

NATIONAL CROWDFUNDING WORKSHOP
DOUALA,CAMEROON

20 FEB. 2020



www.startupnkap.fiance



PROJECT

STARTUP
COMANY



INVESTORS

Crowdfunding



PROFIT



MICROCREDIT



P2P -
LENDING



WEB

PLATFORM

CROWDFUNDING

Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet. Crowdfunding is a form of crowdsourcing and alternative finance.

Crowdfunding is a method of raising capital through the collective effort of friends, family, customers, and individual investors. This approach taps into the collective efforts of a large pool of individuals—primarily online via social media and crowdfunding platforms—and leverages their networks for greater reach and exposure.

THE BACKGROUND - 2008 THE GREAT RECESSION

crowdfunding may seem like a new idea, but it actually has a long and rich history with roots going back to the 1700's.

However, modern day crowdfunding — where people and businesses raise small amounts of money from a large group of people, usually online — has its origins in 1997.

The collapse of the housing market and the financial industry in 2008 led to people being forced to seek funding by alternative means.

As traditional banking institutions were no longer able or willing to provide the same loans as they were in the past, people turned to the internet — and to each other.

Crowdfunding has a long and rich history with roots going back to the 1700's. Here, we look at how the past decade has shaped modern day crowdfunding and contributed to the recent surge in crowdfunding activity.

The first recorded successful instance of **crowdfunding** occurred in 1997, when a British rock band funded their reunion tour through online donations from fans. Inspired by this innovative method of financing, ArtistShare became the first dedicated **crowdfunding** platform in 2000.

2009 – 2015 : Crowdfunding Emerges as a Major Funding Source

The launch of [Kickstarter](#) and [IndieGoGo](#) led to an explosion of niche crowdfunding platforms.

1997- The Inception of Modern Day Crowdfunding

The first recorded successful instance of **crowdfunding** occurred in 1997, when a British rock band funded their reunion tour through online donations from fans. Inspired by this innovative method of financing, ArtistShare became the first dedicated crowdfunding platform in 2000. Shortly thereafter, more crowdfunding platforms began to emerge, and the crowdfunding industry has grown consistently each year.

2009- Crowdfunding Emerges as a Major Funding Source

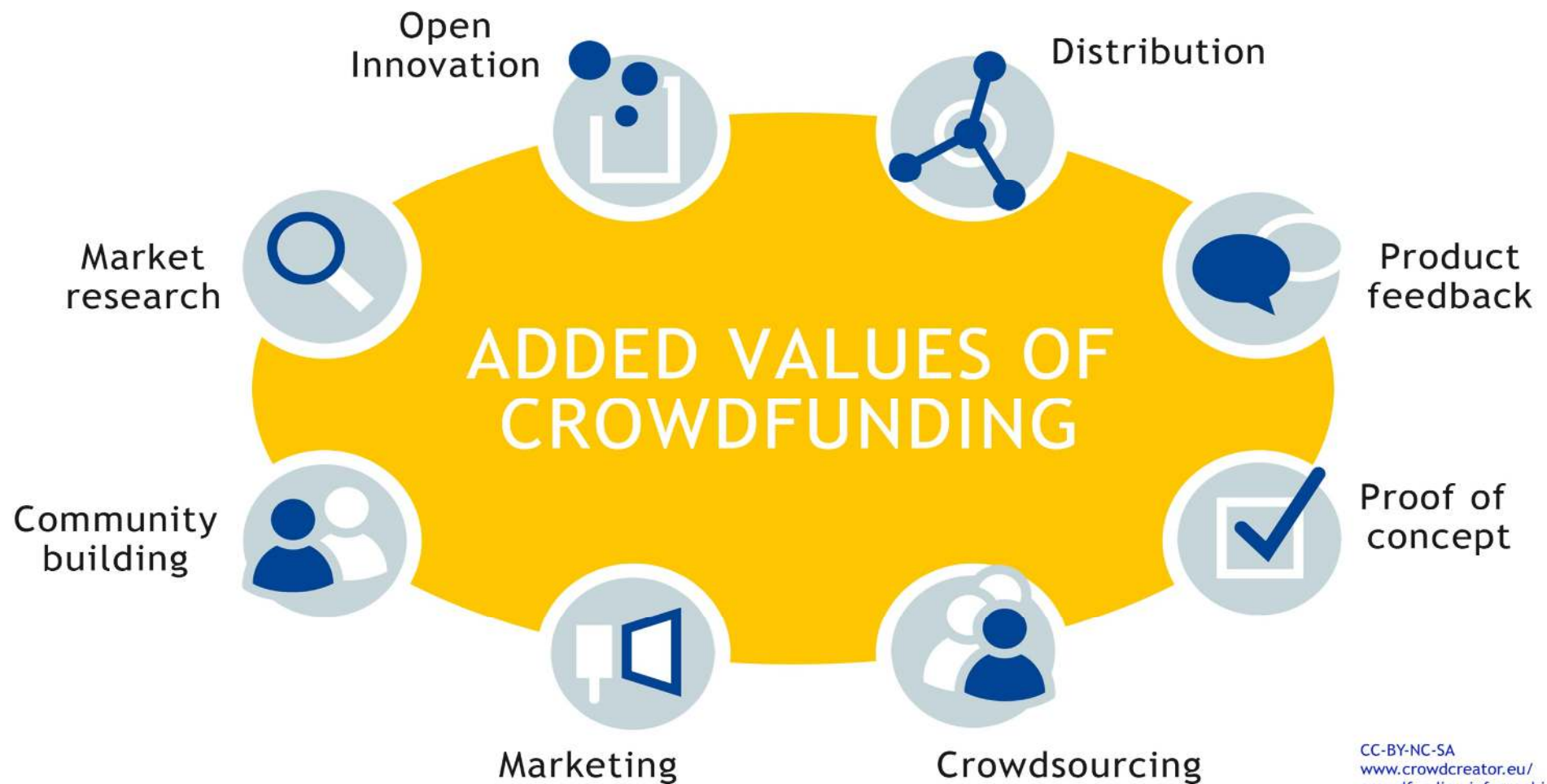
The crowdfunding industry has quickly emerged as a popular option for entrepreneurs to validate their ideas, gain exposure, and gain funding. Crowdfunding revenue tripled from \$530 million in 2009 to \$1.5 billion in 2011 and is expected to continue rapid growth in the coming four years.

KEY STATISTICS

According to the Bank of Central African States (BEAC), Cameroon is the only country in the sub-region to be represented in crowdfunding in Africa, with 4,421 projects financed in 2017 for a total of CFA1.1 billion. This represents 0.74% of the funds raised in 2017 on the continent.

According to rare data produced by the Bank of Central African States (Beac), the annualized growth rate of the amounts raised by Cameroonians on the Kiva crowdfunding site (XAF1.1 billion) was 42.8% between June and September 2017. *“At this rate, the total funds raised by Cameroon on this platform could be multiplied by 17 by 2025,”* the Beac projects.

Africa currently accounts for only 0.1% of global crowdfunding activity. South Africa, Egypt, and Nigeria dominate the continental market while Cameroon ranks only 18th



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www.crowdcreator.eu/crowdfunding-infographics

LAUNCHING OF **STARTUP'NKAP**

YAOUNDE, MARCH 2019



ABOUT US

Startup'Nkap is an innovative incorporated finance and investment platform designed to attract; Angel Investors, Venture Capitalists, Equity Investors, Crowdfunding and other financial services from various sectors of finance including endowments, pension funds, investment banks and hedge funds. For an inclusive financing for small and medium sized enterprises with focus on industrialization. Our role is to connect, mobilize finance and resources from the different sectors above and invest in SMEs and Start-up on our data base.

One of our utmost focus is to nurture and mature business ideas and ventures to scale and take them to the next level hence create more jobs, create wealth, balance regional development, increase the GDP and Per-Capital Income.

THE BUSINESS ANGELS

Typically wealthy individuals, business angels (or angel investors) aim to help entrepreneurial individuals succeed with a business idea by investing their own money. They are **known as "angels"** because they often invest in risky, unproven business ventures for which other sources of funds—such as bank loans and formal venture capital—are not available.

A business angel is an independent individual who provides capital for the development of a business. This private investor not only provides money, but also generally is interested in becoming involved in the project by acting as a guide or mentor. They invest their time as well as provide connections to their larger network in order to help guide the entrepreneur in the new business venture.



VENTURE CAPITALIST

A venture capitalist (VC) is a private equity investor that provides capital to companies exhibiting high growth potential in exchange for an equity stake. This could be funding startup ventures or supporting small companies that wish to expand but do not have access to equities markets.

Venture capital is a type of funding for a new or growing business. It usually comes from venture capital firms that specialize in building high risk financial portfolios. With venture capital, the venture capital firm gives funding to the startup company in exchange for equity in the startup.



EQUITY INVESTORS

Equity investors are people who invest money into a company in exchange for a share of ownership in the company. Typically, equity investors have no guarantee of a return on their investment, and may lose their money should the company go out of business.

There are two ways for investors to make money from an equity investment. The first is through a dividend, which usually occurs when a company is in profit and allows for part of those profits to be divided between the shareholders. The second is if an investor sells their shares.

ABOUT US

StartUp'Nkap is an innovative finance and investment platform that connects Start-Ups and SMEs to investment opportunities in Cameroon and Africa. With focus on Crowdfunding, Angel Investors, Equity Investors, Venture Capitalists etc.

INVESTORS

StartUp'Nkap offers investment opportunities in any sectors (Agribusiness, Renewable Energy, IT and Design etc) with low risk.

STARTUPS & SMEs

Startups, SMEs and other social enterprises can benefit from the finance and investment opportunities provided by the platform.



OUR KEY VALUED CLIENTS ARE STARTUPS & SMEs

Our beneficiaries are SMEs and start-ups whose business is still in an early stage. Some 70% of startups need just seed money or startup capital to scale or take their venture to the next level. To benefit from our services you will have to register your business venture to be packaged (Business plan/model/white paper) by our expert team. We accept ventures from all sectors; **Agribusiness, IT and Software, Fashion and Design, Health, Renewable Energy, Real Estates, Education and Training** etc. We offer mentorship and coaching opportunities to start-ups and SMEs this to enable them have specific skills and knowledge that will maximize their business potential and improve their performance. With focus to our Key sectors; Renewable energy, IT & Software designing, Agribusiness with value chain.

STARTUPNKAP THE INNOVATION FUND

The Innovation Fund invests in new ideas to improve

The Innovation Fund is a portfolio which brings together the contributions of donors, Business Angels and from which are drawn the resources allocated, after studying the files, to the most competitive and innovative projects. In this sense, the funds given by Business Angels are transferred by all local and international means of payment (Pay Pal, international transfers, electronic money, payment cards, etc.).

How does the Innovation Fund work?

The Innovation Fund is registered in a bank account with an approved credit institution. This account is managed by the Board of Directors and by the Startup'Nkap management team. The funds found there are allocated to a determined number of projects for a variable duration.

We provide unique hybrid investment fund that supports the piloting, rigorous testing, and scaling of innovative ventures across all sectors.

What guarantee is attached to the Innovation Fund?

The Innovation Fund is subject to specific transparency rules. A report on the use of the Fund's resources is drawn up quarterly by the Startup'Nkap management team. This report and the supporting documents relating thereto will be made available to the Business Angels who contributed to its creation, at their request.

PROJECT IDENTIFICATION

We receive ventures from across the sectors, **Agri-business, real estate, renewable energy, IT and Software Development, Fashion and Design, etc.**

This is done through collection, compilation and analysis of ventures most importantly those who have registered through the platform. Focus is put as well for eventually locating the business venture through a due diligence.

The venture selection criteria will focus on the innovation, the market, the scalability, job creation and most importantly, the **BUSINESS MODEL**.

STARTUP'NKAP - SELECTION AND BRANDING SESSION

In January 2020, Yaounde and Douala hosted the first editions of the StartupNkap Business Angels Meetup ahead of Carrefour des Finances & Expo to run from the 15th to 17th April 2020 in Yaounde. The next stage of the meetup is scheduled for Tuesday 25th February 2020 at the S.T Muna Foundation in Yaounde.

The session is for selected startups and entrepreneurs and focus will be on evaluating, packaging and branding their business ventures. They will be showcased at the Carrefour des Finances to attract investors and other investment opportunities.

THE CHALLENGE

NO GUIDING FRAMEWORK
ANARCHY IN THE SECTOR
LACK OF TRUST

GOVERNMENT POLICY TO REGULATE THE SECTOR

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obrigado

Dank U

Merci

mahalo

Köszi

спасибо

Grazie

Thank
you

mauruuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos