

CKG & PARTNERS

Marketing, Management and Development in Action.

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Executive Summary

December 2014



[African challengers in any case should begin to be of interest to the largest global corporations, be they competitors or partners.] BCG

The money being mobilized for Africa is huge and therefore needs to provide support is more than significant.

Table of Contents

Concept	1
Business Goal	2
Market	2
Competitive	
Advantages	3
Market Strategy	4
Revenue Model	4
Management	5
Capital Needs & Exit Strategy	6

Concept

IP@CFC, (Integrated Platform at Casablanca Finance City) organized in fall 2014 in Geneva Switzerland and headquartered in Casablanca Morocco, is a pan-African service provider for the sub-Saharan private sector and for investors from around the world to meet and do business. A wide range of tools and services is offered from a single multi-lingual communication platform, which is neutral and independent. An effective flow of data and services among all business partners considerably improves efficiency in administration, communication and marketing for the best business development.

*For the first time, **IP@CFC** members – both African companies and international investors – are able to meet, plan, implement, control and settle business transactions, from initiation to delivery and payment.*

IP@CFC offers great new opportunities and unique benefits for companies looking for growth through:

- ❖ Identify right partners and find business opportunities
- ❖ Reduced costs in the administration of contract negotiation and execution
- ❖ More events
- ❖ Attract investors
- ❖ Maximize efficiency in a dedicated ecosystem
- ❖ Real-time business management and relationship optimization
- ❖ Access to new business partners and new markets.

IP@CFC is a strong combination of commerce, community and content, which allows for time forward business matchmaking management, helps with logistics, decision-making based on real-time market data and confidential reports. It creates new business opportunities.



An effective flow of data and services among all business partners considerably improves efficiency in administration, communication and marketing.

The web-based platform brings tools and services, which are offered and managed by **IP@CFC** and its partners through the Casablanca ecosystem (CFC) and are easy to use and require no complex installation. African challengers and SMEs foresee that as the speed, security and reliability of business and profile presentation. The final frontier market attractiveness continue to increase. More businesses from around the world will find appeal in this simple, turnkey way of acquiring essential customized services without need of having offices on the ground and keeping HR. It is about facilitating “doing business”, fast-tracking and smoothing processes to help partners seize opportunities as growth accelerates.

Business Goal

The creation of a brand and the acquisition of the client base are the key factors of success. **IP@CFC** intends to quickly capture a sizeable number of African challengers and SMEs to populate its database in one hand and on the other hand, capitalize on the radical changes affecting the European and world financial industry looking for opportunities to differentiate themselves and add real value to their clients.

We believe that **IP@CFC**, due to its unique and competitive business model, will be instrumental in the Africa expansion for partners seeking fast-growing markets. The company aims to become a leading player helping international partners widen their client base to include frontier market opportunities, within the next two years.

Market

Sub-Saharan Africa’s economic expansion is forecast at 5.8 percent next year (2015) from 5.1 percent this year, according to the International Monetary Fund’s latest research. It should reach an average of 7.7 percent between 2014 and 2019. Nigeria may grow 7.3 percent in 2015 while Ivory Coast may top 7.9 percent, the IMF said. This offers an enormous market opportunity for capital flowing to all those countries.

- ❖ Hundredths of African Challengers are awaiting in their respective countries to meet big investors;
- ❖ Thousands of SMEs, legally registered are willing to be local partner for large international corporations or get foreign direct investment to grow their business, extend geographically or get new equipment;
- ❖ Every month, many multi-national enterprises will wonder how to tap in Sub-Saharan Africa’s potential by eventually sending here and there one of their senior staff or by participating in a global conference somewhere;
- ❖ More and more monetary institutions are looking at Africa not only as a list of resource-rich countries but the land of a network of local funds worth putting some money in; and at the same time selling other financial services.

The market potential is rather large. Net foreign direct investment (FDI) inflows to the region grew 16 percent to a near-record \$43 billion in 2013.

El Watan, the newspaper from Algeria said, according to a recent report by Boston Consulting Group (BCG), the international consulting firm in management and world leader in business strategy consulting, a few dozen challengers companies symbolize the economic awakening of Africa and are preparing to enter the global landscape. These African challengers aspire, according to BCG, to strengthen their regional leadership, but above all to imitate the New Global Challengers, these Chinese, Indian, Brazilian, or Russians companies, who have recently benefited from globalization to become global leaders in their sector. African challengers in any case should begin to be of interest to the largest global corporations, be they competitors or partners. They are reviewed and rated according to their level of internationalization set by exports level, the number of employees abroad, foreign assets and acquisitions and international partnerships. The challengers were companies that showed the most dynamic international presence.

Competitive Advantages



The **IP@CFC** distinguishing features, which have not been used in a single business model for the pan-African globalization of services is a potentially important source of growth for developing countries and are as follows:

- ❖ Single communication platform and multi-lingual environment with African staff who understand both investors and challengers;
- ❖ Presence in an ecosystem dedicated to investment promotion in Africa;
- ❖ Personal and direct contact with heads of many professional organizations covering thousands of businesses in Africa;
- ❖ Tailor-made roadshows in Africa, both financial and industrial specifically designed for the investors to avoid all the burdens;
- ❖ Supervision of our partners projects to improve business procedures, develop methods and complete three months of work in few days;
- ❖ Screened and pre-qualified members companies to meet.

Because we know Africa, the **IP@CFC** methodology is scalable, of modular functionality and will be able to provide our partners with various value-added services. The members of **IP@CFC** will be assisted in their operations on the ground with a range of customized information: opportunities arising, data about legal regulations, government incentives and confidential market reports. If needed, they will have access to the conditions to make a Joint Venture, the requirement of the regulatory frame work for setting up plants, the political and security level and environment for the business.

During four years, for various international corporations and financial institutions, the founder has been organizing and participating in roadshows in Geneva, one of the two financial places in Switzerland with Zurich, being ranked in the top ten of the Global Financial Centre Index. **IP@CFC** is connected with investors from all over the world.

IP@CFC is SMART to improve the power of partner's strategies and enhance their return on investment.



S-M-A-R-T

Specific: a precise focus link to a precise response

Measurable: establishing benchmarks and evaluating progress

Achievable: a realistic view of what can be accomplished

Relevant: a strong position that's relevant to your industry

Time-Based: working within a pre-determined time frame, with on-going checkpoints for evaluation

For the time being there is no other company organized like we are, with the background we have, the personal network we pledge to have in Africa, targeting the challengers and SMEs like we are willing, establishing in a strong ecosystem like we are doing, with such a pan-African exposure and the range of services offered by **IP@CFC**.

Market Strategy

IP@CFC is planning to launch its services as from end January 2015, starting with Côte d'Ivoire (Ivory Coast), one major country seen as an engine driving West African economy, via a strong network of national professional organizations. We aim at the market segment of medium and bigger SMEs and the African challengers.

A well-targeted direct marketing campaign in co-operation with national professional associations of the private sector will enable **IP@CFC** to penetrate the market during 2015.

The market strategy is based on servicing, enhancing and strengthening the capacity of the African target to see more capital inflows to the region. In the existing long-standing business relationship we are developing with our international partners-investors hungry for growth, we will help those firms meet their needs and identify opportunities across the continent. In addition, the **IP@CFC** tools and services can help to create new business links among its members from both side (Internal Market Place).

Revenue Model

IP@CFC has a multi-channel revenue model, which is scalable and provides flexibility to our finance through various tools and services.

A certain recurrent base revenue stream should be subscriptions from the professional organizations, equivalent to what would be the salary of a Senior Manager expatriate they would theoretically send to our office in the Casablanca ecosystem and would feed regularly his/her HQ with high value-added material for their member-companies. It is about knowledge and resource sharing. That's actually the job we will do for them. But we keep in mind that subscription is always a challenge.

The major revenues are expected to come from fees and commissions we catch directly from enterprises we help close a deal or who benefit from services and tools we provide. This will be a win-win situation where we are paid on delivery.

For the time being there is no other company organized like we are, with the background we have, the personal network we pledge to have in Africa market.

With IP@CFC services and tools, you search, you target, and we track.

In such ecosystem other business opportunities will arise and we owe to capture them to inflate our business volume. We will organize events and forums both in Casablanca and in the Sub-Saharan Africa's countries where we are working.

Other value-added services include financials like factoring, clearing, fiduciary and advisory for the clients and more activities could be developed with experts from the Moroccan ecosystem and from the local communities we are targeting.

Please contact us for details.

Accelerate your business with IP@CFC most comprehensive profiles on Africa challenger's business, people and companies.

With the current financial projections **IP@CFC** will become self-sustained by end 2016.

With quite low fixed and running costs, and with substantially all marketing costs completed in the first few years, **IP@CFC** looks set to have a very high level of profitability.

Management

A seasoned founder, management and directors team represents **IP@CFC** today and brings in expertise in International relations and investment promotion, trading, pan-African business development and marketing. **IP@CFC** has already identified pan-African professionals and Country Leaders, who will join both the Casablanca office and our international networking nodes by early January 2015.

Founder Chairman and CEO: Celestin K. Gouanou (1966) brings to IP@CFC more than 20 years of experience in investment promotion, sales and marketing, with a major focus on setting-up new business infrastructures and multi-national teams. Previously he held commercial and management positions with Ndaya Business Development SARL and worked as a Corporate Sales & Marketing Coordinator at Telecel International SA, for whom he opened new offices and developed the brands, channels and market strategies throughout Europe and Africa. He has entrepreneurial experience in handling African cross-border operations and relevant technology matters. He is an acting Consultant for international enterprises willing to penetrate Sub-Saharan markets including a very large group with turnover exceeding US\$ 100B.

The first members who have many years of experience in the African private sector, local administrations, project management and technology will join the company and the Board of Advisors. Among them, we will invite a profile like Mr. Guy Mbengue, MBA INSEAD, Managing Director of APEXCI (Export Promotion Association of Côte d'Ivoire) and great leader of "Côte d'Ivoire is back..." in the AGOA and in the Millennium Challenge Corporation.



Capital Needs and Exit Strategy

In Dec'2014, **IP@CFC** founder wants to organize a round of funding with a group of private investors or business angels, who may provide US\$ 1'000'000 for a complete deployment of the company and full overheads. The funds will be used to set the company, start developing the business, confirm key members of the management team and begin the marketing campaign with a trial group of companies. We are open for the exit strategy.

This Confidential Executive Summary (the "Summary") contains proprietary nonpublic information regarding **IP@CFC** (the "Company") and is furnished exclusively on a confidential basis. The information contained herein has been obtained from the Company and other sources and has been prepared solely for the purpose of providing interested parties with general information to assist them in their evaluation of the operations of the Company. No representation or warranty, express or implied, is made by the Company or its representatives as to the accuracy or completeness of such information or any other written or oral communication transmitted or made available to a prospective investor in the Company. Nothing contained in the Summary, is or shall be relied upon as a promise or representation whether as to the past or the future performance of the Company. Any estimates or projections contained herein have been prepared by, and based on, information currently available to the Company and involve significant subjective judgments and analysis and, accordingly, no representation or assurance is made as to their attainability. Only those representations and warranties made in a definitive, written investment agreement, and subject to such limitations and restrictions as may be specified herein, shall have any legal or binding effect.

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The Company reserves the right to negotiate with one or more prospective investors at any time and to enter into a definitive agreement for an investment in the Company without prior notice to the recipient or other prospective investors. Also the Company reserves the right to terminate, at any time, further participation in the investigation and proposal process by any party and to modify data, documentation, confidentiality and other procedures at any time and without assignment any reason therefore.

Recipients of this Summary are responsible for conducting their own independent analysis of any proposed transaction and for independently verifying the information contained herein. Each recipient agrees not to contact any officers, directors, employees, representatives, agents, customers or affiliates of the Company without prior agreement from the Company.

Any dispute arising here-from between all parties shall be governed by Swiss law and shall be submitted to the exclusive jurisdiction of the courts of the Canton of Geneva, Switzerland.

Notes:

Casablanca finance City (<http://www.casablancafinancecity.com/en>) (CFC) was ranked in September 2014, number two financial place in all Africa, behind Johannesburg, and by the Global Financial Centre Index of London. CFC attracts investors, those of the "global economy" with the spectacular GFCI's lighting and also those of the Arab Gulf region, which all or at least for most pass today through Morocco and Casablanca Finance City they see more and more as the economic and financial Hub dedicated to Africa. We do not forget the personal efforts of HM King Mohamed VI to strengthen economic ties between the Cherifian Kingdom and the rest of Africa through many trips on the continent.

The aim of the GFCI, Global Financial Centres Index, (<http://www.zyen.com/research/gfci.html>) is to examine the major financial centres globally in terms of competitiveness.

CKG & PARTNERS is the collaboration arm of Africa Hub Geneva (<http://africahubgeneva.net/index.php?l=en&p=>) that allow African companies to benefit from the Expertise found in Geneva.