

Guidelines as to completing an Investment Proposition

Step 1

Enter your email address in the box under “African investment opportunities”. You do not need to register in order to add investment propositions.

Step 2

Check your email box for a secret code. If this is not received within a minute then please check your junk box. If you cannot find the code at all please contact event@afsic.net.

Step 3

After entering the secret code you will be able to access your Investment Dashboard. You can:

1. Edit Personal Details
2. Logout
3. Create New Opportunity (scroll down the page for the button)
4. Edit/View Opportunity already created
5. Delete an Opportunity already created

See the following page to get more information on the various fields that you may wish to complete in order to record your Investment Opportunity:

Description of Field Names

Field Name	Compulsory	Field Size Limit	Suggestion
Deal Name	Yes	120 characters	This is an internal field for your use only allowing you to identify each deal quickly. It is not for open for public viewing. Please note it is short in size.
Snappy Investment Headline	Yes	255 characters	This is a slightly longer field allowing you to create a more marketing focused headline for the opportunity. This field will be the first field seen by external investors if the deal is public and as such is important.
Country of Incorporation	No	Picklist	Please select the country where the corporate entity that requires investment is or will be registered.
Countries of Operation	No	Picklist	Please select one or more of the countries to indicate where you do business currently.
Business Sector	No	Picklist	You can pick one or more sectors from the list to explain which sectors your business operates in.
Sector (if not shown above)	No	255 characters	Please add one or more sectors if your sectors of operation are not available in the picklist above.
Current Corporate Structure	No	Picklist	Please pick one of the options - is the company a public company on a stock exchange, or private, a fund or other structure type.
Contact Information for further details	No	10,000 characters	Please add any details about who we should contact in addition to you if we receive interest in this proposition.
Make Deal Public Yes/No	Yes	Checkbox	You must advise us whether this deal is to be made public or whether you do not want details distributed to investors.
Detailed Executive Summary	Yes	10,000 characters	This is where you add a detailed description of your business. The history, your objectives and plans.
Executive Team Summary	No	10,000 characters	Investors place a lot of emphasis on the team behind an investment proposition. Please use this space to highlight the strengths of your team - who you are, your experience and why investors should back you.
Overview of Market	No	10,000 characters	You may wish to include more details on the market in which you operate here, including market size, growth rate and other matters of importance.
Overview of Financial Performance	No	10,000 characters	You wish to include some historic financial information in this box. Investors are more keen to support businesses that have been operating profitably. Although of course there are specific investors who do back start ups and “venture capital” opportunities.
Proposed Investment Transaction	Ye	10,000 characters	This is where you outline to investors what you are looking for. Are you looking for debt or equity or other types of investment? How much are you looking for? Make sure you highlight what currency you are using. How quickly do you need to move forward? Any other details that an investor should know so that they can make a decision on whether to engage with you or not.