EmeMar

INVESTOR PITCH DECK

Africa Market Entry Platform

Unlocking Africa for International SMEs

EmeMar

Dr. Mitch Tolo, Founder & CEO

The Insight

Thousands of European SMEs want to expand — but don't

Not because of lack of demand, but because **market entry is broken** in emerging markets

👉 This is especially true in West Africa such as in Ghana

Problem

Company → Agent A
Company → Distributor?
Company → Local Contact
Local Contact → No Results

Market entry into Africa is slow, risky, and unstructured

- No trusted local execution
- Fragmented partner landscape
- High failure rate in first 12 months
- Consulting does not translate into sales

👉 Companies pay, but don't get results

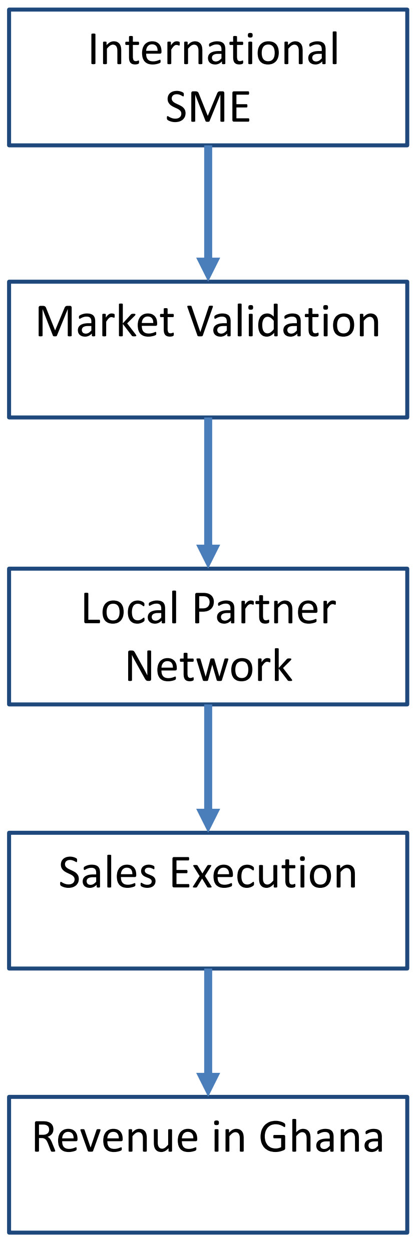
Solution

Execution-first market entry platform

We don’t advise — we execute.

- Local sales + partner activation
- Standardized go-to-market model
- Real customer validation
- Repeatable across clients

👉 From zero → first revenue in-market



Why Now

🌍 Africa growth
📉 Europe stagnation
🚀 Export demand

Timing is uniquely favorable

- African markets growing fast
- International SMEs under pressure to find new growth
- No scalable entry platforms exist

👉 Category is still open

Traction

Early proof of demand

4	€70k	16
Active Clients	Pipeline	Active Qualified Opportunities

- Active B2B sales operations in Ghana
- Direct engagement with local partners and customers
- Case: Client Heatmasters → 9 meetings with distributors and importers → €20k pipeline to Ghana

👉 Real market validation — not theory

Repeatable Revenue Per Client

- Average annual revenue per client: €25k

International SME

↓

Market Validation

↓

Local Partner Activation

↓

B2B Sales Execution in Ghana

↓

First Customers / Deals

↓

Scale Across West Africa

Business Model

Platform Revenue

+

Success Fees

High-value revenue

- 5-10% success fee (also a potential 9 900 EUR project and 5 000 EUR received from market researches)
- Future: scalable data / platform layer

👉 Strong LTV per customer

From market entry to repeatable, scalable growth

Step 1
Client Onboarding

↓

Step 2
Market Analysis

↓

Step 3
Partner Sourcing

↓

Step 4
Sales Outreach

↓

Step 5
Deal Validation

↓

Step 6
Scale-up

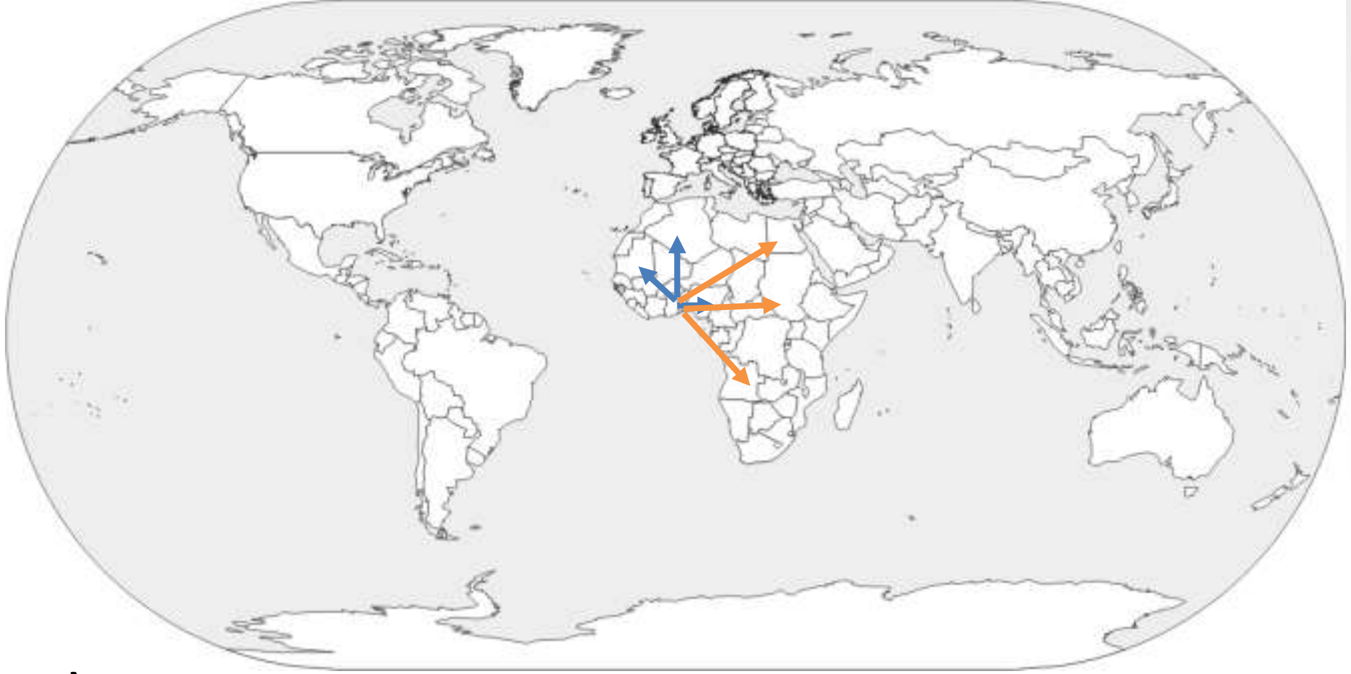
Market Size

Large and underpenetrated opportunity

- Millions of international SMEs in the initial target markets
- Initial focus: Finland → Nordics, DACH, Benelux and the UK
- Expansion: Ghana → West Africa → Africa
  - Ghana imports: €25B annually and growing
  - West African imports: €129B+ annually and growing
  - African imports: €1.3T+ annually and growing

👉 Multi-billion € long-term opportunity

Scalability



From service → platform

Phase 1:

- Manual execution (current)

Phase 2:

- Standardized processes + playbooks

Phase 3:

- Scalable platform with data and network effects

👉 Service is the entry point — platform is the scale

Competitive Advantage

Execution + local presence + repeatability

Unlike:

- consultants → no execution
- agents → no structure
- distributors → limited control

We combine:

- local execution
- structured model
- scalable approach

👉 Hard to replicate

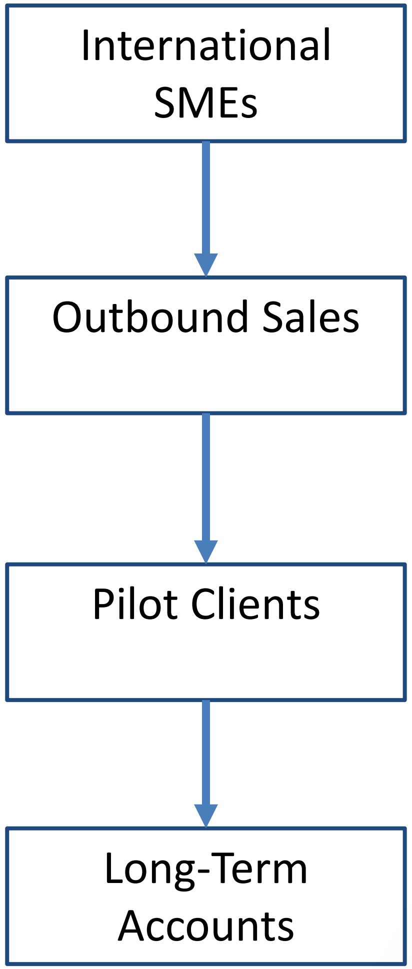
	Execution	Scalability
Consultants	Low	Low
Agents	Medium	Low
Us	High	High

Go-To-Market

Focused and efficient

- Direct outreach to export-oriented SMEs
- Founder-led sales
- Case-driven growth

👉 Early traction already validates demand



Team

Michael Bryan
Done business in Ghana

Dennis Mensah
Done business in Ghana

Felix Igbinigun
Done business in Ghana

Built for execution

- B2B sales experience
- Direct experience in Ghana
- Lean, hands-on team

👉 We operate where others hesitate

Sefinat Sanni
Done business in Ghana

Mitch Tolo
PhD in Marketing

Vision

The default platform for entering African markets

Starting with:

- Ghana

Scaling to:

- West Africa
- Multiple emerging markets

Infrastructure layer for the whole Africa and potentially global expansion

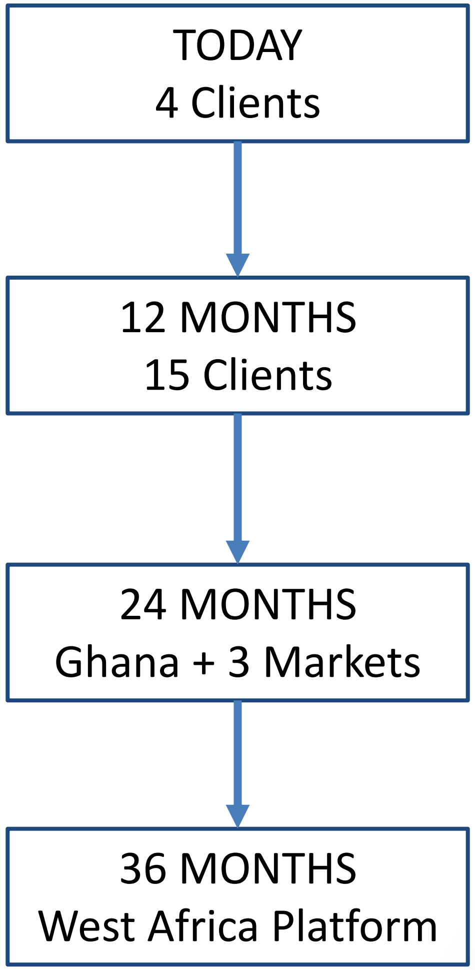
The Ask

Pre-Seed Round: €50k–€150k

Use of funds:

- Scale client acquisition (40%)
- Strengthen Ghana operations (30%)
- Productize the model (20%)
- Administration (10%)

👉 Target: 10–15 clients within 12 months



Closing

EmeMar

We turn market entry into a repeatable system

Dr. Mitch Tolo

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