

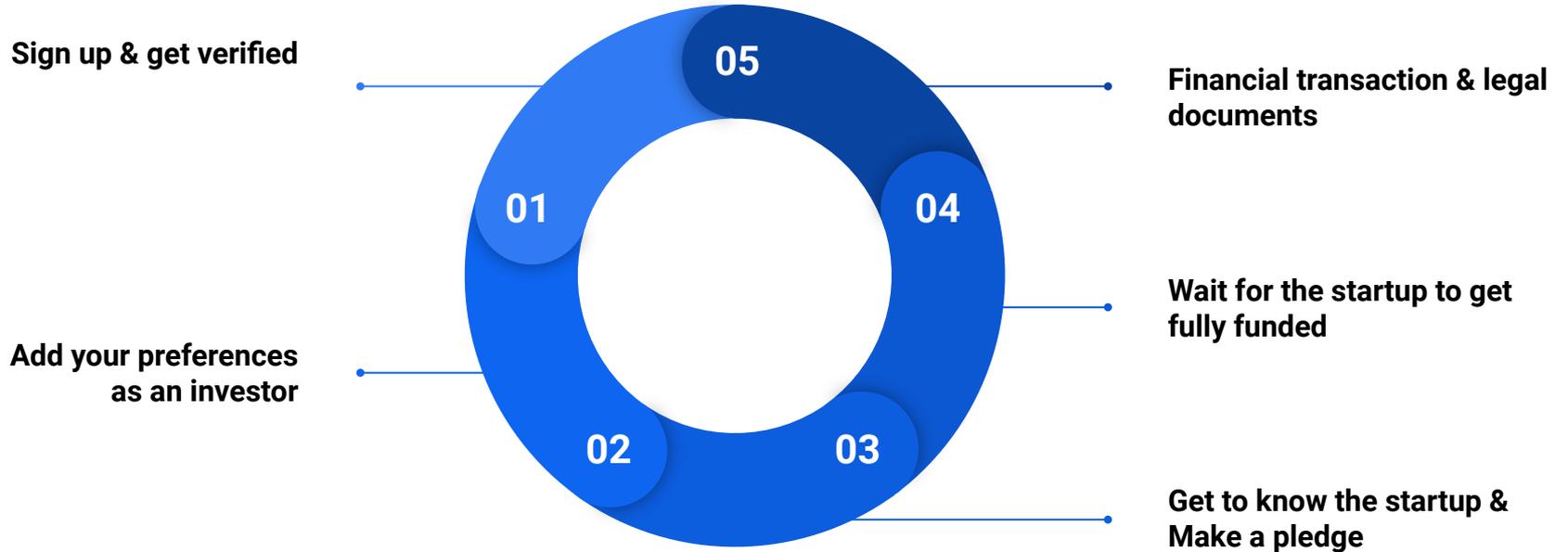


# Pangea Connect & Our diaspora community platform

# Pangea Connect & Next phase of development

	What we have done so far?	What is missing and will be implemented within 2-4 weeks?	Development during the scaleup phase?	What can't be done?
Startup profiles	✓			
Investor profiles	✓			
KYC and investor compliance	✓			
Access to startup DD	✓			
Transactions & investment through the platform			✓	
Islamic Finance (Sharia approval)		✓		
Online Investor training		✓		
Marketplace to buy and sell shares				✓
Whitelabel solution (Enable others to start the crowdfunding platform)			✓	

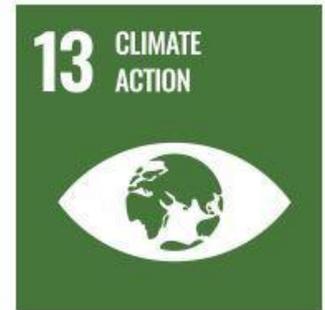
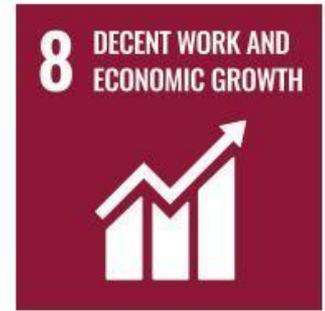
# The investor Journey



# Pangea Connect - SDG strategy

The 6 UN Sustainable Development goals that Pangea focus on are the following:

- 1. No poverty**
- 3. Good health and well-being**
- 8. Decent work and economic growth**
- 9. Industry, innovation, and infrastructure**
- 12. Responsible Consumption and production**
- 13. Climate action**



# Investment committed so far on Pangea Connect



## # Registered users

- 568 registered investors

## # Pledges

- 6 investors



## # Total amount committed so far is \$21, 250

- GrowAgric - \$11,100
- Baridi - \$150
- Ai Care - \$10,000

# DEMO

Pangea Connect - Access highly- × +

pangeaconnect.io

**PANGEA CONNECT**

Invest News Learn About Contact FAQ

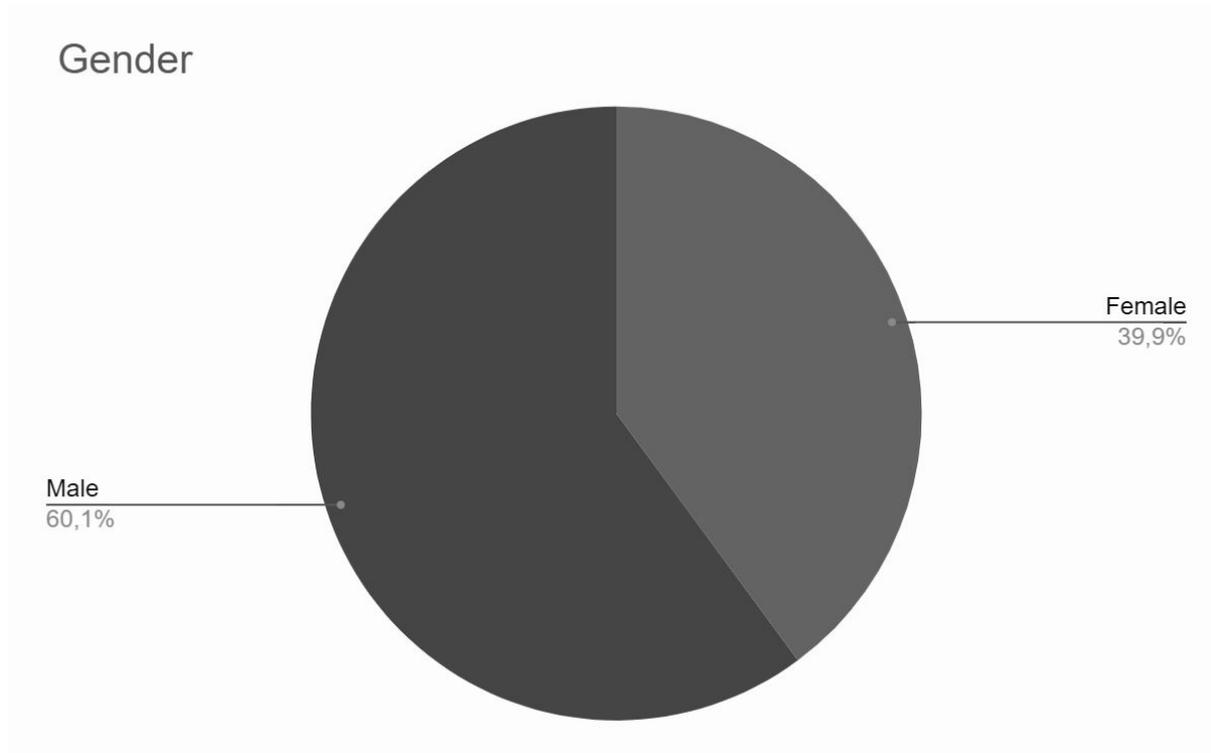
Log in I want to Invest

# Be the Difference

Access highly-vetted investment opportunities in African startups and SMEs

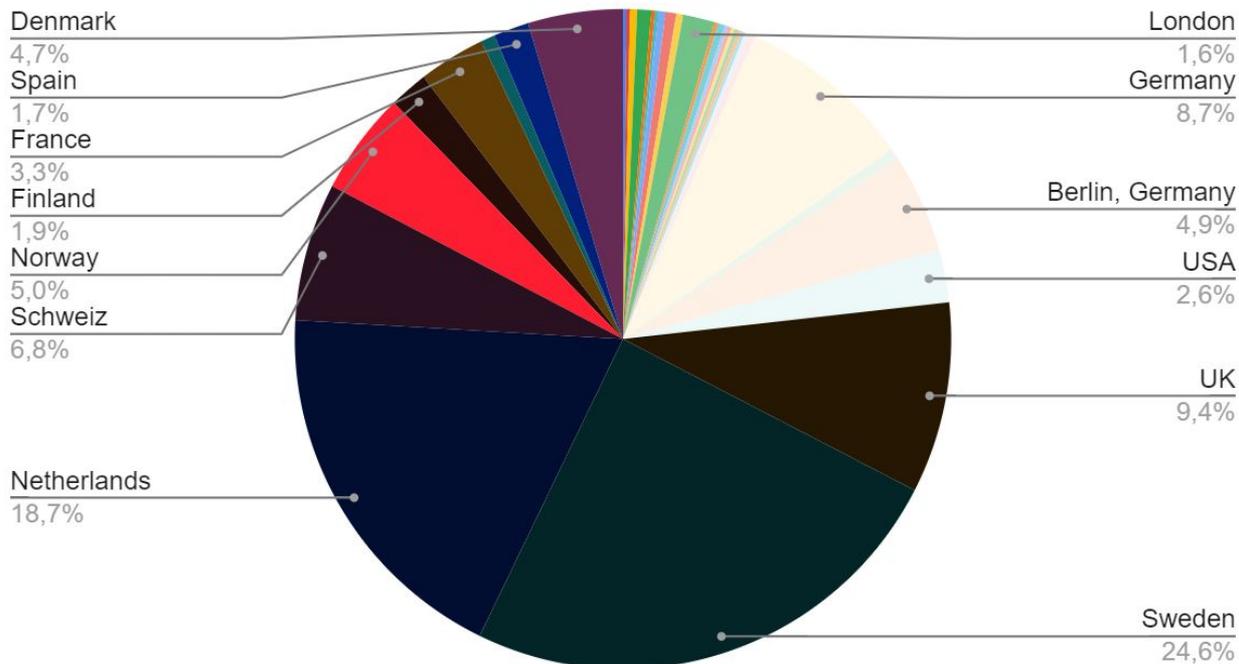
Sign up How it Works

# The diaspora investor registered on the platform



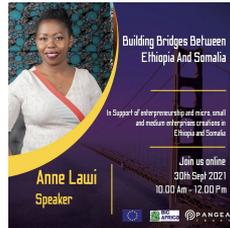
# The diaspora investor registered on the platform

## Location



# Some of the marketing material developed

## Stakeholder events



## Video content



# Interview - Investor 1



Name: Munca

Age: 45 Years old

Gender: Male

Residence: Belgium

African origin: Zimbabwe

Personas: 'Mbeke'

## Tell us about how you found Pangea Connect?

- I found Pangea Trust through an event they had together with Omek.

## What is about Pangea Connect platform that unique from others?

- I don't know if the platform is unique per se since there are a lot of other crowdfunding platforms. But I have never come across a crowdfunding platform that does such a lot of work to validate the startup and the impact there are doing and only focuses on African startups. The best part is that it is run by the diaspora and the team has been very accommodating to answer any questions since they are also diaspora there are no culture or other types of barriers to understanding each other.

## Why did you choose to pledge to the Ai Care startup?

- Their video caught my attention first. Every startup has a video which I thought was amazing. I'm quite impressed by all the startups I have seen. I do like the technology aspect and the growth Aicare has done so far. Also, the impact of trying to create a better traffic environment is welcomed. I will probably invest in at least two more but I will join the investor showcase Pangea Trust has before I decide which one.

## Would you have interested in investing in another startup?

- Yes, as mentioned I do want to be part of the investor showcase first. I think it also will be a great way to interact with other investors.

## Would you recommend Pangea Connect to others in your network?

- Haha, I already have done it. In fact, I am part of an investor Group so they are ready to onboard.

# Interview - Investor 1



Name: Munca

Age: 45 Years old

Gender: Male

Residence: Belgium

African origin: Zimbabwe

Personas: 'Mbeke'

## Quote

**“I cannot speak highly enough about Pangea Connect and their team. I have been in the space of contributing to the continent in many ways sometimes I admit blindfold. Having Pangea Connect to simplify the process and validate the quality and promote a new modern way to contribute is uplifting. I can not wait for the next steps of Pangea”**

# Interview - Investor 2



Name: Rukkiya

Age: 39 Years old

Gender: Female

Residence: Netherland

African origin: Kenya

Personas: 'Robert'

## Tell us about how you found Pangea Connect?

- I was also one of the attendees of the early events they had during the co-creation sessions.

## What is about Pangea Connect platform that unique from others?

- There are so many things. First of an equity crowdfunding platform for African startups. I have never seen and heard of it. They do all the vetting and due diligence. They have a local presence. They have a mix of diaspora and locals. It's just beautiful and the movement calls it a revolution that I want to be part of. I wish they had more impact startups to showcase. Also, I love their branding.

## Why did you choose to pledge to the GrowAgric startup?

- Well, I'm personally interested in agriculture and smart tech on how we can sustain the food change in the world so it was a perfect fit but I also know quite a lot within that sector so I also felt it was a startup that I can bring knowledge and money to.

## Would you have interested in investing in another startup?

- Yes, I want to so start with one and see how it goes and feel out the Pangea connect as an organization but also to give myself time to learn how it works.

## Would you recommend Pangea Connect to others in your network?

- Yes, I love their community platform. so easy to talk to other startups but also others who have been investing or thinking about it. There are so many good questions asked by the diaspora so I'm learning as well.

# Interview - Investor 2



Name: Rukkiya

Age: 39 Years old

Gender: Female

Residence: Netherland

African origin: Kenya

Personas: 'Robert'

## Quote

“I have always wanted to get more financially literate and support Africa but I didn't know how to go about it. So far my experience with Pangea Connect has been everything I have been looking for. And knowing it's built by diaspora for diaspora helps tremendously. I also like the idea of crowdfunding because you do it with others in the space “

# Our community of 500+ diaspora investors

## Our plan to grow the community of investors:

- Our ambition is to grow our community of investors by applying an ambassador strategy.
- The ambition is that our current investor members to invite 1-2 people from their community.

## Our Ambassador strategy

- To consistently work within trusted communities and have co-create sessions and group discussions formats.
- Develop content around the Pangea investors (Social media content, interviews)

## Data capturing activities *(How we learn more about our community)*

- Google analytics
- Community engagement activities
- We use Mentimeter during events
- Surveys
- Interviews

