



Intellectual Property Equity Investment Pitch Deck Submission Guidelines

Overview of Pitch Deck Submission Guidelines

This document outlines the mandatory and sector-specific requirements for submitting a pitch deck to the Investor, an Intellectual Property (IP)-focused entity. The Investor seeks opportunities with a clear "Global Africa nexus," defined by African registration or ownership by Africans in the diaspora, and a minimum of 50% IP ownership by Global Africans. Investment tickets range from \$500,000 to \$5 million, targeting a strategic minority equity stake of 20–40%. A clear path to investment recoupment, supported by defined revenue streams, is essential. Submissions must include detailed information across ten key sections, covering the investment opportunity, corporate structure, team expertise, deal specifics, market viability, projected returns, exit strategy, risk assessment, and developmental impact. The Investor explicitly excludes investments in hard assets and infrastructure projects. Sector-specific criteria, detailed in the Appendix, provide additional eligibility requirements for various creative, technological, and life sciences industries.

Cross-Sectoral Eligibility Criteria

All projects must adhere to the following fundamental criteria to be considered for investment:

- **Theme:** Projects must clearly demonstrate a Global Africa nexus, signifying a material link between Africa and the global African diaspora.
- **Investment Ticket Size:** Proposed investment amounts must be between **\$500,000 and \$5 million** per project.
- **Equity Stake Range:** The Investor typically seeks a strategic minority equity stake, generally ranging from **20% to 40%**, contingent upon valuation and risk assessment, and accompanied by appropriate board representation and/or influence.
- **Geographical Scope:** Eligibility extends to:
 - Entities formally registered on the African continent and operating under the company laws of one of Afreximbank's participating states.
 - Entities fully or partly owned by Africans in the diaspora, provided verifiable proof of a link to an African in the diaspora is established.
- **Intellectual Property (IP) Ownership:** A minimum of **50% IP ownership** must be held by Global Africans, which includes Africans on the continent, Africans in the diaspora, or citizens of the Caribbean Community.
- **Clear Path to Investment Recoupment:** Proposals must define credible and transparent mechanisms for the recovery of invested capital and anticipated returns, supported by clearly identified revenue streams and structured recoupment frameworks.

*Note: The Investor exclusively focuses on IP-intensive opportunities and **does not** invest in hard assets or infrastructure-like projects (e.g., production studios, multi-purpose venues).*

In exceptional and duly justified circumstances, the Investor may consider proposals that do not fully meet the geographic or ownership requirements, provided the project is predominantly Africa-focused, demonstrates substantial African creative and economic participation, and delivers clear, measurable



benefits aligned with the institutional mandate.

Required Proposal Information

The following sections outline the essential information required in every pitch deck submission. The applicability of certain sections may vary based on whether the submission relates to project-level, corporate, or portfolio investments.

1. Executive Summary

- A concise, high-level overview of the investment opportunity.
- A summary of the investment request and primary terms.
- A statement of the core value proposition and its alignment with the Investor's mandate.
- Key highlights regarding market potential and projected financial returns.

2. Project Synopsis / Company Overview

- Detailed description of the business or project, including its history, mission, and strategic objectives.
- Outline of the core creative and commercial vision.
- Analysis of competitive differentiation within the industry.
- Details of any relevant partnerships, affiliations, or endorsements.
- Copies of all regulatory approvals, filed patents, and documentation of all rights owned by the company or project.
- Confirmation of the role of technology in production, distribution, or monetization strategies.

3. Corporate Structure & IP Ownership (*Where Applicable*)

- Current shareholding and board structures.
- Detailed ownership structure of IP and associated licensing agreements.

4. Creative / Management Team

- List of all key personnel, including biographies, defined roles, and relevant achievements.
- Demonstration of the management and sponsor team's experience in executing comparable projects, including:
 - Prior ventures successfully scaled, exited, or profitably operated.
 - Specific experience in the relevant sector, geography, and asset class.
 - Mention of any relevant awards, recognitions, or successful prior projects.
- Clear differentiation between:
 - Vision/creative leadership capabilities.
 - Operational, financial, and commercial execution capabilities.
- Explanation of how the team's expertise contributes directly to project success.
- Identification of key person risk and proposed mitigation strategies (e.g., depth of bench, succession planning, governance).

5. Deal Overview

- **Investment Ask:** Clear statement of the capital being raised, its proposed deployment (Sources and Uses of Funds table).
- **Investment to Date:** Confirmation of capital invested by the sponsor and other investors to date.
- **Equity & Structure:** Outline of the proposed deal structure, equity requirements, and the percentage stake offered.
- **Distribution & Monetization Strategy:** Description of revenue generation methods (e.g.,



licensing, streaming, theatrical release, syndication, merchandise).

- **Alignment with Mandate:** Explicit explanation of how the project aligns with the Investor’s mission and mandate.
- **Value Creation Initiatives:** Identification of ways the Investor can enhance the investment’s value (e.g., leveraging networks, partnerships, strategic expertise).

6. Market Feasibility

- **Market Size:** Provide data on the market opportunity, including target audience and geographic reach.
- **Growth Potential:** Outline expected market expansion and industry trends.
- **Key Business Drivers:** Highlight factors that drive demand and revenue (e.g., streaming growth, audience trends, content demand).

7. Investment Returns

- **IP Investments (Project-Level):**
 - Historical performance or benchmarks (prior project revenues, catalogue earnings, relevant comparables).
 - Revenue & Cashflow Projections covering the investment period and rights exploitation lifecycle, with clear assumptions and sensitivities.
 - Budget & Funding Plan: Total budget, sources of funding to date, and remaining financing requirements.
 - Use of Funds: Summary of capital deployment across defined project or exploitation milestones.
 - Returns & Capital Recovery: Expected Return on Investment (ROI) and a clear explanation of capital recoupment mechanisms (revenue share, royalties, recoupment waterfalls, licensing income, or sale of IP interests).
- **Corporate, Platform, or Portfolio Investments:**
 - Commercial Traction & Proof of Concept: Evidence of verifiable traction (revenue history, contracted pipeline, demonstrated unit economics).
 - Profitability & Cash Profile: Current profitability (EBITDA and/or operating cash flow), breakeven timing, key assumptions, current cash burn, and funding runway.
 - Historical Financial Performance: Audited and/or management financial statements for the last three years (or for the period in operation).
 - Financial Projections: A three-statement financial model (P&L, Balance Sheet, Cashflow) with clearly stated assumptions, sensitivities, and timing of projected cash flows over the investment horizon.
 - Capital Structure & Funding History: Clear disclosure of total capital contributed to date, by source.
 - Valuation Context & Value Creation: Description of the linkage between capital invested to date and the current pre-money and post-money valuation, highlighting value inflection achieved and basis for valuation uplift.
 - Sources and Uses of Funds: Historical deployment of capital and proposed use of new capital over the next 18–36 months, with linkage to defined operational milestones.
 - Return on Investment & Exit: Expected investor returns, including key assumptions and anticipated exit mechanisms (dividends, secondary sale, or sale of equity).

8. Exit Potential (*Where Applicable*)

- **Exit Strategies:** Detailed potential ways investors can realize returns (e.g., acquisition, IPO, secondary sales, revenue-sharing model).
- **Expected Exit Timeline:** Provision of an estimated timeframe for exit.
- **Projected Exit Valuation:** Sharing of anticipated value at exit based on industry benchmarks.

9. Risk Assessment

- **Key Risks:** Identification of key economic, financial, operational, commercial, and other risks.
- **Mitigation Strategies:** Explanation of how these risks will be managed or reduced.
- **ESG Considerations:** Address all environmental, social, or governance risks and compliance measures.

10. Developmental Impact

- **Job Creation in Africa:** Estimate the number of direct and indirect jobs to be generated.
- **Economic Development:** Explain the project's contribution to local and regional economies.
- **Capacity Building:** Detail plans for training and upskilling local talent.

-----Appendix: Sector-Specific Eligibility Criteria

For clarity, references to “ownership and control” denote effective economic and governance control and do not necessarily require 100% ownership, provided the minimum African ownership threshold of 50% is met.

- **Corporate, Platform, and Portfolio Investments:**

- The Investor does not invest in angel-stage or pre-operational companies.
- Submissions must demonstrate:
 - A minimum three-year operating track record; **or**
 - At least one year of operations with demonstrable and recurring commercial traction (including revenues, contracted customers, or validated pilots).

- **Film and TV:**

- Applicant must be the lead producer or have a formal co-production or service agreement with an international production company.
- Producer(s) must have a minimum of two commercially released films with established distribution across African and/or international markets.
- Applicant must own the underlying IP and exploitation rights in the project, either directly or through an African-owned project vehicle.
- Evidence of market viability is required, such as a signed distribution agreement, a reputable sales agent attached, or letters of interest from distributors/platforms.
- Sales estimates from a reputable sales agent or distributor are mandatory.
- A clear plan for recoupment and rights exploitation (including downstream rights: TVOD, SVOD, airline, etc.).

- **Music:**

- The rights holder or company must demonstrate an operating track record and prior commercial releases.
- Applicant must control or administer the relevant rights or have a formal mandate from the rights holder(s).
- Evidence of commercialisation is required, such as existing administration, distribution, or sub-publishing agreements; historical royalty earnings or verified usage data; or letters of interest for sync, licensing, or brand partnerships.

- A clear plan for recoupment and rights exploitation across publishing, recorded music, and ancillary revenues.
- **Fashion:**
 - The business must be operational, with evidence of prior collections, sales, or commercial activity.
 - Applicant must own or control the brand IP or demonstrate a formal licensing agreement or equivalent.
 - Evidence of market access is required, such as wholesale, retail, or licensing agreements; established e-commerce or export channels; or letters of interest from distributors/commercial partners.
 - Statements of previous earnings should be provided, where possible.
 - A clear plan for recoupment and brand/IP monetization.
- **Sports:**
 - Applicant must own or control the relevant commercial rights or have a formal mandate to exploit them.
 - Evidence of commercialisation is required, such as media rights, sponsorship, or merchandising agreements; identified broadcasters or commercial partners; or letters of interest from sponsors or rights buyers.
 - Statements of previous earnings should be provided, where possible.
 - A clear plan for recoupment and monetization of sports-related IP.
- **Literature & Publishing:**
 - The work, author, or catalogue must have a clear Africa nexus.
 - Applicant must be the rights holder, publisher, or have a formal mandate from the rights holder(s).
 - Evidence of prior publication, distribution, or commercial release is mandatory.
 - Evidence of market viability is required, such as existing publishing, distribution, or licensing agreements; sales history, adoption by educational/institutional buyers, or platform traction; or letters of interest from publishers, distributors, or content platforms.
 - A clear plan for recoupment and rights exploitation (print, digital, audio, translation, adaptation, etc.).
- **Gastronomy:**
 - The company must be operational, with evidence of prior commercial activity.
 - Applicant must own or control the relevant brand or product IP.
 - Evidence of market access is required, such as distribution, supply, or retail agreements; established export, hospitality, or consumer channels; or letters of interest from distributors, retailers, or partners.
 - A clear plan for recoupment and commercialisation of culinary and/or brand IP.
- **Visual Arts:**
 - Applicant must be the artist, rights holder, or have a formal mandate to commercialise the works.
 - Evidence of prior exhibitions, sales, or institutional recognition is mandatory.
 - Evidence of market viability is required, such as gallery representation or sales history; auction results, commissions, or institutional acquisitions; or letters of interest from galleries, collectors, or platforms.
 - A clear plan for recoupment and rights exploitation (sales, licensing, editions, digital formats, etc.).



- **Life Sciences:**
 - Applicant must own or control the underlying intellectual property or possess a formal license.
 - Technology must be beyond basic research and demonstrate proof of concept or validation.
 - Evidence of commercial viability is required, such as patents filed or granted; industry partnerships, licensing discussions, or pilot agreements; or independent technical or commercial assessments.
 - A clear plan for recoupment through licensing, partnerships, product commercialisation, or strategic exit.
- **Technology:**
 - The company must operate in an IP-intensive or innovation-led segment.
 - The business must be operational and not pre-product or pre-revenue.
 - Applicant must own or control the core technology or software IP.
 - Evidence of market traction is required, such as revenue generation or contracted customers; active users, pilots, or enterprise deployments; or letters of interest or commercial partnerships.
 - A clear plan for recoupment through scalable revenues, licensing, or strategic exit.