



Investor Magnet

AFRICAN EDUCATION. REINVENTED.

Investor Deck - May 2019

AFRICA'S EDUCATIONAL ECOSYSTEM - UNFIT FOR 21ST CENTURY CHALLENGES

Education and entrepreneurship in Africa are beset by some **critical weaknesses**:

Workforce **skills and employer needs are mismatched** - 54% of job seekers have no skills to offer, while 41% of workers have advanced qualifications not needed by employers (African Development Bank).

Investments in Africa **concentrate on infrastructure - not human capital**. Of the bottom 10 countries in the world by education spending as % of GDP, 5 are African (World Bank)).

Half of the world's children of primary and lower secondary school age who are not in school, are in Africa - **a total of 60 million youths**.

Africa must produce **18 million high-productivity jobs per year until 2035** to avoid major social and economic upheaval.

African education lags the world - only 12 universities in the top 1,000 globally are African.





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Africa is lagging the rest of the world in poverty reduction because it has not invested sufficiently in its people

Hafez Ghanem, World Bank Vice President for Africa

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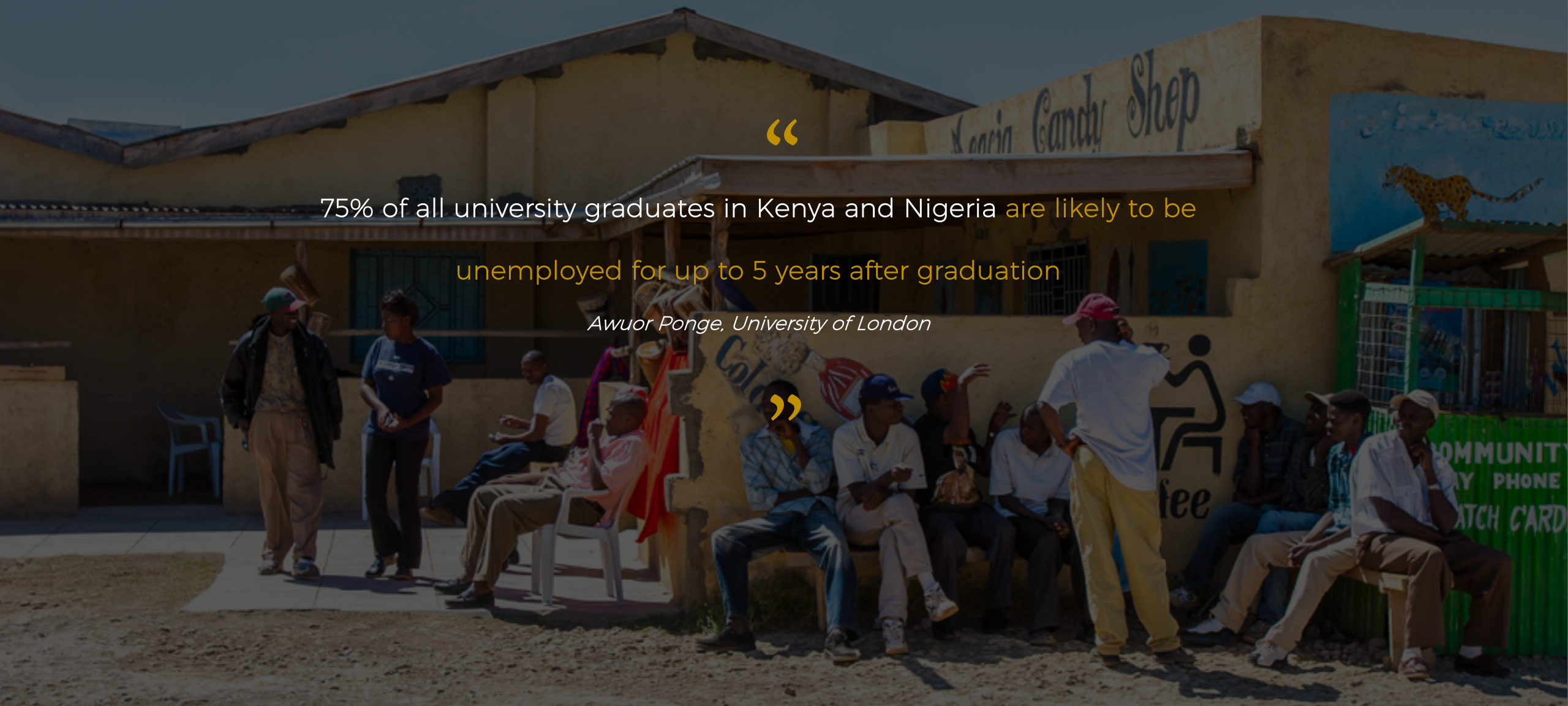


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75% of all university graduates in Kenya and Nigeria are likely to be unemployed for up to 5 years after graduation

Awuor Ponge, University of London

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96% of African CEOs say the availability of key skills is the biggest threat to their organisation's growth

PWC

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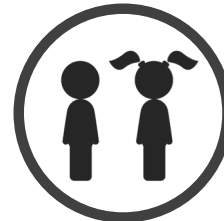
GROWING ECONOMIES, INCREASING POPULATIONS & BOOMING EDUCATION DEMAND

The market for education and workforce training in Africa represents a once-in-a-lifetime opportunity:



Africa Grows Fast

Seven of the top 10 fastest growing economies of the world in 2018 were in Africa - all with GDP growth rates above 7% annually



Africa is Young

About 70% of Africa's population is aged 25 or younger, with 375 million people entering the labor market by 2030. By 2035, Africa's workforce will be bigger than that of any country in the world



Africa Wants Education

The market for private education is experience sustained and continuous double-digit growth rates



Africa Has Potential

Enrolment in tertiary education in Africa stands at less than 10%, compared to over 80% in North America and over 60% in Europe

THE STATE OF THE MARKET

Many players, different courses, *no clear leader*



- Founded in 2014
- Trains software developers for remote work
- Raised \$100 MLN in January 2019
- Present in 5 locations



- Founded in 2008
- Offers online courses from the world's leading universities
- Purchased by 2U Inc. in 2013 for \$103 MLN



- Founded in 1998
- Runs a franchise of vocational training centres
- Present in 5 countries
- 1980 graduates in 2017



- Founded in 2008
- Offers software engineering courses
- Campus in Johannesburg
- Partnered with top EU universities

A MARKET NEEDING TO CHANGE

Problems & opportunities in the technical vocational education training market

73

African EdTech
Companies

Small Scale & Fragmented

Currently there is no “go-to” provider of Technical Vocational Education Training (TVET) in Africa. The market is fragmented by course availability, geography, and didactic methodology. Fully 70% of the market is made up of providers offering only 2-3 courses. The result is many providers all unable to invest sufficiently in viable technology, scale continent-wide, or generate profits.

5000%

Increase in value of
global EdTech
Investments 2001-
2015

A Multi-Billion Dollar Sector

Venture Capital funds are increasingly interested in finding the sector’s most promising startups. The year 2019 has seen so far new records in terms of funding round sizes in African VC and in the Edtech sector. Overall Edtech investments worldwide will surpass \$10 BLN in 2019.

\$500_{m+}

Investment needed
in African TVET in
next 5 years

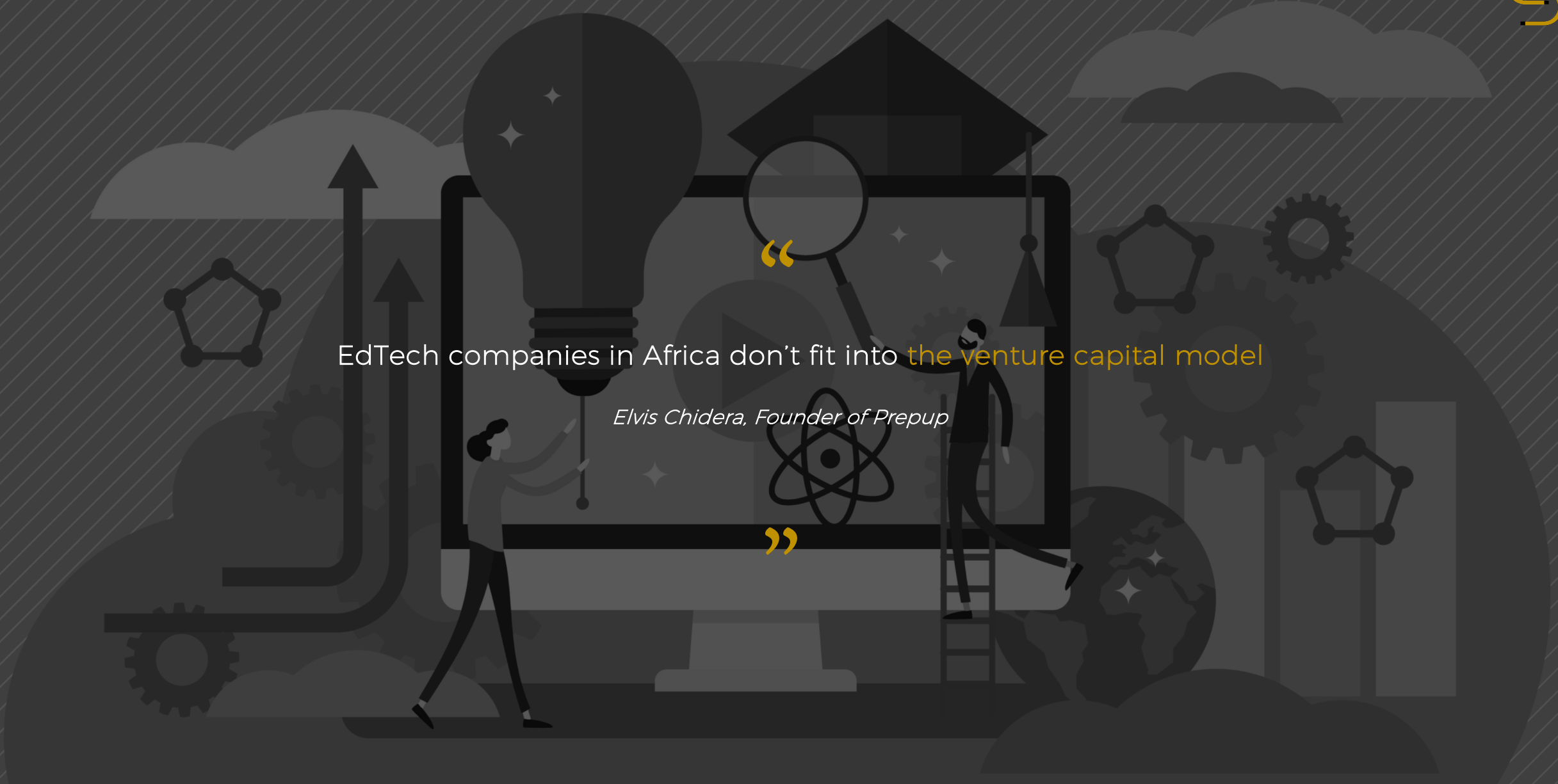
Growing Demand, Low Profits, Increasing Regulation

The TVET sectors is characterised by low profitability for education providers, low student lifetime value, and rapidly increasing pricing for training services. At the same time, more countries in Africa are looking to introduce more mandatory qualifications for many professions, boosting demand in the long run.



EdTech companies in Africa don't fit into the **venture capital model**

Elvis Chidera, Founder of Prepup



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Training for the knowledge-based jobs of the future can and should
be standardised

Prof. Hubert Glijzen, UNESCO

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What's The Solution?

Introducing

Investor Magnet



Africa's Platform For Transformative Education





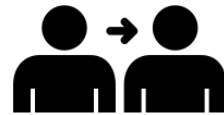
AFRICA'S CONSOLIDATED EDUCATION & ENTREPRENEURSHIP PLATFORM

We have three main focuses:



Consolidate African EdTech

IM plans to **integrate and aggregate** all leading African edtech startup incubators under its name - creating the needed financial scale, technological critical mass, and know how to form the first and only pan-African EdTech conglomerate.



Train Entrepreneurs

IM will provide an approach to **education that revolves around entrepreneurship** - allowing students to take control of their lives and contribute significantly to their personal growth and that of their national economies.

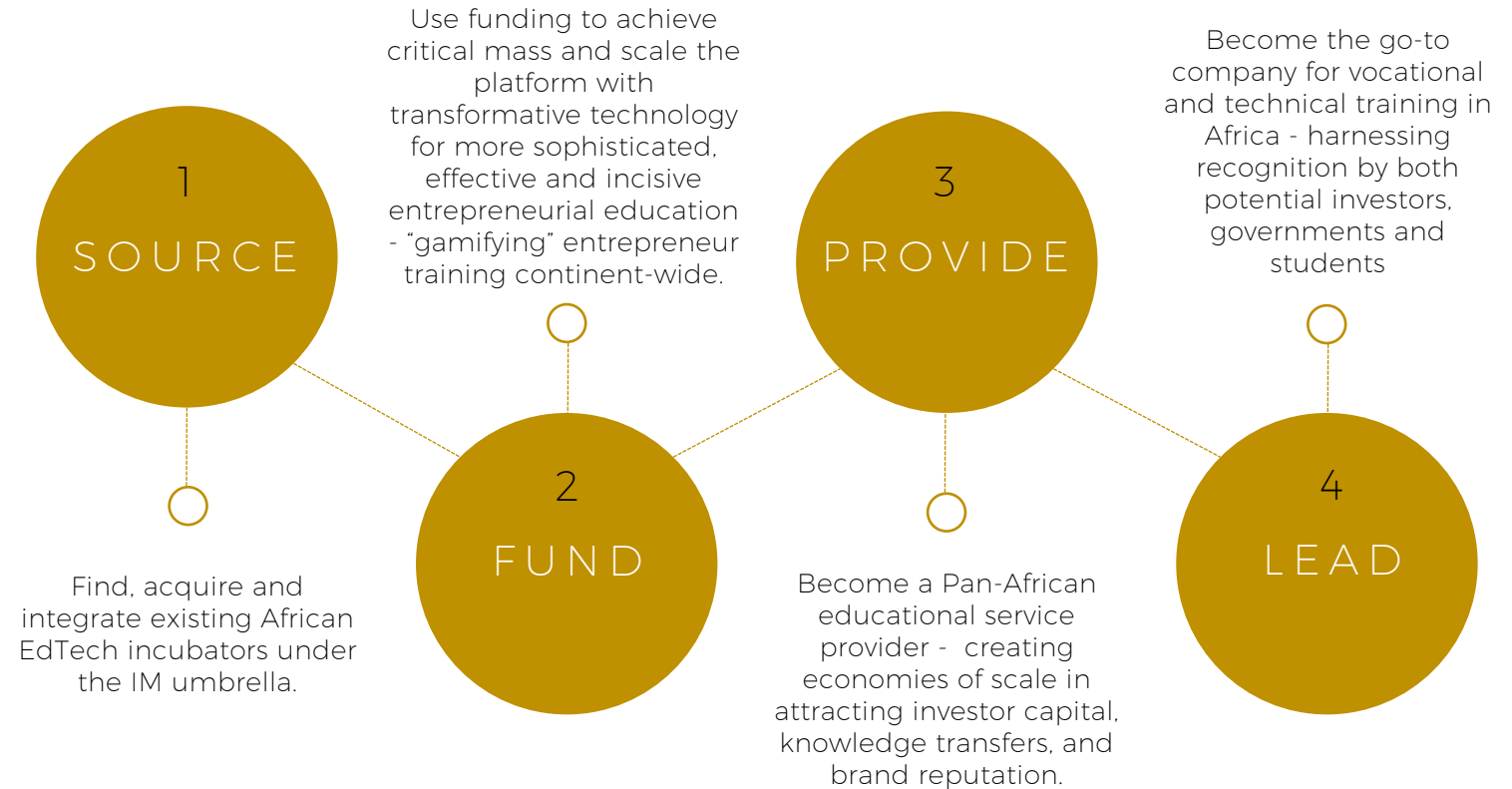


Fund EdTech Startups

IM, out of its large portfolio of edtech investments nurtures and selects the most innovative and exciting entrepreneurial opportunities. We act as facilitators for global capital to find and connect with **the continent's entrepreneurs of the future**.

BECOME AFRICA'S LEADING EDUCATION TECHNOLOGY COMPANY

IM plans to becoming the leading African EdTech provider by these stages:





Why Us?

OUR VALUE PROPOSITION

A unique offering to revolutionise African entrepreneurial education

80%

Of learners would be more productive if education was game like

Entrepreneurship - Gamified

IM aims to pioneer “gamification” as applied to the world of entrepreneurship. Learning entrepreneurial skills becomes an engaging, interactive game for prospective students, which ensures not only entertainment but greater uptake of key concepts

12x

Growth of internet penetration in Africa 2005 - 2018

Transformative Tech & Education

IM aims to supplant in full traditional TVET. IM's methods of education are transformative, with a focus on training fitted to real world challenges, and our technology is transformative by way of gamification. This dual revolution fully harnesses the booming internet penetration and demand for technical education in Africa

1300%

Growth in VC funding of African companies 2012 - 2017

A Unique Fundraising Channel

The African startup scene severely lacks the necessary capital to harness in full its opportunities. VC funds invested \$560 MLN in African startups in 2017, 0.025% of GDP compared to 0.325% in the USA. Growth in startup funding remains among the most robust in the world



OUR BUSINESS MODEL

Diversified across 3 main revenue streams



Subscriptions

IM offers subscriptions to investors and other service providers to access the platform for data, marketing, investment opportunities and recruitment.



Fundraising

IM offers a fundraising service by making entrepreneurs and their projects visible to institutional and individual investors around the world. We will earn a % fee of the capital raised on the platform.



Investments

IM will actively scan and select the most promising entrepreneurial ventures to invest in. We will generate investment income and capital gains by nurturing startup investments and exiting them at higher stages of development.

OUR TEAM

An experienced group of professionals in politics, business and entrepreneurship

Sean Drake | Founder & CEO

Sean is the founder of Investor Magnet, and is authoring a book of the same name in an effort to educate the fast-growing youth population in Africa. He was ranked Top 30 Under 30 by Forbes, and is an expert commentator on CNBC. He is an accomplished panelist, and speaker on a variety of topics related to sustainable investing in emerging markets, entrepreneurship and is a proponent for education growth in Africa.

Taavi Rõivas | Estonian MP

Taavi Rõivas was educated at the University of Tartu, School of Economics and Business Administration, where he obtained a degree in Foreign Trade and Marketing. He was the Prime Minister of the Republic of Estonia from 2014 to 2016 and Minister of Social Affairs of the Republic of Estonia from 2012 to 2014. Taavi has also worked as a Corporate Customer Account Manager at an IT company and as an adviser to Märt Rask, Minister of Justice.

Ancillar Mangena | Journalist

Ancillar is a winner of the ZIMEO Award for technology reporting and of Sanlam Excellence in Financial Journalism: Africa Growth Story award. In 2016, she won the CNN/Multi-Choice Young Journalist and was a finalist for the Foreign Press Association Young Journalist of the Year award. She compiles the Forbes Africa under 30 list and has written many cover stories. Outside of her work at Forbes Africa, Ancillar is a UNHCR ambassador and a World Economic Forum Global Shaper PR entrepreneur.

Summy Francis | Founder of Africa's Young Entrepreneurs

Summy Smart Francis is the Founder/President of Africa's Young Entrepreneurs (A.Y.E) the World's largest entrepreneurship network with over 12.6 million members in 20 African Countries as well as the United States, Canada and Great Britain. He is the Executive producer of Africa's Biggest Entrepreneurial Reality TV. A.Y.E identifies and empowers 500 innovative businesses every year. Summy is a recipient of several awards both in Nigeria and globally.

THE PITCH

We are looking to raise \$2,500,000 and the funds will be used as follows:

\$2,500,000

Platform Development 35%
\$875,000

Marketing 15%
\$375,000

Operations 30%
\$750,000

TWP Foundation 15%
\$375,000

Legal 5%
\$125,000



Investor Magnet

START THE REVOLUTION

African education needs a revolution.

You can help start it.

Contact us now to find out how to invest in the IM fundraise:

Sean Drake, CEO

investor@investormagnet.io

www.investormagnet.io

