



AFRICARISE

Rise, Raise, Scale & Grow

ABOUT

Supporting African startups by exposing them to International Markets, Investor Readiness, Deal Flow Support & Growth Strategy Methodologies

AfricArise is a hybrid Pan-African investor network platform connecting startups and investors. It's an annual program to support startups to scale through mentorship, webinars, coaching and investment deal support.

Throughout the year, Africarise is running Open Innovation Programs across the African continent aiming to foster the African tech environment by producing a range of events that connect entrepreneurs, investors corporations and other key stakeholders at a pan-African level. The program is powered by AfricArena, Methys, AWS, Silicon Overdrive FMO and partners.



PROGRAM BENEFITS

EARLY-STAGE FOUNDERS NEEDING ACCESS TO MARKET

- Exposure to International Markets
- Investment Readiness Program
- Pitch Deck IR Training
- Founders Boot camp
- Summit Deal-flow support
- Business Model Problem Solving
- Travel Allowance
- AfricArena Alumni Group
- Access to Investor Portal

FOUNDERS OVERWHELMED BY SCALING CHALLENGES.

- Market Positioning
- Competitive Environment
- Competitive Advantages
- Customer Experience Principles
- Growth Strategy Approach
- SWOT
- Vision Story
- Long-term Goals
- Medium-term Objectives
- Quarterly Priorities

EARLY-STAGE FOUNDERS NEEDING TO RAISE CAPITAL

- Includes all the benefits of Rise
- Dedicated Investor Deal support
- Startup pod at Summit and Grand Summit
- Wired Pitch Assets from the investor portal
- Access to VC Learning Expedition
- 1-on-1 Market Positioning Coaching

SUPPORTING STARTUPS TO SCALE INTO FOREIGN MARKETS

- All benefits of Rise + Raise
- Access to one foreign capital market event
- Pitch to Foreign Investors
- Learning Expedition
- Trade show showcase
- Accommodation Included exl. Flights
- 1-on-1 Growth Strategy Coaching





PACKAGE OVERVIEW



+27788021775

GET IN TOUCH

Nathaniel@africarena.com

PACKAGE

ONLY FOR
\$1.8K

EARLY-STAGE FOUNDERS NEEDING ACCESS TO MARKET

BENEFITS



+27788021775

GET IN TOUCH

Nathaniel@africarena.com



PACKAGE

ONLY FOR
\$3K

EARLY-STAGE FOUNDERS NEEDING TO RAISE CAPITAL

BENEFITS



+27788021775

GET IN TOUCH

Nathaniel@africarena.com

AFRICARISE

SCALE



PACKAGE

ONLY FOR
\$5K

SERIES A + FOUNDERS NEEDING ACCESS TO INTERNATIONAL MARKET

BENEFITS



+27788021775

GET IN TOUCH

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AFRICARISE

GROW



PACKAGE

ONLY FOR
\$9K

FOUNDERS WHO WANT TO ACCELERATE THEIR GROWTH IN NEW MARKETS

BENEFITS



+27788021775

GET IN TOUCH

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PROGRAM OVERVIEW



+27788021775

GET IN TOUCH

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Our Expert Domain lies in deal support with our network with over 400+ active investors we accelerate deals through our tested methodologies

PROGRAM QUALIFICATION

Our Expert Domain lies in deal support with our network with over 400+ active investors we accelerate deals through our tested methodologies

INVESTOR READINESS

A dedicated team of mentors and volunteers with various domain expertise

AFRICARENA REGIONAL SUMMITS

Leveraging off our media partnerships across the continent and abroad to give targeted exposure to assist startup visibility.

BUSINESS COUCHING



SOURCING

Startups will join our virtual pitch session

Requirements:

Stage - Seed - Series A (Revenue Driving)

Deck: 10-15 Pages

PITCH DECK IR TRAINING

We optimise your decks and position you in a way that will help you raise capital

DEDICATED DEALFLOW SUPPORT

We have a dedicated Resource who will guide the startup through their deal journey with qualified investor intros and match making.

SHOWCASE

Live showcase to over 1000+ investors, Wired hosting platform and access to our investor lounges

THE DEAL-FLOW ACCELERATOR

INVESTOR READINESS WORKSHOPS

**Investor Readiness
Workshop -
The Fundraising
Journey**



**Investor Readiness
Workshop - Startup
Valuations**



**Investor Readiness
Workshop - What
Investors Look For
in a Startup**



**Investor Readiness
Workshop - Startup
Fundraising Due
Diligence**



**Investor Readiness
Workshop -
Negotiating the
Deal**



**Investor Readiness
Workshop - How to
Engage and Pitch
to Investors
(Reading the Room)**





BUSINESS COACHING



+27788021775

GET IN TOUCH

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RISE



SESSION WITH METAVOLVE

Tailored for:
early-stage founders
needing to raise capital

Time investment:
2+ hours

Conditions:
Max. 2 co-founders
can be present

Are you facing hurdles that you can't quite pinpoint?

The Rise package is for you.

In one intensive problem-solving workshop with a skilled strategy coach from Metavolve, you will uncover and address the blind spots and assumptions within your business model.

This bespoke solution empowers you with the insight and direction to overcome your immediate concerns and set a solid foundation for attracting capital.

RAISE

SESSIONS WITH METAVOLVE

Tailored for:

early-stage founders
needing to raise capital

Time investment:

5+ hours

Conditions:

Max. 2 co-founders
can be present

Are you finding it challenging to get the 'yes' you deserve in sales or fundraising efforts?

The Raise package is designed to help you overcome these obstacles.

Through three intensive sessions facilitated by a Metavolve strategy expert, you'll hone your market positioning, analyse your competitive environment and find a value proposition for a chosen market segment.

Get ready to dive into what makes your business model compelling and gain the confidence to step into any meeting knowing you can clearly articulate the unique value your business offers.

SCALE

SESSIONS WITH METAVOLVE

Tailored for:
founders wanting to
accelerate their growth

Time investment:
11+ hours

Conditions:
Max. 2 co-founders
can be present

Is your business's growth not keeping pace with your ambitions? Even with a solid customer base, a growing team, and a successful sales approach, do you feel like your growth should be more rapid?

The Scale package is tailored to businesses ready to ramp up their growth.

Over a series of six strategy sessions with Metavolve's growth experts, you'll hone your customer segmentation, unpack what makes you stand out from competitors, and optimise your growth strategy.

Get ready to be crystal clear on the trajectory of your business and convert conversations into deal opportunities.

GROW

SESSIONS WITH METAVOLVE

Tailored for:

scaling founders who are overwhelmed by the number of problems they need to solve

Time investment:

25+ hours

Conditions:

Max. 3 co-founders can be present

As your business expands, does it feel it's getting harder to keep your team and your investors aligned towards your vision?

The Growth package is designed to bring you, your leadership team and your investors onto the same page so you can make your vision a reality.

In a minimum of twelve sessions, Metavolve's experts will facilitate the following process that distils your growth aspirations into an actionable plan to give you the clarity, structure and focus you need to lead your business through a new phase of growth:

- Market Positioning
- Competitive Environment
- Competitive Advantages
- Customer Experience Principles
- Growth Strategy Approach
- SWOT
- Vision Story
- Long-term Goals
- Medium-term Objectives
- Quarterly Priorities



INVESTOR RELATIONS



+27788021775

GET IN TOUCH

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DEAL FLOW PROCESS

RISE



Pre-Summit on boarding + Unconference match making

1 hour dedicated Startup demo call and access to VC Unconference investor-founder networking session.



Investor database/online fitting

Access and investment thesis matching to AfricArena's database of over 400+ investors.



Summit Qualified Intros and support

Access to deal lounge at Summit and facilitation of on-site investor engagement.



Evaluate and Record

Post-summit review and support for existing and future investor connection building.



Pre-Summit on boarding + Unconference match making

1 hour dedicated Startup demo call and access to VC Unconference investor-founder networking session.



Monthly dedicated dealflow support

1 hour per month of dedicated deal flow support calls including due diligence, term sheet assessment and AfricArena Investor database matching.



Summit and VC Night Qualified Intros and support

Access to deal lounge at Summit and facilitation of on-site investor engagement.

1 pass for VC Night networking event.



Evaluate and Record

Post-summit review and support for existing and future investor connection building.

SCALE



Pre-Summit on boarding + Unconference match making

1 hour dedicated Startup demo call and access to VC Unconference investor-founder networking session.



Foreign market dealflow support

Support for access to foreign market and late stage investors



Summit and VC Night Qualified Intros and support

Access to deal lounge at Summit and facilitation of on-site investor engagement.

1 pass for VC Night networking event.



Evaluate and Record

Post-summit review and support for existing and future investor connection building.

AFRICARISE

During a 12 month period, following the acceptance to pitch at any event, startups benefit from a number of elements. And during the six weeks leading up to each regional event, selected startups benefit from monthly masterclasses, one-on-one mentoring as part of our AfricArise program and tickets to pitch at the Regional Event.

There are 4 packages available **per startup**:

RISE	RAISE	SCALE	Growth
\$1800	\$3000	\$5000	\$9000



INVESTOR OPEN INNOVATION PROGRAM (RISE) PACKAGES

		ANAFRICAN	MULTIREGIONAL PREMIUM	MULTIREGIONAL ECONOMY	SINGLE REGION
	€	35 K	28 K	20 K	10K
Qualified Startup Sourcing		50 Startups	40 Startups	30 Startups	10 Startups
Number of Regions		5	4	3	1
Investment readiness Program		Included	Included	Included	Included
Showcase at Grand Summit		4 Startups	4 Startups	4 Startups	N/A
2 Days Founders Bootcamp		Included	Included	Included	Included
Wired Subscription		1 year access	1 year access	1 year access	1 year access
Summit Passes		10	8	5	4
Program Introduction		1 per region	1 per region	1 per region	1 per region
Access to VC & Innovation Night		Included	Included	Included	Included
Market-insights and Deal-Flow Report		Included	Included	Included	N/A
AfricArena Tour Partner Branding		5 Summits	4 Summits	3 Summits	1 Summit
Speaking Slot, Thought Leader Positioning		5 Summits	4 Summits	3 Summits	2 Summits
Pitch session Branding		5 Summits	4 Summits	3 Summits	1 Summit
Tour partner Branding		5 Summits	-	-	-
Startup Flights and Accommodation support		Included	Included	Included	Included
12 Month: Monthly Digital classes		Included	Included	Included	Included
1 x 60 minute mentorship session		Included	Included	Included	Included

INVESTOR OPEN INNOVATION PROGRAM (Raise) PACKAGES

	€	PANAFRICAN	MULTIREGIONAL PREMIUM	MULTIREGIONAL ECONOMY
		45 K	38 K	30 K
Qualified Startup Sourcing		50 Startups	40 Startups	30 Startups
Number of Regions		5	4	3
Investment readiness Program		Included	Included	Included
Showcase at Grand Summit		4 Startups	4 Startups	4 Startups
2 Days Founders Bootcamp		Included	Included	Included
Wired Subscription		1 year access	1 year access	1 year access
Summit Passes		10	8	5
Program Introduction		1 per region	1 per region	1 per region
Access to VC & Innovation Night		Included	Included	Included
Market-insights and Deal-Flow Report		Included	Included	Included
AfricArena Tour Partner Branding		5 Summits	4 Summits	3 Summits
Speaking Slot, Thought Leader Positioning		5 Summits	4 Summits	3 Summits
Pitch session Branding		5 Summits	4 Summits	3 Summits
Tour partner Branding		5 Summits	4 Summits	3 Summits
Flights and Accommodation		Included	Included	Included
Raise Additional Benefits:		5	4	3
Access to Ecosystem Learning Expedition		Included	Included	Included
2 x 90-Minute Mentorship Sessions		12 Hours	10 hours	8 Hours
Dedicated Deal Flow Support Manager				

INVESTOR OPEN INNOVATION PROGRAM (Scale) Summit PACKAGES

		Berlin	London	New York
	€	18 K	22 K	25 K
Portfolio startup showcase		4 Startups	4 Startups	4 Startups
Investor Thesis pitch		Included	Included	Included
Access to LP Data		Included	Included	Included
1 VC unconference Pass		N/A	N/A	Included
Access to market open London Stock Exchange		N/A	Included	N/A
Access to LESEG VIP Room		N/A	Included	N/A
Summit Passes		10	10	10
AfricArena Tour Partner Branding		1 Summit	1 Summit	1 Summit
Speaking Slot, Thought Leader Positioning		1 Summit	1 Summit	1 Summit
Dedicated Portfolio Pitch session Branding		1 Summit	1 Summit	1 Summit
Accommodation		Included	Included	Included
Access to Ecosystem Learning Expedition		Included	Included	-

INVESTOR OPEN INNOVATION PROGRAM (Scale) Tour Bundles

		Scale Premium	Europe Bundle
	€	50 K	30 K
Portfolio startup showcase		4 Startups	4 Startups
Investor Thesis pitch		Included	Included
Access to LP Data		Included	Included
1 VC unconference Pass		Included	N/A
Access to market open London Stock Exchange		Included	Included
Access to LESEG VIP Room		Included	Included
Summit Passes		10	10
AfricArena Tour Partner Branding		1 Summit	1 Summit
Speaking Slot, Thought Leader Positioning		1 Summit	1 Summit
Dedicated Portfolio Pitch session Branding		1 Summit	1 Summit
Tour partner Branding		1 Summit	1 Summit
Accommodation		Included	Included
Access to Ecosystem Learning Expedition		Included	Included
Access to Viva Tech for portfolio startup showcase		Included	Included



**NATHANIEL
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AFRICARISE

**CONTACT
US**



AFRICARENA NEW YORK SUMMIT 2024

March 23 - 25



The AfricArena New York Summit will bring together over 200 local and international African-focused VCs, DFIs, angel investors, corporates, Family Offices and startups over 1 day with the aim of showcasing the African Market, its active Funds and opportunities to invest in from foreign capital



26 March 2024 | TBC



30 Founders | 6 GP's



Over 200 attendees

THE INVESTMENT ACCELERATOR PROGRAM

COACHING TEAM

Cameron Coutts and Brett Matheson

Brett Matheson Co-Founded and exited Sleuth Africa - a Marketing and Innovation Consultancy. Brett's background includes Industrial Engineering and Lean Six Sigma consulting in the US, as well as sales and marketing operations across multiple industries and geographies. Brett helps you map out your growth strategy, improve your business model and optimise your processes and operations.



Cameron Coutts is an Organisational Psychologist and Leadership Coach with a background in organisation design, change management, leadership development and hiring across listed companies, small businesses and startups. Cameron helps you map out your strategic direction, grow as a leader, build your scalable structure and hire the best people for your most important roles.

STRATEGY MADE CLEAR AT EVERY LEVEL

WITH METAVOLVE

If you could articulate your strategy so clearly that every team member and investor instantly understood, how would that accelerate your business's growth?

AfricArise brings you Metavolve's strategic expertise to do just that.

Our collaboration is about providing you with the guidance to develop a strategy that's crystal clear and deeply rooted in the realities of your market.

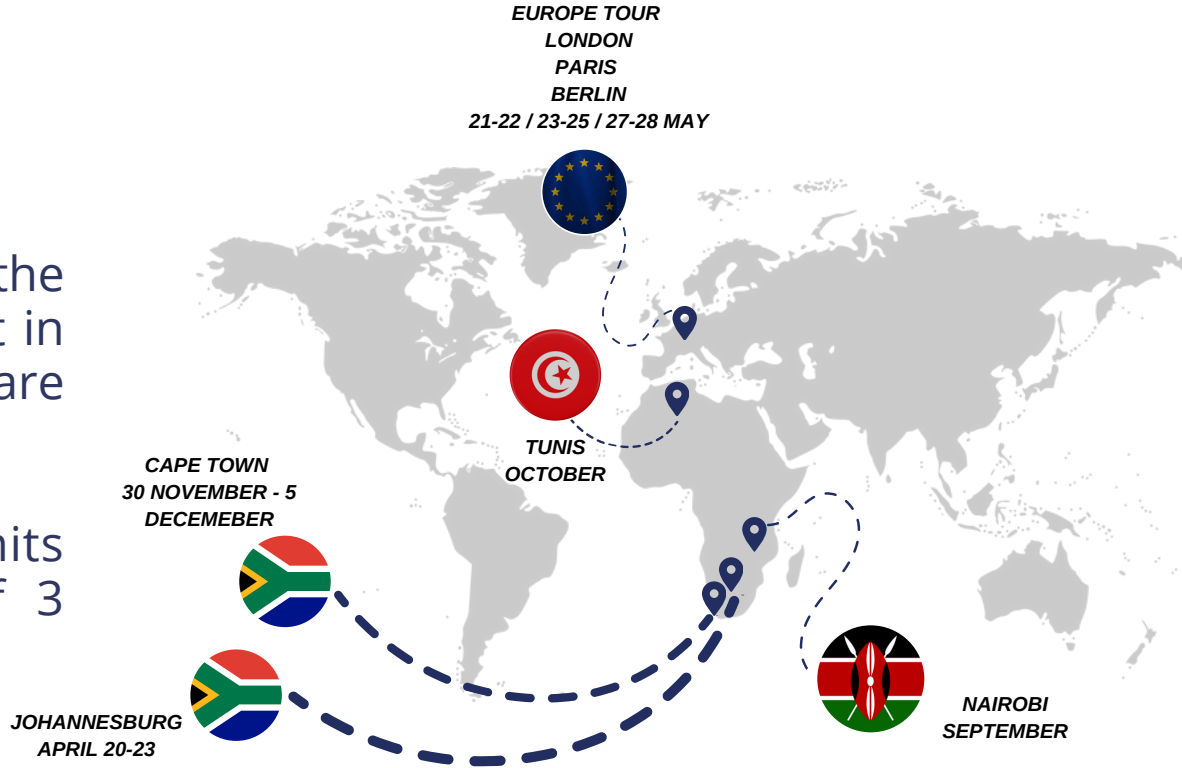
Exclusively for AfricArise, they've developed four highly focused strategy coaching packages to turn your Big Vision into an actionable plan, get more buy-in from your team and investors, and pave the way for unprecedented growth and confidence in your business direction.



MARKET OPPORTUNITIES

The AfricArena Tour scouts the major capitals of the continent in search of tech startups that are shaking ground.

The all Pan-African Summits with sector focus consist of 3 main elements:



THE INVESTMENT ACCELERATOR PROGRAM

COACHING

The program growth coaching will consist of **two 90 minute sessions** and **one 60 minute session** per startup where partnering AfricaRise experts Cameron Coutts and Brett Matheson will take the startups through the following themes:

Market Positioning

Metavolve will work together to define who your ideal/target core customer profile should be, what their main needs/problems are and how your offering addresses their needs/problems. You will walk away with a lot more clarity about who receives the most value from you and why.

Competitive Environment Analysis

Metavolve will analyse your offering from your ideal/target customer's perspective to understand what other options your customers might consider to meet their needs, and how your offering might be considered by them when making a purchasing decision. You will walk away with a clearer understanding of how your business can stand out in the market.

Value Proposition and Competitive Advantages

Metavolve will use the information we've worked on together in the previous workshops to come up with a robust value proposition for your core customers, as well as some differentiating reasons that reinforce why your customers should buy from you. You will walk away with some tangible statements that you can test, refine and validate with your target customers, as well as a greater feeling of confidence about your offering.

Learning
expeditions



AFRICARISE

Learning Expedition Tour

Every year, during our AfricArena Tour, AfricArise offers an **incredible opportunity** for Startups and investors willing to **experience** the booming **startup ecosystem** across **Africa** and beyond.

How? By **visiting** the **innovative spaces** at the **heart** of the **ecosystem's** dynamism, by **connecting** them to local actors – **entrepreneurs, investors, and industry experts** – who share valuable insights and stories around key topics.

In brief, the **Learning Expeditions enable** a **deep** and intimate **discovery** of these tech hubs!

AfricArise - Raise Deal Room 2024



EXHIBITION POD

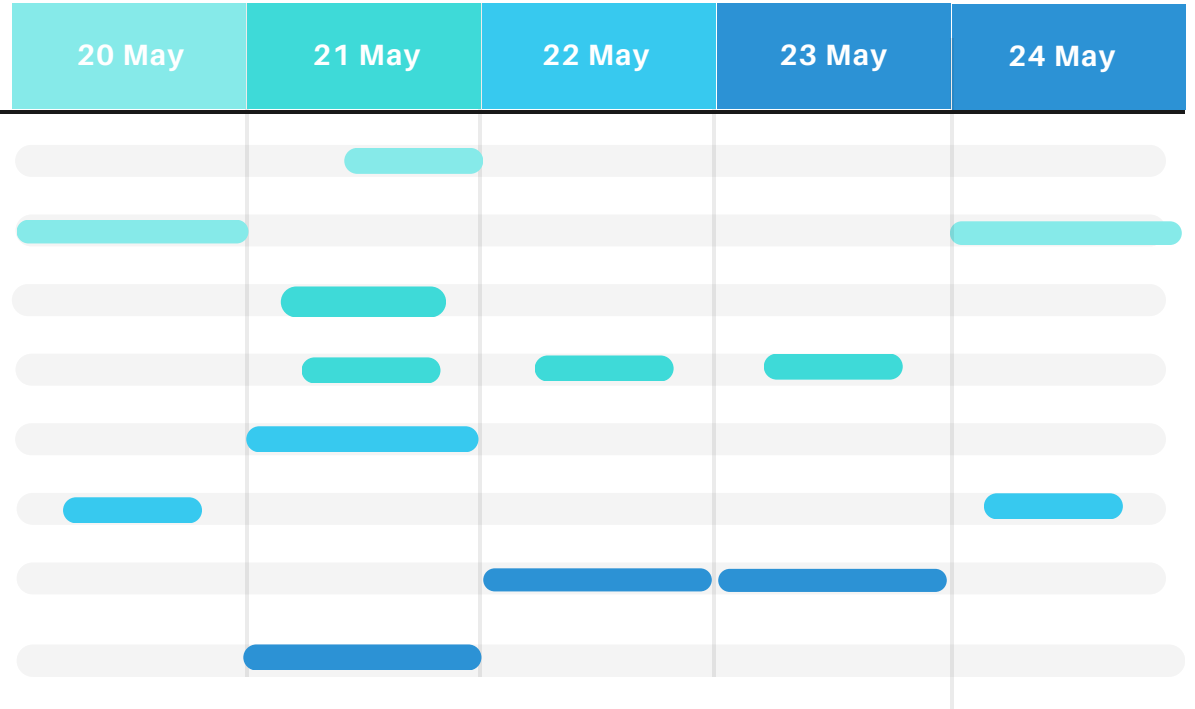
Exhibition pods are available at the AfricArena Summits 2024 will have the opportunity to present their products with personalized desks placed in the venue of the event, inclusive of 2 summit passes.

Everything is in place to give the best visibility to your product and to raise capital from participating investors

AfricArena Euro Tour

20 - 24 May

TO-DO'S



EURO TOUR

20 - 24 MAY 2023



Digital
Africa



AFRICARENA
THE AFRICAN TECH ECOSYSTEM ACCELERATOR

**VIVA
TECHNOLOGY**



AFRICARENA LONDON SUMMIT 2024

May 21



The AfricArena London Summit will bring together over 150 local and international African-focused VCs, DFIs, angel investors, corporates, Family Offices and startups over 1 day to showcase the African Market, its active Funds and opportunities to invest.



21 May 2024 | London Stock Exchange



30 Founders | 6 GP's



Over 200 attendees

SUMMIT

LONDON 2024 PROGRAM



AFRICA ARENA
THE AFRICAN TECH ECOSYSTEM ACCELERATOR



**LONDON
STOCK
EXCHANGE**



THURSDAY 22 May 2024

All times are GMT +2

8:30 AM	GUESTS ARRIVE AND MINGLE
9:00 AM	MC Welcome and Wake Up
9:15 AM	AfricaArena Welcome - Christophe Viarnaud (CEO)
9:30 AM	Intro from sponsors -
9:45 AM	Keynote: State of Tech in Africa
10:05 AM	Panel Discussion: State of Tech in Africa
10:50 AM	Pitch Challenge: AfricaArise Program
11:30 AM	Panel Discussion: Building Bridges of Innovation between London and Africa
12:15 PM	LUNCH & NETWORKING
1:15 PM	Panel Discussion: African VS European start-ups: Is it really that different?
1:45 PM	Pitch Challenge: AfricaArise Program
2:25 PM	Keynote: Building a startup and raising funds between Europe & Africa
2:50 PM	Pitch Challenge: AfricaArise Program
3:30 PM	Scaling a more resilient Women in Tech Pipeline in Africa
16:10 PM	Panel Discussion: How to support organizations can unlock startup success in Africa
4:50 PM	ENDING



AFRICARENA VIVATECH STARTUP Showcase 2024 >>>

May 22



The AfricArena London Summit will bring together over 150 local and international African-focused VCs, DFIs, angel investors, corporates, Family Offices and startups over 1 day to showcase the African Market, its active Funds and opportunities to invest.



22 -24 May 2024 | Vivatech Paris



30 Founders