

INNOVATIVE ENTREPRENEURSHIP CENTRE

www.iec.org.ng

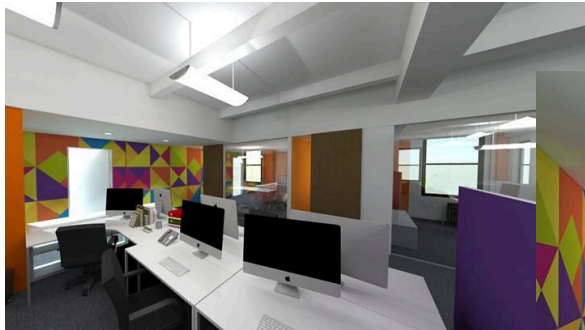
IEC ... *leading entrepreneurship and business locally, promoting growth globally*

INVESTORS PITCH DECK



INNOVATIVE ENTREPRENEURSHIP CENTRE

INNOVATIVE ENTREPRENEURSHIP CENTRE (IEC)



“We are the GO TO for enterprise business and employability supports for ALL Nigerians.”



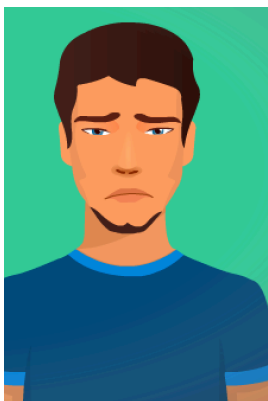
**INNOVATIVE
ENTREPRENEURSHIP
CENTRE**

Quick Look @ What's Thick in Nigeria & Start-up Environment

- Nigerian economy is worth \$500bn, only 1.5% of it is taking place online. 98.5% of it offline/Non-tech businesses Untapped.
- Nigeria has 180 million people massive market, mobile penetration of 75% percent, non-mobile sector 90% untapped, and IT contribution of 10% to her GDP.
- Approximately 75% of population mobile penetration translating into 130 million mobile connections. Enterprise & Startups market with over 95 million youths/adult population available to take up.
- The largest enterprise and mobile market in Africa & Most-vibrant Startup Environment in Africa.
- Nigeria is 24th biggest economy in the world.
- Massive Untapped potential for startups services business



THE PROBLEMS AND NEEDS (ZEROED-DOWN)



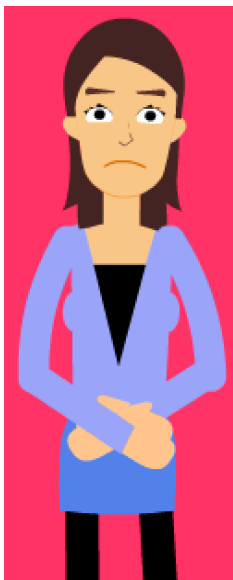
Daniel is a young 26yrs old Entrepreneur living in Lagos. He wants to start a cleaning business. He is well-prepared but needs expert business supports to tidy the business-ends of things with Banks, Accountants, Government Agencies and External Clients.



Bisola is 29yrs resident in Ibadan. A growing trader who needs facilities combined in a place to grow her business. She is looking for cost-friendly and affordable Hot-desking facilities services for entrepreneurs and start-ups.



Adamu is a 28years old local mechanized farmer in Yobe State. He is looking to expand his Agricultural business. He needs funding as well as supports with research, development and other related-project management to increase productivity.



Alero, 24 lives in Port-Harcourt and has recently finished her degree course in University. She is presently looking for employment opportunities in the Oil and Gas or Food-Processing Sector. She needs help with her recruitment efforts and process and connections to recruitment platforms which can deliver on promise within set periods.



Desmond, 32years lives in Abuja and have a bright idea to design a new tech app which can help provide animations, videos and database services for new start-ups to do their marketing at a lower cost. He needs to build a tech-team and business experts to support this work. He also needs counseling, business-supports to set up, mentoring and network services to connect to the right professionals in the industry that can propel delivery of his dream offers.



Kenneth is 19years from Imo State. He owns a clothing and shoe shop in the Aba Market. Kenneth seeks to expand his business and hopes to serve more local communities and is in need of extra affordable off-the-shelf rental of in-building ultra-modern market stalls, stands and shops.



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IEC SERVICES, AS SOLUTIONS PLATFORM, LINKING THE MISSING BRIDGE FOR ENTREPRENEURS, STARTUPS AND THOSE SEEKING TO GO INTO THE WORLD OF WORK

The Centre will offer the following services:

- Provision of Hot-desking facilities services for entrepreneurs, start-ups and other businesses.
- Work, Employment, Entrepreneurship and related Trainings
- Counseling, Business-Support, Mentoring and Networking Services
- Multimedia and Documentary Film-making Trainings (Theory and Practical's) – via O'LOVELY STUDIOS
- Recruitment Agency Services – via WORKBANK
- Research, Development and Project Management Services --- via WISDOM LAB
- Provision and Rentals of Meeting Rooms and Event Halls for residents members and public clients
- Rental of In-building ultra-modern market stalls, stands and shops (for already established businesses)
- Seed-funding, Business –finance and portfolio Investment Services --- via PRIMEROSE CAPITAL
- Good Governance, Local Government Administration, Social Accountability and Participatory Budgeting, and Revenue/Tax Generation Training Services (for local, state and federal government clients) --- via WHITEBOARD CONSULTANCY
- Journalism, Marketing and Alternative Media Training; Artisans Practical Training and Workshop
- Book-borrowing and Book Club Services and Events
- Private and Corporate Film-hub and Exhibition-Place Services
- Job-fairs events and collaborations with Corporate firms.



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OUR FOCUS AND BUSINESS MODEL



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The focus and aim of our services and offerings is to connect and enable employment seekers, entrepreneurs and business persons/entities to explore, develop, establish and grow their creative ideas into sustainable ventures - through business planning, training, mentoring and capital funding for starting-up in business, expansion and growth.

Employment Seekers

1. Structured Employment Supports
2. Trainings & Capacity Building (Apprenticeships, Ad hoc. etc.)
3. Recruitment Agency/ Job fairs
4. Funding/On-the-Job Schemes

**Funding Organizations,
Investors, Foundations,
Government Agencies and
Multilateral Institutions**

Three-way
Information,
Supports flow &
Feedbacks



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Entrepreneurs/ Business persons & Entities

1. Hot-desking facilities & Business Supports/Training
2. Market Stalls, stands and shops
3. Seed-Funding, De-risking & Project-Managed M & E
4. R & Development.

COMPETITORS, THEIR SERVICES & MARKET VALUE AND IEC NICHES



All 6 major competitors are private, less than 5 years old and focused mainly on the social-tech industry leaving other industries out in the enterprise and start-up market. With the exception of Enterprise Development Centre, which is operating as a unit within a larger University environment, all others are startups funded by Angel Investors and Private Investments. All 6 are worth about \$53 million in capital investments and market value, with the recent addition of \$24m US dollars investment in Andela by the Chan Zuckerberg Initiative.

IEC NICHES

1. IEC will serve a more diverse enterprise market, combining both tech and non-tech sectors giving it a larger coverage, leverage; mileage and market-share acquisition.
2. IEC will provide, not only structured business facilities, enterprise and business supports for startups, but also bridge funding's and project-managed business de-risking for more yields.
3. Addition of Recruitment Services, Supports and Trainings for those looking to go into the world of work.
4. Serving as interface between funding Institutions & Startups for more KPI deliveries.



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GROWTH STRATEGY AND REVENUE MODEL

Our Growth Strategy will deploy a combination of:

- Revenue-generating model from Facilities Rental, Professional and Service-Fees, Consultation, R & D, Training and (public and private) Engagement Activities.
- Stakeholders do business, meet, brain-storm, share ideas, get support and collaborate.
- Organized knowledge partnership events, meet-ups, focus groups, hackathons, competitions, job fairs, workshops, and talks from guest speakers.
- Operational user-driven open innovation ecosystems promoting businesses collaboration.
- Partnership between citizens, social entrepreneurs, subject matter experts, businesses and public authorities.
- Support activities which will including advice, training, mentorship and access to funding through our network of local and international partners.

Also our Marketing and Market Acquisition model will deploy:

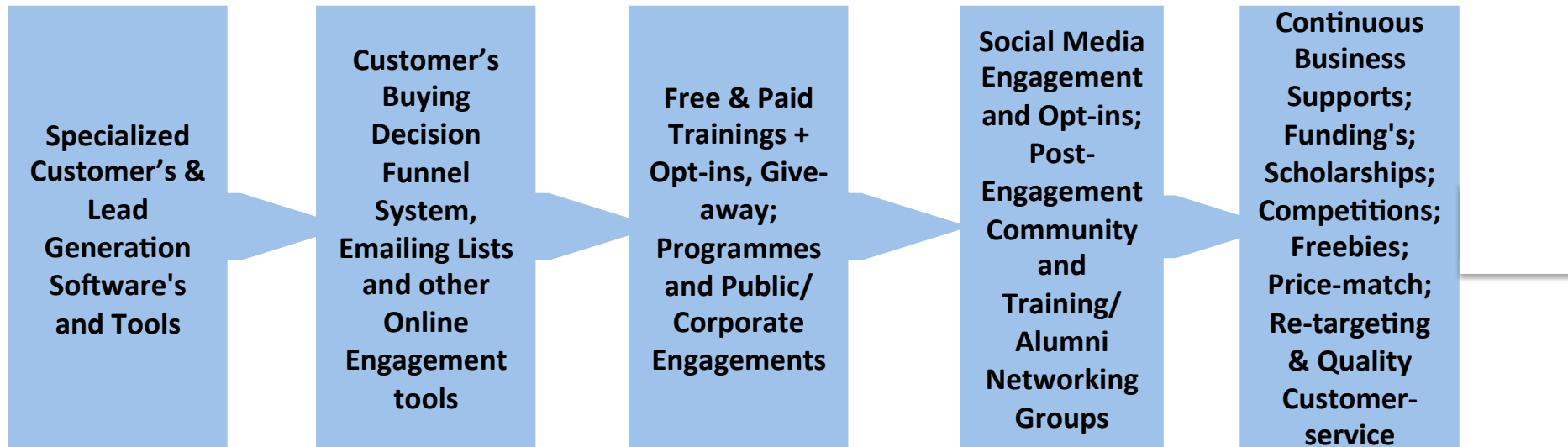
- Structured use of all Social Media (Facebook, Twitter, LinkedIn, Youtube, Instagram, Beebo, Online Communities, etc) and Enterprise Engagements.
- Conventional and Non-conventional Advertising and PR Mediums.
- Market Research and dedicated Online Marketing and Lead Generation Tools.

*** a separate cash flow financial projection model/plan is available with full details/request.



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OUR CUSTOMERS ACQUISITION & RETENTION MODEL



- **THE UNIQUE OPPORTUNITY OF INVESTING IN NIGERIA'S ENTREPRENEURSHIP MARKET NOW:**
IN ADDITION TO A LARGE, READILY-AVAILABLE CUSTOMERS-BASE AND VIBRANT FAST-GROWING ENTERPRISE MARKET IN NIGERIA, LIES AN UNDER-BELLY OF VERY INNOVATIVE AND VERY INDUSTROUS BUSINESS ENTREPRENEURS AND STARTUPS, NOW OPERATING IN FAVOURABLE INVESTOR'S-FRIENDLY ENVIRONMENT BACKED BY APPROPRIATE AND PROGRESSIVE GOVERNMENT POLICIES THAT ALL TOGETHER GUARANTEES PROFITABILITY AND RETURNS ON INVESTMENTS (ROI) FOR INVESTORS.

- **TOTAL NIGERIA STARTUPS & ENTREPRENEURSHIP MARKET SIZE:**
95 MILLION



THE IEC (LEAD) TEAM



Olalekan Fadeyi – *Programs and Policy Director, International Centre for Development Initiatives (ICDI) UK*

Olalekan Fadeyi – the lead proponent for IEC, is a professional, full-time development practitioner and project management expert, passionate about education development, advocacy works, good governance issues, rule of law and social justice, he has a Masters in Development Management from the University of East London, United Kingdom and he is currently a research and visiting fellow of several institutions, as well as Programs and Policy director at the International Centre for Development Initiatives (ICDI) UK.

Natalie Freeman – *Enterprise and Entrepreneurship Project Manager*

Natalie has experience of delivering projects across enterprise and entrepreneurship across a range of educational and charity organizations. She has spent the last four years in the higher education setting, leading on a range of commercial business and social enterprise start-up support programmes for students and graduates. She has extensive budget management experience, managing budgets in excess of £300,000 per year. Her expertise includes delivering business advice, project management, event management, residential training programmes and ideation workshops. Natalie also has expertise in setting up and delivering mentoring programmes, matching experienced entrepreneurs with young start-up companies. Natalie has set up and managed a business incubation centre at the University of East London.



Dr. Alistair Soyode – *Founder, BEN Television (1st BME Satellite Channel in Europe)*

Alistair is the Founder and CEO of BEN Television, the famous and biggest black-minority ethnic channel in the UK. An international entrepreneur and businessperson dealing in Corporate Management, Media, Sport, Real Estate, Agriculture, Printing, Negotiations and BME Representation, with several years of cognate experience spanning across key sectors. Alistair's main interest is to mobilize and create an enabling environment for empowerment and using self-motivation to build up, hence why he is working towards the establishment of IEC.

THE INVESTMENT WE WANT, OUR EQUITIES AND THE INVESTORS WE SEEK

FUNDING/ INVESTMENT NEEDED: N100 million (Naira) and/or Match Investment (Funding + Facilities)

In the light of creating our investment model, professional valuation done on IEC puts our pre-money valuation at **N250 million Naira**. The assumed value of one IEC centre and it's associated business activities for each year is N50 million Naira. Therefore a 16.7% equity stake is calculated and valued at N25 million Naira.

(See below calculation):

$$N250,000,000 + N50,000,000 = N300 \text{ million naira post-money valuation}$$

Therefore:
$$N50,000,000 / N300,000,000 = 1/6 = 16.7\%$$

The rates offered below far outweigh traditional savings rates, making this a sound way to invest, as well as being part of a movement of developing enterprise support activity for Nigeria.

Equity stake	Duration	Equity Value	ROI per duration years	Repayment value
4.2%	2 years	N6.25 million	12.5 - N1,506,250	N7,531,250
8.35%	3 years	N12.5 million	13% - N4,875,000	N17,375,000
16.7%	5 years	N25 million	13.5% - N16,875,000	N41,875,000
33.4%	6 years	N50 million	14.5% - N43,500,000	N93,500,000

NOTE: We essentially seek investors who will have the interest and growth of IEC at heart without an exception.

KEY INFORMATION AND 3 – 5 YEARS GROWTH PROJECTIONS

IEC WORTH IN 5 YEARS: N1.25 Billion Naira

IEC CUSTOMERS: Entrepreneurs, startups; business persons/entities; employment seekers, government MDA's; Multilaterals

CUSTOMERS LIFETIME VALUE (LTV): 5 – 15 years

PRICING MODEL: Market Competitive Rates minus 10% + discounts/vouchers/gift cards/ competitions, etc.

REVENUES AND CONVERSATION RATES: 50% Revenue-Increase rate on Average Annually + 25% Conversion on Average.

TOTAL CUSTOMERS: Average of 5,000 to 10,000 annually

TOTAL REVENUE: N50 million Annual Average

TOTAL EXPENSE: N44.1 million Naira and N34 million on Facilities + Funding

CUSTOMER CONVERSION: 3 – 6 months

MARKET PENETRATION PERCENTAGE: 15% - 20% (1st year); 35% - 40% (within 3 to 5 years)


PARTNERSHIPS DONE & IN-PROGRESS: University of East London; Startup Loan UK; WBG/IMF; Swiss Bank, UBS Wealth Management and Guarantee Trust Bank





HOW TO GET IN TOUCH WITH US: OUR CONTACTS AND WEBSITES

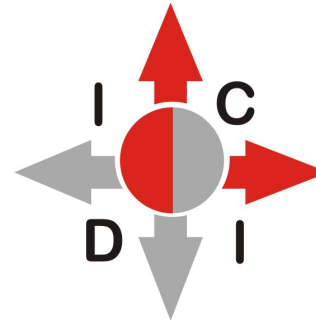


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**International
Centre for Development
Initiatives**

INTERNATIONAL CENTRE FOR DEVELOPMENT INITIATIVES (ICDI)

THE PETCHEY CENTRE

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