

NAIJA
together

ADAPTIVE
stay ahead of change

WE ARE CREATIVE

WE ARE CONNECTED

WE HAVE INSIGHT

WE DRIVE IMPACT



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WHO WE ARE

Naija Together is a brand of Adapteve with the focus of knowledge sharing. We connect industry professionals and business experiences to benefit the next generation of Nigerians, empowering them to drive the future.

OUR MISSION

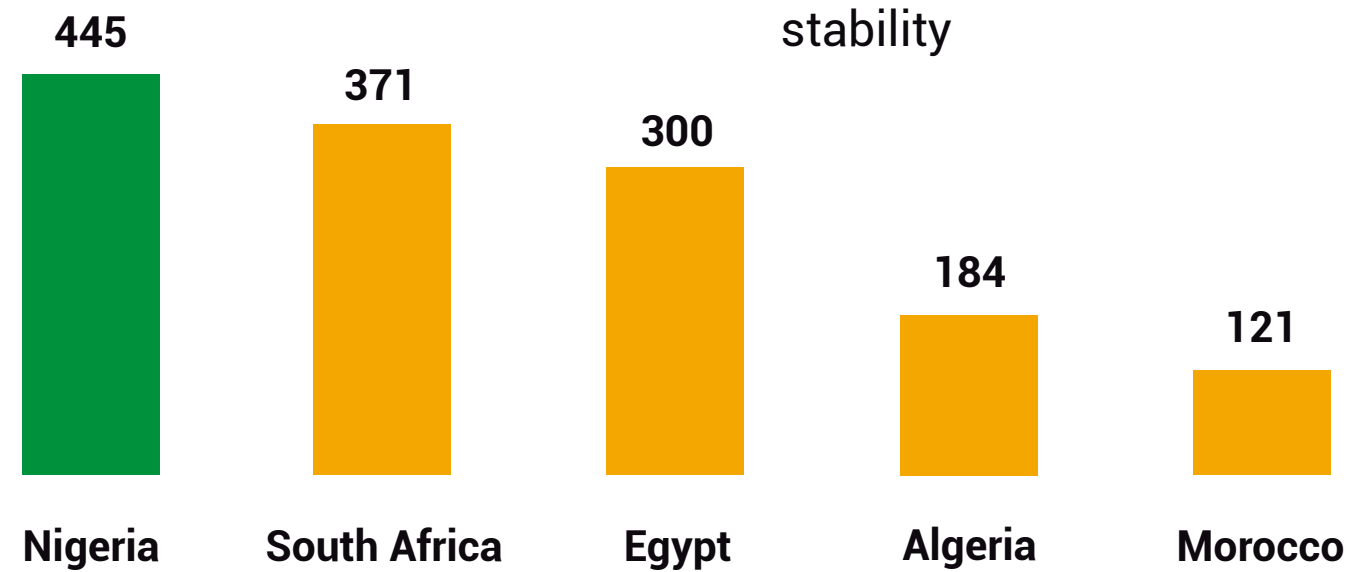
We strive to be the leading online community in Nigeria making an impact on the people. We hope to bridge the gap between experienced Nigerian professionals, youths and aspiring entrepreneurs to empower Nigerians of all ages to embody the next generation of business through education, mentorship, exposure and communication.



WHY NIGERIA?

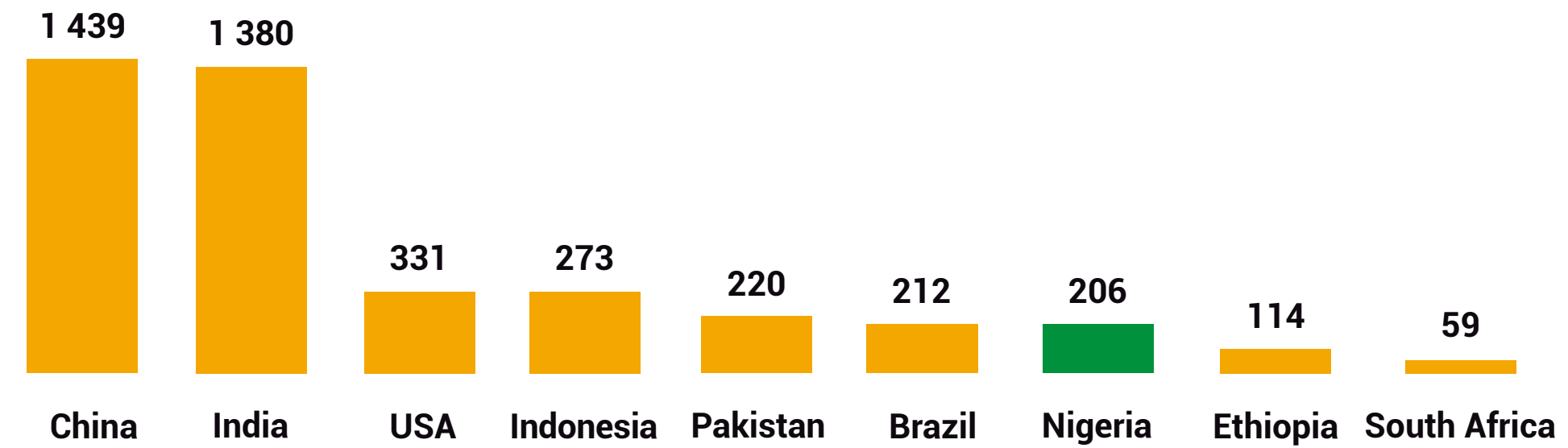
LARGEST AFRICAN ECONOMY

- Further growth rates of 2.8% real GDP growth till 2022
- Stability in oil prices and diaspora inflows boosting FX and macro stability



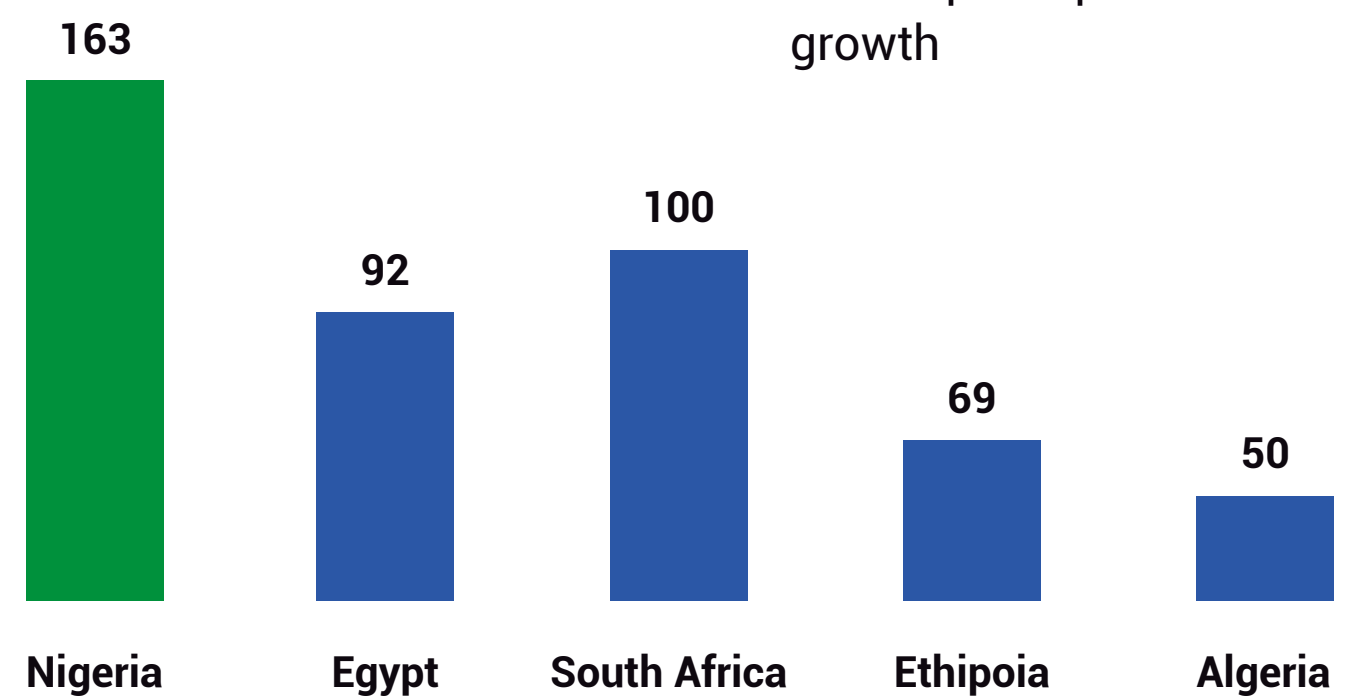
MOST POPULOUS BLACK COUNTRY IN AFRICA, 7TH LARGEST GLOBALLY

- Population growth of about 5.6m people per annum projected until 2022
- Growing population density and urbanisation



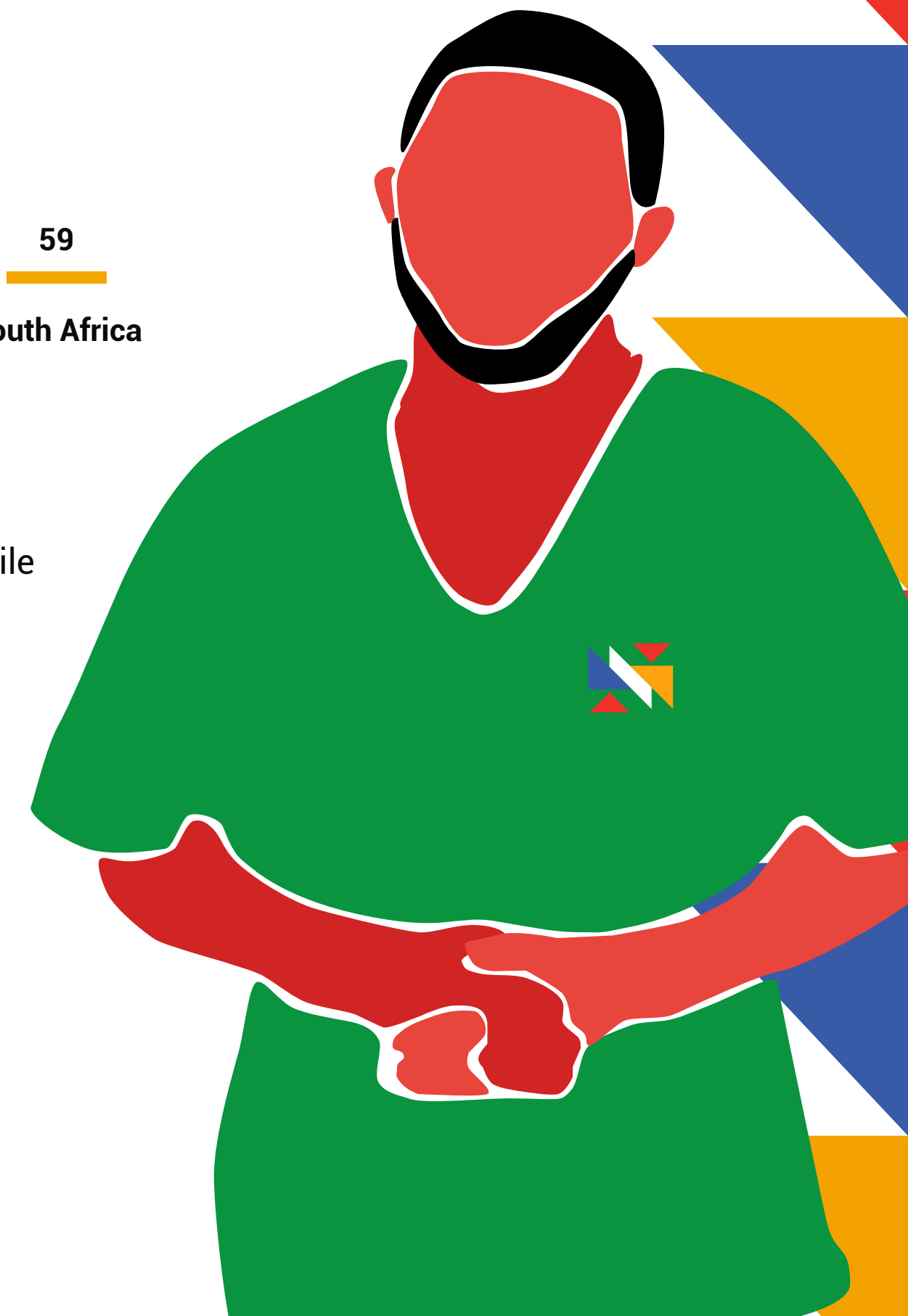
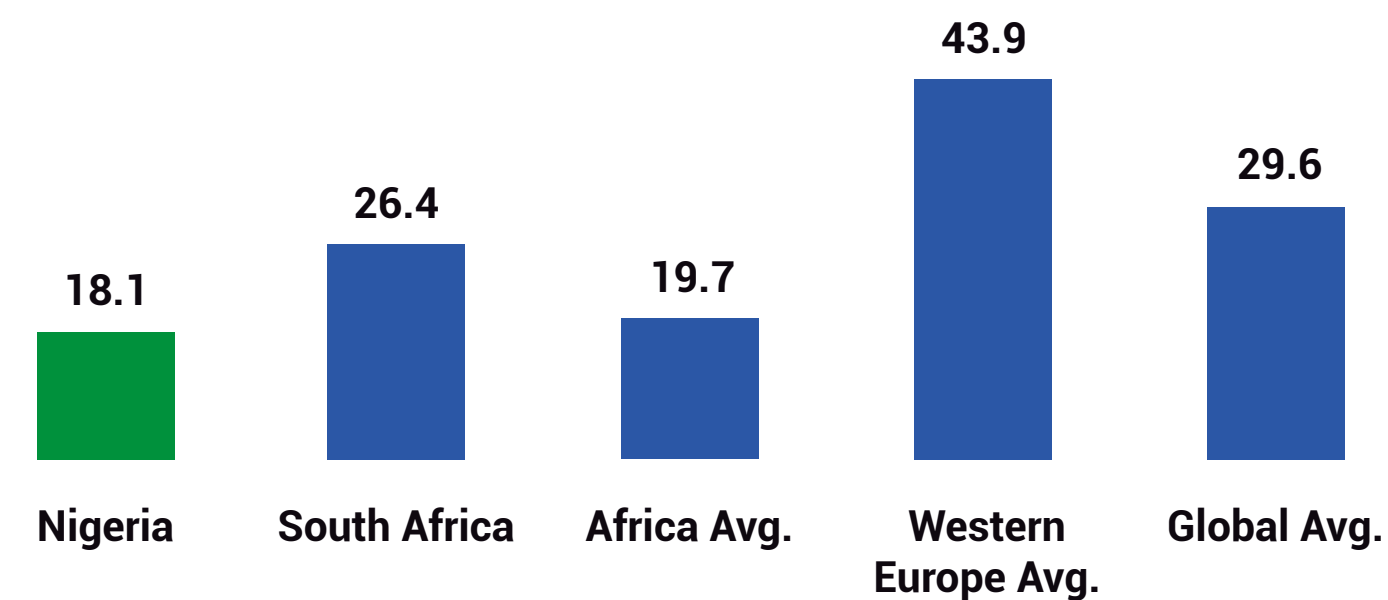
LARGEST TELECOMS MARKET IN AFRICA

- Largest African market with about 163m subscribers
- Great upside potential for penetration growth



ONE OF THE YOUNGEST POPULATIONS IN AFRICA & GLOBALLY

- Youth is a key growth driver of mobile and ICT technologies
- A growing and increasingly sophisticated middleclass



NIGERIA'S PROJECTED GROWTH

07

INCREASING ADOPTION OF TECHNOLOGY

Nigeria's young demography is increasingly at the forefront of technological innovations on the continent.

06

INNOVATIVE BANKING SECTOR

Nigeria's banking sector is one of the most technologically savvy on the continent, driven by strong regulatory support.

05

NEW BUSINESS REFORMS

New reforms have led to significant improvements in the doing business rankings and increased efficiencies.

01

AFRICA'S LARGEST MARKET

With a GDP of over \$400billion, Nigeria is Africa's largest economy and poised to consolidate with 3% annual growth over the next five years.

02

AFRICA'S LARGEST POPULATION

Nigeria's not only Africa's largest population but also has one of the youngest demographics on the continent and globally.

03

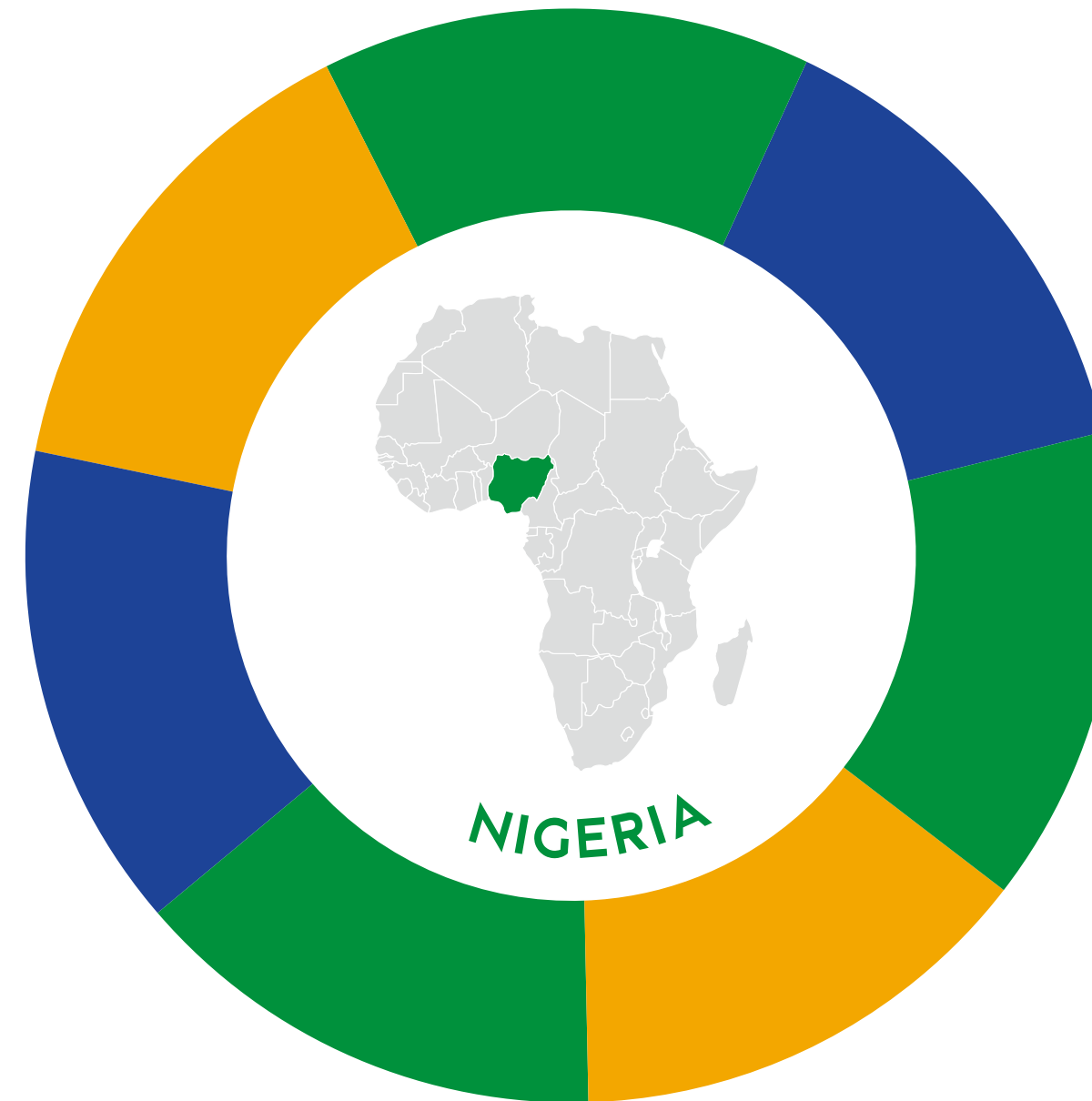
POLITICAL STABILITY

Nigeria's politics has evolved and matured with a 20-year unbroken democratic governance.

04

SIGNIFICANT MARKET GAPS

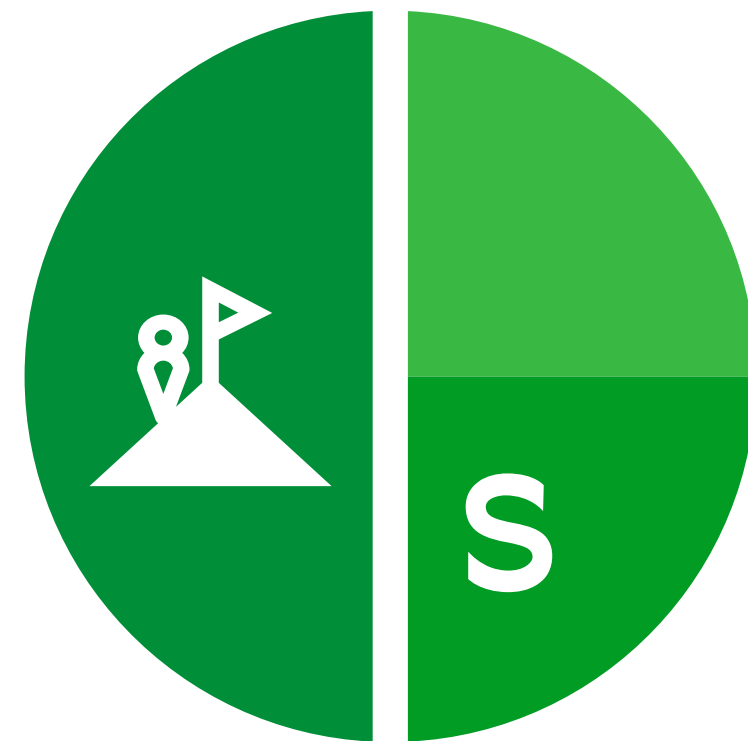
There are significant market gaps in Nigeria and hence opportunities in several key sectors.



SWOT ANALYSIS OF THE NIGERIAN ECONOMY

STRENGTHS

- Large English speaking population
- Youthful demography with high ICT penetration
- Strong telecoms and internet infrastructure
- Banks driven by ICT innovations
- Over 200 million people and expected to double by 2050



WEAKNESSES

- High inflationary environment
- Poor infrastructural network
- High cost of financing (high interest rate)
- Low skills
- Lack of vital information & Exposure
- Over 23% unemployment



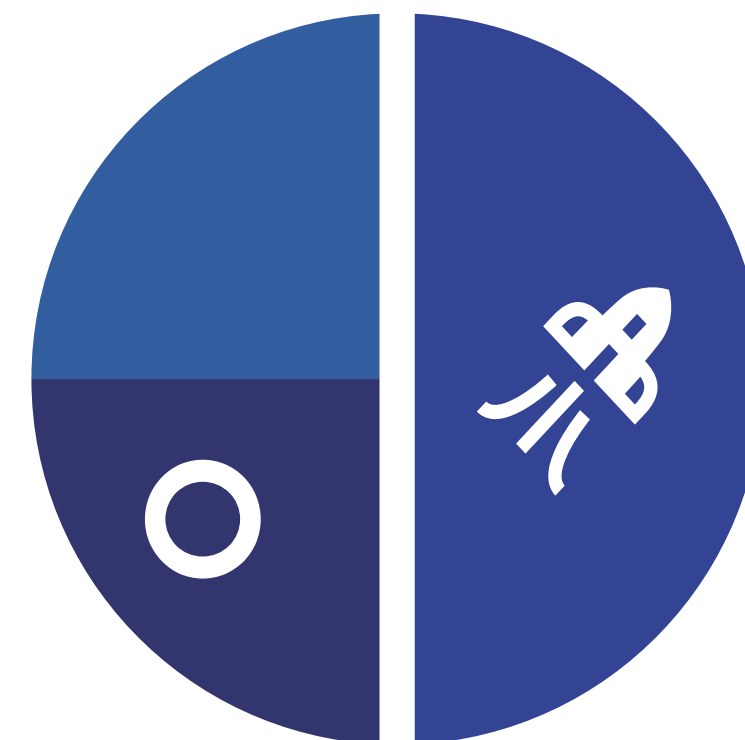
THREATS

- Security risks in the far north of the country
- Weak global perception
- Weak political environment



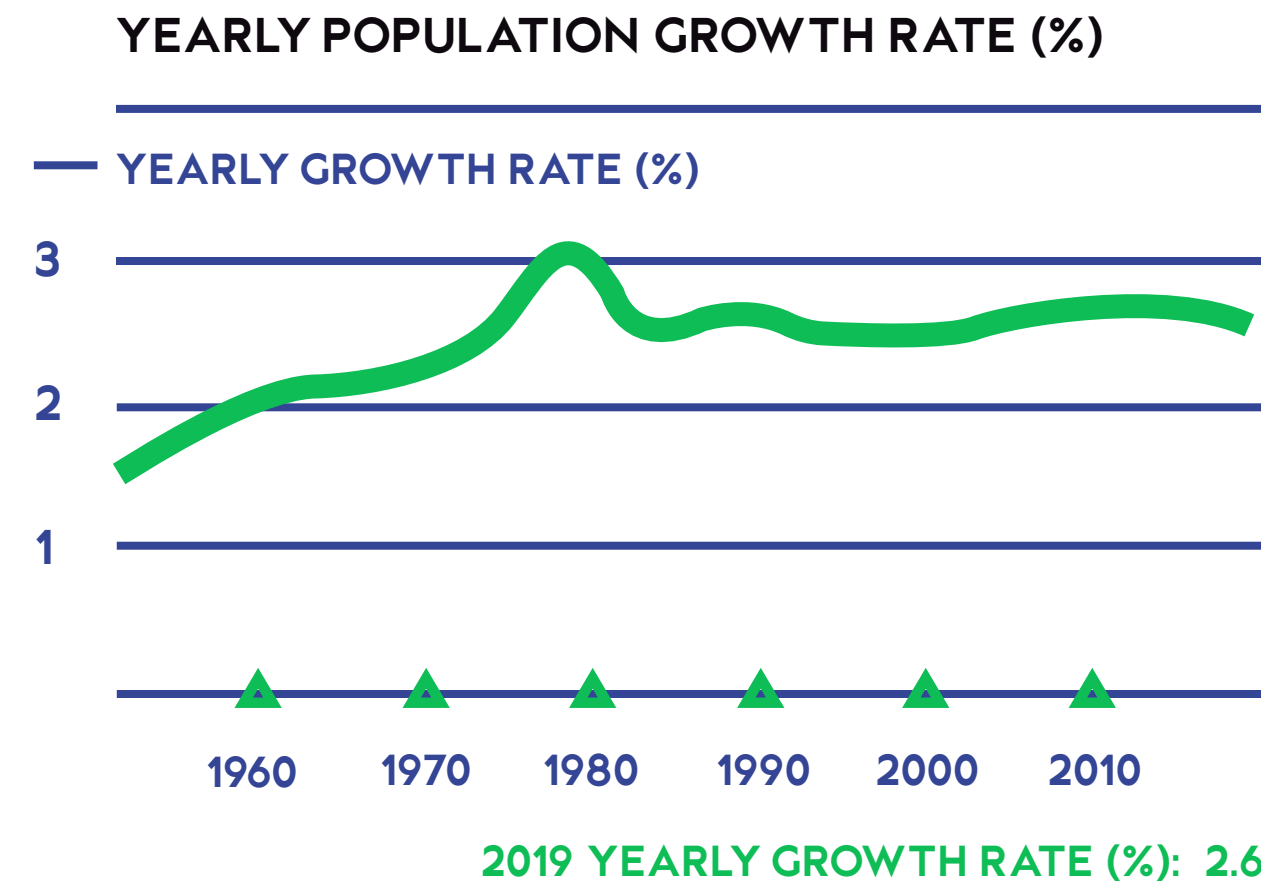
OPPORTUNITIES

- Market hub for west & central Africa (WECA).
- Low adoption of ICT in healthcare creates significant upsides
- Banks seeking to strengthen ICT security
- Growing FinTech space
- Strong internet penetration
- High tech adoption profile
- Large and expanding aspirational middle class
- Ambitious people in a competitive environment



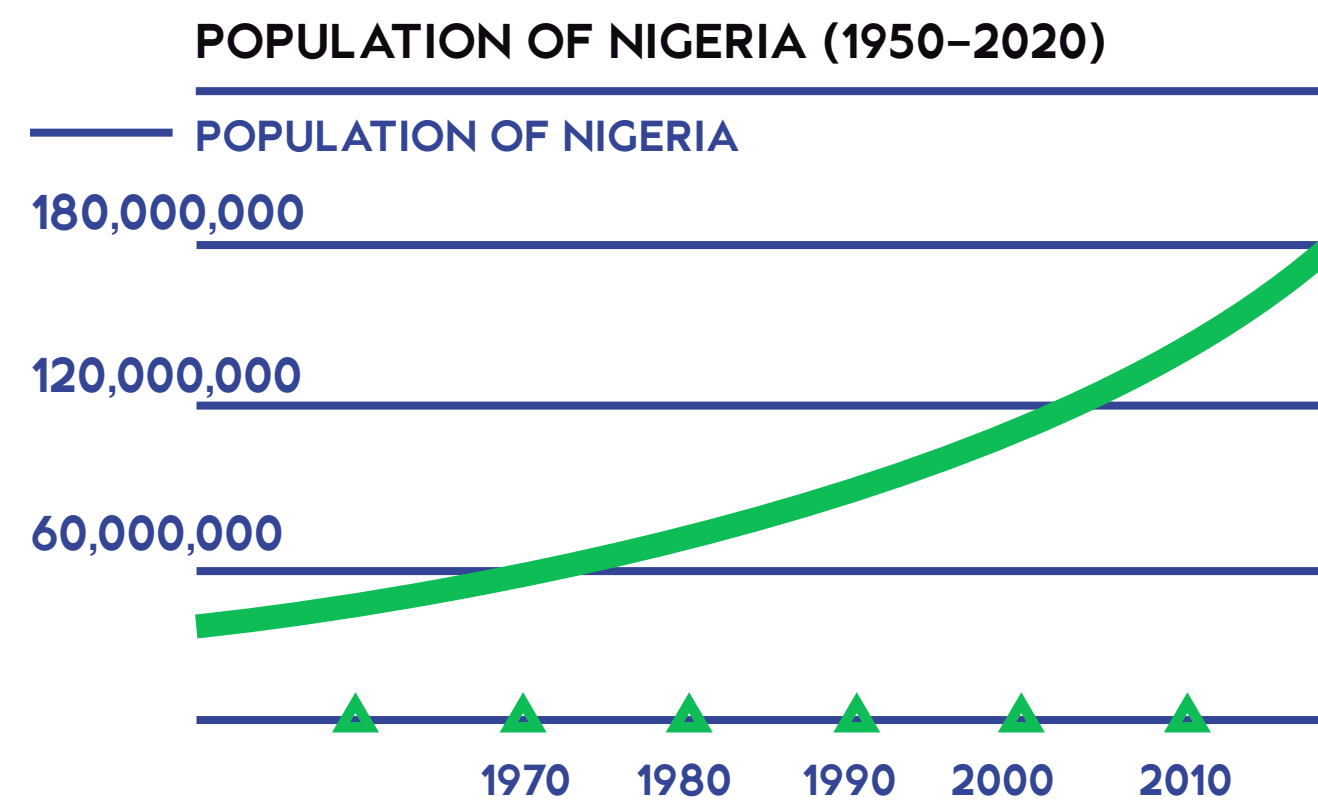
POPULATION GROWTH

The trends are clear, Nigeria has had a significant growth in population with an increase of over 50 million people over the last 20 years.

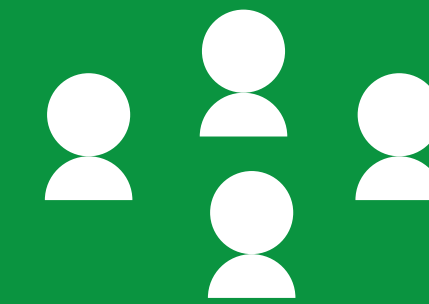


Projections show that by 2050 the population of Nigeria will double.

Without creating more opportunities this could compromise the economy & lead to increased unemployment



NIGERIA TODAY



200+ M
Population



18.1
Median age



23%
Unemployed

PAIN POINTS

INFORMATION

High Labour Turnover: Due to ill qualified staffs, demonstrating a need for smart, educated individuals who can think critically and propose solutions

Training & Retraining: Nigeria's education faculties do not equip graduates with the necessary skills to function effectively. Employers must train and re-train staff often.

Education/Advice: Survey by PWC shows that 22% of the business leaders turn to the internet, media and research publications for information or for advice.

FINANCING

Investment: 48% of businesses receive their funding from friends and family over any other source, in turn a founders personal savings is the most common source of Capital.

Loans: With interest rates at nearly 20% it is nearly impossible for businesses to acquire financing through banks.

Shortage of funds: The International Finance Corporation (IFC) reports that 40% of formal MSMEs in developing countries experience a finance shortage of USD5.2 trillion every year.

EMPOWERMENT

Business Skills: Though Nigerian youths are eager to find gainful employment, a large segment remain unable to draft a standard CV and under perform during interviews.

Certification for Trade: Getting the necessary certification (HACCP) to break into the European and North American markets is challenging and costly for SMEs.

Establishment/Collateral: Lending is typically based on the borrower's financial position, history, and collateral, making it difficult for Nigerian enterprises to obtain funding for expansions.

OPPORTUNITIES



▶ THE INCUBATION OF NEW BUSINESSES

▶ NEW INVESTMENT NETWORK & OPPORTUNITIES

▶ A FOCAL POINT WITH ARCHIVES FOR VITAL INFORMATION

▶ GLOBAL EXPOSURE FOR ORGNAIZATIONS

▶ ADVERTISING AND MARKETING

▶ DATABASE OF INTELLECTUAL NIGERIANS

OUR FOCUS

EDUCATION

Articles
Webinars
Career development
Industry Insights
Mentorship programs

MEDIA

Web series
Video Insights
Podcasts
Forums
Competitions

SERVICES

Events
Event management
Online Community
Fundraising
Career Center
Educational Platform



OUR COMMUNITY

A collection of Corporations, Industry leaders, Investors, Entrepreneurs, Youths and Dreamers dedicated to ensuring the future success of Nigerian businesses.

01

RECRUIT

We bring together Industry professionals as well as Entrepreneurs & Investors to share their insights through our media content, and act as mentors for those seeking development.

03

CONNECT

We provide mentors for aspiring entrepreneurs. These industry professionals provide guidance and help take business plans to the next level.

02

EQUIP

We Provide a go-to information platform filled with insightful content for all Nigerians looking to develop their business & penetrate the market.

04

DISPATCH

Through our events, we will facilitate the opportunity for Entrepreneurs to present their business plans and speak directly with investors. We will help package the product and ensure they have the right formula to succeed.



COMMUNITY ROLES



Over 17 million Nigerians live abroad, many are experts in their fields. We want to channel this experience into the next generation of professionals.

CORPORATIONS AND ENTREPRENEURS

Provide business insight on various business sectors, and inform the next generation on what is needed to participate in the future of an industry: from finding employment to building your own business.

PARTNERS

Corporations, Media outlets, and individuals who will provide outreach and exposure to ensure that youths know about our services as well as draw in other professionals to share their insights.

DREAMERS

The next generation of professionals, who will bring their fresh ideas to the table and receive guidance to develop them.

MENTORS

Industry professionals who will help guide the next generation to success by helping them develop their ideas, skills, business plans, and understanding of an industry.

SPONSORS

Companies who invest in the social development of Nigeria. Promoting, backing and participating in our events, and to act as mentors for the next generation.

INVESTORS

Provide insight into what an investor needs to see & know to invest in a new business. They will also participate in backing select projects.

PRODUCT PORTFOLIO

WEBSERIES

A series of talks, Interviews, case studies, and lectures about how different industries operate.

INSIGHTS

Our Insights section will host a variety of written content to provide an insider view of different industries and their activities.

COMPETITIONS

An opportunity for Nigerians with a Creative Idea/Product for the Nigerian Market to earn funding and guidance to start or scale up their own business.

EDUCATION

Host of educational material such as ebooks, webinars, and videos.

FORUM

Our forum is focused on business and opportunity. Providing an outlet where users go to find the answers they need to develop and expand.

EVENT PLATFORM

An event management platform that will help organizers produce and manage their own events from start to finish.



FUTURE EXPANSIONS

IMPACT INVESTMENT

Fundraising platform that enables entrepreneurs, investors and job searchers meet for the purpose of driving impact.

CAREER CENTER

A job posting website with education materials for career building.

NEWS

An online collection of news articles and reports, to keep audiences informed on industry news.

DIRECTORY

An online directory containing information about all Nigerian businesses.



PRODUCT LAUNCH & IMPACT

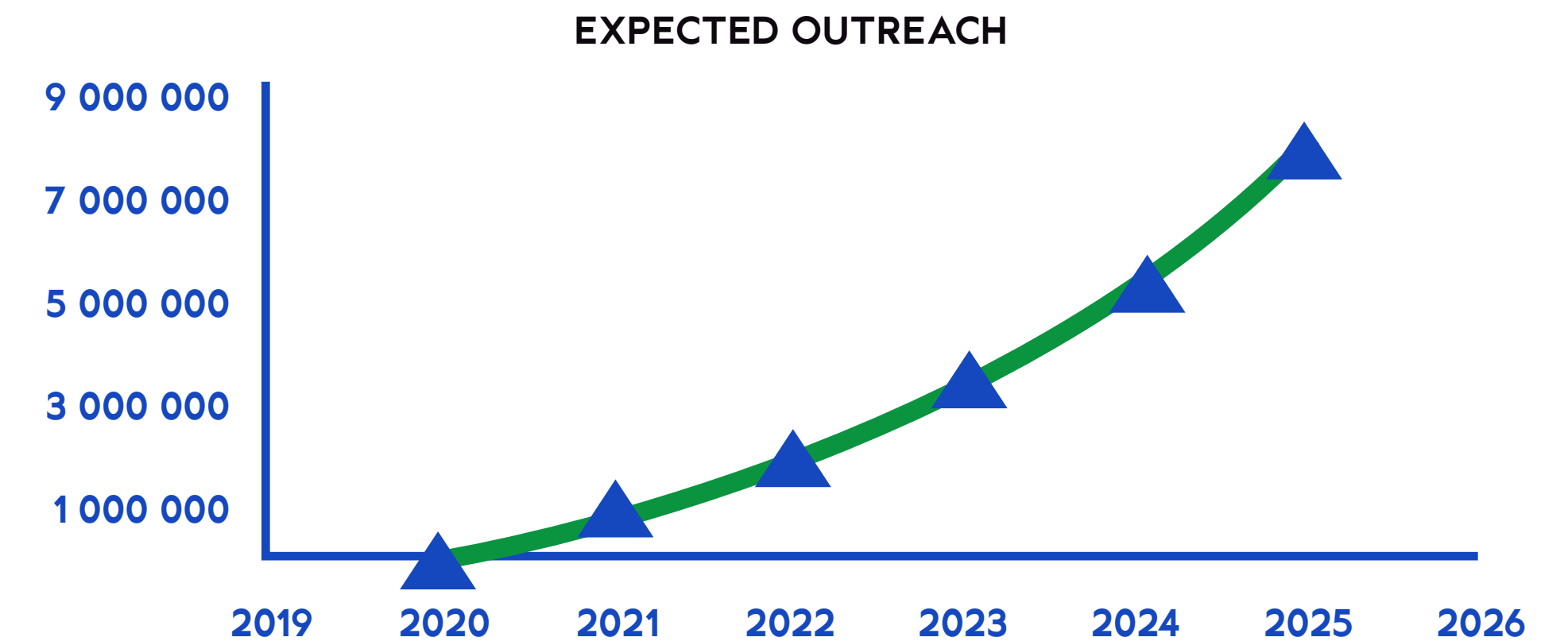
While Nigerian Diaspora typically have Internet access, in Nigeria, the Internet is mostly accessed through mobile devices. Currently, only about 20% of Nigerians (40 million users) own a smartphone. However, Smartphone penetration is estimated to reach ~ 60% (or 128.5 million users) by 2025. With proper positioning, our community will grow proportionately and will be able to connect greater numbers of Nigerians from all over the world.

PRODUCT LAUNCH IN STAGES

- 01** **AUGUST**
Web-Series
- 02** **EARLY OCTOBER**
Insights
Minor Competition
Official Launch
- 03** **APRIL 2021**
Impact Investment
Educational Platform
Forum
- 04** **OCTOBER 2021**
Event Platform
Career Center

GOALS

Our visitors spend 40 minutes on our platform daily, or 4 hours weekly



MAJOR COMPETITORS

COMMUNITIES

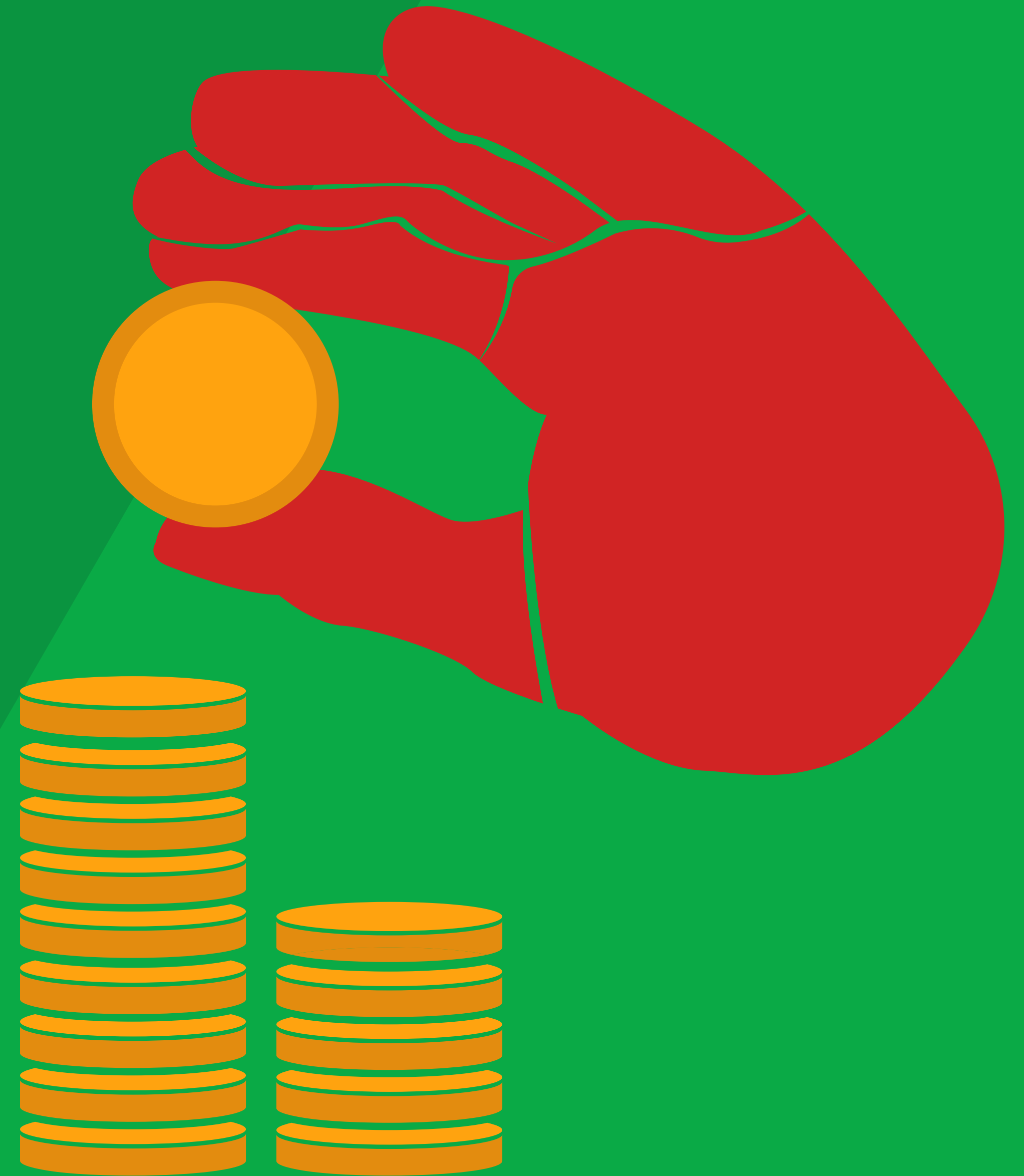


HACKATHONS & LIVE EVENTS



REVENUE STREAMS

- ▶ SPONSORSHIP
- ▶ ADVERTISEMENTS
(WEBSITES / WEBINARS / PODCASTS / YOUTUBE)
- ▶ COOKIES
- ▶ EVENTS
- ▶ PARTNERSHIP MARKETING AGREEMENTS
- ▶ EVENT MANAGEMENT PLATFORM
- ▶ PROFESSIONAL TRAININGS
- ▶ SURVEYS
- ▶ SUBSCRIPTION
- ▶ FUNDRAISING
- ▶ CAREER PLATFORM



CONCEPTUAL FRAMEWORK

DATA MAXIMIZATION

DIVERSE ADVERTISEMENT

MENTORSHIP

FORUM

COMPETITIONS

NEWSLETTERS

WEB SERIES

AUDIO & VISUAL PODCASTS

LASTING ENGAGEMENT

SLICK REGISTRATION SYSTEM

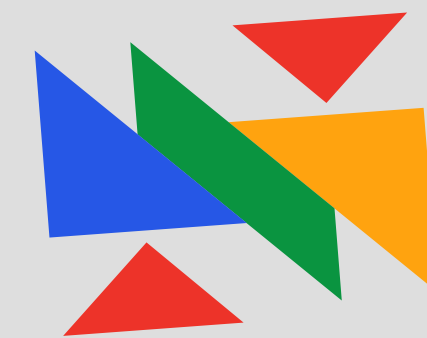
EVENT ENGAGEMENT

TECHNOLOGY WITH ANALYTICS

EDUCATIONAL INFORMATION

GRAVITATION TOWARDS VIRTUAL &
HYBRID PARTICIPATION

ENGAGING COMMUNITIES



PARTNERS

IMPACT INVESTMENT CALL

WE ARE SEEKING 150,000 €, TO A VALUATION OF 1M PREMONEY

This will enable us to lay the right foundations for the brand, and position ourselves for future investment rounds.



USE OF FUND	AMOUNT	PERCENTAGE (%)
Marketing	38,000	25.3
Capital expenditure	17,000	11.3
Working capital for 6 months	95,000	63.3



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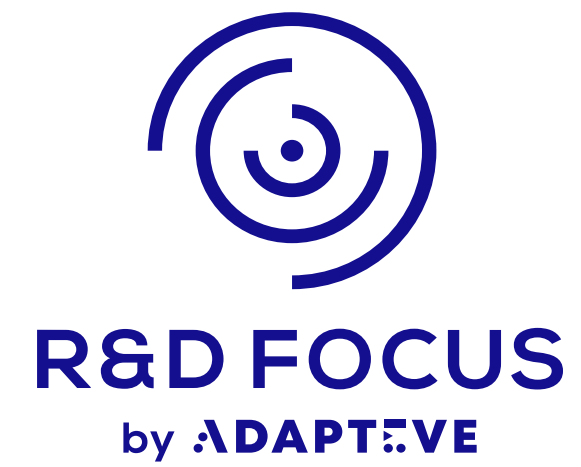
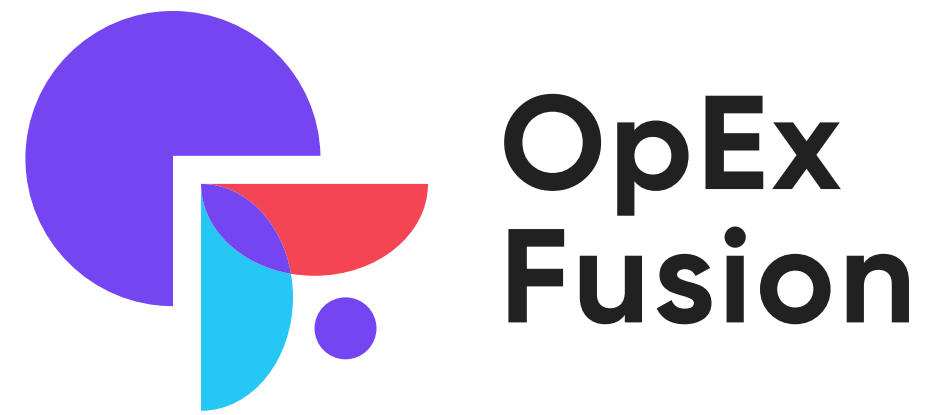
A conference organizer focused on Corporate events, headquartered in Czech Republic. Guided by People, Passion & Progress, Adapteve does more than bring people together. We design the perfect platforms to share, collaborate and exchange knowledge. By developing an in-depth understanding of our customers, we ensure that all our business partners' visions are brought to life. This is how we discover, advance and build the future, together.



AKIN AKINMULERO
CEO

Adapteve was founded by Akin Akinmulero who had previously co-founded an event company in 2014 and was successful in helping the company organize over 120 conferences across 3 continents. He also helped the company equity to grow significantly by over 2300 % between 2014 and July of 2019.

ADAPTEVE PROJECTS





THANK YOU!

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