



A SaaS platform providing business intelligence solutions for African markets

£ 480 K

Investment required

20%

Shareholding Offer

Exit in Year 4

EIS

Qualified



The founders team is composed of two females. Sonia and Meliane are sisters. They both worked in challenging environments supporting international companies with their growth strategies. Both sisters moved their careers from traditional corporate world to gain experience with doing business in Africa.

alTRAN Schlumberger WeSwap

eutelsat
COMMUNICATIONS



SONIA GALAT,
CEO

- **38 years**
- Legal counsel
- +10 years experience in : supply chain, international contracts, energy (oil and gas, renewables)
- Director of the Chamber of commerce of cote d'Ivoire



MELIANE M'BOUA,
MARKETING
MANAGER

- **34 years**
- Marketing Manager
- Specialised in Digital Marketing, Branding, Travel and Financial Sector, product development
- Have been working for start ups and now acting as a marketing manager for a London based recruitment company dedicated to Africa

EXECUTIVE SUMMARY

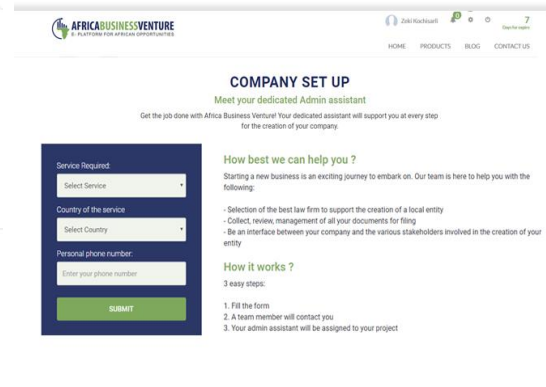
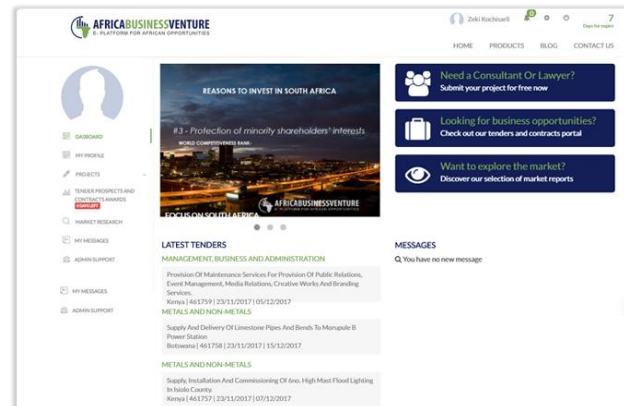
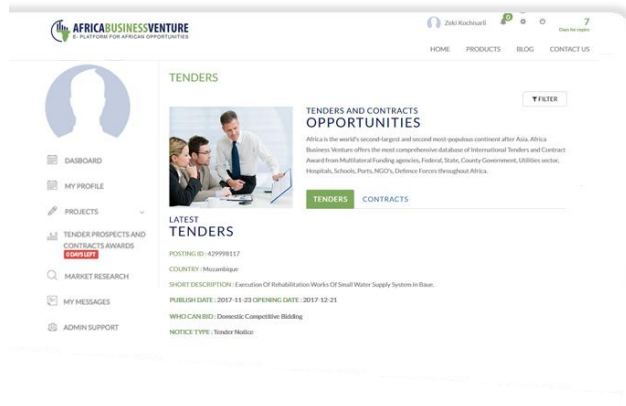
Doing business in Africa is challenging. Africa Business Venture provides a new outcome to the facilitation services in Africa through the creation of an online one stop shop service.

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We have A Beta
version of the
platform

YOUR FUNDING WILL BE PRIMARILY USED TO :

ATTEND TRADE
CONFERENCES



DEVELOP SERVICES
DELIVERY TO CLIENTS



IMPLEMENT OUR
MARKETING STRATEGY



IMPROVE OUR
PLATFORM



We improve the way companies prepare, execute and deliver African trade projects



We shorten the cycle to find business services to support export projects



We leverage clients volume to offer transparent and fixed costs from reputable companies specialised in Africa

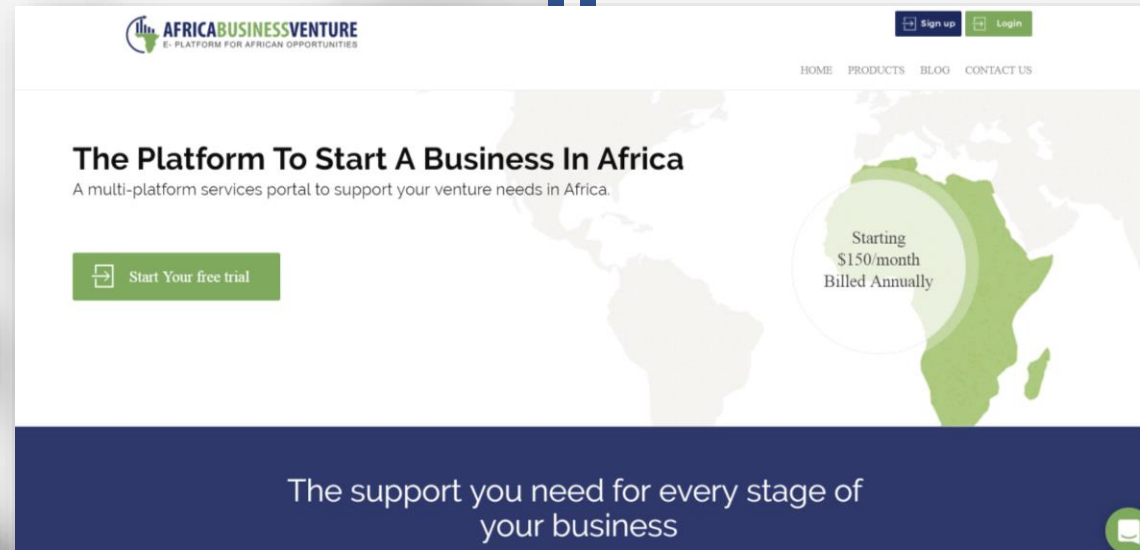
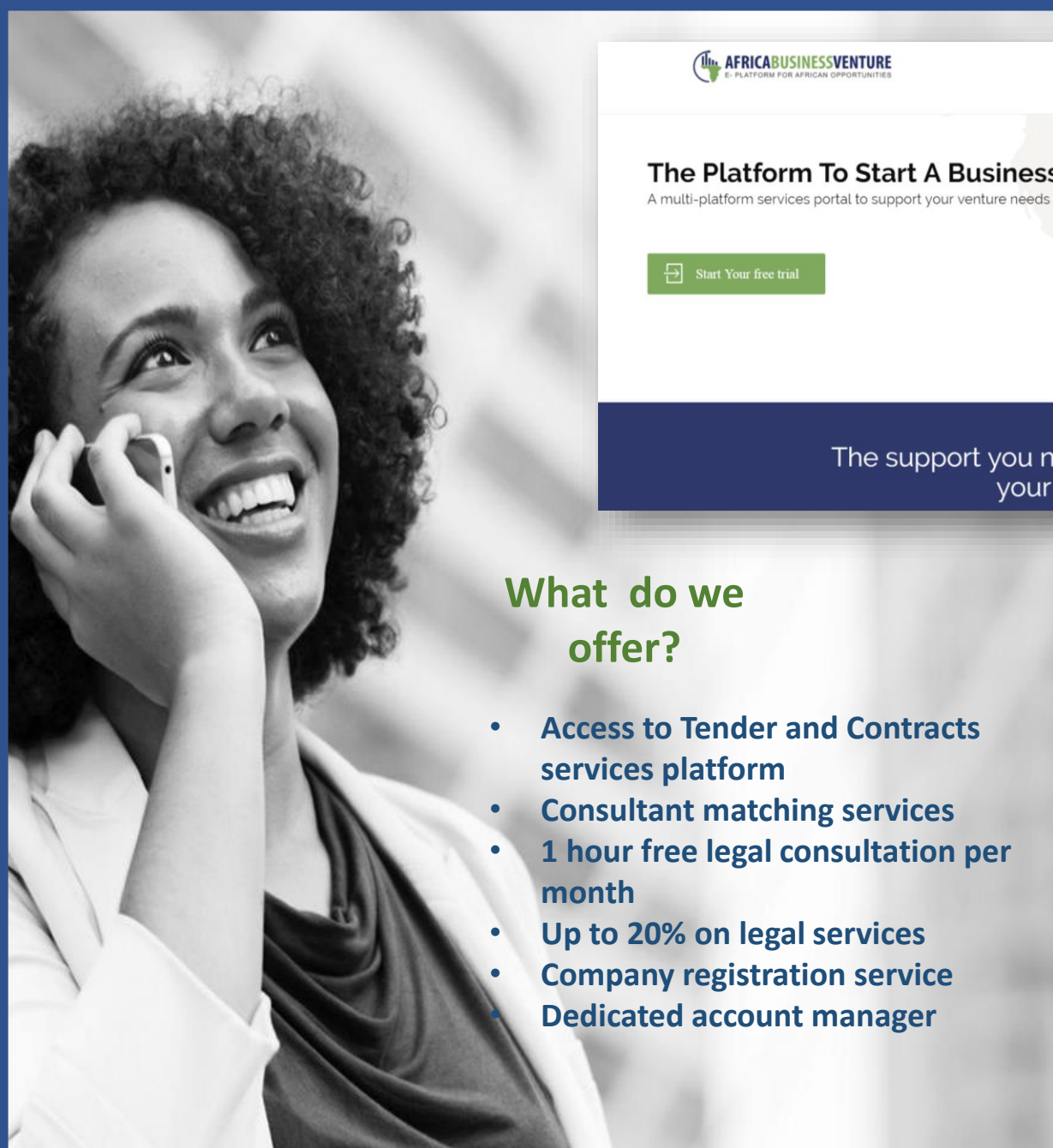


Individual support to ensure excellent projects execution



A real one stop- shop platform for accessing essential market entry services

Our platform is tailored to medium size companies involved in energy, construction and infrastructure development, retail, telecoms, tourism and technology



What do we offer?

- Access to Tender and Contracts services platform
- Consultant matching services
- 1 hour free legal consultation per month
- Up to 20% on legal services
- Company registration service
- Dedicated account manager

How do we plan to generate revenue?

SUBSCRIPTION REVENUE

Monthly subscription packages



PREMIUM SERVICES REVENUE

Commission from 50% to 25% on all services offered online by our partners (tenders, market reports)



CONSULTANT PLACEMENT PROJECTS

Commission on any successful placement of a consultant (from 10% introduction fee up for 100k£ project value down to 5% for anything above)

Market opportunity



“By 2022 I want the UK to be the G7’s number one investor in Africa, with Britain’s private sector companies taking the lead in investing the billions that see African economies growing by trillions”

Theresa May, Prime Minister

International geopolitics; new market opportunities and improvement of policies in Africa have lead foreign investors to be more interested in doing business in Africa .



Africa offers the best growth opportunities for companies looking for expansion

+ 300 Millions Middle class consumers

40% of the global population growth will be in Africa by 2050

Consumer expenditure is set to rise from USD 600 billion in 2010 to nearly USD 1 trillion in 2020



Where do companies find support?

MARKET PLAYERS

GOVERNMENTAL BODIES



- ✓ Lack of customer service
- ✓ Difficult to comprehend the scope of the different institutions
- ✓ Lack of collaboration among them

LARGE CONSULTANCY FIRMS



- ✓ Have relatively new presence in Africa but developing rapidly through joint ventures
- ✓ Very expensive

There is no match making services between vendors with African expertise and prospective companies

CHAMBERS OF COMMERCE AND PRIVATE NETWORKS



- ✓ Great source to meet consultants and network
- ✓ Entry costs
- ✓ Lack of modernity

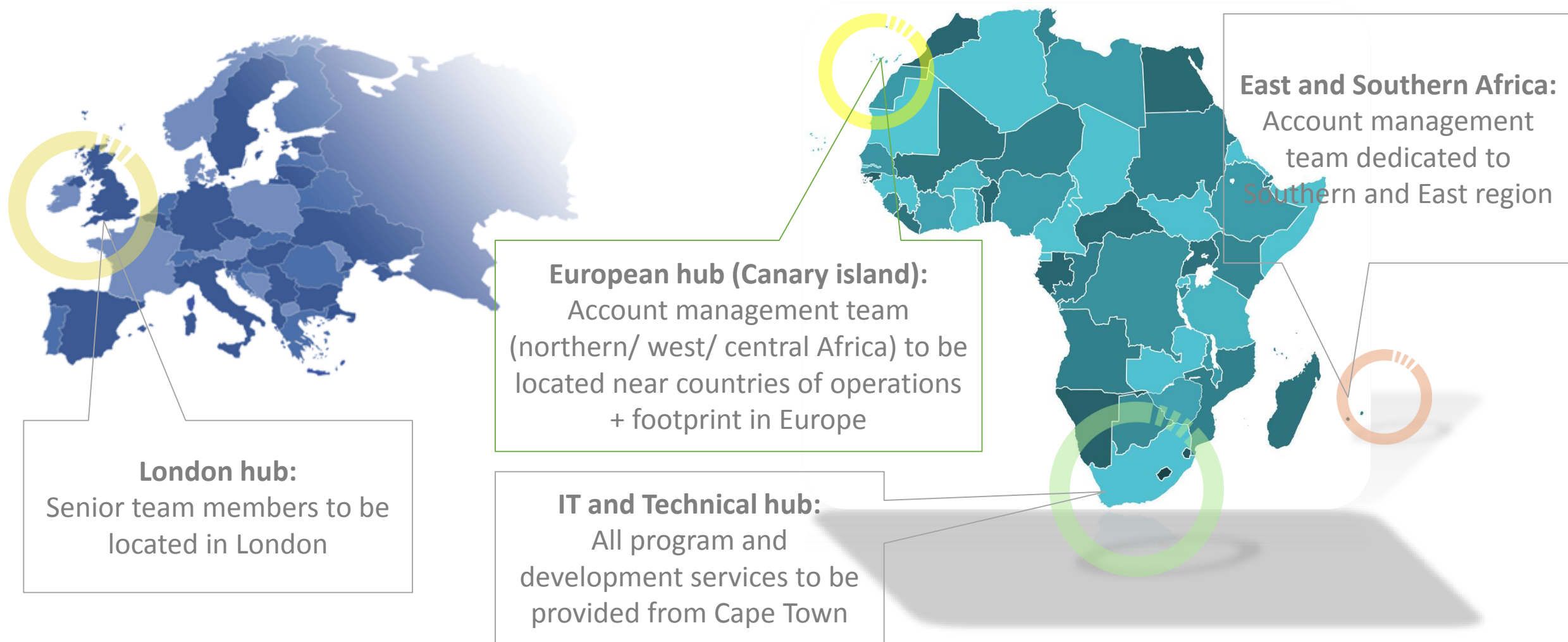
FACILITATION SERVICES



- ✓ Very large number of small management firms offering facilitation services
- ✓ Small online presence

Services delivery

We plan to create offshore services hubs to support our growth and offer the best experiences to our users



PRODUCTS RELEASE CALENDAR

Year 1

Year 2

Year 3

Year 4

Year 5

Market entry services

Corporate services

Africa services

Project finance platform

Release to Bric countries

Growth
Strategy

30% growth each year

- Conferences and workshops to increase word to mouth
- Affiliation network with accountants

- Affiliation with key bank organisations
- Development of a network of partners across UK/ Northern Europe/ USA

- Integration of services with all EU countries trade commissions in Europe
- Focus on secondary tier investment countries

- Collaboration with key International trade organisations
- Efforts on sponsorships
- First complete reports issued

- Development to BRIC territories (Brazil, Russia, India, China)
- Opening of front offices
- Development of quality norm for consultancy firms in Africa

Our next steps

Focus Group

Product
improvement

Soft launch

Product launch +
Market affiliation

PR and media
strategy

October 2018

November 2018

December 2018

January 2019

March 2019

- Organisation of 3 target industry focus groups
- Validation of the pricing strategy
- Validation of communication strategy

- Implementation of product improvements
- Products release calendar

- Soft launch followed hosted by an African embassy in London
- Target: invite 60 companies with desire to do business in Africa

- Official product launch
- Development of network affiliation

- Media strategy implementation

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The team behind the concept:

- Financial summary and projections are provided in attachment
- Financial plan based on a roll out in UK in year 1
- The platform is expected to generate revenue from month 1

SONIA GALAT,
CEO
38 years old,
Legal counsel



| Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------|--------------|-------------|-------------|--------------|
| £ 722,157.85 | £ 2,310, 905 | £ 2,773,086 | £ 3,327,703 | £ 3,993, 244 |

Meliane M'Boua,
Co-founder
34 years old,
Marketing Manager





SONIA GALAT,
CEO
Sonia.galat@africabv.com
00447966886399



MELIANE M'BOUA,
MARKETING MANAGER
Meliane.mboua@africabv.com
00447450171550