



# Raising Capital in Africa

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CHALLENGES, OPPORTUNITIES AND SOME PRACTICAL ADVICE

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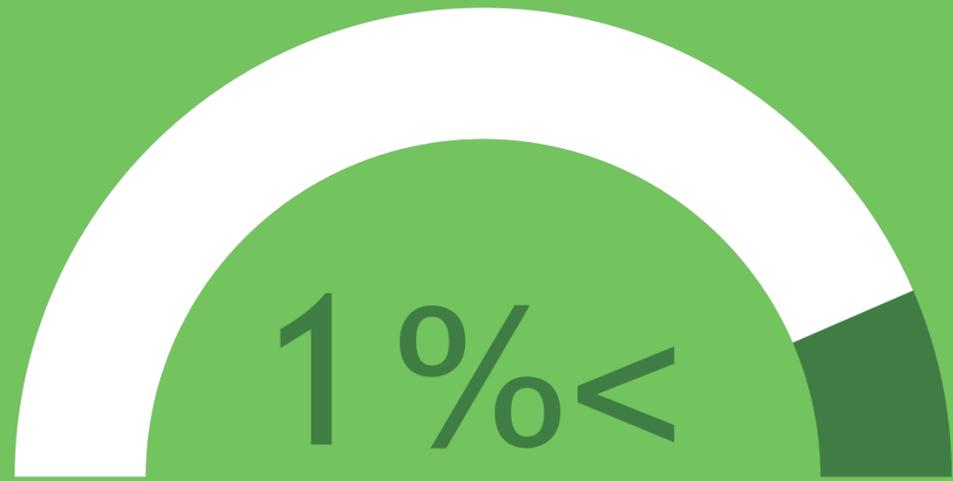
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SECTION 1

# Challenges

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Lower than 1% of investments made in Africa went to seed stage, leaving early stage innovators greatly starved

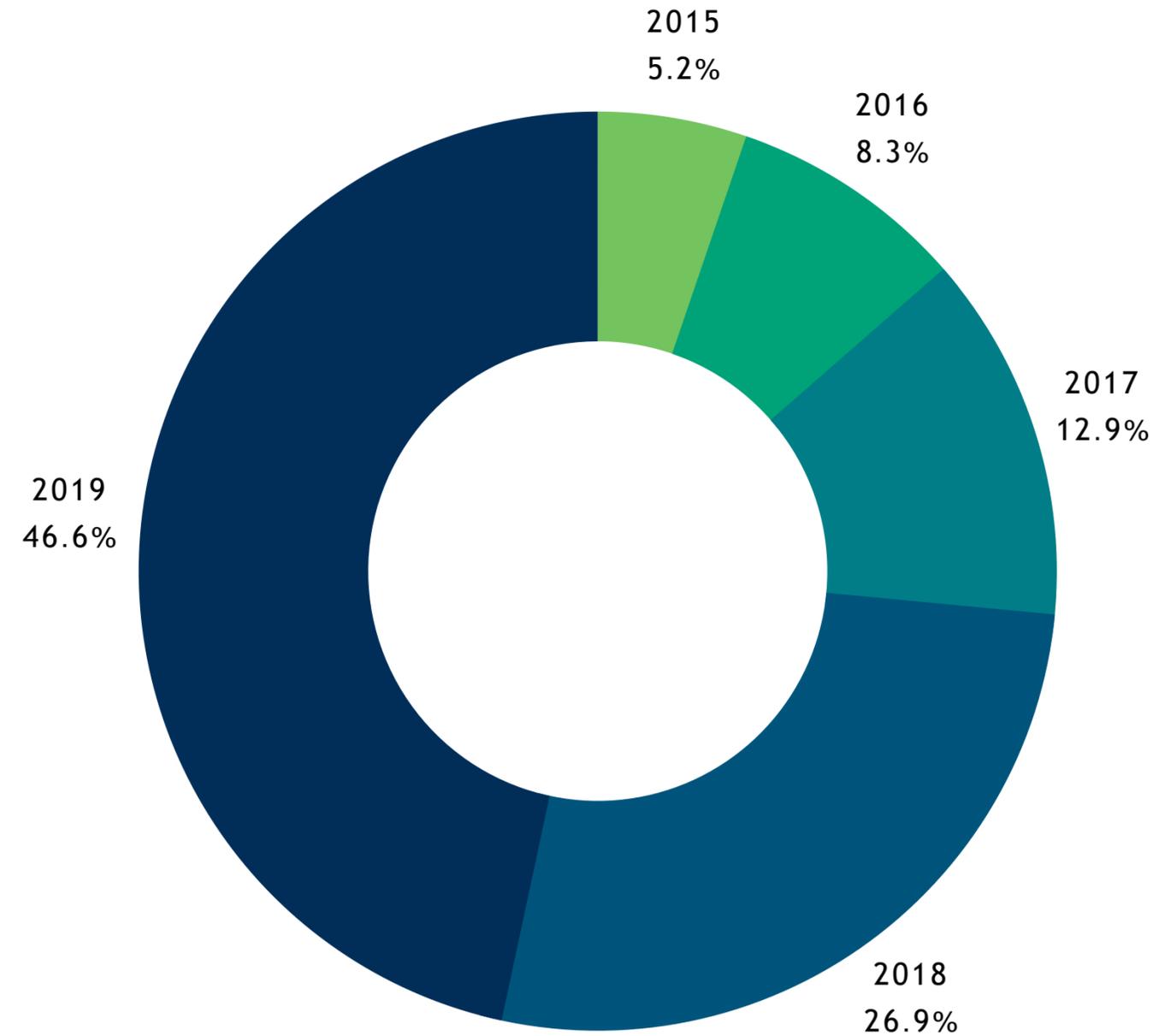
What is the big gap today?



# The big gap cont'd

Seed stage capital mobilization is shrinking as a proportion to total venture capital dollars

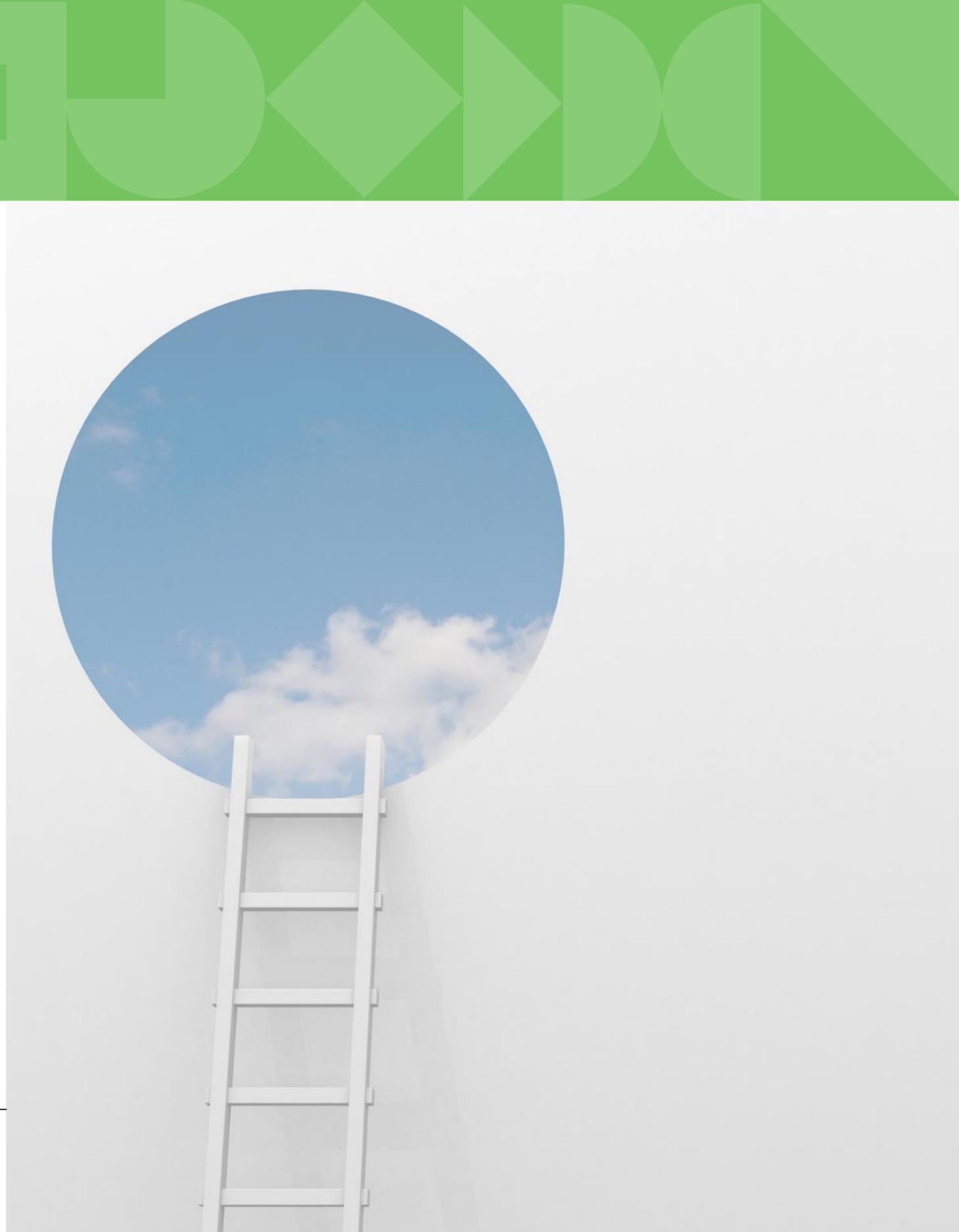
With 20 million annual skilled additions to workforce due to democratized new economy skills we could be building more startups to solve our many challenges.



SECTION 2

# Opportunities

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# Unlocking Local Capital for Innovation

## ACTION STEP 1

Amend and update legislation that prevents a number of African institutions from investing in Venture Capital.

- In Nigeria we recently updated our Banking and Other Financial Institutions Act to allow banks to invest up to 10% of their assets in venture capital.
- We are currently amending our country's investment Securities Act and the Pension Act to make it easier for Venture Capital companies to be formed and Pension funds to allocate funding to them.

## ACTION STEP 2

Counter fund local fund managers who will invariably focus on local companies.

## ACTION STEP 3

Encourage local angel investors to fund companies at the earliest and riskiest stage by giving them tax incentives to do so.

SECTION 3

# Practical Tips for Raising Capital in 2021

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# 5 Commandments for Raising Capital in 2021

1

Seeking first the customers,  
and capital shall be added  
unto you.

2

Optimize for Chinese  
whispers by telling a story  
that can be easily retold.

3

Know your stage and live  
within it.

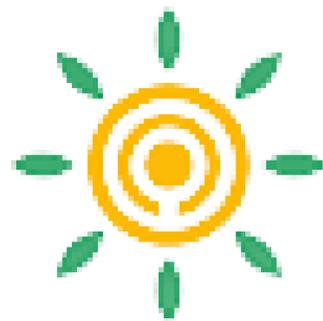
4

Find the right messenger  
Hint: its usually a founder  
who has made them money

5

Every NO leads you to the  
YES that matters.

SECTION 4



**Future  
Africa**

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# Who & Why

## VISION

To build a global investor platform

## MISSION

To partner with innovators building a future where purpose and prosperity are within everyone's reach.

## PROMISE

To turn Africa's challenges into global business opportunities.

# Our Long Term Vision

Building a Pan  
African Global Investor Platform

# Business Strategy: Building a Global Investor Platform

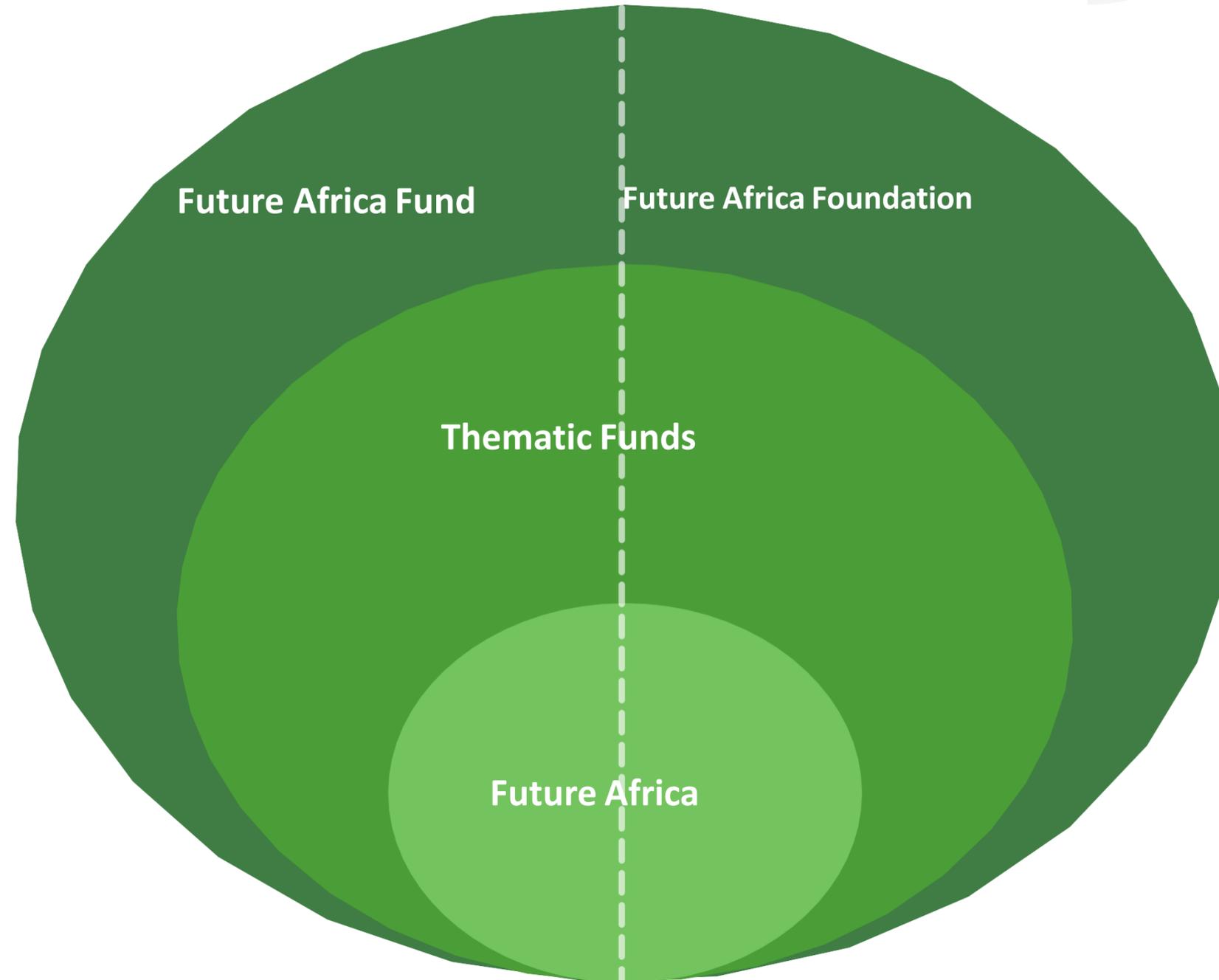
Build a Fundraising Machine

Build Global Fund Management  
and Asset Management  
Infrastructure

Master Operational Efficiency

- Ability to connect investors to startups at scale by leveraging information, network and pipeline for our \$5M raise.
- Build processes and products that allow us to:
  - filter startups by location, industry, stage, and any other factor investors are interested in;
  - segment investors based on their interests
  - be diligent about following up and develop targeted communications.
- Secure SEC Registration in top 5 countries Nigeria, US, UK, Kenya, Dubai. Build an Infrastructure product to enable launch of a Fund or SPV with one click.
- Build a technical stack for investors in global markets.
- Partner with 3rd-party products that allow to scale globally and quickly
- Automate as many processes as possible
  - Be able to spin out new companies, new funds, etc
- Accept payments, aggregate payments, and have legal and compliance built into the processes
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# Future Africa Product Strategy



Thank you!