



ANNUAL STARTUP COMPETITION

Prepared for Prospective Founders

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 founders, their community, and our investors. The annual Prime Pitch competition aligns with this vision and exemplifies the standard of excellence our firm is committed to.

We trust you will see this as a great opportunity for innovators 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. We look forward to your participation as we highlight Africa's overlooked talent.

Sincerely,

Brice Messarussu

Managing Partner & CEO

Title & Description: Prime Pitch Competition – An annual business pitch contest for entrepreneurs from a French Speaking African country. Participants apply during an open call for applications and a group of top entries are selected as finalists. During the event, winners are chosen by a panel of prominent leaders who will serve as judges for the competition. Cash prizes are awarded to the 1st and 2nd place winners, as well as the “fan favorite,” chosen by popular vote. In addition to cash prizes, extra benefits and services may be provided to finalists by sponsors of the pitch competition.

COMPETITION DETAILS

- Open to anyone who is a citizen of a French-speaking African country.
- Participants can present just an idea, but functioning business or prototypes are favored.
- 1st place wins 6,000,000 FCFA; 2nd place wins 3,000,000 FCA; and the fan favorite wins 1,000,000.
- Cash prizes will be disbursed strictly to a registered startup's business bank account.
 - If a participant wins but is not yet a registered business with a bank account, our team will help them get registered and open a business bank account to quickly receive their prize money.
- Money that is won in the Prime Pitch Competition must be used to propel the startup.
- Winners will retain 100% ownership of their company; no equity will be taken.
- BM Prime Capital may offer to make an additional investment in select participating startups or invite them to join our accelerator program.

LOGISTICS:

- Registration opens in September on BM Prime Capital's website.
- Every entry will be accepted and reviewed until registration closes in October.
- The selection process occurs in 3 stages:
 - An initial screening identifies a Top 30 List of high potential projects.
 - The initial selections are then narrowed down based on aptitude, professionalism, and responsiveness to selection tasks.
 - Lastly, a Top 10 Finalists list is produced. These finalists receive targeted support: Coaching, mentorship, and hands-on workshops to refine their pitch and prepare effectively for competition day.

SELECTION CRITERIA:

- Business concepts from all industries are welcome, however, we prefer:
 - ◆ Educational Technology Startups.
 - ◆ Financial Technology Startups.
 - ◆ Health Technology Startups.
 - ◆ Insurance Technology Startups.
- 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 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 easy as possible to participate. To be considered for the pitch competition, please send us a Pitch Deck (PowerPoint or PDF) presenting your startup idea, and include the following:

1. The name, logo, and slogan of your company.
2. The problem you are trying to solve.
3. Your proposed solution and its value proposition.
4. The market size: How large is the market to sell your solution.
5. Your team: Introduce all members of your team and describe their roles.
6. Where you are currently in the development of your solution (Idea stage, prototype/MVP, or fully completed application/product).
7. Explain why you or your team are best suited to solve this problem.
8. Explain what you will do with the prize money and the additional support you receive.

We appreciate your time. Please contact us at Primepitchcompetition@bmprimecapital.com if you have any questions. Thank you.