

Digital Banking, Educational Insurance and Tuition Financing for Gen-Alpha

A collective of shared experiences both personal and professional, and we are making it possible..



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Early investor Airbnb, Doordash,
Uber

We made some progress from bootstrapping
and resilience

sproutly

\$5K

Average MRR

We processed over

\$5.5M in transactions

We have spent \$0 in
marketing to Gen-Alpha in a
total of

18K Active Accounts

We have about

8K Parent Accounts

We identified the problems...



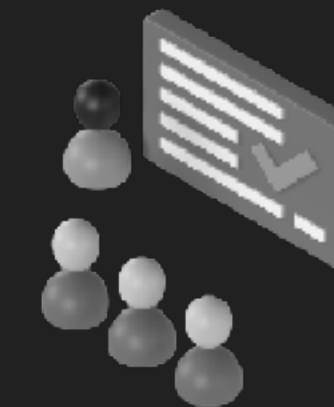
Gen-Alpha Banking

Due to the Apex bank BVN restrictions there is no easy way to bank Gen-Alpha. It would take parents in Nigeria a minimum of 4 hours on a bank queue to open a kiddies account that isn't even accessible using a mobile app for their children. Many would make the bank trip on an average of 2 times if they don't meet up with the requirements.



Gen-Alpha Educational Financing

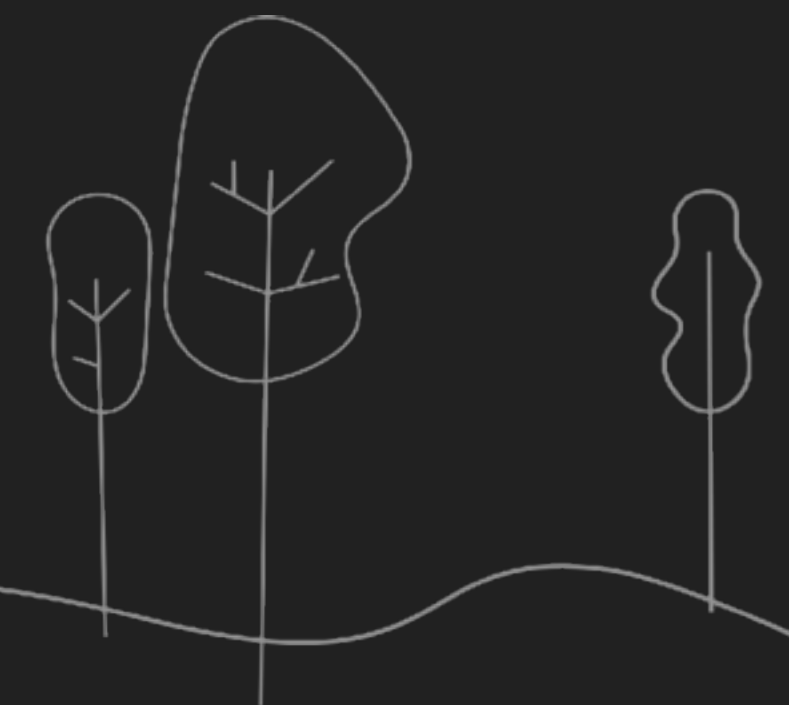
1 in 4 parents in Africa cannot afford to pay tuition as a lump sum payment. Kids sent out of school till their parents can balance up is a common occurrence in Africa. 1 in 2 parents says they can afford to pay but not as a lump sum and when it is called for.



Gen-Alpha Educational Plans

Existing Insurance schemes aren't really flexible and accessible. No edu-friendly structure in place for parents to make futuristic interest based plans for short or long term.

Millennials found it much more easier to get bank compared to Gen-Alpha



We came up with a solution...



Sproutly Gen-Alpha Banking

We give basic personalised savings accounts to Gen-Alpha with access to gamified financial education in-app and transition them to Advanced Savings or Current Account after they turn 18.



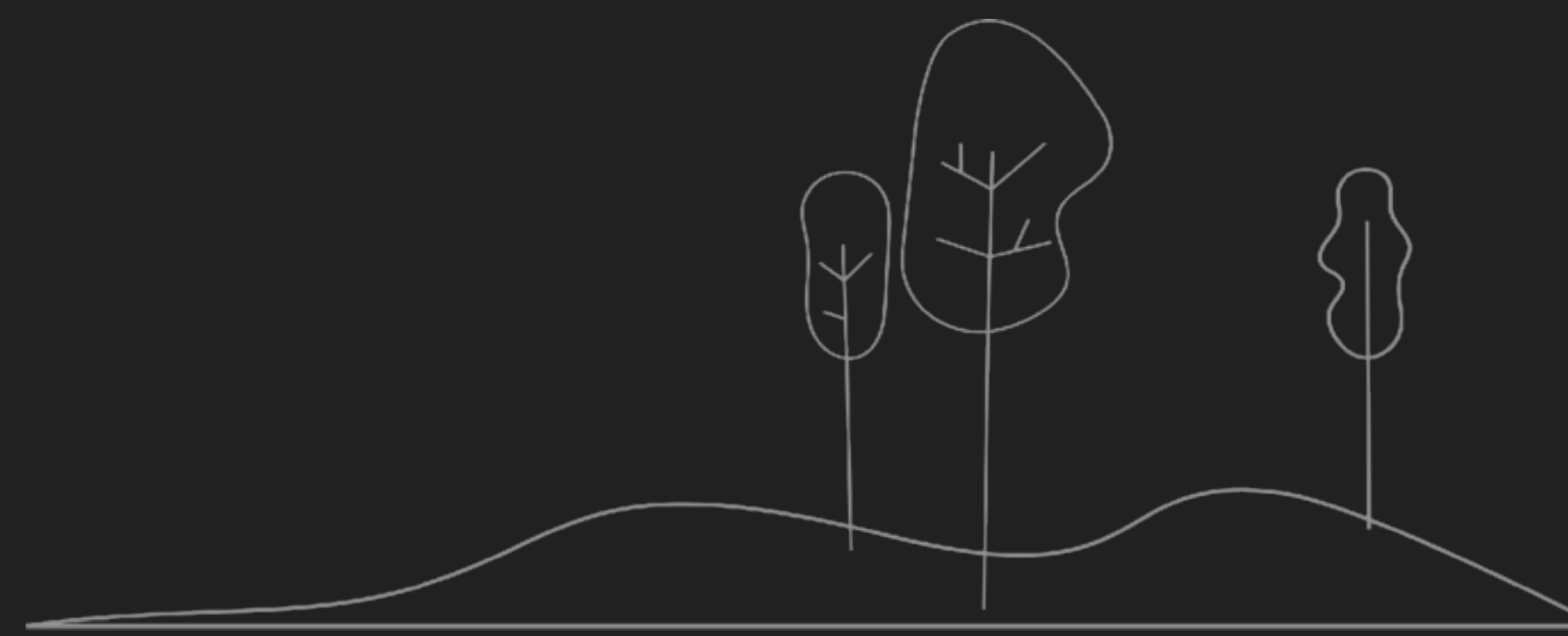
Cowri (Study Now, Pay Later)

Edu-friendly credit extensions for parents to pay school bills conveniently and repay in instalments (Study Now, Pay in Instalments- BNPL for Education)



EMO and Edu. Savings

Flexible Educational Cover and Savings Plans curated for employers and families to either access covers through paid subscriptions or savings deposit.



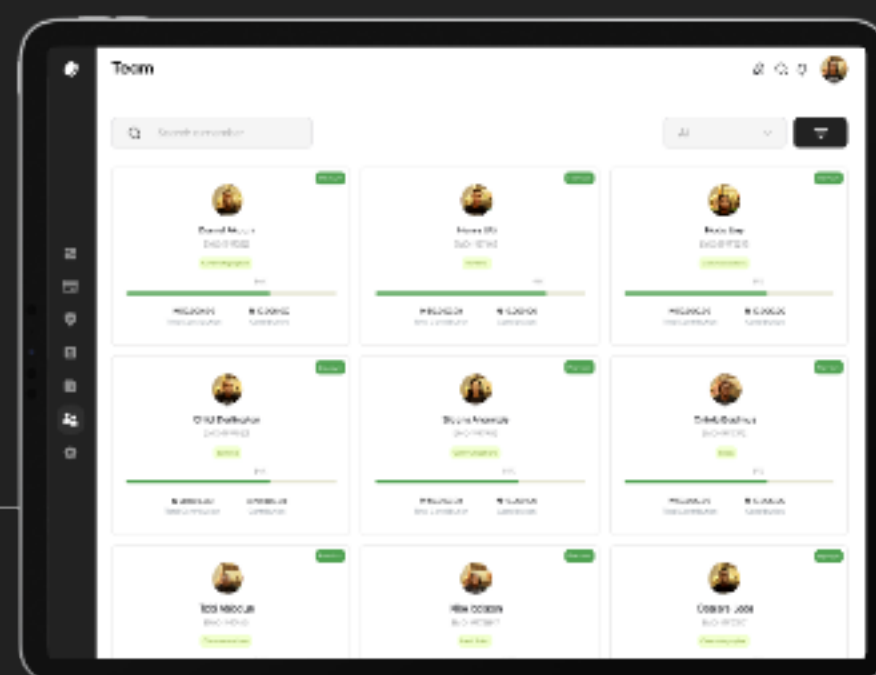
Our products are focusing on a cluster...



SPROUTLY CoRE

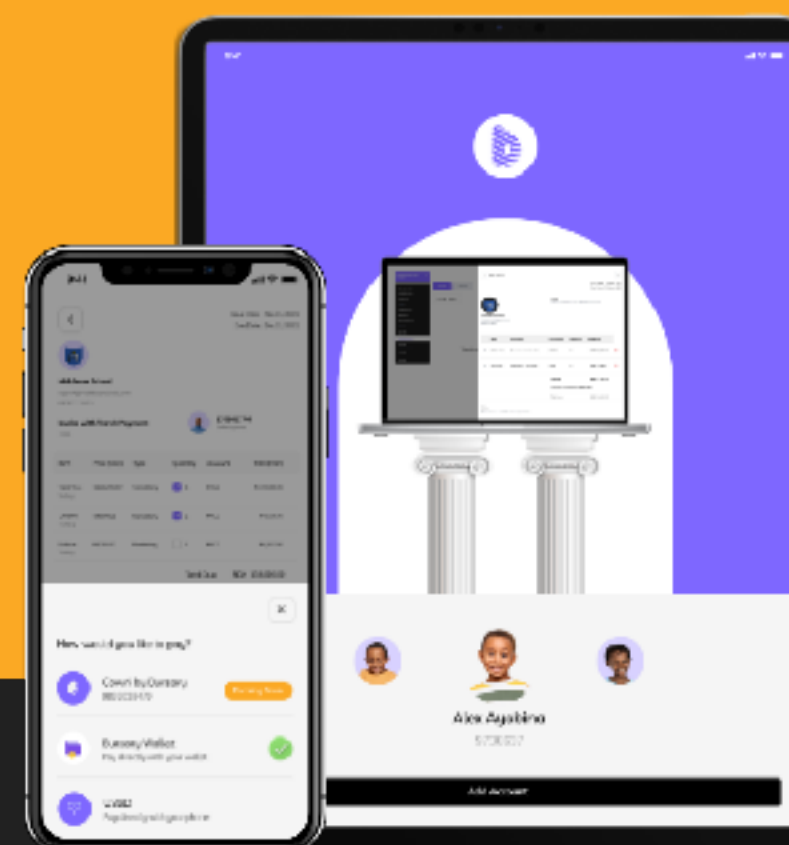
EMO

Premium educational
Insurance coverage



Cowri

Credit extension for K12
Tuition and Schools



Sproutly Banking

Digital banking, financial
education for teens and
students



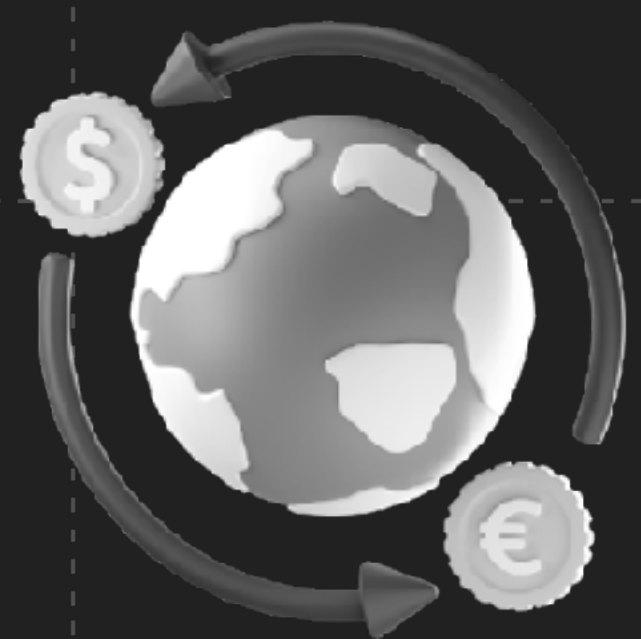
Building Generational Banking for the Pan-African Teen; A Race to Banking the next Financial Powerhouse in Africa and the Gig Economy.

One account to make a living



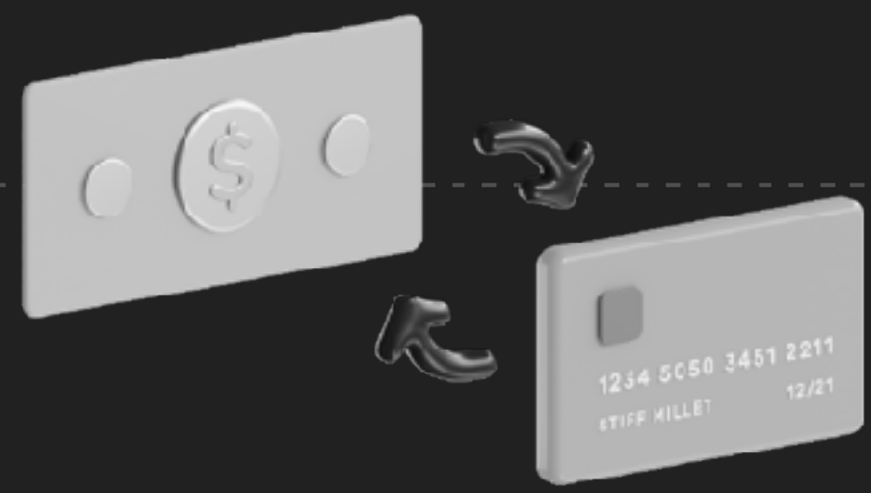
Save and Invest as you spend

Another to build an empire



Dom Wallets for Gen-Alpha Creators/ Freelancers

One more for school



Student Wallet Tuition Credits/ Edu. Plans

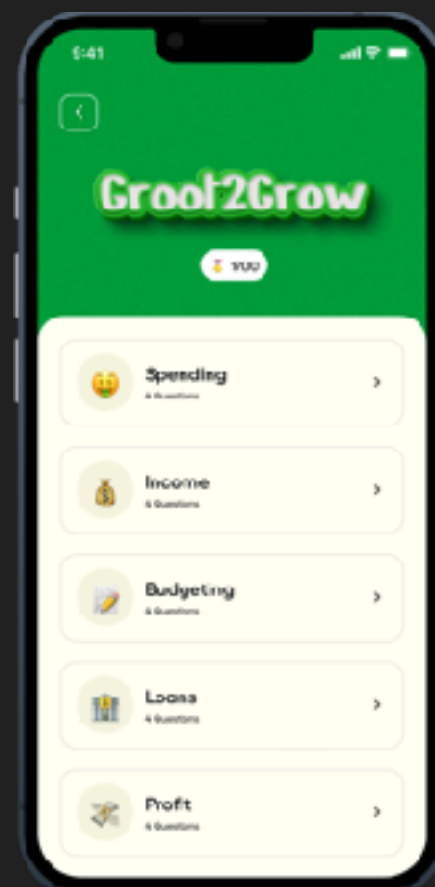
But who banks them in Africa? No one...
85% of teens use their parents, siblings or older friends bank account.

Building a strong community of value for Gen- Alpha and we are cooler than any neobank out there...



Full Banking Experience

- Right on their own app with access to all banking services and a personalised prepaid debit/credit card



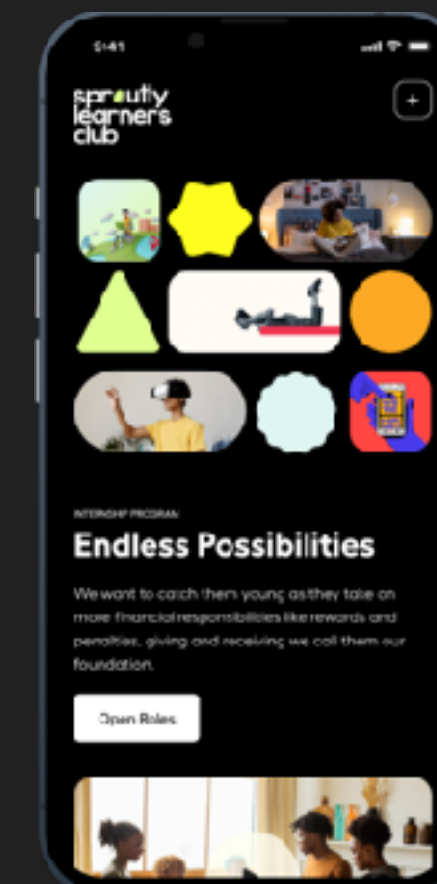
Financial Education

- Gamified financially educative and inclusive society of Gen-Alpha learning things like Investing, Futures, Bull/Bear Market, NFT's/ Crypto.



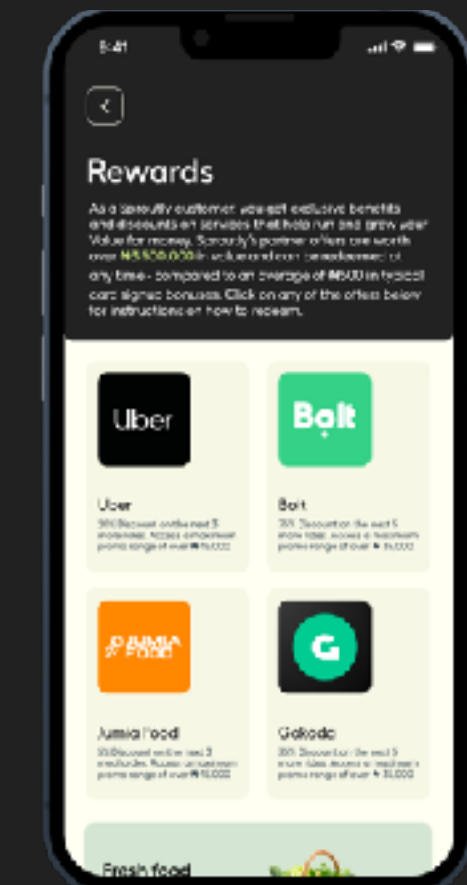
Community

- Milestone and financial progress leaderboard with tokenised incentives.



Platform

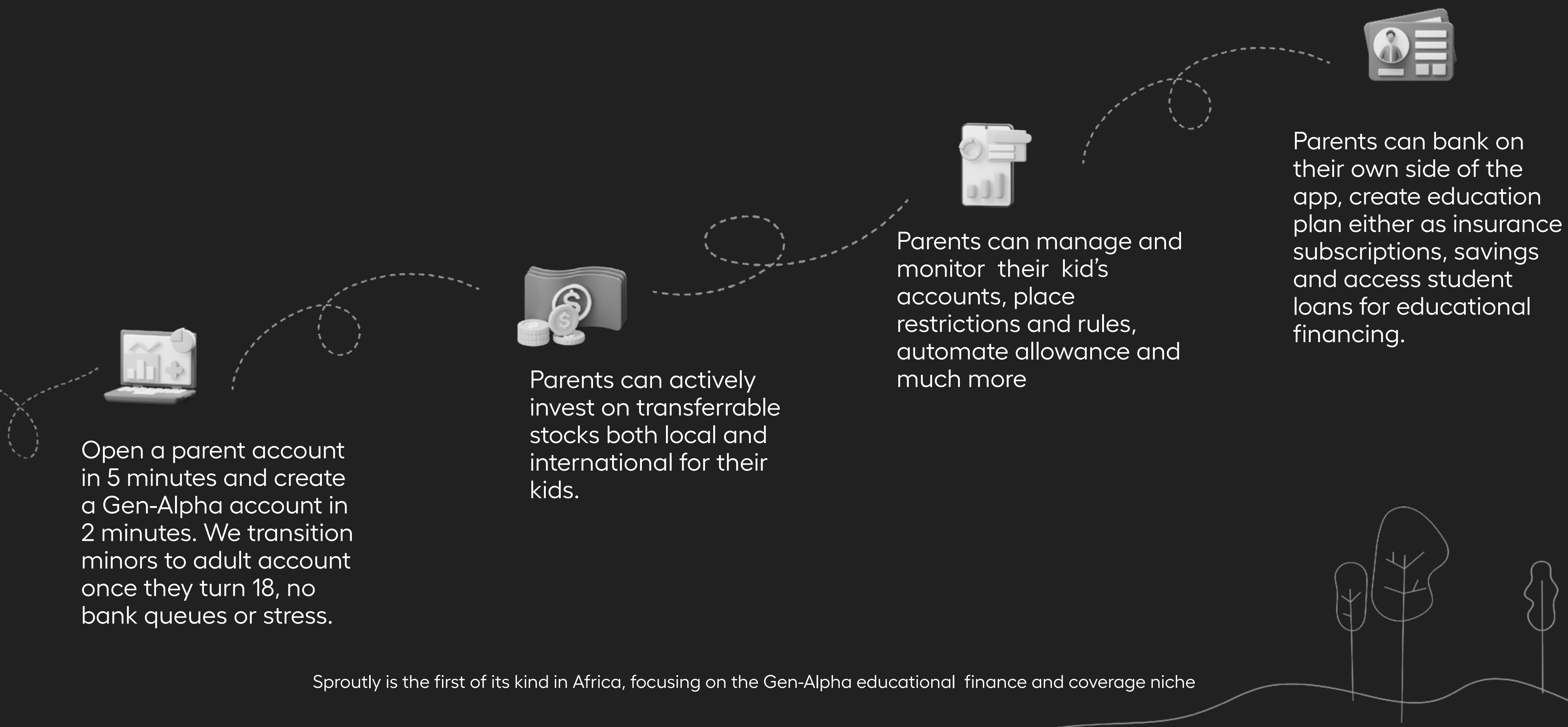
- Financial Education Club, Gen-Alpha gig & creator showcase with tech and non-tech skill acquisition programs



User Perks

- Access to account and cardholder perks and rewards from over 50 brands such as Spotify, Uber, Apple Music all targeting the new market.

Value Proposition (Parents)



We know our market and we know how to get to them...



High Internet & Mobile Phone Usage

70% of Nigerian Gen-Alpha's now own a smartphone and are addicted to their phones. Faster solutions, e-commerce adoption for everything-they own and can do anything expect to bank.



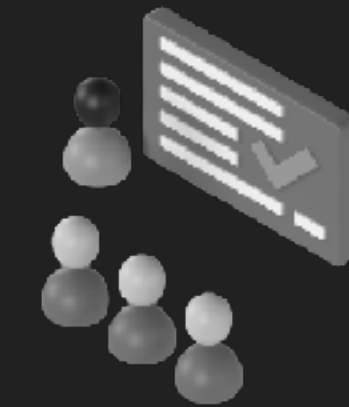
Increased Literacy

75% of Nigerian Gen-Alpha are in school. Gen- Alpha's will become full fledged adults and even parents in 5 years . The largest African generation.



Skill Market

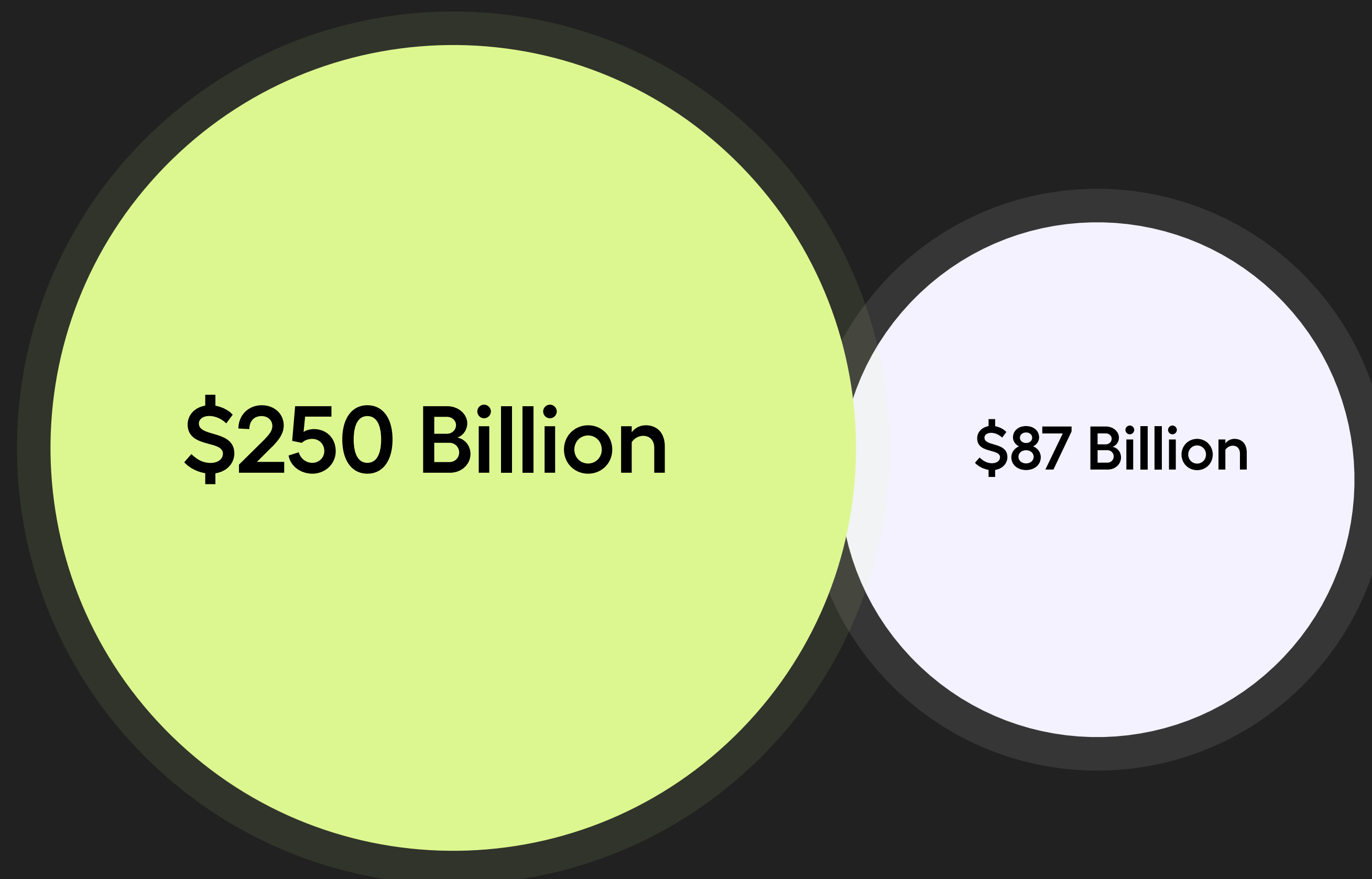
Lesser university intake due to low admission capacity has driven demand on short term employable e-learning skills.



Increasing Youth Population

Africa is the only region where youth population is increasing. Youth Population will be 945 million by 2050 and Nigeria is the central.

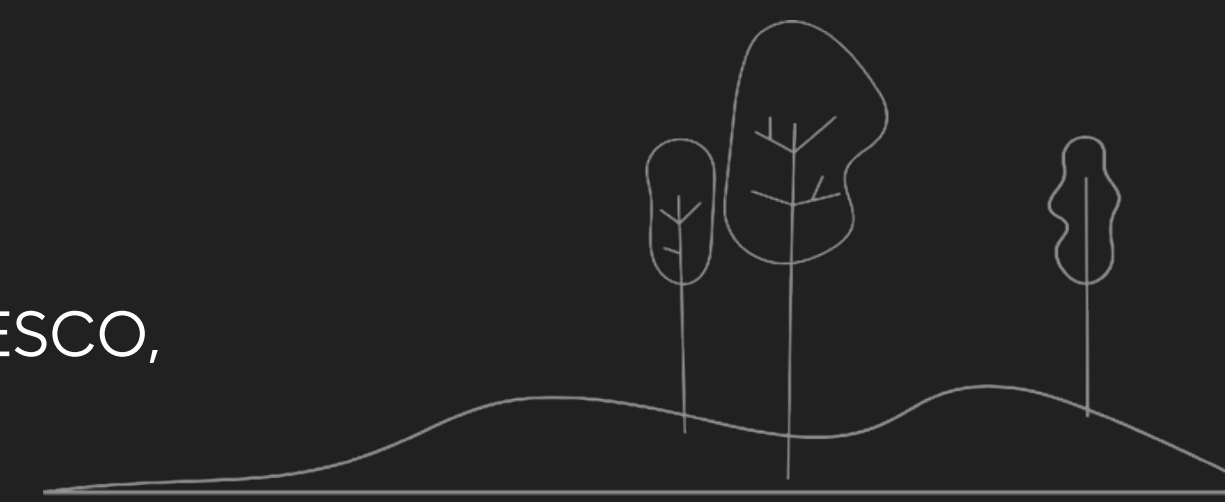
You are probably wondering why now...
But the right question is why not now?



Household Spend in
Nigeria 2021

35% of Household spend
were Gen-Alpha influenced
in Nigeria alone 2021.

Source- edufinance.org, researchgate.net, African Development Bank, World Bank, UNESCO,



What we have seen since our launch with 18K cohort users who contributed to over \$5.5M in total transactions from May - September 2022;

\$40

average account
Gen-alpha balances
at month end

30%

Of card spend at
supermarkets &
restaurants category

25%

on household bill
payments, data and
TV subscriptions

18%

of total monthly
transactions are
over \$2000, 45%
average on \$500

34% of inflows are above \$1K
17% of users have inflows
categorised as income.

Gen-Alpha users make an
average of 60
transactions in a month.

Cohort Gamified Financial
Education testers spent an average
of 2hours on the Fin-Edu screen

Market Potential

TAM
106 Million

SAM
47.7 Million

TARGET
16.7 Million

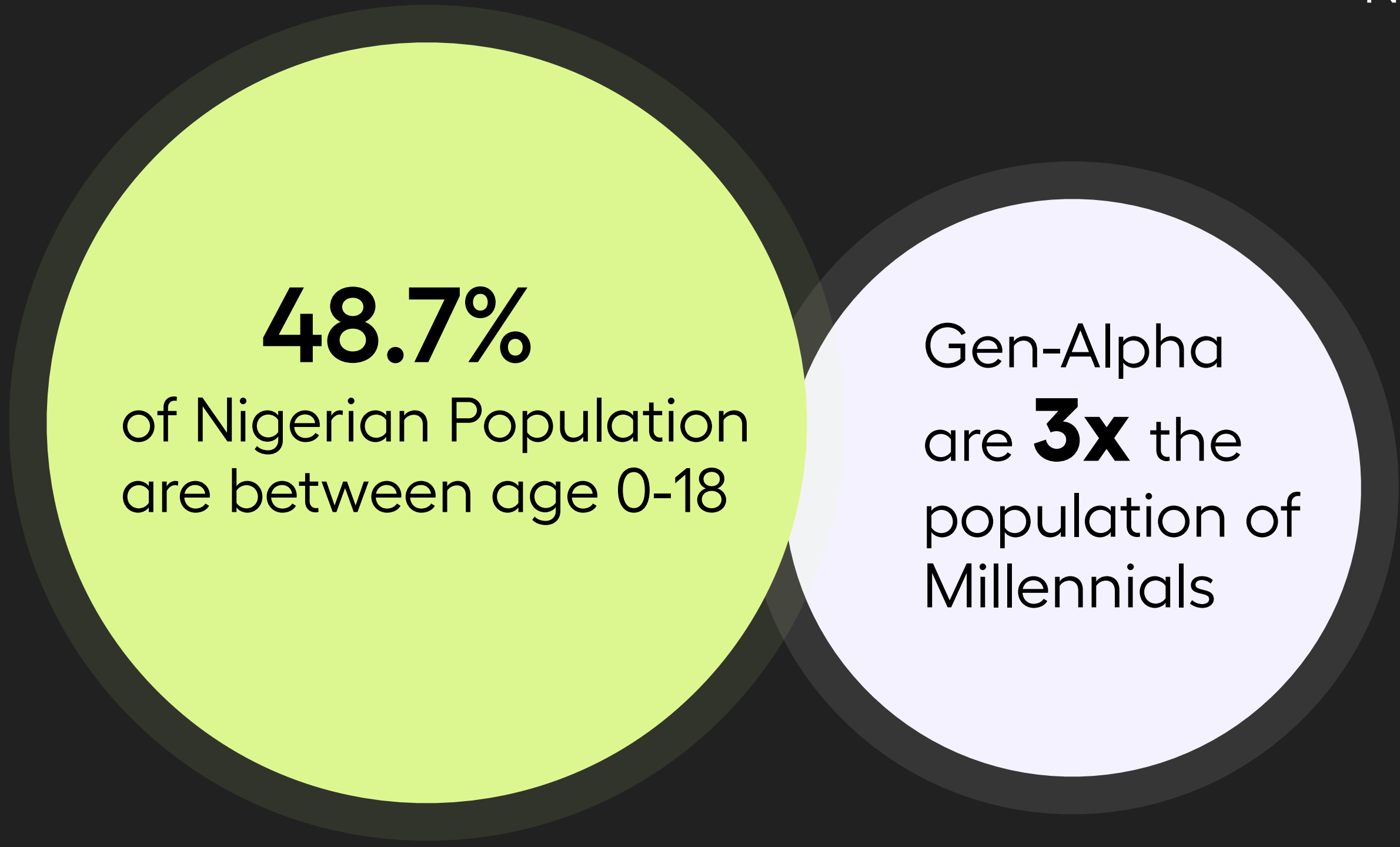
Gen-Alpha between
the ages 0-17

45% of Total
Addressable Market

35% of Serviceable
Available Market

You are probably wondering why now...
But the right question is why not now?

NO ONE BANKS THEM!



48.7%
of Nigerian Population
are between age 0-18

Gen-Alpha
are **3x** the
population of
Millennials

Biggest Spending
Influencers: brands are
now focusing on them.

Generators of new and
largest passive income,
5x of millennials

Biggest adopters of social
media, e-commerce, gig
market, creator economy



HOW WE MAKE MONEY FROM BANKING GEN-ALPHA/ PARENTS

Sproutly CoRE: Transactional Charges
\$0.02 - \$0.1/transaction

Sproutly CoRE: Prepaid Credit/Debit card purchase and transaction charges (\$2.6 - \$7 Physical/ Dollar Virtual credit/debit card issuing for new/replacement)

Sproutly CoRE: Cowri credit extension interest rates (from 0.5% monthly Study Now- Pay in Instalments).

Sproutly CoRE: Subscription fees on Educational Insurance Plans and Savings on EMO.

Sproutly CoRE: Sproutly Plus Subscription Banking (\$3/ User/ Month)

Competitive Advantage



Our accounts can be opened in an average of 5 minutes, no bank queues, complete KYC at your own pace on a mobile phone.



Account auto migration the instant the teen turns 18, they get concierge referral to partner banks to carry out their BVN registration. No queues.



Unlike typical bank kiddies account, all account holders have access to a banking app and personalised prepaid local or dollar card. No standing orders, all control is on the parent app.



Parents can open and link up to 8 accounts per parent. Teens can start their own KYC and parents can finish up and link through barcode scan or just by entering the teen's username.

Customer Acquisition Strategy

Leveraging on the power of social media and community culture.

Strategic Partnership with
Brands Targeting Gen-Alpha

Agent Network of TikTok Nano /
Micro Influencer Marketing

Nationwide Financial Club
Programmes with Schools

Verve Card Partnership

Sproutly Learners Club

Transsion Partnership
(Makers of Infinix, Tecno)

Direct Marketing and Value
Cross Selling to parents

Creating value till we become a billion dollar company- Our 5 year plan FY 2022 - FY 2026



2021 - 2022

Launch our Beta,
Reach \$60k in ARR.



POST PRESEED 2023

Acquire an Agent Banking License, state level lending license for COWRI. 2 million user base. \$3M ARR



POST SEED 2024

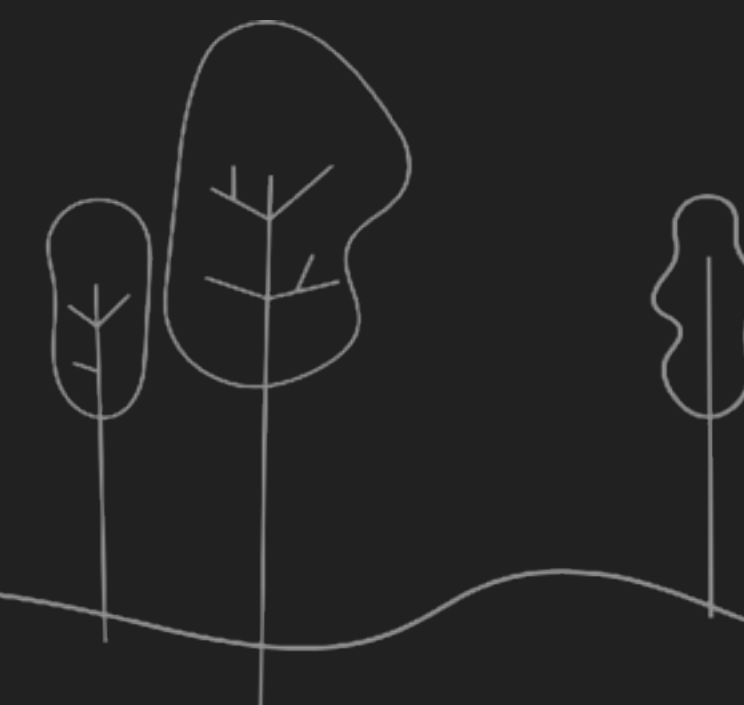
Acquire an MFB license. Hit 6 Million Nigerian Gen-Alpha customers. \$19M in ARR. Expand to Ghana, Kenya.



SERIES A/B 2025 -2026

Cross border payments expansion to serve 2 African countries, \$77M in ARR.

Impact: in 5 years, up to 15% of our users from Year 1 to will already have transitioned to advanced adult account with us. Our assumptions are based on 85% active user base making at least 3 transactions monthly and 75% of active users as cardholders.



Our Ask

Team 25%

Operations 10%

**Growth &
Marketing 40%**

Product Dev. 25%



Thanks for reading, now here's how to reach us
if this is a fit for you...

SPROUTLY INC

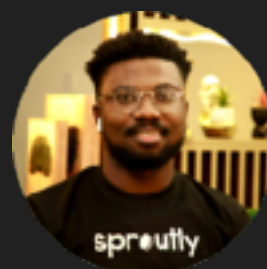
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A World without Borders where a child of a NOBODY can become SOMEBODY

Watch Our Video Here

