



Pathways to Growth

Nurturing a technology solution from idea to...

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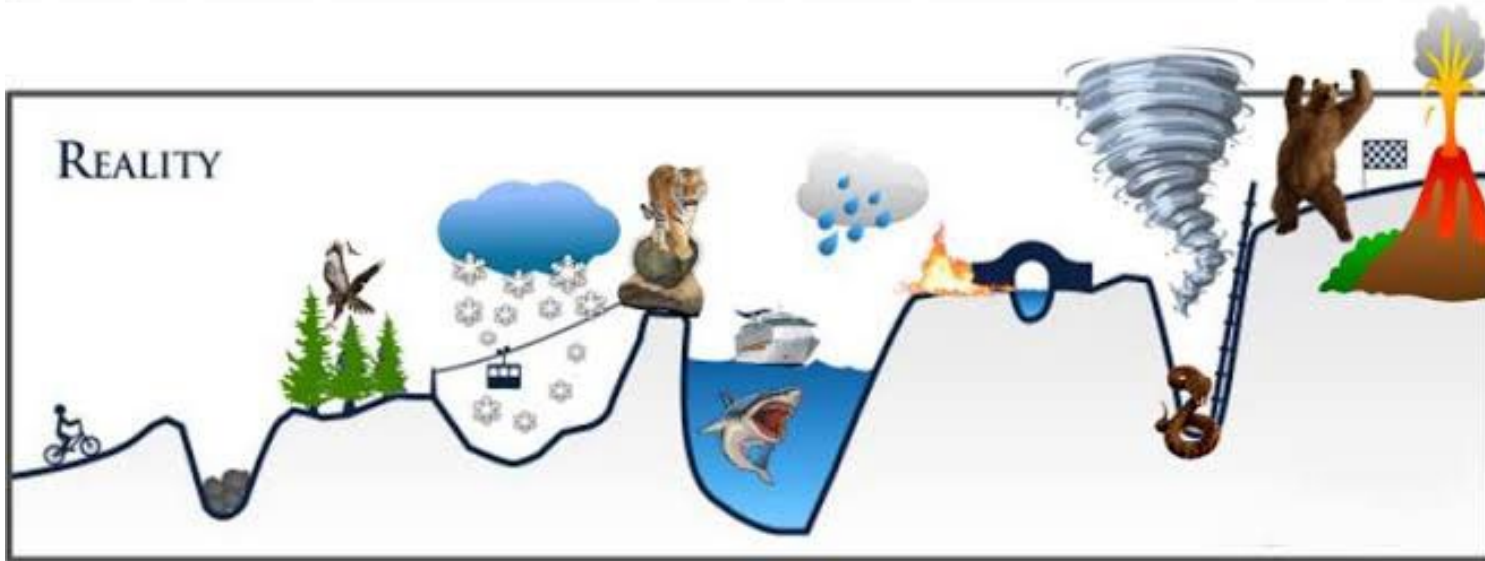


Nigeria's Real Estate Marketplace

YOUR PLAN



REALITY



SECTION I

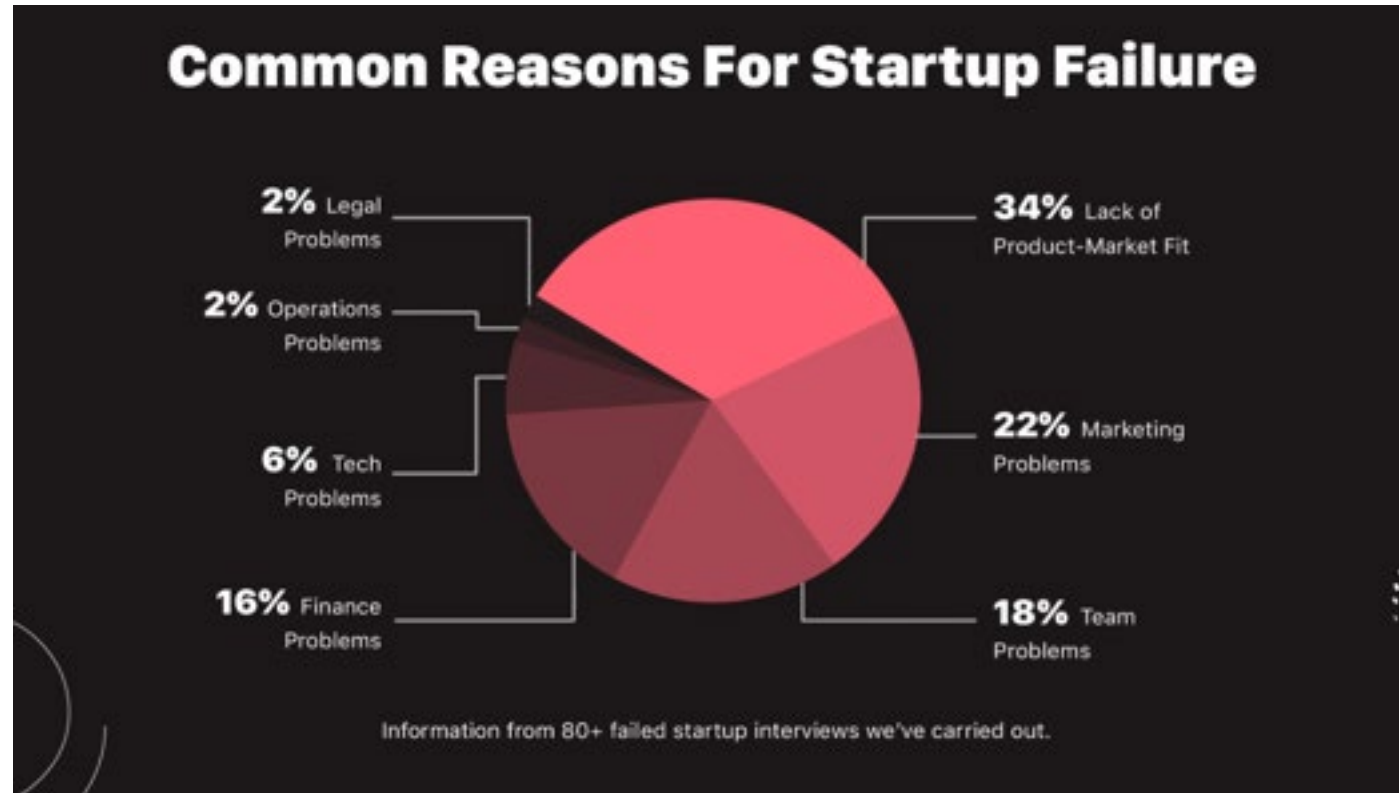
STARTUP FAILURE



Startup Failure

10% vs 90%

- 11 out of 12 startups fail
- 3 out of 4 startups fail
- 7.5 out of 10 venture-backed startups fail



Sources: Startup Genome (2019); Wall Street Journal (2012)

SECTION II

VALUE CREATION FOR A FOUNDER



Build a product the market wants...

Where do you start?

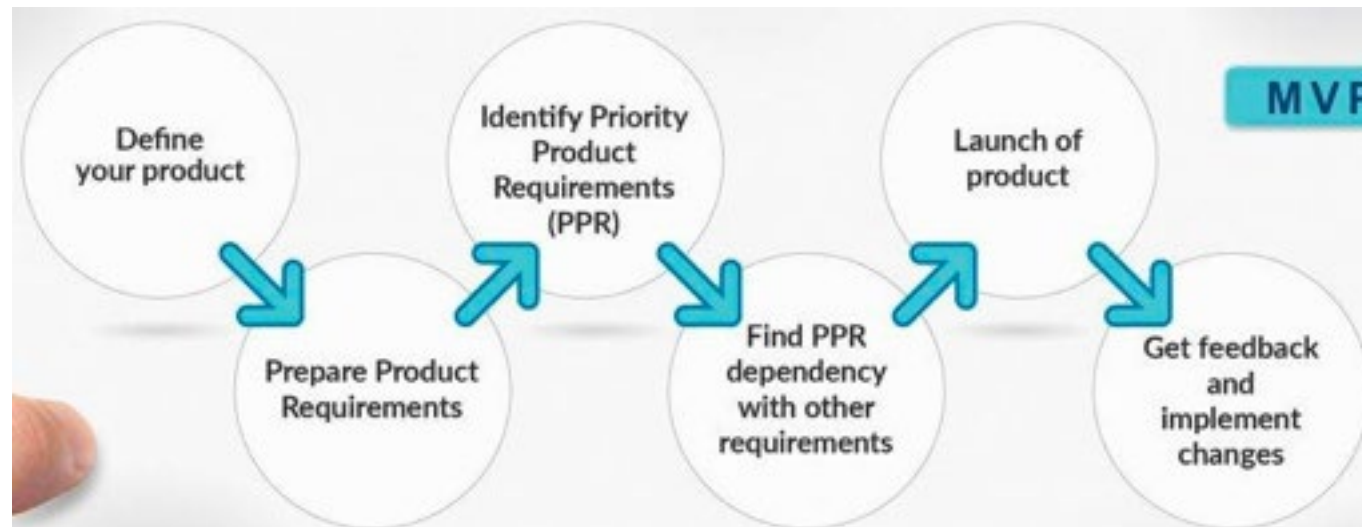
“The very best startup ideas tend to have three things in common: they're something the founders themselves want, that they themselves can build, and that few others realize are worth doing. Microsoft, Apple, Yahoo, Google, and Facebook all began this way.” – Paul Graham, YC Founder

What are you asking?

- What is the overall idea?
- Who are the customers?
- Who are the end users?
- Why would they want it?
- Why are we building it?

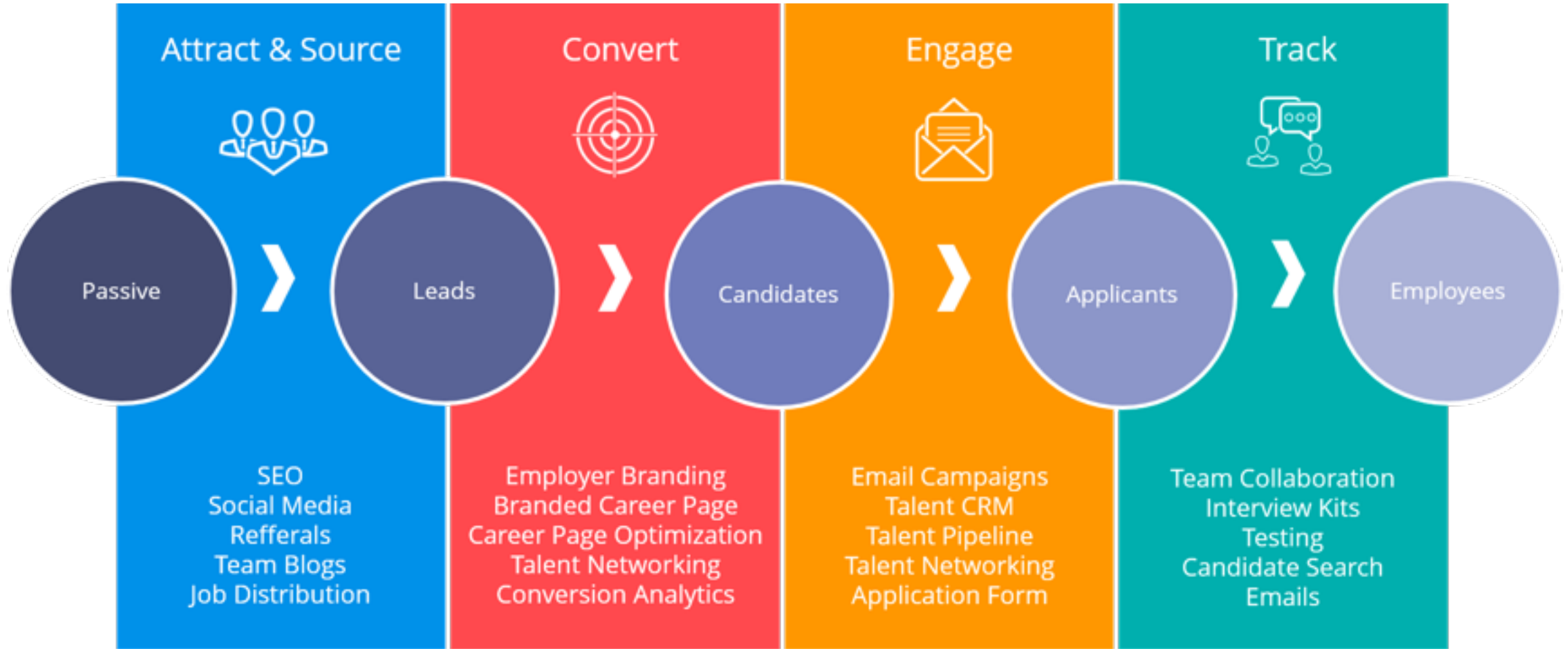
Pre-selling the MVP...

- One way to combat the problem of running out of cash is to bring paying customers on board as fast as possible.
- This gives customers a financial stake in the success of the product -- they'll be willing to help “co-develop” the product in return for getting the features that they ask for (and will want to pay for) built.



- An important inflection point for a business is finding out people will pay for your product.

Talent



Sources: Google

Customer Acquisition & User Analysis

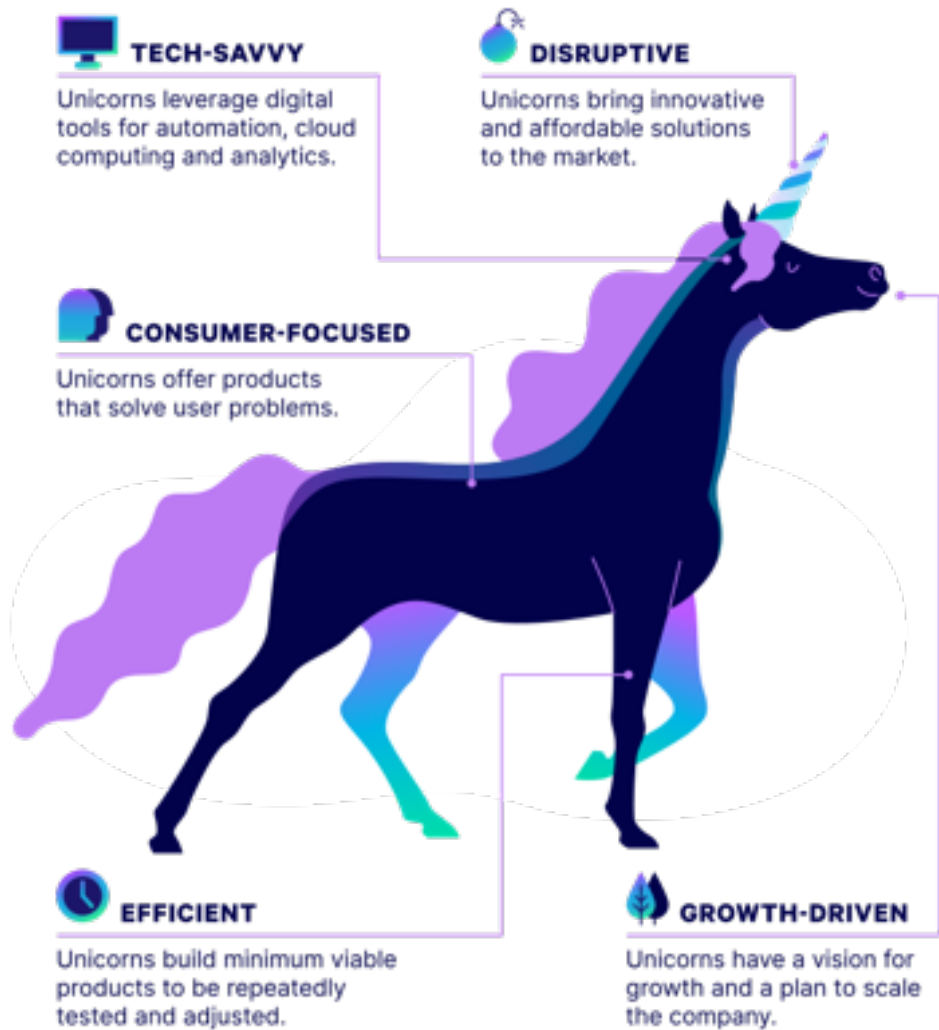


Next Steps

Funding



Road to Unicorn-dom



Flutterwave is Africa's most valuable unicorn



Bloomberg

\$1.5bn Andela becomes west Africa's 3rd unicorn this year

Flutterwave becomes Africa's fourth \$1bn unicorn

The Nigeria-founded payments company has reached a valuation of over \$1bn after raising \$170m in a Series C round.

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