



PROOF ACCELERATOR

Evidence of African business ingenuity

INVESTOR DECK

About Proof Accelerator

Proof Accelerator, a registered Community Interest Company (CIC) was formally launched in June 2024, to support entrepreneurs of African descent and in particular African Immigrant Entrepreneurs in the United Kingdom.

Headquartered in Milton Keynes, the accelerator aims to address the unique challenges faced by entrepreneurs of African descent, including limited access to capital, mentorship, and professional networks.



Mission Statement

To provide Entrepreneurs of African descent and immigrant entrepreneurs with the tools, networks, and opportunities they need to thrive in the competitive world of business in the UK.



Vision

Our vision for “Proof Accelerator” is to create a pipeline of businesses led by persons of African entrepreneurs that not only survive but thrive, contributing to the UK economy and serving as role models for aspiring entrepreneurs.

We believe that by investing in Black entrepreneurs, we are investing in the future prosperity and diversity of the UK's business landscape.



Objectives

The primary objectives of Proof Accelerator are:

- i. **Support Early-Stage Businesses:** Provide funding and mentorship to early-stage businesses led by African entrepreneurs.
- ii. **Increase Access to Capital:** Facilitate access to capital for African-owned businesses, which are often overlooked by traditional funding sources.
- iii. **Enhance Entrepreneurial Skills:** Develop the entrepreneurial skills of participants through workshops, mentorship, and networking opportunities.
- iv. **Promote Diversity and Inclusion:** Champion diversity and inclusion in entrepreneurship, showcasing the value of African-led businesses.



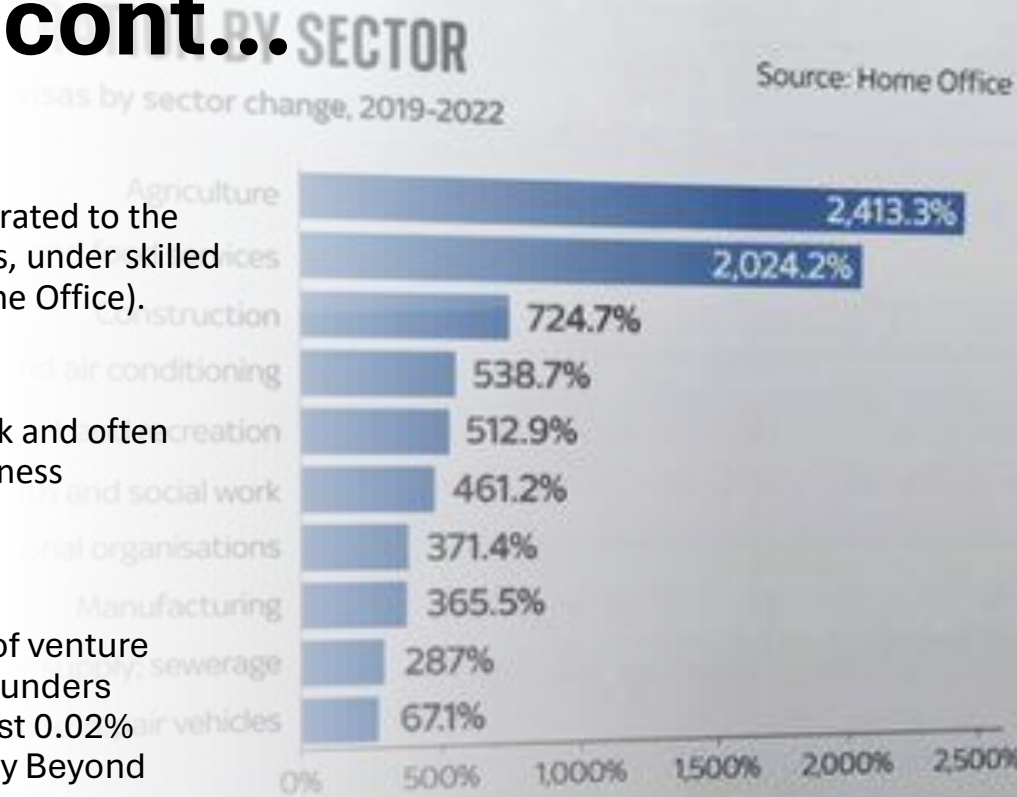
The Problem cont...

- ❑ **Approx. 400,000** Africans legally immigrated to the United Kingdom in the past three years, under skilled migrant or business visas (Source: Home Office).

- ❑ These entrepreneurs face culture shock and often struggle to integrate into the UK's business ecosystem.

- ❑ Black founders secured only 0.24% of venture capital funding, with Black female founders receiving an even smaller share at just 0.02% (Source: Extended Ventures, Diversity Beyond Gender Report).

- ❑ There is no data of how much of that funding is available to Africans as a sub-group of Black Founders.



The Solution – The Need for a Bespoke Business Accelerator

- ❑ A customized business accelerator designed specifically for African entrepreneurs is essential to overcoming these challenges.
- ❑ Proof Accelerator fundamentally offers a supportive community and networking opportunities, which are crucial for new entrepreneurs in an unfamiliar environment.
- ❑ The Cohort programs will deliver comprehensive support, including initial funding, mentorship, and skill development workshops
- ❑ Proof Accelerator will offer subsidizing the costs for participation



Suite of Services

Proof Accelerator offers 5 main services:



General Business Development



Mentorship, Advisory



Access to Finance



Access to Markets



Soft-Landing Initiative



Proof Accelerator has strategically decided to concentrate its efforts on three key sectors during its initial three years of operation, specifically targeting areas where African entrepreneurs show significant interest:

- This focused approach aims to leverage the strengths and opportunities within these industries to maximize impact and growth potential.

6-Week Accelerator Cohort Programmes

Week 1-2: Preparation and Orientation	Week 3-4: Development and Mentorship	Week 5-6: Pitching and Networking
Introduction to the Program: Participants will be introduced to the program's objectives, mentors, and the support network. Business Model Canvas: Participants will develop or refine their business model canvas, focusing on the key elements of their business.	Workshops on Key Business Skills: Sessions will cover topics such as financial management, marketing, and pitching skills. Mentorship Sessions: Each participant will be paired with a mentor from a relevant industry, providing personalized guidance and support.	Pitching Workshops: Participants will prepare and deliver pitches to a panel of investors and industry experts. Networking Events: Opportunities to connect with potential investors, customers, and other entrepreneurs.

Subscription plans

Tier 1:

Starter Plan: £499/year

- Ideal for aspiring entrepreneurs looking to validate their business idea and gain initial traction.

Tier 2:

Growth Plan: £999/year

- Perfect for entrepreneurs who have validated their business idea and are ready to scale.

Tier 3:

Premium Plan: £1,999/year

- Tailored for established businesses looking for rapid growth and expansion.

Professional shared services

Legal
Services

360 – Kick-off
service

Accounting
services

Virtual
Assistant
services

IT Support

Access to Markets



Proof Accelerator has designed two innovative strategies for facilitating access to markets for African Entrepreneurs in the UK.

- ***E-commerce App***
- Proof Accelerator is currently working with one of its portfolio companies to design an App which will provide a virtual marketplace for African entrepreneurs to bring their goods and services to wider audiences.
- ***African Pop-Up Store***
- Proof Accelerator plans to secure premises in Milton Keynes for a Pop-Up Store for African Entrepreneurs. The store will provide much needed visibility and exposure for entrepreneurs trying to build customer base or broaden their existing base.



Competitive Analysis

The **table** outlines the top accelerators that cater to Black entrepreneurs and the ways Proof Accelerator fills the gaps in the existing ecosystem.

COMPETITOR	Location	Sector	Minority focused	African Focussed	Access to Finance	Access to Markets
Barclays Black Founder Accelerator	National	Tech	Yes	No	Yes	No
Black Valley Founders Programme	London-based, National	Tech	Yes	No	Yes	No
Founders Factory	London based. Europe	Tech venture	No	No	No	No
Proof Accelerator	Milton Keynes	Tech, Agric, Fashion	x	x	x	X

Anticipated Impact

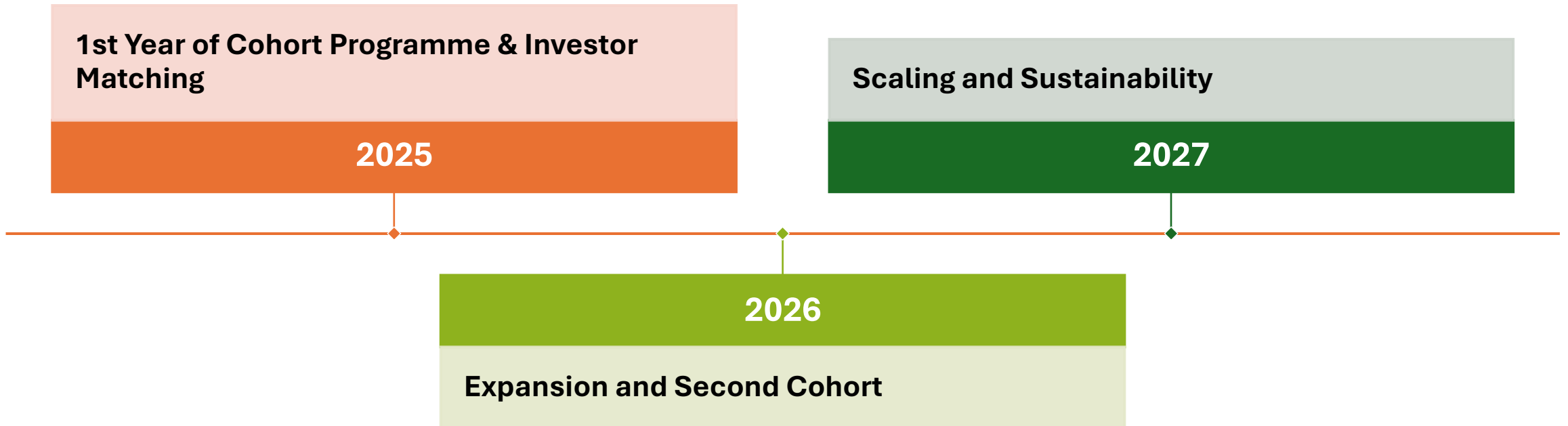


Social Impact	Economic Impact	Environmental Impact
• Empowerment and Inclusion • Increased success rate of African entrepreneurs • Community Development • Role Models	• Job Creation • Economic Growth • Innovation and Competitiveness • Increased Investment • Enhanced Entrepreneurial Ecosystem	• Sustainable Practices • Green Businesses • Awareness and Education

Traction To Date



2025 – 2027 Implementation Plan



Establishment Budget

12 months establishment Budget: £500,000

- Staffing
- Marketing
- Course Materials
- Rental
- Website & IT equipment
- Events
- Cohort



Team

1. Doyinbo Adedeji, Finance Specialist

1. Mohammed Jega, IT Specialist

2. Monica Amediavor, General Manager

Advisors



1. **Mambu Sherman**
2. **Stella Okuzu**
3. **Dr. Zimu Xu**
4. **Jason Sinclair**



Board of Directors

1. Thelma Ekiyor-Solanke (Founder, Chairperson)
2. Dimeji Adebayo (Board Member)
3. Emmanuel Buachie (Board Member)
4. Ngozi Fakeye (Board Member)



Contact Details

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