

S U B J E C T  
T O C H A N G E



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INNOVATIVE AND ACCELERATED INVESTMENTS  
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## A N N U A L P I T C H C O M P E T I O N

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Prepared for Prospective Participating Institutions

Dear entrepreneur,

Our firm strongly believes in the potential of Francophone Africa. We are focused on deploying capital in the region to drive growth and bring value to ambitious entrepreneurs, the community, and our investors. One of the ways we will accomplish our goals is to host an annual business competition.

We trust you will see this as a great opportunity for entrepreneurs in the region. Your help with spreading awareness of the competition will make the event better for the entire region. For your reference, below is an outline of the competition.

Sincerely,

Brice A. Messavussu

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Title & Description: **Prime Pitch Competition**– An annual business competition for entrepreneurs from a French speaking African country. Winners will be selected by a panel of prominent leaders who will serve as judges for the competition. Cash prizes will be allocated among selected 1<sup>st</sup> place and 2<sup>nd</sup> place winners in addition to awards for female entrepreneurs interested in technology.

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### COMPETITION DETAILS

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- Open to anyone who is a citizen of a French Speaking African country.
- Participants can present an idea; it does not have to be a functioning business.
- Business concepts from all industries are welcome, however, we prefer:
  - Educational technology
  - Financial technology
  - Medical technology
  - Insurance technology
  - Software as a service technologies
- Winners will retain 100% ownership of their company; no equity will be taken.

Logistics:

- Registration will open on January 1, 2022 on BM Prime Capital's website
- Every entry will be accepted and reviewed until registration closes in February.
- 10 finalists will be selected for the event to be held in March, 2022.

Selection criteria:

Participants will be judged on

- ✓ The quality and clarity of their concept
- ✓ How significant is the problem they are trying to solve
- ✓ The feasibility and scalability of their solution
- ✓ The talent of their team or solo founder
- ✓ A plan of how they will use the prize money to drive their business

————— CLOSING —————

We anticipate many entries in the competition, and we strive to make it as simple and easy as possible for participants. All we require to enter is a short PowerPoint presentation ( pitch deck) on their business.

The best thing for entrepreneurs to do right now is to start refining their idea and working on a convincing presentation.

We appreciate your time. Please contact us if you have any questions. Thank you.

REVIEW DATE, SUPERVISOR NAME, TITLE & SIGNATURE

November 2021

Brice Messavussu, Managing Partner & CEO

*Brice A. Messavussu*

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