

### Management

- [Lauri Elliott](#), CEO and President
- [Brian S'ingora](#), COO and Vice President
- [Millie Rasekoala](#), Vice President and Head of Enterprise Development

### Board of Directors:

- [Christopher Whitfield](#), CEO, Batswadi Group
- [Hartmut Sieper](#), CEO, Trans Africa Invest
- [Nissi Ekpot](#), Director, Tradenet International
- [Lauri Elliott](#), Executive Director, The Afribiz Foundation

### Primary Industry:

541611 – Administrative Management and General Management Consulting Services

### Stage of Growth:

- Pre-Revenue

### Job Creation:

- **Start-Up:** 24 / **Projected (Year 5):** 500

### Professional Advisors:

- **Bank:** [StandardBank](#)
- **CPA:** [ElliottDavis](#)
- **Auditor:** [PriceWaterhouseCooper](#)
- **Legal:** [ENSAfrica](#)

### Advisory Board:

- [Kings Counsel & Trust](#)
- [Kendal Tyre](#), LexNoir Foundation

### Current Investors:

Not available for mass distribution

### Amount & Use of Funds Sought:

- 10 million USD (RRSC)
- Franchise/license development & replication
- Set-up and operate five regional locations

### For Additional Information:

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By Appointment Only

**Vision:** Afribiz Accelerator (AACC) becomes an integral master key that unlocks African prosperity through sustainable, self-perpetuating entrepreneurial ecosystems and enterprises.

**Mission:** To develop inclusive economic opportunities for youth, start-ups, social enterprises, entrepreneurs, small /medium size enterprises, and communities. AACC will support, strengthen, and leverage resources for its stakeholders, using proven and proprietary ecosystem and partnership development strategies and tools. AACC enriches competencies and experience of doing business in Africa by catalyzing thought and action leadership, deepening understanding, and modeling.

**Unique Value Proposition:** Our scalable, systematic, and organic interventions will catalyze economic opportunities. AACC leverages decades of relationships, partnerships, as well as experience with large-scale projects and innovation to “create” economic opportunities and prepares people and entities for sustainable growth.

**Company Background:** AACC, a humanitarian and development trust, is an offshoot of The Afribiz Foundation (TAF). Under the stewardship of Lauri Elliott who has had years of experience in Africa, it focuses on entrepreneurial, enterprise, and economic opportunity development.

**Business Model & Strategy:** AACC executes a four-prong business strategy: 1) Develop, co-develop, or leverage economic opportunities 2) Prepare /support clients to take advantage of opportunities 3) Transform networks/relationships to partnerships /ecosystems for leverage, 4) Provide a [continuum of service](#) from awareness (embedded in culture), core building (basic entrepreneurial training), [venture/leadership](#) acceleration (seed stage), and venture/leadership cultivation (3-year program from start-up to early growth stages).

**Products & Services:** For youth: entrepreneurial leadership training, development, coaching, mentoring, and opportunity development. For start-ups, entrepreneurs, & SMEs: 1) ecosystem/partnership development (local, regional, international) 2) training, coaching, & mentoring, 3) contract opportunities, 4) funding & investment, 5) incubator/accelerator for enterprises. Other stakeholders: 1) SME support industry ecosystem development (central nervous system for economic growth in nation) 2) corporate/business training 3) consulting 4) supply/value chain development & management.

**Technologies/Special Know-How:** AACC leverages resources of TAF: [ecosystems](#), key [partnerships](#) like [IDC](#) & [GBR](#); & proprietary methodologies & frameworks (partnership & project development). AACC's [facilitator](#) ecosystem amplifies our impact beyond hubs & serves as a feeder system for programs. AACC's senior executives have over 35 years' of relevant experience.

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**Markets:** There are more than 1 billion people in Africa, the majority are under 35 and live in significant poverty. Catalyzing economic opportunities is essential for better quality of life and stability of nations. The market for AACC's products/services: 1) start-ups, entrepreneurs, and SMEs, 2) youth (age 15-35) 3) government agencies serving youth & entrepreneurs, 4) financial/funding institutions ([support their clients & develop new ones](#) for them) & 5) private sector (develop and build capacity in supply chain, develop & [manage inclusive business interventions](#) on large projects – an opportunity that Lauri Elliott highlighted in the book, [Redefining Business in the New Africa](#)).

**Distribution Channels:** Each AACC location will serve as a hub, developing key strategic partnerships with local entities like [government](#), private sector, and [financial institutions](#) to service their networks and clients. Our certified facilitators will reach deep into communities, as well as develop core entrepreneurial understanding in people who can then participate in AACC's [Venture Creation and Development](#) programs. This multiplies our reach and impact.

**Competition:** Numerous incubators and accelerators are in Africa. However, they are not designed to simultaneously catalyze inclusive economies while helping entrepreneurs. They do not specialize in the architecture and organic development of the ecosystem. AACC serves a business orchestrator, bringing many parts into a synergistic whole for greater impact and leverage. We also create opportunities for clients unlike many competitors. Our Gauteng Online [SEED](#) program for youth entrepreneurs, piloted in 2008, is an example. [Gauteng Online](#) is a provincial project for which we were contracted to prototype our youth entrepreneur development framework in order to plug participants into government contract opportunities. It was housed at the [Richard Branson School of Entrepreneurship](#) and was supported by [Institute of Information Technology Professionals South Africa](#). Now, from several of our [prototypes](#), we are developing each component of the [Afribiz ecosystem](#) and synergizing with the others, so that we scale our impact.

**Outlook:** Outside of the current landscape, Africa is experiencing a [population explosion](#) (4.8% annual growth rate). Sub-Saharan Africa's poverty rate was [46.8%](#) in 2011 and 46.6% in 2013. Both demonstrate an ongoing need for interventions directed at the broader population. Thus, long-term opportunities exist with just these few factors alone.

## Prosperity Summary

Project Stage	Current	Construction		Operations			
Projections (\$M USD)	Actual	Year 1	Year 2	Year 3	Year 5	Year 7	Year 10
Gross Revenue	\$0.0	\$0.510	\$3.730	\$6.350	\$8.050	\$12.350	\$15.950
Cost of Goods Sold	\$0.0	\$0.255	\$1.865	\$3.175	\$4.025	\$6.175	\$7.975
Gross Margin	\$0.0	\$0.255	\$1.865	\$3.175	\$4.025	\$6.175	\$7.975
Total Operating Expenses	\$0.0	\$2.000	\$2.000	\$2.000	\$2.000	\$1.250	\$1.250
<b>EBITDA (Loss)</b>	<b>(\$0.0)</b>	<b>(\$1.745)</b>	<b>(\$0.135)</b>	<b>\$1.175</b>	<b>\$2.025</b>	<b>\$4.925</b>	<b>\$0.0</b>
EBITDA Margin (%)		-342%	-4%	19%	25%	40%	0%
Break-Even Unit Sales (\$K)		\$4,000	\$4,000	\$4,000	\$4,000	\$2,500	\$2,500
Charitable Contributions (\$K)		\$51	\$373	\$635	\$805	\$1,235	\$1,595
% of Gross Revenue		10%	10%	10%	10%	10%	10%
<b>Total Debt (P&amp;I)</b>	<b>(\$0.0)</b>	<b>\$1.880</b>	<b>\$0.705</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>

### Use of Funds (\$M USD):

	Year Required	Amount
Design, Infrastructure Development, Franchise & Licensing Development, Replication	1,2,3,4,5	\$3.650
Working Capital - Operations	1,2,3,4,5	\$4.500
Marketing & Soft-Opening Production (Pre-Revenue)	1,2,3,4,5	\$0.725
G&A Capital – Operations; 5% Cost of Capital; 2 Year Interest Reserve (Pre-Opening)	1,2,3,4,5	\$1.125
<b>Total Use of Funds</b>		<b>\$10.0</b>

**Exit Strategy / Sustainability Analysis:** Optional exit/assignability alternatives for resource provider capacities within calendar years three, six and beyond out of cash flow, or 20% of Afribiz Accelerator gross receipts (royalty shares) over 10 years. Afribiz Accelerator operations continue as a debt-free social enterprise reinvesting at least 10% of its gross receipts back into the African economy. Significant tax advantaged alternatives and optional principal guarantees are available upon request for like-minded [strategic philanthropists](#).