



# Africa House

RECONSTRUCTING THE AFRICAN NARRATIVE

An African Affairs Communications Initiative

# Our Dedication to African Business Growth Through Communications



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# The Village: Who We Are, Mission & Vision



Coordinate all available communication resources and expertise to effectively and respectfully expand to African businesses and citizens to engage with the African Diaspora.



F<sup>3</sup> Global LLC

Resolve complex business and community challenges, structure innovative programs, build and align partnerships, and create new market opportunities through innovative Solutions & Strategies.



Develop custom solutions for African clients and the Diplomatic Corps. We specialize in custom web development services combined with a wide range of hosting services for small and medium businesses.

Africa House will be a center for the African diaspora. It is a combined vision of the expertise, leadership, and network of three African Diaspora Led organizations that have come together to build a platform for African Diaspora voices, businesses, and communities.

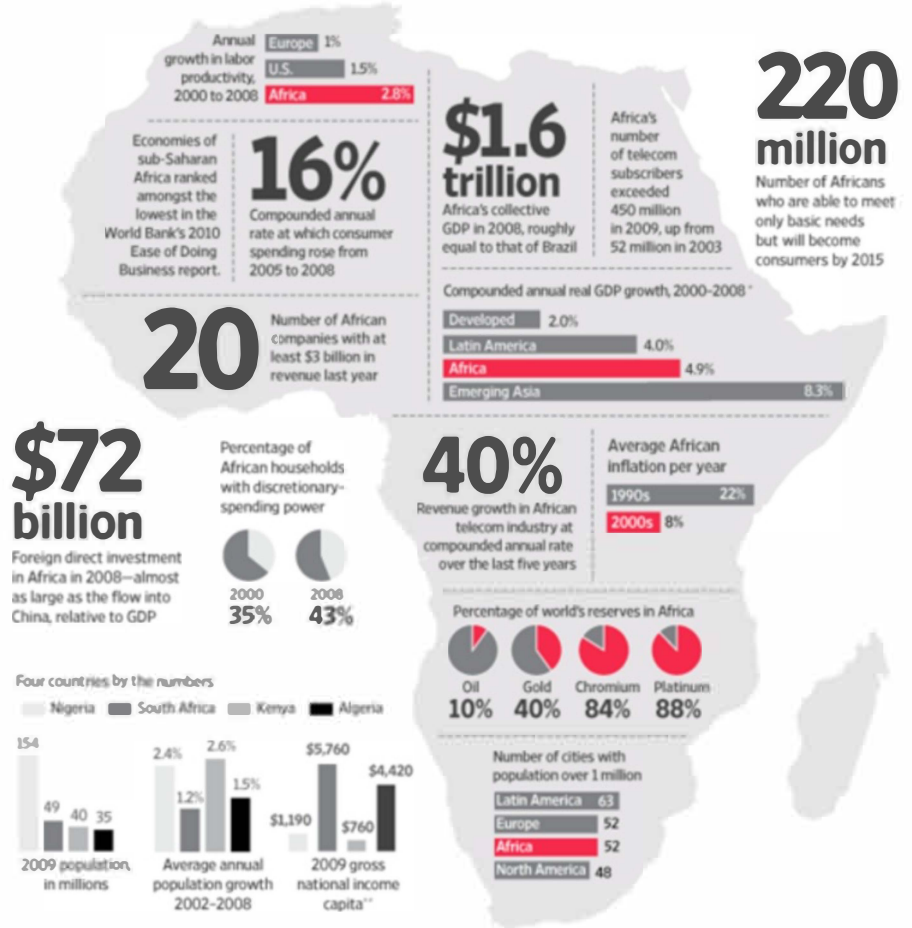
# List of Clients Served



# Market Data

Africa House is a unique investment opportunity that offers a chance to make a difference in the African continent. The following data provides the market opportunities that have yet to be fully realized in the Diaspora and on the continent.

- African Diaspora size - 150 Millions in 2022
- \$50Billions remittances / year
- Mobile Penetration in Africa - 650 Millions users 2022
- Mobile Payment availability - 23% increase / Year
- Fastest Rising Middle Class in the world



# Africa House: The African Media Centre

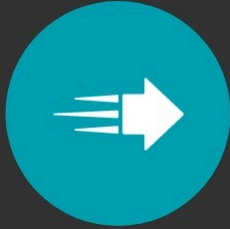
**Our vision** is to establish a premier podcast and production studio with an event space that caters specifically to the African Diaspora in the United States. We aim to create a vibrant and inclusive hub in the heart of Washington, D.C.

**Our mission** is to provide a dynamic platform that empowers and uplifts the African Diaspora community in the U.S. We strive to cultivate an environment that fosters creativity, collaboration, and cultural exchange.

## GOALS:

- To offer state-of-the-art podcasting and production facilities equipped with the latest technology, allowing content creators to produce high-quality audio and visual content that resonates with diverse audiences.
- To curate a diverse range of podcasts shows, and multimedia projects that highlight the richness and diversity of the African Diaspora experience, addressing a wide range of topics, including culture, history, arts, social issues, and entrepreneurship.
- To provide comprehensive support and resources to content creators, including training, mentorship, and access to industry professionals, empowering them to develop their skills and create compelling content.
- To serve as a cultural hub by hosting events, workshops, and discussions that promote dialogue, collaboration, and networking within the African Diaspora community and beyond.
- To foster partnerships with organizations, institutions, and individuals committed to promoting positive narratives and empowering the African Diaspora, creating a robust network that amplifies voices and drives social impact.

# Why This Why Now?



Fast Return



Wide Income Stream



No growth limit



Fun & Solution



Practical & Brandable

PHASE 1 - \$400,000 - \$500,000

PHASE 2 - \$500,000 - \$1,300,000

PHASE 3 - \$1,300,000 - \$4,500,000

# 'AFRICA HOUSE' STUDIO

## DIGITAL UNIT \$100,000-\$125,000

PHOTO & VIDEO

SOCIAL MEDIA

GRAPHIC DESIGN

PODCAST RENTAL

WEBS & APPS

LIVE STREAMING

## COMMS UNIT \$100,000-\$125,000

NEWS

EVENTS

PODCAST & SHOWS

DATABASE

CAMPAIGNS

EVENT SPACE

## INFO UNIT \$100,000-\$125,000

TRANSLATION

WRITING

INTERPRETATION

PUBLICATIONS

DATA ENTRY

## BUSINESS UNIT \$100,000-\$125,000

PLANNING

TRAINING

CONSULTING

KNOWLEDGE MGT

NETWORKING

2023 - 2026

# AFRICA HOUSE

SERVICES

BUSINESS DEVELOPMENT

PRODUCTIONS

DATABASE DEVELOPMENT

MARKETING

EVENT MANAGEMENT

BRANDING & PUBLIC RELATIONS

2027 - 2029

\$500,000-\$1,300,000

RESEARCH

COVERAGE

OPERATIONS

DATABASE

MARKET PLACE

2030 - 2032

PRESS AND MEDIA HOUSE

DATA COLLECTION AND MANAGEMENT

DATA VISUALIZATION AND REPORTING

RESEARCH AND DEVELOPMENT

2033 AND BEYOND

DATA SCIENCE

AFROAC 2023-2033 DEVELOPMENT PLAN



# STARTING FROM ROBUST PIPELINE



## Serving over 500 clients

Our collective group has served over 500 clients since its inception.



## Notable campaigns and projects

Launched several successful campaigns and projects, such as the African Business Network and the African Women's Empowerment Initiative.



## Large Database

Our existing African Diaspora database (+ 1M) serves as a valuable resource, providing comprehensive information and insights on the African Diaspora community in the United States.



## Expanding Network

government relationships with Embassies, multi-lateral institutions, USG, local DMV Diaspora communities, etc

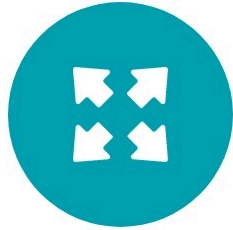


## Programs in Pipeline

Over 30 Podcast Programs, ready to rent our studio once we launch.

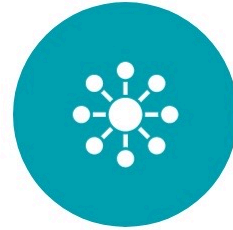
Due to the network, databases, and existing relationships of the founders, the Village has a strong pipeline to build out a client base, expedite growth rate, and produce notable campaigns and projects.

# Our Competitive Advantage in Africa



## Deep Understanding of African Cultures

Highlight the team's deep understanding of African cultures, languages, and local contexts, which allows us to develop tailored communication strategies for our clients.



## Strong Network and Partnerships

Our Collective group has a strong network of media contacts and partnerships across the continent, providing a competitive edge in reaching diverse audiences.

Our competitive advantage lies in our deep understanding of African cultures, languages, and local contexts, as well as our strong network of media contacts and partnerships across the continent.

# Our Business Model



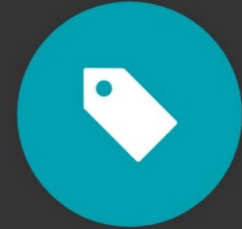
## Business to Business

Our business model primarily focuses on B2B communication services, enabling us to serve a wide range of businesses and organizations in Africa.



## Additional Revenue Opportunities

The Village offers additional revenue opportunities, ads and promotions, events, networking, consultation, training programs, and more.



## Pricing Structure

The village offers project-based fees, subscriptions, monthly retainers, and other Payment Plans.

**AFRICA HOUSE** offers a variety of services and pricing structures to meet the needs of their clients.

# Target Market: Diaspora First then the Continent



## African Diaspora

Our company provides a platform for the African diaspora to connect, invest, and engage with Africa and its people.



## Diplomatic Corps

We offer strategic communication and crisis management support to embassies and diplomatic missions in Africa.



## NGOs, CSOs, Businesses

Our market research and advocacy campaigns empower NGOs, CSOs, and businesses to make a positive impact in Africa.



## African Individuals

We offer technical and non-technical support and resources to content creators and professionals, empowering them to develop their skills and create compelling content.

The Village has a wide range of experience working with different types of organizations, demonstrating their credibility and reach.

# Exploring New Markets and Strategic Alliances: Our Growth Strategy



## Expansion into New Markets

Leverage emerging economies and growing industries to expand into new African markets.

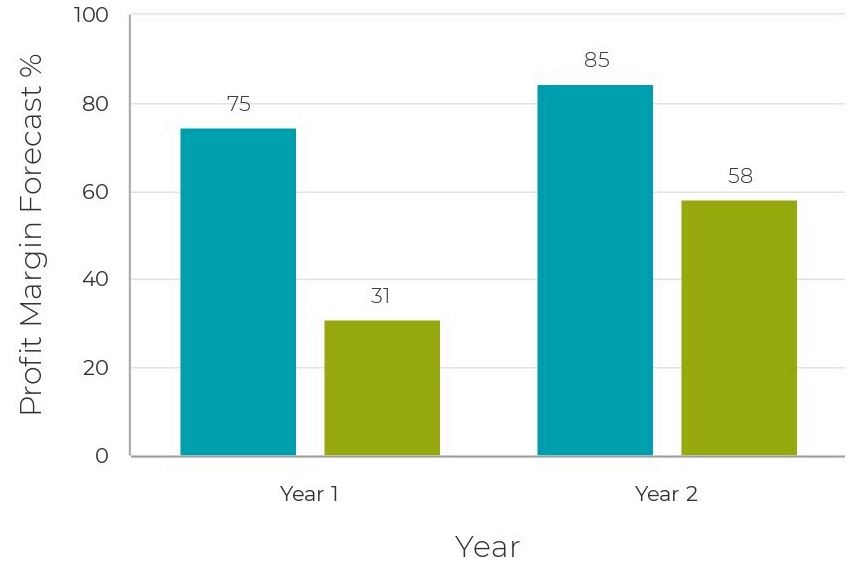
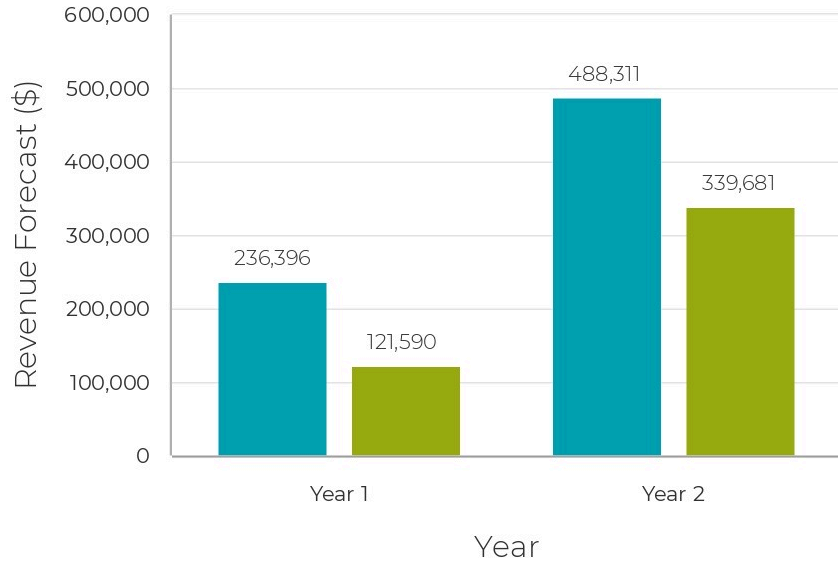


## Strategic Alliances

Develop strategic alliances with local partners and stakeholders to facilitate market penetration and enhance growth opportunities.

Our growth strategy is focused on expanding into new African markets and developing strategic alliances with local partners to maximize our growth opportunities.

# Projecting Our Financial Future



Revenue is projected to increase steadily over the next five years.

# Unlocking Growth Through Investment



## Equity

- 8% equity in return for the initial \$400,000 funding.
- Role on the Board.



## Debt

- 10-15% interest in ROI which equates to \$60,000 in interest return for the initial investment.
- Offer first right of refusal to turn debt into a 4% - 8% equity after the first year.



## Line of Credit

- Serve as a sponsor for the company by providing an initial line of credit, which would allow the company to establish a line of credit and financial history and build traction.
- Serve on the board.
- The Village would pay off line of credit, and mix of interest and equity would be provided in the form of 6% interest and 2% equity.

In phase 1 Funds will be allocated into three areas 1)Equipment and furnishings, 2) Monthly rent and overhead costs, and 3)Cosmetic finishes of building.



# Thank you. Join us

The African market is a rapidly growing and exciting opportunity for African Affairs Communications. With the right strategies and resources, the potential for success is immense.