

# MOOLU VENTURE CAPITAL

The Preferred Destination For The Most Capital-effective  
Source Of Seed Funding For African Technology Entrepreneurs.



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## Our Investment Thesis

MOOLU VC is a \$10MM Seed Fund in Abuja, to back fintech and impact start-ups in Africa by leveraging the partner's experience in fintech investments averaging a 6.6x MOIC producing 1 IPO and several exits in 5 years.

# Why Africa, Why now (The Opportunity)

**75% of the African population are not online yet.**

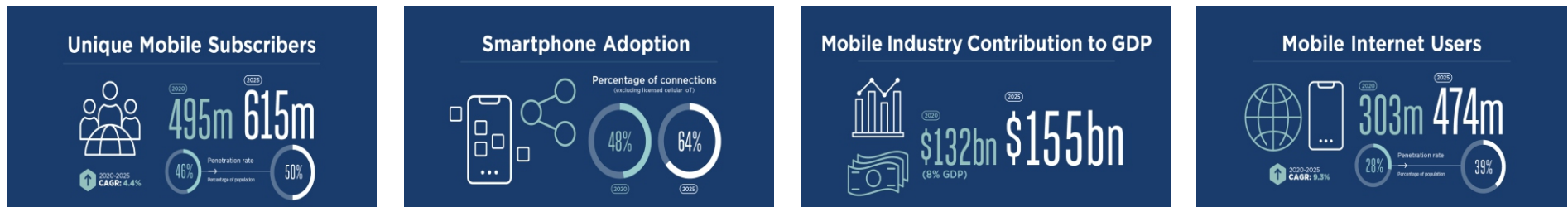
But Africa leads the world in the **\$1 trillion mobile money market.**

Teaming young digital natives with the Largest youth population in the world, over 300 million.

## Mobile penetration at highest level

**615M** people in Sub-Saharan Africa will subscribe to mobile services by 2025,

In 2020, transactions on mobile money platforms reached **\$490 billion.**



GSMA Mobile Economy Sub-Saharan Africa 2021

[www.gsma.com/mobileeconomy/sub-saharan-africa/](http://www.gsma.com/mobileeconomy/sub-saharan-africa/)



## Market in value

- The financial services industry in Africa is worth US\$165bn
- 6 out of the 11 unicorns in Africa are fintech companies, Of which 3 fintech Unicorns (Opay, Interswitch, flutterwave) out of the 6 are from Nigeria.

**\$4.3b+**

raised by start-ups in  
Africa in 2021

**818**

deals over \$100k  
signed in 2021

**\$2.3b**

raise by fintech start-  
ups alone

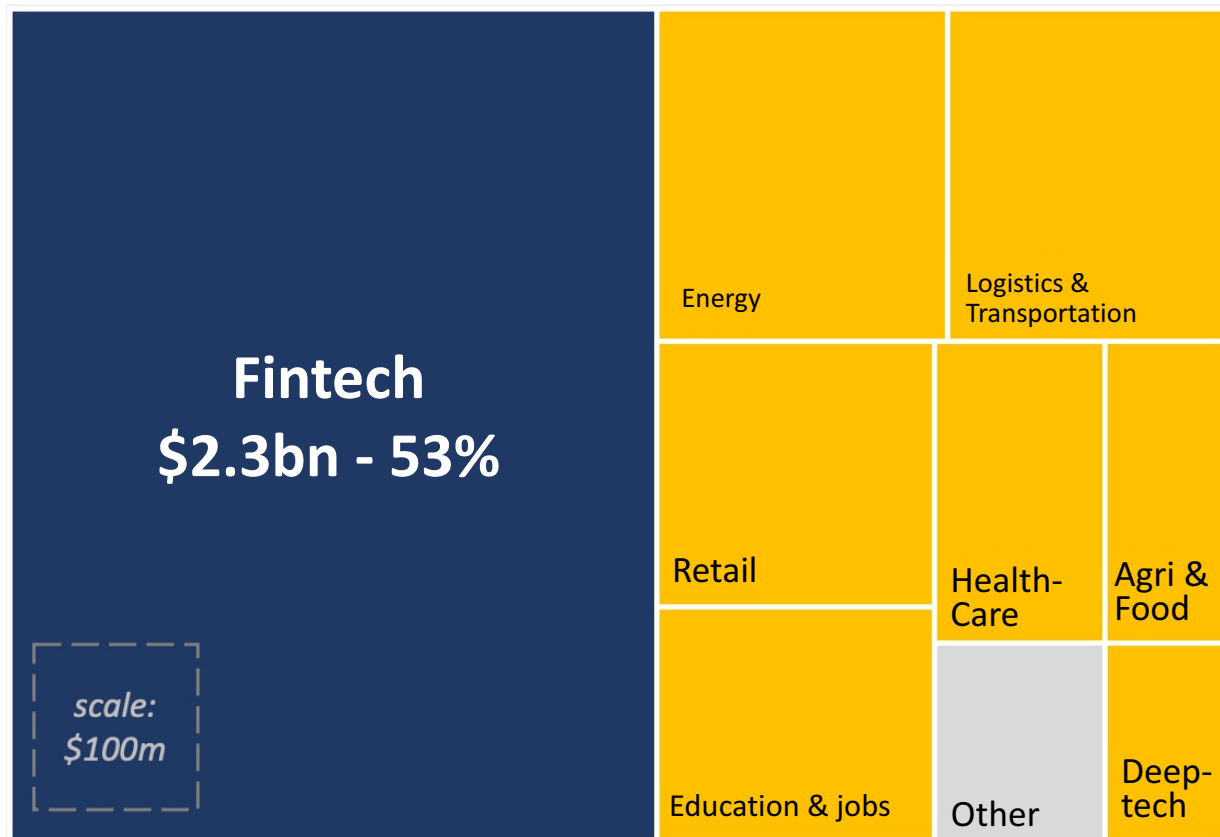
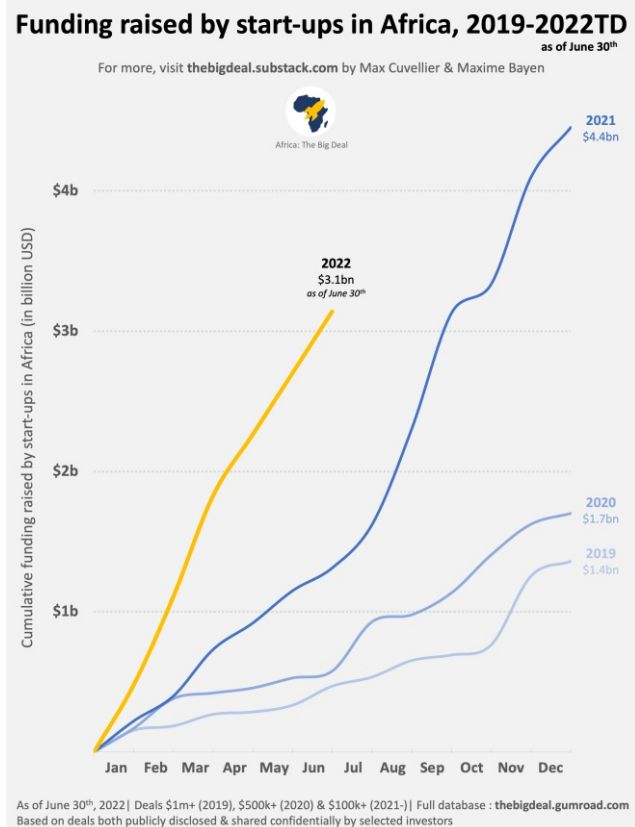
**\$1.5b+**

Raise by Start-ups in  
Nigeria alone



# Market in charts

2021





# Managing Partner



PRINCE OGBONNA  


3x Successful Entrepreneur

15 Yrs Experience In The Fintech Industry

Founded MOLI Academy (Africa's foremost MOOC Platform for entrepreneurial learning.)

Investor and Advisor



Mentored at VC4A and MOLI Ignite Accelerator

Udemy Instructor

Nigerian Fintech Ecosystem builder, hosting regular mentor hours in local accelerators

Speaker on Tech penetration in Africa at United Nations World conference (WCDRR)

Committee member, Presidential committee on FinTech Advisory group. Nigeria





## Strategic Advisors



**Sandra Kater** 

Regional Vice President - UK Startups @Salesforce

Veteran Sales profession  
Over 25 years experience in sales and investment relations.

Start up Curriculum development and  
Learning experience.



**Sudheer Kuppam** 

General Partner, VentureRock

Over 20 years in Venture Capital Industry with  
proven records of Over \$600MM invested in  
emerging economies.

Fund Strategy and Impact  
Implementation



**Irfaan Hossany** 

Managing Director at Krypton Fund Services

Over 20 years experience in VC formation  
Fund and Management.

Fund formation and management.



# Venture Partners



**KELVIN NEARY**   
CEO AT ORCAWISE,

Veteran AI Market Strategist

15 years Investment market Professional

Speaker and Coach

#### VALUE ADD

Limited Partners leads  
Deal Flow



**ELIJA AFFI**   
CEO, TAKEOUT MEDIA, Venture Partner MOOLU VC

2x Successful Entrepreneur

8 Yrs Experience In the Fintech and related Industry

Angel investor and adviser to 2 successful fintech companies

#### VALUE ADD

Due diligence on potential investment opportunities  
Advisor to portfolio companies



**GEORGE OMORARU**   
CHAIRMAN, RAGE GROUP; Venture Partner MOOLU VC

2x Successful Entrepreneur

10 Yrs Experience In the Fintech and related Industry

Angel investor 3 successful fintech companies

#### VALUE ADD

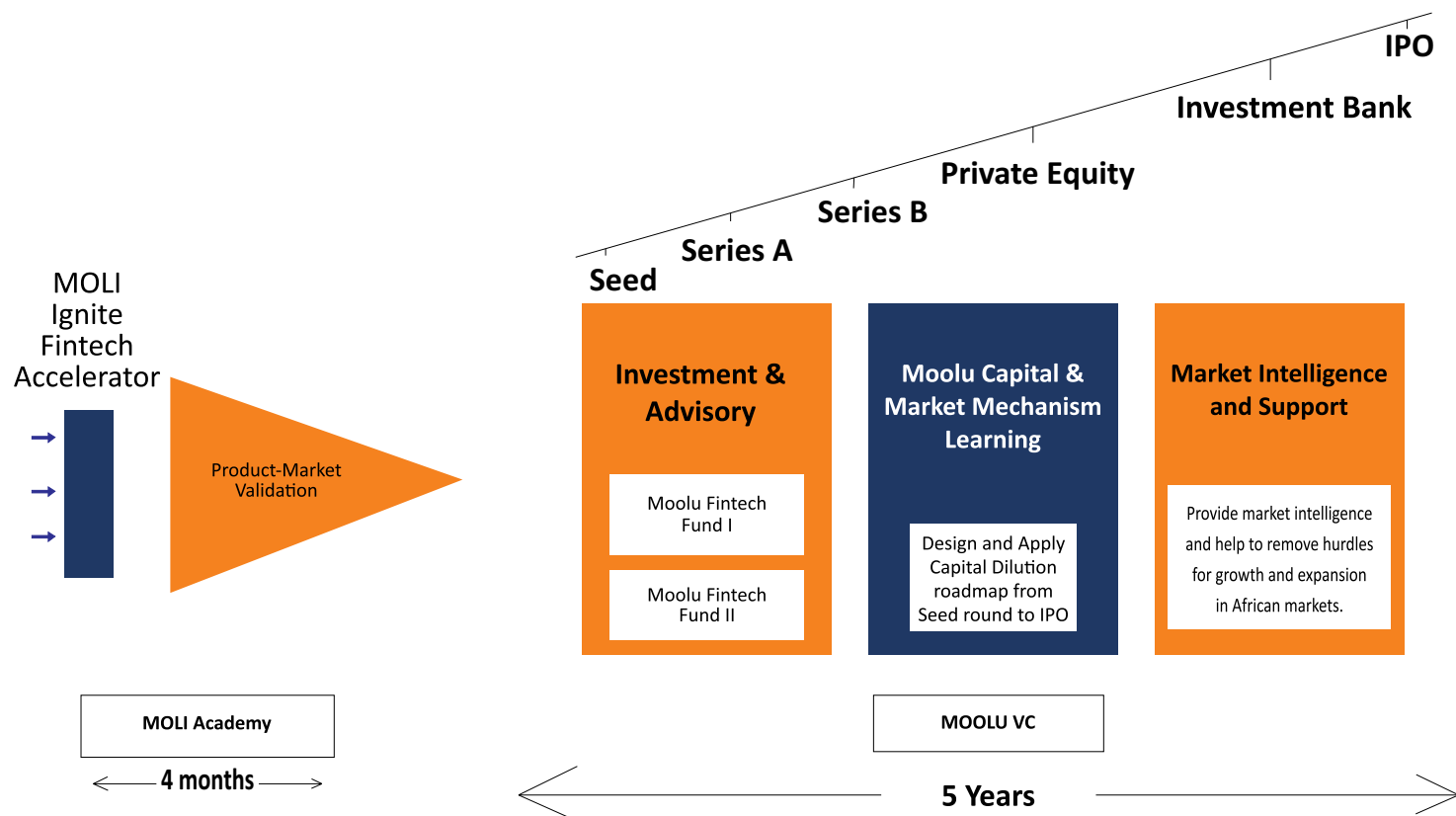
Advisor to portfolio companies  
Deal Sourcing





## VALUE ADD

Providing a unique knowledge Platform and go to market strategy to IPO





# TRACK RECORD

## Fortismfb

100x



The foremost microfinance bank in Nigeria to secure an IPO in the Nigerian Stock Exchange.

•  
An early stage investor.

•  
Company returned 100x on 4th year to achieve IPO.

## Appzone Group

35x



A payment infrastructure company, connecting financial institutions into an all-inclusive payment ecosystem across Africa

•  
An early stage investor.

•  
Closed its series A in 2021 with a \$10MM. Appzone, initial investment returned 35x.

## Capricorn Digital

50x

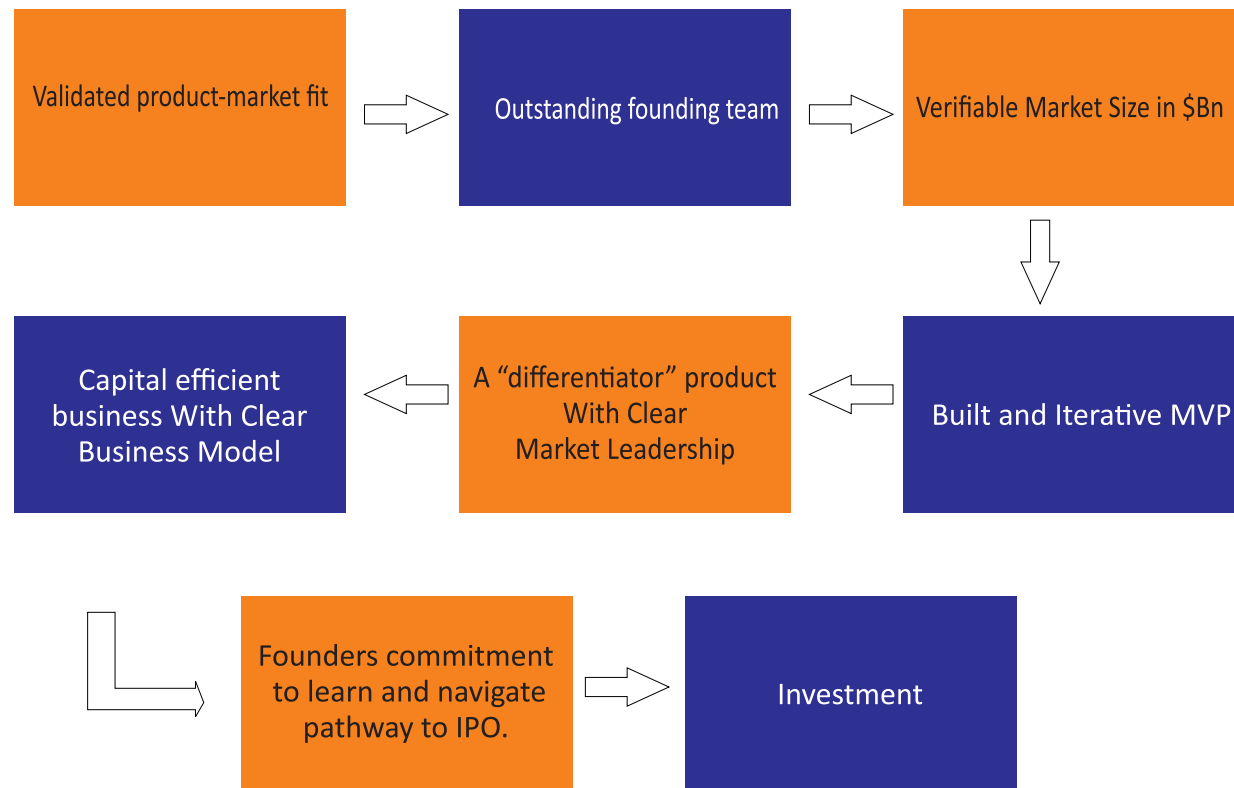


Capricorn Digital is a digital solutions and payment distribution company based in Nigeria

•  
Investor and adviser at early stage

•  
Acquired by MFS Africa for about \$100 million. The initial investors are expecting a 50X return

# Investment Criteria



# Deal Warehouse



**OurPass**  
(Techstar 2021, Alumni)

- OurPass is a one pass customer checkout process with a one-click checkout button to make online payment easier.
- An emerging payment gateway currently integrating its payment APIs with Nigeris'a 2 fintech unicorns (Flutterwave and Paystack);
- Anticipated returns of 40x in 9 months
- Investment terms; SAFE, 100k.



**scorefam**

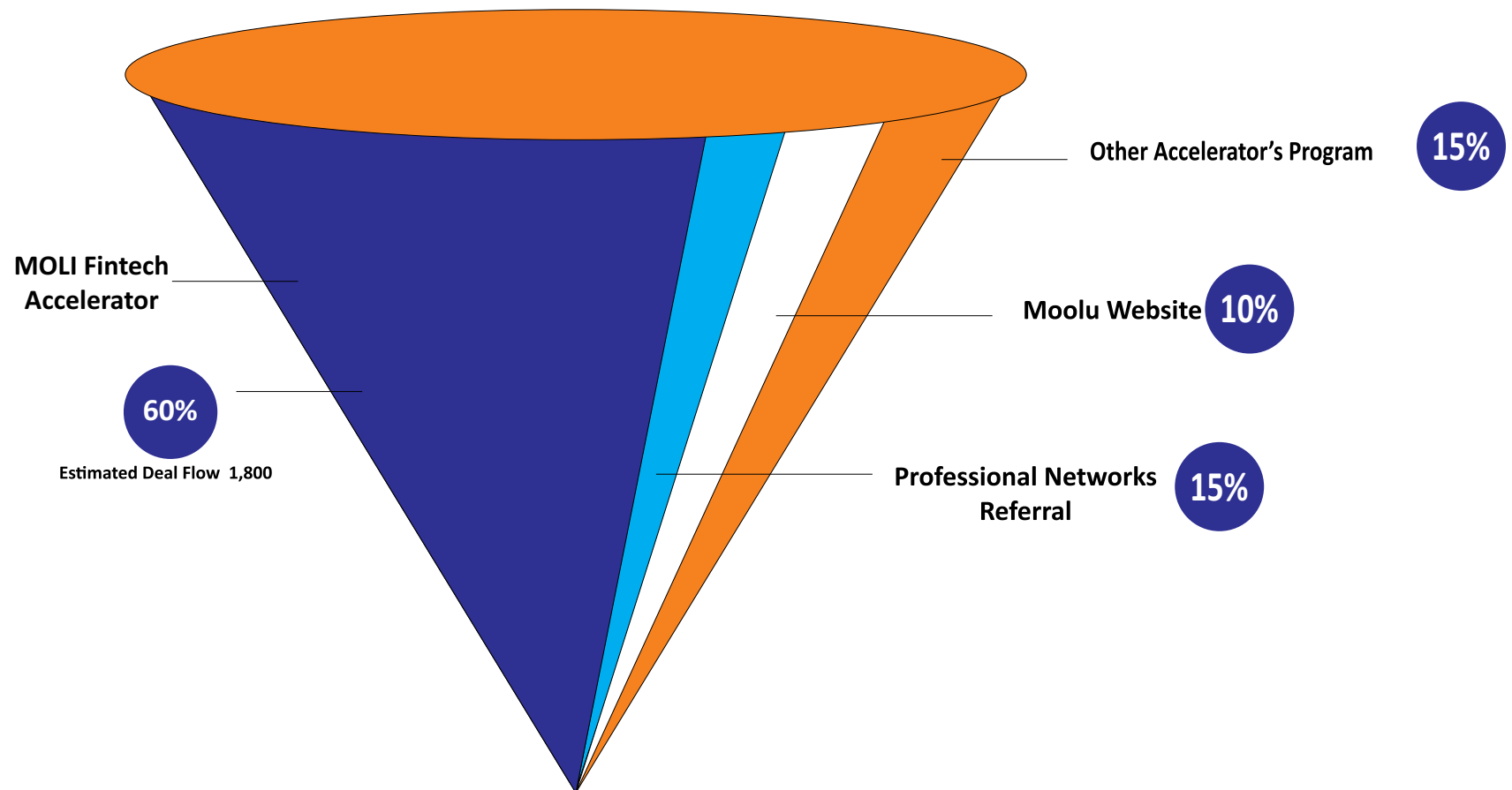
- Blockchain sports gaming platform gaining wave- it merged the crypto and sports gaming worlds by providing monetary
- benefits to sports lovers far and wide.
- Anticipated returns of 30x in 9 months.
- Investment terms; SAFE, 50k.



**GetEquity**

- GetEquity is a Private Equity funding and exchange platform democratizing private investment access in Africa
- Anticipated returns of over 40x in the next 8 months.
- Investment terms; SAFE, 50k

# Deal Flow Source





## ALLOCATION

Stage	Number of deals	Estimated investment	Valuation
Pre seed	20	$100,000 \times 20 = 2\text{M}$	\$1M-\$5M
Seed	6	$500,000 \times 6 = 5\text{M}$	\$10M-\$20M
	26	7M	





## Returns Chart

Stage	Pre-seed
Small Exit	2x
Medium Exit	15x
Large Exit	50x
Investable	\$7M



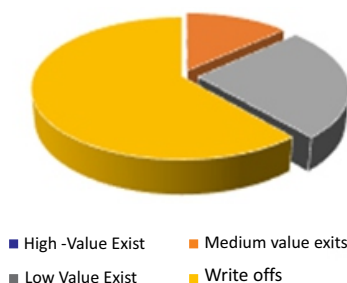
# Liquidity

Number of Exits	Different Outcomes.					
	Worst Case	Value(\$)	Base Case	Value(\$)	Best Case	Value (\$)
High - Value Exits	0 (50x)	0	0 (50x)	25,000,000	5 (50x)	62,500,000
Medium value Exits	6 (15x)	22,500,000	10 (15x)	37,500,000	12 (15x)	45,000,000
Low value Exits	8 (2x)	4,000,000	8 (2x)	4,000,000	5 (2x)	2,500,000
Write -offs	13 (0)	0	6 (0)	0	4 (0)	0
Returned investment.		26,500,000		65,500,000		110,000,000
MOIC	MOIC = 2.6x		MOIC = 6.6x		MOIC = 11x	

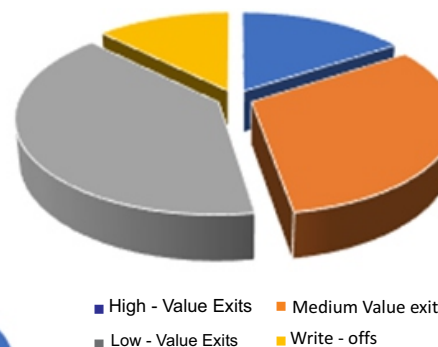


# Liquidity (Exits distribution)

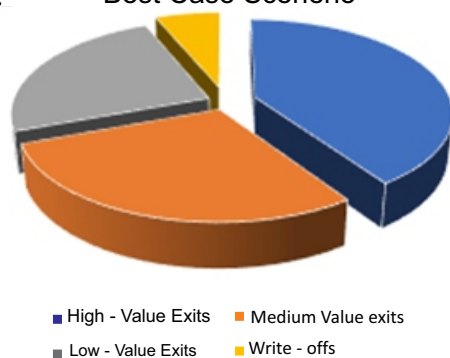
Worse Case Scenerio



Base Case Scenerio



Best Case Scenerio



# Economics



Fund Size	\$10MM
Domicile	Delaware LLC
Investible	\$7,000,000
Average check size	\$250,000
Total number of deals	26
Number of seed Investment	20
Number of follow on Investment	6
Minimum Investment (Individual)	\$250,000
Minimum Investment (Institutional)	\$500,000
Management fee	2%
Carried interest	20%



# Disclaimer

The information herein is strictly confidential and is intended for authorized recipients only. The content of this presentation is shown for information purposes only and is not intended as investment advice, or an offer or solicitation with respect to the purchase or sale of any security.

The strategy presented herein represents the strategy of the General Partner of the Fund as of the aforementioned date and may vary at the discretion of the General Partner. There is no guarantee that any investment objective will be achieved. Past performance is not indicative of future results. Actual results may differ materially from those expressed or implied.

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MOOLU VENTURE CAPITAL

Thank You

We aim to be the preferred destination for the most capital-effective source of seed funding for African technology entrepreneurs

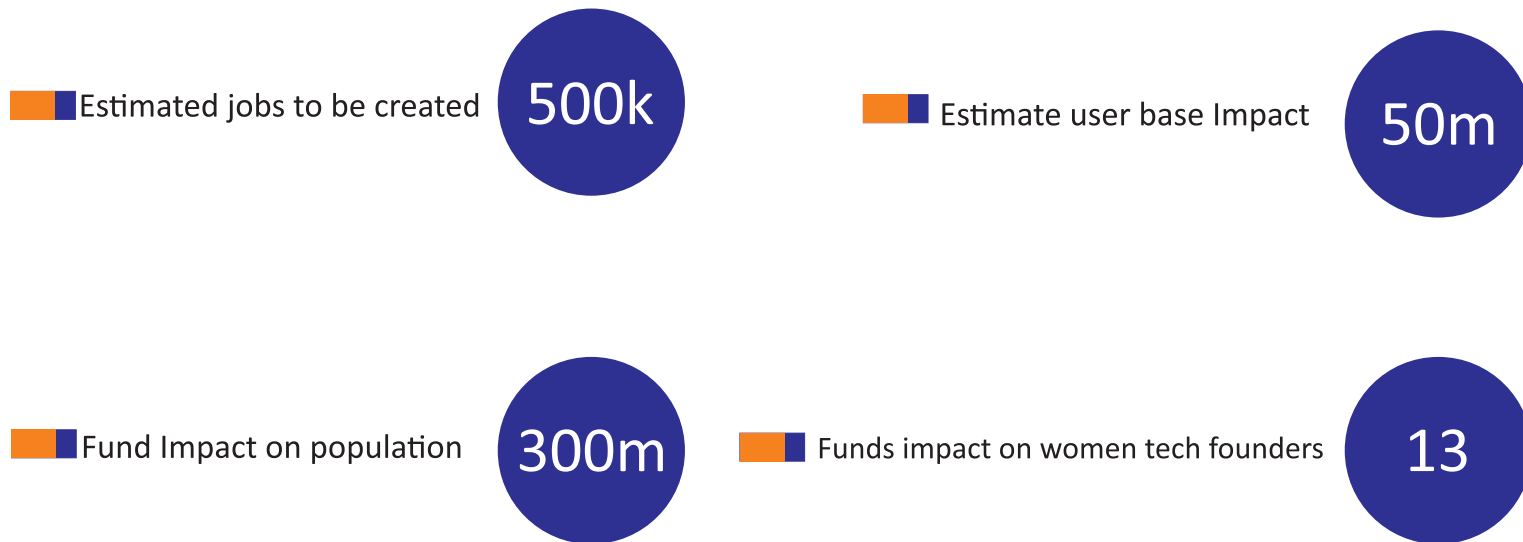
**Target closing date: 27th Oct. 2022.**

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# Fund Impact and ESG

Moolu Fintech Fund 1 embeds ESG considerations into all steps of the investment process.



# MARKET In Number



**CONFIDENTIAL**

[www.moolu.fund](http://www.moolu.fund)

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