



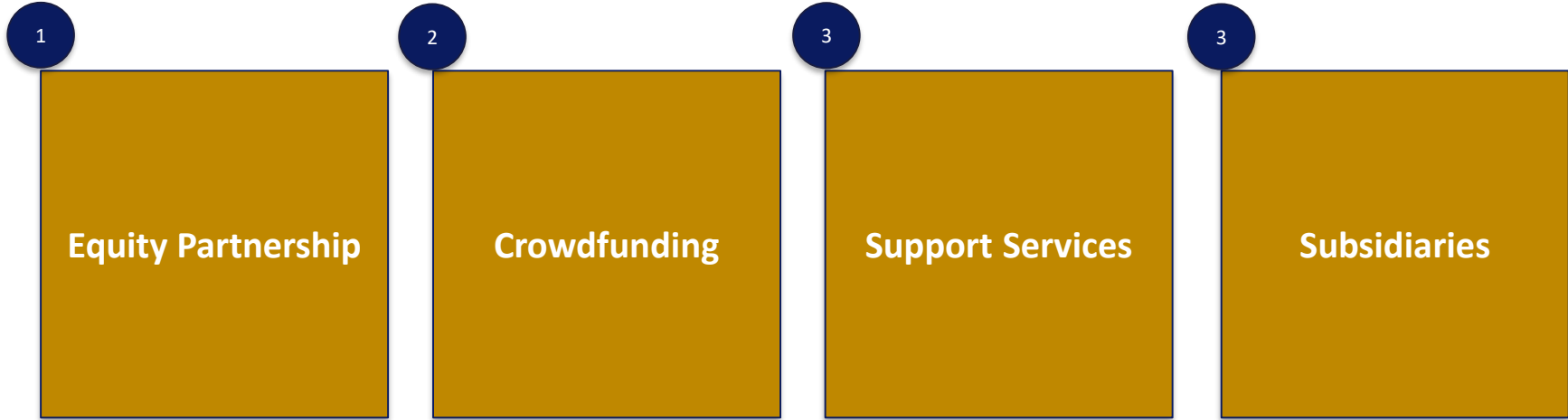
FUNDRAISING CHANNELS FOR BUSINESSES

Sales Presentation; 2024

Propartners Exchange Limited

Introduction

- **What we do at Propartners Exchange Limited**





What is the focus of this presentation?

- We would like to show you how you can raise capital for your business using either:
- Equity Partnership or Investment Crowdfunding, depending on the specific needs of your business.
- You will be able to make a decision on which of the channels to go for, depending on the requirements.

Equity Partnership

What is Equity Partnership?

Equity Partnership is an agreement between persons who pool capital and other resources together for the purpose of building a business, where the return on their equity investment is expected as capital dividends and/or capital gains.

How much can you raise at a ago?

- Pre Seed (GHS 500,000 maximum)
- Seed (GHS 3,000,000 maximum)

Fundraising Channels under Equity Partnership

Channel	Business Category	Requirements
1. Pitch Session Sponsor	Sole Proprietorship	Pitch Deck (Document & Video), Prototype/Sample (optional)
2. Pitch Session Promoter	Converting Sole Proprietorship	Pitch Deck (Document & Video), Prototype/Sample (optional)
3. Sponsored Incubation	Pre-qualified	Business Proposal, Pitch Deck,
4. Sponsored Acceleration	Pre-qualified	Business Proposal, Pitch Deck, Annual Returns
5. Short-term Deal	Profitable Venture	All Relevant Verifiable Documents

Investment Crowdfunding

What is Investment Crowdfunding?

Investment Crowdfunding is the practice of funding a venture or business by a large number of investors for the purpose of maximizing value, where the return on their investment is expected as capital dividends, capital gains or interests.

How much can you raise at a ago?

- Pre Seed (case based)
- Seed (GHS 6,000,000 maximum)

Fundraising Channels under Investment Crowdfunding

Channel	Business Category	Requirements
1. Equity Share Offering	Plc	Offering Document, Product/Service Details, Marketing Plan,
2. Debt Offering	Plc	Offering Document, Product/Service Details, Marketing Plan,
3. Convertible Offering	Plc	Offering Document, Product/Service Details, Marketing Plan,
4. Any other form	Plc	Offering Document, Product/Service Details, Marketing Plan,

Getting Ready – The Three Things!

Number One



- **Get your books ready!**

Number Two



- **Get your people ready!**

Number Three



- **Get your market ready!**

Thank You