INTERNATIONAL INVESTMENT PLATFORM

CENTER FOR STRATEGIC COMMUNICATIONS

Project №2103
Digital International Video-Commerce Ecosystem (West Africa)

REQUIRED INVESTMENT AMOUNT:

$500 000

FOUNDER INVESTMENT:

$100 000

RETURN ON INVESTMENT CAPITAL:
700+%

ROI potential is driven by the acquired equity stake and the projected appreciation of the company's valuation at exit.

EQUITY STAKE:
5-7%

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Project Description:

The project is a next-generation digital platform uniting **video content, social commerce, and payment infrastructure** into a single ecosystem. The project addresses a key gap in Africa — the absence of a unified space where content creators, users, and sellers can create, sell, and earn within the same platform

Functionally, the platform combines:

- **Video content & livestreaming** with embedded marketplace and ticketed broadcasts.
- **Fintech infrastructure** with multi-currency wallet, escrow, and cross-border transactions.
- **Creator monetization** via subscriptions, in-app purchases, affiliate sales, and digital tokens.

Current status:

- **Platform is live** on Apple App Store and Google Play with strong organic growth.
- **1,000+ registered users · 4,000+ videos uploaded · 4.0× engagement ratio** (highly engaged creator-to-consumer dynamic).
- **Phase 1 completion on May 15, 2026:** proprietary wallet (in-app purchases & payouts), livestreaming, and creator insights dashboard go live — transitioning the platform from social MVP to full commercial ecosystem.
- **BytePlus partnership secured** — livestreaming powered by the **BytePlus MediaLive SDK**, the same live-streaming technology stack that powers TikTok. $100,000+ already invested by the founder. Product architecture and business model fully formed.
- **2 University LOIs signed** (UNIBEN live) — campus creator pipeline activated.
- International team in place across **technology, fintech, and global business.**

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Competitive advantages

- **Integrated all-in-one model** — content, commerce, and finance in one platform.
- **Africa & diaspora focus** — fast-growing, structurally underserved market.
- **Built-in monetization** — commissions (8% GMV), subscriptions ($19.90–$34.50/mo), live event cuts (30%), advertising, digital tokens.
- **Full revenue cycle on-platform** — create, promote, sell, and earn without leaving the ecosystem.
- **Logistics & escrow integration** — addresses the 30–40% transaction loss from trust failures in regional e-commerce.
- **No incumbent** — TikTok Shop, Shopify, and Patreon are not built for festival-rooted creators or escrow-protected cross-border cultural goods.
- **TikTok-grade live infrastructure** — BytePlus MediaLive SDK delivers the same low-latency streaming backbone as TikTok, giving creators broadcast quality typically reserved for Tier-1 platforms.

THE MARKET & PROSPECTS:

Global creator economy: $250B in 2026 → $480B by 2027.

Africa creator economy: ~$5B today → $30B by 2032.

Nigerian platforms paid $15.7M to creators in 2025 (2× YoY); Selar paid $12.8M

Africa & the diaspora:

- 1.55 billion+ people on the continent
- 200M+ in the diaspora — highest-intent buyer segment
- $100B+ in annual remittances

Growth drivers:

- **600M+** users under age 30
- Creator economy growing ~**40% per year**
- **Mature payment rails** (Paystack, Flutterwave, M-Pesa, MTN MoMo) processing billions monthly
- Cross-border payments **10× cheaper than 5 years ago** — diaspora can pay creators directly

ROADMAP

NOW	1,000+ users · 6 product modules live · 2 University LOIs signed · Pre-seed open
MONTH 6	500 paying creators · $200K ARR · subscriptions validated
MONTH 12	50K active users · $1.5M GMV · diaspora live in London, Toronto, Houston, Singapore
MONTH 15	8K paying creators · $1.2M ARR · Series A trigger

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Team

The project is being implemented by an international team with strong expertise in technology, digital platforms, international business, and fintech.

The team has hands-on experience in developing and scaling IT products, building business strategies, and operating in global markets.

Necessary Investments:

Investors are offered participation in project through the following structures:

1. **SAFE** — valuation cap of $**10,000,000 with a 20%** discount, converting into equity at the next financing round

2. **Equity** — direct investment under the following terms:

- investment amount: **$500,000**
- equity stake: **5% – 7%**
- company valuation: **$10,000,000 (pre-money)**

To ensure a successful market entry, rapid scaling, and operational stability, the project is seeking to raise **$500,000 in a Seed round.** The capital will be strategically allocated across key areas ensuring product development, user engagement, and the formation of a sustainable business model.

ALLOCATION OF FUNDS:

Name	Amount
Product Development	**40%**-$200K
Marketing and Growth	**30%**-$150K
Team and Operating Expenses	**20%**-$100K
Partnerships and Compliance	**10%**-$50K

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Key Transaction Parameters:

- **Entry Valuation:** $10,000,000
- **Operating Expenses (OPEX):** $500,000 – $750,000 annually
- **Net Profit:**

Year 1: negative (investment phase)

Year 2: break-even level

Year 3: sustainable net profit of ~$2,000,000+

- **Projected Exit Valuation:** $80,000,000 – $150,000,000
- **Equity stake:** 5% – 7%

The projected **ROI** is primarily based on the expected increase in company valuation as the project progresses from the development and scaling stage toward operational maturity and profitability.

The projected Exit Valuation of **$80,000,000 – $150,000,000** reflects the anticipated growth of the business, scalability of the model, increasing revenues, profitability metrics, and the strategic value of the company within its sector. As a result, investors entering at the current valuation stage may benefit from substantial appreciation in the value of their equity stake upon exit.

$$\mathbf{ROI} = \frac{\text{EXIT VALUE}}{\text{INVESTMENT AMOUNT}} + \mathbf{-1} = \mathbf{700\%}$$

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