural areas. We rely on its amelioration but for now, our scope will be restricted to large cities.

There will be a subsidiary that will exclusively put its focus on marketing, brand promotion and contacts with partners in every operating country.

As we wait for the wireless coverage area to expand, we will first select countries that already have an ample wireless coverage and focus on web communication, sponsorship as well as word-of-mouth to spread our network. As for countries that have GSM networks but don't progress as rapidly in terms of 3G coverage as expected, we will attempt to find in-house alternatives.

Operating countries to begin with will be the following: Cape Town and Johannesburg (South Africa), Lagos (Nigeria), Cairo (Egypt), Nairobi (Kenya), Casablanca (Morocco), Uganda, Tanzania, Ghana, Dakar (Senegal), Abidjan (Ivory Coast).

Stage of the Project

Our project comprises three development phases to reach full development of our service.

1. Front-end : the app's graphic interface which the user has access to.
2. Back-end : defined as the part of the app that the user does not see. If our lone IT associate does it himself, it will take us several months in order to be ready to launch it on the market. This is why we would like to get it financed to expedite the process.
3. Our recommendation system : consists of mathematical and statistical methods that will let brands and companies to initiate target marketing campaigns thanks to Big Data analysis. We are able to finish up this part ourselves thanks to our experienced statistician but some additional financing would make us operational much sooner.

Once we get financed, we could have a version ready for launching in within three months.

Financial File

Financing requirements: from 500,000 to 1,000,000 euros

The money will mostly serve for the back-end stage and for a marketing campaign. What we need is seed capital necessary for launching the product. These funds would allow us to establish a company, set up a business plan, develop the prototype, rent an office space, etc. It will also help finalize the product and carry out recruitment.

-18,000 euros :

An IT work-study intern to help us finalize the back-end stage.

-18,000 euros :

A work-study intern specialized in applied mathematics and statistics to assist us in developing predictive algorithms.

12,000 euros :

A work-study intern for communication purposes (web-content writing (articles, posts, tweets, FAQs, help section).

12,000 euros :

A work-study intern that will concentrate on the analysis of the African economy to assist us in writing content, like our dashboard with sales statistics, as well as an assessment of the economic environment in relation with sales for each of our partners.

12,000 euros :

A work-study intern in economic analysis to write content, FAQs and the app's help section.

10,000 euros

Office or coworking space rent.

30,000 euros :

Establish a personal relationship with our audience is primordial. Social media marketing will help us promote our brand with very low expenditures. We plan an advertising budget to develop our community and ensure our posts are visible (especially on Facebook).

60,000 euros :

An advertising agency specialized in web marketing will be in charge of galvanizing interactions on our platform, with means as diverse as referencing, community management, press releases or content marketing. This will probably cost **3,000 to 6,000** euros per month in the first year of implementation.

60,000 euros :

Work with Campus Ambassadors in all major universities located in Africa. They will be in charge of promoting the app and represent us within their campus in return for a monthly payment.

400,000 euros :

An ISTAFRIK subsidiary in some African countries that will exclusively focus on marketing, brand promotion and contacts with partners in every operating country.

60,000 euros :

Travelling expenses to Africa + Recruitment + Miscellaneous expenses (accountability, legal advice, administrative paperwork).

100,000 euros :

Sponsorships.

Expected revenues in the first year:

Our goal is of at least 1,000 partners in Africa for the first year, and 1,000,000 users. We hope to reach \$3,438,000 of sales revenues for said year.

Business model with four income sources

1. Partners' subscriptions : \$588,000

\$49 per month and per partner on a 12-month period

2.Target Marketing Campaigns Services "Boost Your Campaign" : \$2,400,000

If every partner spends around \$200 per month for services

3. Advertising sur les espaces de l'application laissé pour les régies publicitaires : \$400,000

Advertising should account for about 30% of the global turnover.

4. Extra services : \$50,000

Objectives

- Get thousands of partners on our network
- Get millions of users on our network
- Every partner should spend a monthly \$200 for services
- 2 million users should use the app everyday
- Advertising should account for at least a third of the global turnover
- Have the monopoly in our line of business
- Have a positive impact on local economy
- Be exemplary in terms of ethics, human respect and environment
- Make our success story known