

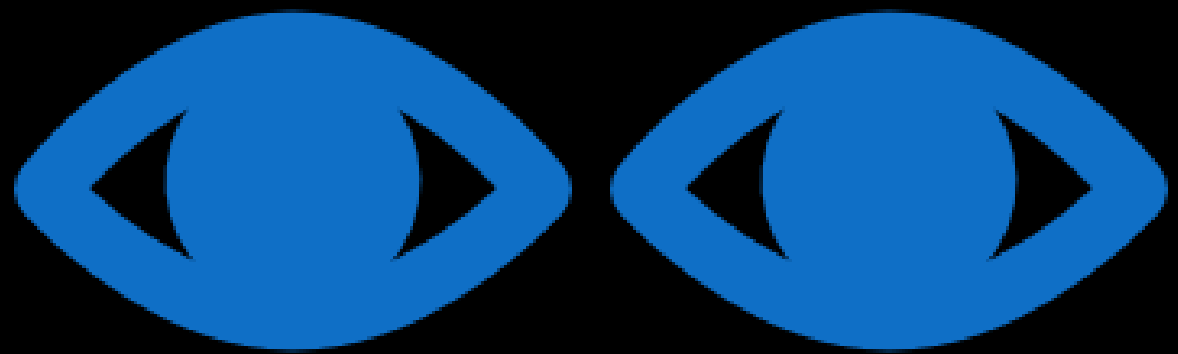


ZeBdoor Investment Solutions

Company Profile

Vision

Building investment solutions and ecosystem that can open 1001 opportunities for you the people



Mission

Providing leading-edge investment solutions in Ethiopia and Africa at scale



Our Values



WE WORK
TOGETHER



WE INNOVATE



WE CARE FOR OUR
CLIENTS



WE PROSPER
TOGETHER

The Business

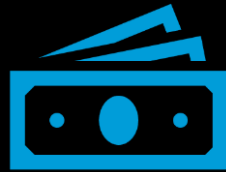
ZeBdoor Investment Solution is incorporated as a venture capital and business development firm.

We are aiming to provide leading-edge economic, business development and investment solutions to high-growth startup companies, entrepreneurs, and investors in Ethiopia and around the world.

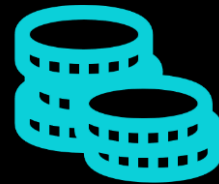
We are driven by mission and all our services are quality and result oriented.

Our goal is to invest our financial and technical resources and provide quality business development solutions to startup companies and dedicated entrepreneurs such that they can unleash their potential in domestic and international market.

Source of investment capital



OWN INVESTMENT FUND



**RAISING CAPITAL FROM EXTERNAL
INVESTORS AND FINANCIAL
INSTITUTIONS**



CAPITAL FROM SECONDARY MARKET

Major Products and services Categories



INVESTMENT ON HIGH
GROWTH STARTUPS



BUSINESS DEVELOPMENT
AND UPSCALING SERVICE



INVESTORS MATCHING
SERVICES

Model 1:
Investing in high growth startups in exchange for equity stake in the company

Target startups

- 1) ICT and technology-based companies
- 2) Service sector
- 3) Circular and blue economy
- 4) Logistics
- 5) Agribusiness
- 6) Healthcare solutions

Private Venture Capital Investment on High-Growth Startups

Product explained

- Providing capital and technical assistance to startups / companies exhibiting high growth potential in exchange for an equity stake in the company
- Incubating startups for growth

Private Venture Capital Investment on High-Growth Startups

- **startups for investment processes**
 - Create online application and vetting process
 - Due diligence
 - Auditing
 - Valuation
 - pitch events - virtual and physical
 - Negotiation
 - closing deals
 - Provide technical assistance (Founder/s coaching and mentoring)
 - monitoring and evaluation



Model 2: Business development and upscaling service

The service

- This is virtual BDS and entrepreneurs and startups acceleration, coaching and mentorship program
- Types of business development and upscaling services
 - virtual 1-2-1 acceleration through coaching and mentoring by subject matter specialist in the following areas
 - marketing (demand creation and demand activation, launching brand etc)
 - finance and accounting
 - product costing and pricing
 - products development and expansion
 - customer relationship management
 - fund raising (through partnership with FIs and development partners)
 - workflow management
 - technology deployment (website, customer relationship management system etc)

Business development and upscaling service

Business model

- build network of associates for coaching and mentorship
- online vetting of companies
- initial audits
- fixing companies accounting system
- Supporting them to formally registered (if they are not already)
- Contract with startups- subscription and guarantee
- Signup entrepreneurs and startups for virtual acceleration

Business development and upscaling service

Value proposition

- In Africa including in Ethiopia entrepreneurs and startups does not see the value of business development service so that oftentimes they are unwilling to pay for it, or they don't know such service exists.
- Our business model address the above constraint by driving up the value of the business development service by creating incentives to use our virtual business development and acceleration services

Business development and upscaling service subscription and contract



Subscription and contract terms

- Short term less than 1 year (standard services)
- Medium term 1- 2-year subscription (Upgraded services)
- Long-term 5-year subscription (Premium BDS)



Annual Target

- 100 startups
- 1000 entrepreneurs starting new business

Model 3: Investment matching service

Business preposition

Investment matching service is to provide investors from around the world an opportunity to invest in high growth companies in Ethiopia and Africa. The value we bring for investors from this service is

- Through our BDS prepare companies and make them investable i.e., preparing them for investment
- Conduct due diligence
- Valuation of companies
- bring investors from around the world and match them with companies in Ethiopia and Africa
- Close deals
- Provide post deal services

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