



PANGEA TRUST INVESTMENT JOURNEY



Pangea Trust Investment Program

Pangea Trust through its Pangea Connect investment program seeks to create opportunities that unlock investment for high-growth startups in Kenya, Somalia & Ethiopia.



Our mission is to change the narrative about Africa and to re-define what role the diaspora plays as agents of change in the digital landscape and financing of the SDG's. With over 30 million people in the African diaspora, it has potential to be a major source of impact and poverty reduction as we send over \$40 billion each year to the African continent



What we are looking for:



High growth business that;



Startups with high growth potential.

At growth Stage



Generate high impact improving living conditions and contributing to the local economy for the bottom of the pyramid communities in Africa.

Require funds to fuel to the next level of growth.



With committed founders with strong entrepreneurship skills geared towards sustainable long-term local focus rooted in the local context.



Are geared towards sustainable long-term achieving SDGs

Focus on inclusion including benefits to marginalized populations such as women or people living in rural areas, and underdeveloped geographies



Requires funds to fuel to the next level of growth.

Our offer to the Businesses

Finance Services

-  Pangea Trust provides smart equity funding between \$30,000-to \$150,000 with non-profit shareholding of 12 to 49%
-  Potential to receive additional loan facility beyond initial equity funding to scale the business to further.
-  As part of the consideration PT gains 1 to 2 board seat to provides strategic guidance to the business.
-  Provide further fundraising support and tools.

Business Growth Services

-  As an investor in the business PT becomes a business partner that provides technical business strategy guidance and business planning.
-  The business to receive mentorship from key industry expertise & coaches to provide tailored support.
-  Receive access to PT network to grow and scale the business.
-  Provide strategy options and business modelling.

Eligibility



1. Social businesses targeting base of the pyramid's communities in Africa (*impacting population living on less than \$2 a day*)
2. Pangea Trust is committed to supporting the acceleration and transition to scale of social businesses that have clear impact generation plan. The impact should be trackable and measurable.
3. Measuring success and sharing lessons learned. PT support social businesses that are committed to evaluating their own success, with plans to collect data and feedback to help inform decisions. This includes operational monitoring and evaluation, as well as impact evaluation. Innovators from learning organizations that make data driven decisions are a good fit for our investment.
4. Social businesses with the clear scale and growth plans to reach millions of people living on less than \$ 2 a day in Africa are highly desirable.
5. The business should have clear profitability roadmap
6. The social businesses should be have potential to create local green jobs, improving living standards of base of the pyramid's communities in Africa.
7. Pangea Trust work with social businesses' founders with the relevant expertise and capabilities to achieve success. We also like to see that your team has clear roles, responsibilities, and time commitments needed to be successful.
8. Teams should be able to demonstrate strong knowledge of the problems they are addressing and what approaches are likely to work in the local environment surrounding their enterprise (e.g. operational, geographical, political, or social context)
9. Pangea Trust targets already existing social business, which has been in operations for than two years and has raised more than \$20,000 in either grant, convertible grants, venture capital or private equity at the time of submission.
10. The business should be post pilot and generating revenue of \$20,000 month by month for the last 6 months by the time of application submission.
11. The social businesses should be open to discuss franchise approach as part of scaling model.
12. The founding individuals Must be above 18 years of age at the time of the application and who are nationals or resident in Africa.
13. The founding team should consist of participants who are Africans OR currently living or working in Africa. With clear prospects to scale regionally highly desirable.
14. All team members must be fully proficient in written and spoken English.
15. The initiative requires founder participation. All founding team members must commit to participate in the initiative. Lack of commitment or active engagement will render the team or Innovation not eligible for the program.

How Its Works

- Pangea Trust source for businesses that fits its investment criteria and undertake rigorous selection and due diligence process before making a decision to run a fundraising campaign to close a raise for the businesses.

BUSINESSES SOURCING

Targeting 500 high growth businesses - LEADS

SOURCE BUSINESSES: 3 months

Wide reach-out call for application to social businesses to fill-out the online forms with information about their business, problem, market, impact, plans to scale, previous funding rounds etc.

DUE DILIGENCE & CONSIDERATION
OF PROSPECTS 50 high growth businesses

DUE DILIGENCE & CONSIDERATION: 3 Months

Pangea Trust make sure that the submitted applications fits the investment criteria, aligning to investment verticals, funding stage, proven team/experience growth/scale plan and revenues generation and trackable impact.

INVESTMENT DECISION
to support 5-10 high potential Social Businesses.

INVESTMENT DECISION: 1 Months

The investment committee meets to make a final decision on which business to fundraise for after thorough due diligence.

FUNDRAISE & INVESTMENT
potential Social businesses.

FUNNDRAISE & INVESSTMENT: 6 to 12 Months

PT runs a fundraising campaigns through its platform prominently featuring all selected businesses. The campaign takes 6 to 12 months to successfully close a raise, depending on amount and attractiveness of the business case.

GROWTH & SCALE
achieved by all high potential Social businesses

SCALE & SUSTAIN

The businesses invested in get in-depth next level of growth services such as busines mentorship and technical expertise, strategic guidance and business modelling, linkages to further investment opportunities and fundraising support and tools to attain envisioned growth scale.

Timeline

