

INVEST IN AFRICA DECK

Unlocking Africa's Potential for Japanese Business

The Digital Gateway Between Japanese
Companies and Africa's Fastest-Growing
Markets

Verified Companies

Live Deal Flow

Country Intelligence

Real-Time Partnerships



Scan to visit platform
www.investafrica.jp

Request a Demo



Africa Has the Opportunity. Japan Doesn't Know Where to Look.

Three structural barriers blocking Japanese capital from reaching African markets



Difficulty verifying SMEs & counterparties

Japanese firms have no reliable way to verify African SMEs - no standardised registries or credit histories they can trust remotely.

Avg. verification: 3–6 months



Language & documentation friction

Contracts and company filings exist in local languages. Japanese partners face costly translation layers across 54 markets.

54 countries · Diverse legalities



No structured Japan–Africa pipeline

Despite TICAD commitments, there is no dedicated digital channel for Japanese investors to discover and vet African deal flow.

\$50B+ TICAD pledges

InvestAfrica bridges all three gaps - verified, translated, structured.

THE PROBLEM

One Platform. Verified Data. Instant Connections.

Invest In Africa is a full-stack B2B investment matchmaking and intelligence platform that connects African businesses and Govt. & Business Associations with global investors - with a powerful, built-in focus on Japan-Africa economic collaboration.



The Digital Bridge

We compress the entire investment discovery process - from awareness to first contact - into a single, trusted digital experience.

The Old Way

Months of research

Cold emails that go nowhere

Unverified business directories

Scattered economic reports

Physical trade mission networking

Our Way

Minutes on our platform

Direct, in-platform messaging

Fully KYC-verified profiles

Live intelligence dashboards

Virtual Trade Mission Events

THE SOLUTION

A \$1.8 Trillion Opportunity¹ - One Platform to Capture It.

Every one of these numbers points to the same gap - a trusted, intelligent, digital infrastructure for Africa investment. We built it.



6-18 Months

Avg. time to find & vet an African investment target (Market Standard)



90%

African businesses are SMEs with no structured global digital presence



2,000+

Japanese firms seeking partners (JETRO²); 500 already onboarded³



\$100B+

Annual FDI opportunity, currently underserved (UNCTAD⁴)



\$3.4T

Combined GDP of the AfCFTA market (World Bank⁵)



Only ~5%

Of Africa-bound FDI flows via digital platforms (Estimate⁶)



The white space we own: Bridging the gap between \$3.4T potential and manual, fragmented research.

1. McKinsey: "Lions on the Move II"; 2. JETRO: "2024 Survey on Japanese-Affiliated Business Entities in Africa"; 3. Internal Platform Data (March 2026); 4. UNCTAD: World Investment Report 2024; 5. World Bank / AfCFTA report; 6. Internal Market Assessment on digital FDI Facilitation.

MARKET OPPORTUNITY

Designed for Every Stakeholder in the Investment Ecosystem

A unified digital platform connecting businesses, investors, and institutions to unlock opportunities between Japan and Africa.



African Companies

Present investment opportunities, maintain verified business profiles, connect with Japanese partners, and access sourcing and expansion opportunities.



Japanese Companies

Identify African market opportunities, find trusted partners, post sourcing requirements, and develop business, trade, and investment partnerships.



Investors

Evaluate promising opportunities, access market intelligence, engage directly with companies, and advance investment discussions.



Gov & Business Associations

Support ecosystem development by connecting stakeholders, validating company information, promoting trade events, and enabling business engagement.



Platform Admin

Ensure platform integrity through account verification, data management, growth tracking, and responsive support services.

Trust Is Our Product. Verification Is Our Foundation.

A plain-language breakdown of what we check, how we check it, and what our verification badge means.

How it works — 3 steps

- 1 Register & Submit KYC**
Uploaded securely via portal.
- 2 Manual Admin Review**
Human-in-the-loop approvals.
- 3 Verified Profile Live**
Rich data visible to investors.

5-point Checklist

- **Company registration:** Cross-checked
- **Director identity:** Gov-issued ID
- **Physical address:** Bill/Lease confirmed
- **Bank info:** Active account letter
- **References:** Contacted where avail.

Documents Required

- ✓ Certificate of incorporation
- ✓ Director / owner IDs
- ✓ Registered address proof
- ✓ Bank account letter
- ✓ Tax registration cert.
- Reference letter (*preferred*)

Zero Noise. Full Trust.

Investors only see real, verified businesses.

"Verified" Badge Scope

✓ What it means

Legally exists & registered
Key documents reviewed
Profile matches records
Human admin approved

✗ What it doesn't mean

Endorsement of performance
Guarantee of returns
Full legal due diligence
Ongoing post-ver. monitoring

Important: Confirms identity only. Not a substitute for independent due diligence.

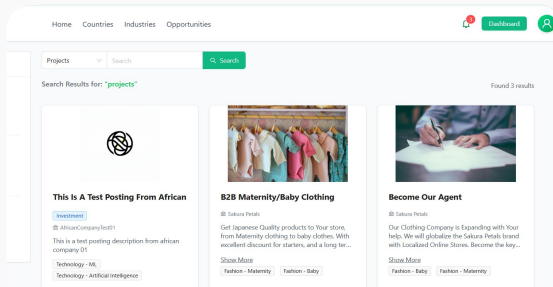
Africa's First Structured Investment Deal Flow Marketplace.

African Companies Can Post:

- 💰 Investment Needs (seeking capital)
- 🤝 Partnership Proposals (joint ventures)
- 📦 Export Offers (goods and services)

Japanese Companies Can Post:

- 🛒 Sourcing Requests (African suppliers)
- 🤝 Partnership Invitations
- 📊 Investment Interest (entry strategy)



Each listing includes:

- Images & Documents
- Sector tags (Agri, Energy, Tech)
- Full rich description
- Direct contact CTA

Active opportunities live across Agriculture, Energy, Manufacturing, Tech, Logistics, Finance.

FEATURE	GENERIC DIRECTORY	OUR MARKETPLACE
Posting	Anyone can post	Only verified, KYC-approved
Listings	Static listings	Searchable, filterable, tagged
Contact	No contact path	Direct "Send Inquiry" CTA
Deal Flow	No tracking	Inquiry → Chat → Pipeline

DEAL FLOW MARKETPLACE

Opportunity listings are posted by verified companies, not anonymous leads.

Africa's Leading Markets. Critical Insights. One Click.

Unlocking Africa's Opportunities Through Data-Driven Innovation and Advanced AI Algorithms.

Economic Metrics

GDP, annual growth, and interactive historical charts.

Trade Data

Imports, exports, and regulatory restrictions.

Infrastructure

Airports, ports, FTZs, and notable locations.

Bloc Memberships

Regional integration data and trade blocs.

Investment Hotspots

Regions with special appeal and incentives.

Why Invest

Curated strategic narratives for every nation.

Comparison Tool

Side-by-side comparison of nations on all metrics.

The Bloomberg of Africa Discovery.

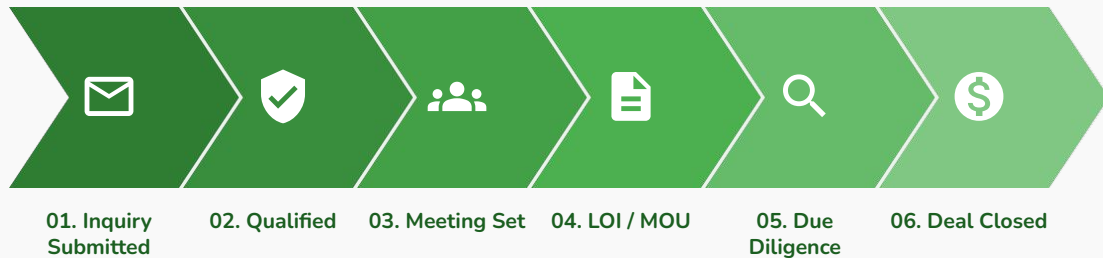


From Market Discovery to Business Connection in Minutes

Identify opportunities, find the right partners, and initiate meaningful engagement faster than ever.

The Integrated Deal Pipeline

Our platform doesn't just enable chat - it tracks the entire journey from the first inquiry to the final signature.



Why this matters:

Every inquiry represents a qualified opportunity. Every message helps build trust and strengthen business relationships. Our platform preserves deal momentum and enables timely engagement in ways that traditional email exchanges often cannot.



PLATFORM COMMUNICATION

The Integrated Deal Pipeline solves the "leaded deal flow" problem by providing institutional clarity.

Trade Missions - Without the Flights.

Engage companies, explore opportunities, and build cross-border business connections without the time and cost of travel.



Virtual Missions

High-impact matchmaking connecting global capital.



Seamless Registration

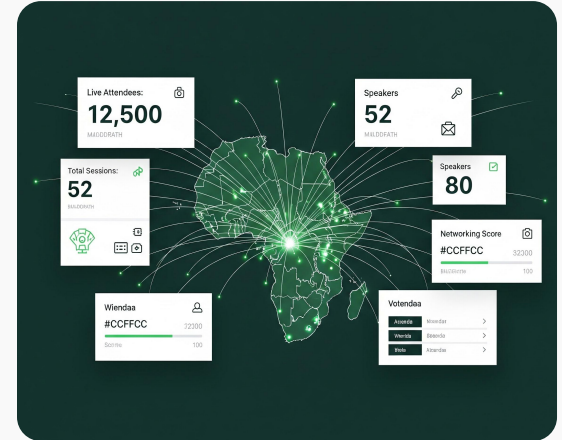
Automated invites and personal dashboards.



Lead Capture

Integrated tools tracking every interaction.

The \$50,000+ Comparison: Physical missions are costly; we eliminate friction.



Pilot Outcome Metrics & Targets

92%

Attendance Rate

15+

B2B Meetings

30+

Follow-up Inquiries

12-18%

MOU Conversion

VIRTUAL TRADE MISSIONS

Events serve as a built-in engagement engine, driving recurring user activity through trade missions, event participation, and timely notifications.

We're Not Presenting a Concept - We're Demonstrating a Live Platform

This is not a prototype. It is a production-ready platform already in operation and being used by real users.



500+

Japanese Companies Onboarded



Most of Africa

African Markets Covered with Intelligence Pages



5+

Languages Supported



12

Core Features Fully Launched

ALL CORE FEATURES - LIVE TODAY

- ✓ Company Profiles · ✓ Opportunity Marketplace · ✓ Country Intelligence
- ✓ Real-Time Chat · ✓ Inquiry System · ✓ Virtual Events · ✓ Global Search
- ✓ Admin Dashboard · ✓ Bulk Onboarding · ✓ Country Comparisons
- ✓ Document Verification · ✓ Multi-Language Support



Platform Traction at a Glance

Secure. Scalable. Governed.



Bank-Grade Security

JWT-based authentication with granular Role-Based Access Control (RBAC). Enterprise-grade encryption for all documents and messages.



Elastic Scalability

Cloud-native, containerized architecture built to handle 1,000% user growth without downtime or performance degradation.



Strict Data Governance

Manual KYC gates, auditable admin logs, and full compliance with international data privacy standards across 54+ nations.



ENTERPRISE INFRASTRUCTURE

Our stack represents trust: built for security, scale, and global governance standards.

Scalable Monetization.



1. Core Subscriptions (SaaS)

Verified Profiles + Featured Listings. Companies pay a monthly or annual fee for a verified badge, high-visibility opportunity listings, and full access to the virtual trade mission event dashboard.



2. Enterprise & Government Tier

Strategic Partnerships. Custom packages for embassies, trade promotion bodies (JETRO, JICA), and development banks. Includes dedicated trade missions and white-label data.



3. Success & Facilitation Fees

Deal Closure. Performance-based facilitation fees or success commissions on investment matches and high-value trade partnerships successfully initiated through our platform.



REVENUE MODEL

Shifted from fragmented fees to three scalable bundles for predictable SaaS revenue and deal upside.

A Phased Go-to-Market Strategy for Scalable Growth

01

Phase 1 - Anchor in Japan

Leverage our existing base of 500+ Japanese companies to establish market credibility, generate platform activity, and strengthen the initial demand pipeline.

02

Phase 2 - Expand Across Africa

Grow into 15+ high-potential African markets, beginning with key economies such as Nigeria, Kenya, Tanzania, Ethiopia, Ghana, and South Africa.

03

Phase 3 - Monetize Engagement

Convert platform adoption into revenue through premium tiers, featured company visibility, market intelligence products, and paid trade and networking events.

04

Phase 4 - Scale with AI Matchmaking

Introduce AI-driven matching to accelerate high-quality connections between investors, Japanese firms, and African companies.

GROWTH LEVERS

Trade Body Alliances

Deep integration with embassies and regional trade organizations.

Flagship Missions

Online trade missions to drive PR, media, and rapid acquisition.

Referral Ecosystem

Incentivized networking for verified companies on the platform.

Japanese Direct Sales

Dedicated sales outreach for corporate clients with Africa mandates.



GO-TO-MARKET

A clear path from early traction in Japan to a scalable pan-African growth and investment ecosystem.

Operational Momentum: The 90-Day Execution Plan



Onboard 100 Companies

Focus on Nigeria and Kenya - priority markets for tech, ag, and manufacturing.



Flagship Trade Mission

Connecting 50+ Japanese buyers with vetted African exporters in real-time.



Close 3 Anchor Partnerships

Finalize MOUs with JETRO, European Trade Body, and Global Partners.

Why this matters:

"This isn't a conceptual project; it's a running operational engine."

"We are moving from platform development to aggressive market capture in our top corridors."



Let's Build Africa's Investment Future - Together

We are not simply building a platform; we are building a connected ecosystem. We are seeking strategic partners to shape the future of trade across Africa.

African Companies

List your business, showcase opportunities, and connect with verified Japanese and global partners - with no cost to get started.

Japanese Companies

Access a growing network of African opportunities, identify trusted suppliers and partners, and manage your Africa strategy in one place.

Government Agencies & Business Associations

Co-host virtual trade missions, promote member companies, and use our country intelligence pages as an extension of your digital presence.

Media & Networks

Expand your reach and visibility by partnering with one of the most active digital communities focused on African investment and business engagement.

Partnership Benefits

Verified Presence

Build a trusted profile that enhances credibility and visibility with global investors and business partners.

Event Collaboration

Co-host, sponsor, or promote virtual trade missions, investment forums, and business networking events.

Deal Flow Access

Browse, respond to, and engage with live business and investment opportunities across African markets.

Market Intelligence

Gain access to country dashboards, sector insights, and curated market data to support informed decision-making.

Next Steps

1. Book Private Demo

Schedule a 15-min walkthrough.

2. Join as a Partner




Secure your trusted presence.

3. Post Opportunity

Upload your request today.

"The platform is live. The opportunities are real. All we need now - is you."

PARTNERSHIPS

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