



PRIVATE EQUITY Products Development Proposal

www.pesewaone.com | BUILDING AFRICA'S ECONOMY

Pesewa ONE is a leading business incubator for Africa's businesses. The Pesewa franchise program launched in 2022 also makes Pesewa ONE a Gateway to Africa for global businesses seeking to reach the vast African market. As of September, 30, 2023, we had 103 incubatees under various sector industries; 6,235 businesses mapped out in 3 African countries (i.e. Ghana, Nigeria and Benin) and 9 Franchises.

Our mission is to Build Africa's Businesses through Entrepreneurship, People, Partnerships, Platforms & Investments.

Pesewa ONE's Franchise Program provides business services to large and medium scale businesses, young startups, small businesses and informal sector businesses. Our services include incubation, marketplaces, aggregation, funding, facilitation, management, sales, jobs and technology platform solutions. The goal of Pesewa ONE is to be present in 10 African countries through 200 Franchisees; providing our services to 1 million African businesses by 2027.

INTRODUCTION

The private equity landscape is continually evolving, marked by shifts in market dynamics, regulatory changes, and increasing competition for attractive investment opportunities. In this fast-paced environment, the ability to adapt, innovate, and differentiate is the key to sustained success. Our proposal presents a visionary product offering designed to meet the unique challenges faced by you.

Our proposed products are driven by the following strategic objectives:

Operational Excellence: Our aim is to create a cutting-edge platform that optimizes operational processes, enhances decision-making, and reduces inefficiencies. By doing so, we can empower your company to allocate resources more strategically and operate with greater agility.

Data-Driven Decision Making: We implement advanced data analytics and reporting features, providing you with real-time insights to make well-informed investment decisions. Our product help uncover hidden investment opportunities, manage risks more effectively, and enhance portfolio performance.

Streamlined Investor Relations: We develop an investor portal that fosters transparent communication, strengthens relationships with limited partners, and simplifies reporting. This feature enhances investor satisfaction and trust, reinforcing your reputation in the industry.

Compliance and Security: Our products incorporate state-of-the-art security protocols and compliance features to safeguard your sensitive data, maintain the highest standards of due diligence, and reduce operational risks associated with data breaches and regulatory changes.

Scalability and Growth: We understand the importance of scalability for private equity firms. Our products are designed with the future in mind, capable of accommodating growth, evolving industry trends, and emerging technologies.

We believe that this proposal represents a unique opportunity for your company to lead the industry in innovation, efficiency, and performance. We would be delighted to further discuss this proposal, address any inquiries you may have, and explore how our partnership can unlock new possibilities for your firm.

Thank you for considering our proposal. We eagerly anticipate the potential to collaborate with you to create a product that sets new standards in private equity operations and profitability.

Product	Description	Costs	Tick to Choose
Trading Software	Our international standard software for management of your clients plus new & modern features	Varying costs	<input type="checkbox"/>
Investment Marketing Platform	Get your various financial service products listed on www.stockkinginvestments.com to reach a large investors market	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Introducers Program	Reach a wider market, including students, through Stock King's Introducers Program	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Crowdfunding & OTCs	Participation in fundraising for businesses using new & innovative schemes such as crowdfunding and OTC markets	Pay per play (Commissions to be agreed)	<input type="checkbox"/>
Family Advisory Services	Become a proprietary fund management advisor for families signed up to our OPP Program	\$2,500 annual fee	<input type="checkbox"/>
Compliance Services	Receive regular regulatory compliance support	\$250 annual fee	<input type="checkbox"/>
Management Support	Conduct market research, brand book designing and social media marketing	Various rates	<input type="checkbox"/>

Name of Company:

Name of Representative:

Contact of Representative:

Signed

Signed

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Representative

Date:

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Pesewa ONE

Date:

Pesewa ONE offers other key general services including:

- *Incubation.* We offer incubation services to nurture and foster the growth of early-stage startups. This involves providing trademark & licensing services, mentorship, access to resources, and guidance on various aspects of business development. Incubation helps our startups refine their business ideas, develop their products or services, and build a strong foundation for growth & sales.
- *Marketplaces.* We operate various marketplace platforms that serve for businesses to market and sell their products or services. These marketplaces are both online and physical, depending on the specific needs of the businesses involved. We provide these service to, through and on behalf of our businesses for a variety of goods and services.
- *Aggregation.* Aggregation services involve bringing together various businesses or products under a single umbrella. Pesewa ONE aggregates goods or services from multiple providers to create economies of scale, negotiate better deals with suppliers, and offer customers a wider range of choices.
- *Funding.* Access to capital is crucial for business growth. We facilitate funding opportunities for startups and businesses by connecting them with investors, venture capitalists, or providing access to financing options such as loans or grants. This service helps businesses secure the necessary capital to expand their operations.
- *Facilitation.* Facilitation services involve streamlining processes and procedures to make it easier for businesses to operate efficiently. We offer training and support in areas such as compliance, regulatory affairs, and supply chain management to help businesses navigate complex operational challenges.
- *Management.* Effective business management is essential for sustainable growth. Pesewa ONE provides management consulting services to help businesses optimize their operations, streamline workflows, and implement best practices. This service helps businesses achieve operational excellence.
- *Sales.* Sales services offered by Pesewa ONE includes sales training, lead generation, and marketing support. Helping businesses improve their sales strategies and execution can lead to increased revenue and market share
- *Jobs.* We also play a role in job creation by facilitating employment opportunities through the businesses we support. This includes connecting job seekers with businesses in need of skilled employees or assisting businesses in their hiring processes.
- *Technological Solutions.* In today's digital age, technology plays a crucial role in business success. Pesewa ONE offers technology platform solutions, including software development, IT infrastructure support, and digital marketing services. These solutions help businesses leverage technology to enhance their competitiveness and efficiency.

Overall, Pesewa ONE offers a comprehensive suite of services designed to support businesses at various stages of their development, from startup incubation to ongoing operational support, with a focus on facilitating growth, fostering innovation, and creating economic and commercial opportunities.