

# Zidicircle Coop – Value Proposition

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*“Zidicircle Coop - Connecting Diaspora Investors and SMEs.”*

## 1. Introduction to Zidicircle Coop

The Zidicircle Coop is strategically positioned to facilitate direct investments into startups, small and medium-sized enterprises (SMEs) from the Diaspora and international investors. Our approach is tailored to ensure that the Coop acts as an investor representative, safeguarding the interests of our members who choose to invest in these high potential businesses.

**Investment Facilitation:** The Coop enters into investment agreements with selected startups and SMEs, serving as the investor on behalf of the members or a group of members. This approach is designed to streamline the investment process, making it more efficient and effective for both the members and the businesses in which they invest.

**Beneficial Ownership:** Central to the Coop’s investment strategy, is the principle that the beneficial ownership of these investments resides with the Coop's members. This ensures that the returns and benefits derived from these investments are directly passed on to the members, aligning with their individual investment goals and the collective mission of the Coop.

## 2. Value Proposition

The Coop connects diaspora investors to an exclusive pool of promising SMEs, supports them through their investment processes and offers a seamless investment structure.

### 2.1. Investor Membership

Zidicircle Coop Membership offers the unique opportunity to individual investors (person or company) or groups to invest in Small and Medium businesses(SME's) and get some returns while transforming lives and livelihoods in their respective countries.

#### 2.1. Services Offered

- **Deal Pipeline:** Seeks and presents new businesses and businesses already involved in investment processes. Members may also recommend businesses in their network to apply if they meet the set criteria.
- **Pitching:** Invites members to business pitch events (at least 2 per year) , thereby linking members to entrepreneurs/businesses seeking investments.

- **Intermediation:** Facilitates connections between SMEs and investors for close engagement with businesses seeking investments eg- consultations /personal meetings and any other activities linked to the due diligence and monitoring. All the results gathered must be shared and remain within the Coop.
- **Due Diligence:** Coordinates due diligence by inviting members to join in the due diligence activities and committees, and engage directly or indirectly in the evaluation of suitable investment opportunities.
- **Administration Support:** Provides administrative and investment support for members or investor groups within the Zidicircle Coop while providing updates, pre and post-investments support, monitoring, reporting and overall coordination.
- **Financial Management:** Maintains clean financial records, makes payments and executes investments agreements by transferring or receiving investment monies on behalf of the members.
- **Investor & Portfolio Management platform** - Provides a web-based platform for tracking individual investment activities and portfolio updates from the investment projects through regular reports within the platform
- **Facilitating Cooperation among members:** Provides the infrastructure for cooperation among any number of members to share perceptions, assessments, and results from engagements with previous or upcoming investment projects or businesses, for validation and confirmation, which builds investor confidence.
- **Communication:** Communicates regular updates from the coop strategic developments and activities, and any other relevant news related to previous or new investment opportunities, partnerships, events and arising matters through various channels such as emails, WhatsApp messages and newsletters.
- **Events:** Organizes relevant events, retreats, activities and networking opportunities suitable for members social and professional development.
- **Annual General Meeting:** Organizes the Annual or Extraordinary Annual General Meeting as per the Coop's bylaws.
- **Investors Professional Development:** Offers the members an opportunity for further professional development within the Zidicircle Coop such as board membership, cohort ambassador, advisory, investment committee representations, deal championship, Volunteer positions, event speaker roles, events co-hosting roles and any other arising opportunities.

## 2.2. Zidicircle Coop Members

### **Zidicircle Coop members privileges;**

- Can invest in an unlimited number of investment projects per year (subject to the number of business ventures that have passed due diligence).
- Can individually or collectively structure their investment portfolio.
- Can individually or collectively determine the amount of their investments.
- Can invest individually or as a group.
- Engage in all roles and activities on a voluntary basis, thereby foregoing any expectations of remuneration, unless sub-contracted by the Zidicircle Coop for specific tasks determined and approved by the board, and documented by Terms of Reference (TORs) before commencement and a final report upon completion of the task.
- Can voluntarily give inputs on the strategy and activities of the Coop through surveys, meetings, committees, cohort representatives or the annual general meeting
- Can vote on key resolutions during the Annual General Meeting

## 3. Financial Offer

**In return of all the services mentioned above, the Zidicircle Coop members will pay the below fees;**

- A joining fee of 200 Euros
- An annual fee of 180 Euros
- A commitment of 2% of each investment to the coop
- The Coop retains 20% of members' Returns on the investments to be put in a collective fund for re-investment on a share basis

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