



sheleadsafrica.org



She.Leads.Africa ACCELERATOR

network
mentorship
investment

2016 DEALBOOK

SHE LEADS AFRICA ACCELERATOR



The SLA Accelerator is a 3-month program designed to identify, support and fund the next generation of Nigeria's brightest female entrepreneurs. VC4Africa partnered with She Leads Africa and supported the launch of this accelerator as part of "Work in Progress!" project aimed to unlock the economic potential of young women and men in Nigeria.

2016 GRADUATES

- SLA She Leads Africa & VC4Africa are pleased to present the SLA Accelerator 2016 finalist entrepreneurs who graduated from an intensive online acceleration program: a new batch of top entrepreneurs ready for investment.
- SLA This year She Leads Africa received applications from over 120 startups from across Nigeria. The selected entrepreneurs were evaluated based on their traction and progress in the market, management team and vision to grow and scale across Africa.

About She Leads Africa:

She Leads Africa is a social enterprise dedicated to supporting young African women and their journey towards professional success. The organization has been featured on CNN, CNBC Africa, Black Enterprise and Fox Business and has more than 30,000 members across Africa.



ART SPLASH STUDIO



Crystal Ikanih-Musa



30.000,- (Seed)

Sectors: Leisure

Founded: December 2015

Location: Abuja - Nigeria

VC4A profile:

<http://vc4afri.ca/e9u17>

BUSINESS SUMMARY

Art Splash Studio is a virtual art studio offering a social art experience through our Paint Nite painting classes hosted at different venues in Abuja. Paint, eat, and sip on cocktails while you create. Our instructors will guide you. So bring your friends and let's have an art party!

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

Our plan is to scale-up and take control of this market. 50% will be used towards personnel, 20% towards acquiring more materials and supplies, and 30% towards marketing.



SLA
She.Leads.Africa



BATHKANDY



Blondie Okpuzor



N/A

Sectors: Manufacturing,
Retail, Specialty Retail

Founded: December 2014

Location: Lagos - Nigeria

VC4A profile:

<http://vc4afri.ca/9x89o>

BUSINESS SUMMARY

BathKandy is an environmentally friendly, skin loving, beauty preserving, artisan bath and body company. Our food-inspired, bath and body products are beautifully handcrafted with natural ingredients and are made to look and smell like desserts, incorporating gourmet food and drink items for a lusciously indulgent bath-time experience. Our extensive range of products are specifically created to appeal to all 5 senses while delivering exceptional skin-loving results second to none.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

Purchase of larger equipment, rent, purchase raw materials and packaging in bulk, marketing and operational costs.



SLA
She.Leads.Africa



BUBBLE TII



Tokes Sotinwa



42.000,- (Seed)

Sectors: Food & Beverages,
Manufacturing, Retail

Founded: July 2014

Location: Lagos - Nigeria

VC4A profile:
<http://vc4afri.ca/ckfj0>

BUSINESS SUMMARY

Bubble Tii is an Asian inspired drink prepared and served in front of the customer within sixty seconds, using fresh fun ingredients. Bubble Tii is a taste sensation of freshly brewed tea engulfed in tapioca pearls made-to-order and served hot or iced cold, then sealed. Compared to other lifestyle drinks offerings, Bubble Tii offers a fresh, tasty, nutritious alternative.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

Scaling up, equipment, marketing, rent, operations.



SLA
She.Leads.Africa



Delivery Bros

DELIVERY BROS



Adaora Nweje



45.000,- (Seed)

Sectors: E-Commerce, Retail, Transportation

Founded: December 2015

Location: Lagos - Nigeria

VC4A profile:

<http://vc4afri.ca/qzfkz>

BUSINESS SUMMARY

DeliveryBros is a platform that supports intra-city logistics by optimizing smart technology to match SME's and individuals (retailers, merchants, busy professionals) with the nearest dispatch on DeliveryBros network to pick up and deliver their packages.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

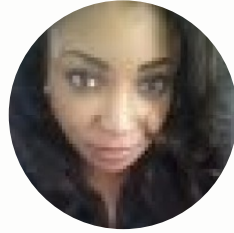
Office Space, Technology, Marketing and Expansion.



SLA
She.Leads.Africa



FRESH DIRECT



Angel Adelaja



50.000,- (Convertible debt)

Sectors: Agribusiness, Clean Technology, Manufacturing

Founded: December 2014

Location: Abuja - Nigeria

VC4A profile:

<http://vc4afri.ca/entz9>

BUSINESS SUMMARY

Fresh Direct Nigeria is an eco-friendly social enterprise that produces premium organic produce through hydroponics and community action. Fresh Direct Nigeria has multiple divisions; Produce, Technology, Distribution and Consultancy. So they don't just farm, they create low-tech affordable technologies to simplify farming and grow a farmer network. We bring together communities and advanced technology to improve agricultural yields for sustainable and profitable agricultural enterprises, while being environmentally conservative, using less land and water.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

They need to inspect our facility, therefore, we need to invest in a triple sink, staff bathroom, cold storage, and scaling growing capacity and staff, including getting inputs such as medium and seeds. They've given us the list of items they want us to produce and the deadline for production. We can scale easily to meet their needs without displacing our other customers with such seed stage funding.



SLA
She.Leads.Africa



KEEK'S



Nkechi Oti



90.000,- (Seed)

Sectors: Health Services

Founded: January 2014

Location: Lagos - Nigeria

VC4A profile:

<http://vc4afri.ca/k07gh>

BUSINESS SUMMARY

Keek's is a comprehensive health and wellness cooperation. We exists to enable individuals transform their health and live life at its optimum through health and wellness coaching and counselling. We also operate a fully functional pharmacy. We provide all that is necessary to ensure you create and sustain healthy habits.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

Marketing - 47%

Software Development - 20%

Staff salaries - 28%

Rent - 5%



SLA
She.Leads.Africa



KOKO'S KITCHEN



Sifa Asani Gowon



50.000,- (Seed)

Sectors: Consumer Non-Durables, Food & Beverages, Manufacturing

Founded: April 2016

Location: Nigeria

VC4A profile:

<http://vc4afri.ca/x03qa>

BUSINESS SUMMARY

Koko's Kitchen is a line of cake, muffin, brownies and pancake dry mix. The confectionery industry in Nigeria is a rapidly growing one, however, few companies package it. The aim of these products is to bridge the gap between the need for Nigerian consumers to have access to confectionery mix to suit their taste buds and cut down heavily on preservatives. KoKo's Kitchen mixes appeals to consumers with its fresh fluffy taste, easy preparation and wide variety of products.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

We intend to scale by acquiring machinery, setting up a factory and getting government licenses.



SLA
She.Leads.Africa



MEDSAF



Vivian Nwakah



45.000,- (Seed)

Sectors: Health Services

Founded: August 2016

Location: Lagos - Nigeria

VC4A profile:

<http://vc4afri.ca/fnkew>

BUSINESS SUMMARY

Medsaf is website that connects high quality pharmaceutical manufacturers with the African medical industry. Pharmacies, hospitals and clinics can get the medication they need and manufacturers have a new channel to reach the medical industry. We procure in demand and scarce medications, vitamins, and supplements directly from the leading indigenous and foreign manufacturers, eliminating issues of quality control and substandard or counterfeit drugs. We store these goods and deliver them to pharmacies, hospitals, and clinics all over the country through our extensive, nationwide warehousing and logistics network.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

We will use the remaining funds for the following:

- i. Inventory management application and added website development (3 weeks) \$8,000
- ii. Medical facility outreach and education campaign (marketing channels) \$10,000 per facility
- iii. Medsaf Inventory \$17,000
- iv. Staffing \$5000



SLA
She.Leads.Africa

The logo for Shuttlers, featuring the word "shuttlers" in a lowercase, green, sans-serif font.

SHUTTLERS



Damilola Olokeususi



80.000,- (Seed)

Sectors: Mobile,
Transportation

Founded: September 2015

Location: Lagos - Nigeria

VC4A profile:
<http://vc4afri.ca/Onxdh>

BUSINESS SUMMARY

Shuttlers is an online platform which allows professionals to find an appropriate mode of mass transit transportation, such as bus, ferries etc. on which they can book a seat, view routes, and track the location of their preferred mode of transportation. Shuttlers' vision is to enable professionals access to stress-free, comfortable and affordable shuttle service for their daily commuting needs.

HOW DO YOU PLAN ON USING THE EXTERNAL CAPITAL?

To scale up in terms of mobile app development and maintenance, marketing and increasing logistics capacity.



SLA
She.Leads.Africa

INTERESTED?

- 🌍 Visit VC4A venture profiles for more information about each entrepreneur and their business. Access the Summary Plan, QuickScan results, the latest pitch deck and other documents, and contact the entrepreneurs directly with your VC4A Pro Account
 - 🌍 Join SLA on November 20th, for the public Demo Day at Filmhouse Lekki (14:00-17:00) – an official viewing for investors, corporate senior executives and the press. Register here: www.sheleadsafrica.org/demoday/
 - 🌍 Reach out to VC4A team for more information and personal introductions:
thomas@vc4a.com
-

VC4A OFFERS

Register your VC4Africa Pro Account to get unlimited access to hundreds of African early-stage high-potential growth companies for \$39.99

- 🌍 Early Access to pre-screened ventures
- 🌍 Dedicated account representative
- 🌍 Privately message any entrepreneur
- 🌍 Email alerts tailored to your investment criteria
- 🌍 Free experts consultation
- 🌍 Risk free commitment

FOR MORE INFO: www.vc4a.com/upgrade/