

# Pesewa ONE

Accessible AI for 1 Million  
Small Businesses

Series Seed Investment  
Deck | January 2026

Confidential





# Bridging the \$5.2T gap through accessible AI and local trust

## THE OPPORTUNITY

There is a \$5.2 Trillion Global SME financing gap.

While small businesses are the economic engine, over 400 Million SMEs worldwide are currently underserved by traditional banking and technology.

## THE SOLUTION

Pesewa ONE is an AI Incubator & Marketplace.

We combine an accessible digital platform for operations and financing with a Franchise Partner Network that provides the on-the-ground trust required for adoption.

## THE ASK & UPSIDE

**Raising:** \$8M Seed (SAFE structure)

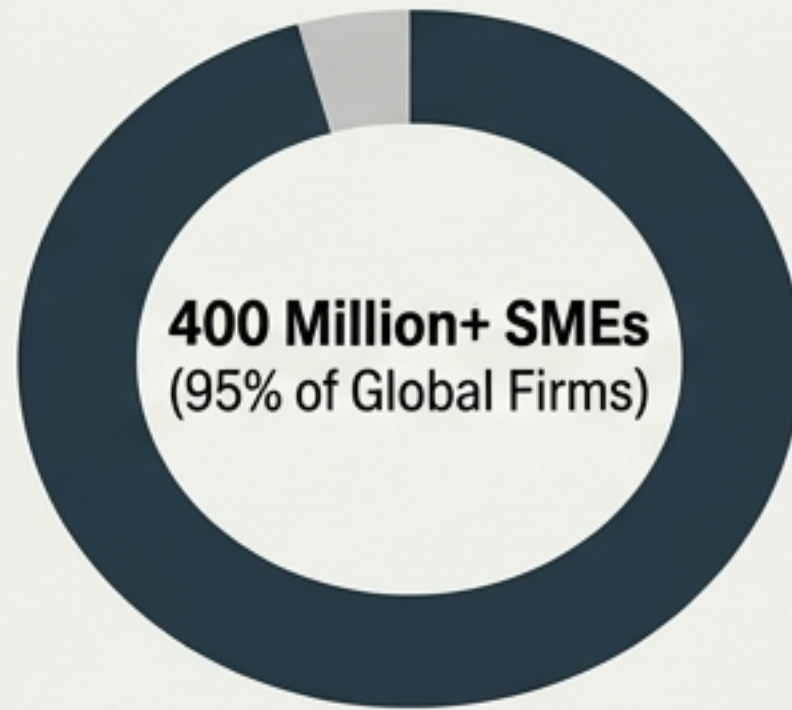
**Valuation:** \$24M Pre-Money

**Unit Economics:** 16–32x LTV:CAC

**Target:** Breakeven by mid-2026 (~50K SMEs)



# Small businesses are the global economic backbone, yet they are structurally set up to fail.



- ❗ • **Cash-Flow Mortality:** 82% of SMEs fail due to cash-flow issues.
- ❗ • **Operational Inefficiency:** Manual processes waste 23% of their time.
- ❗ • **The Resource Void:** A \$5.2T financing gap prevents access to advanced tools.





# Four market forces are converging to open a once-in-a-decade window

## SMB AI Adoption

77% of SMBs already use AI tools;  
80% plan chatbots by 2025

## Enterprise Bias

Existing AI solutions target large enterprises; they are too expensive or complex for the average merchant

## Emerging Markets

High-growth developing regions generate 40% of Emerging GDP but remain underserved

## The Financing Gap

The \$5.2T gap creates urgent demand for a platform that bundles capital with operations.

The diagram features a central orange circle labeled 'Market Window'. Four orange arrows point towards this central circle from the four surrounding text blocks. A vertical line passes through the center of the circle, and a horizontal line passes through its middle, creating a crosshair effect.

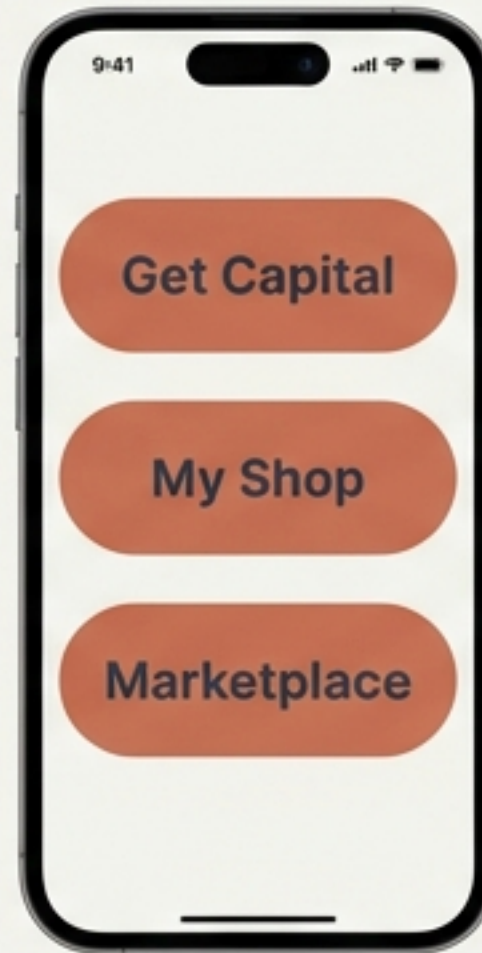
Market Window



# Pesewa ONE is an AI Incubator & Marketplace for the underserved economy.

## Automate Operations

Integrated workflow tools that replace manual waste and digitize records instantly.



## Access Financing

Capital support embedded directly into the platform workflow, based on real data.

## Expand Markets

A digital marketplace connecting local sellers to broader regional demand.

Core Value Prop: Making advanced technology accessible with no technical expertise required.



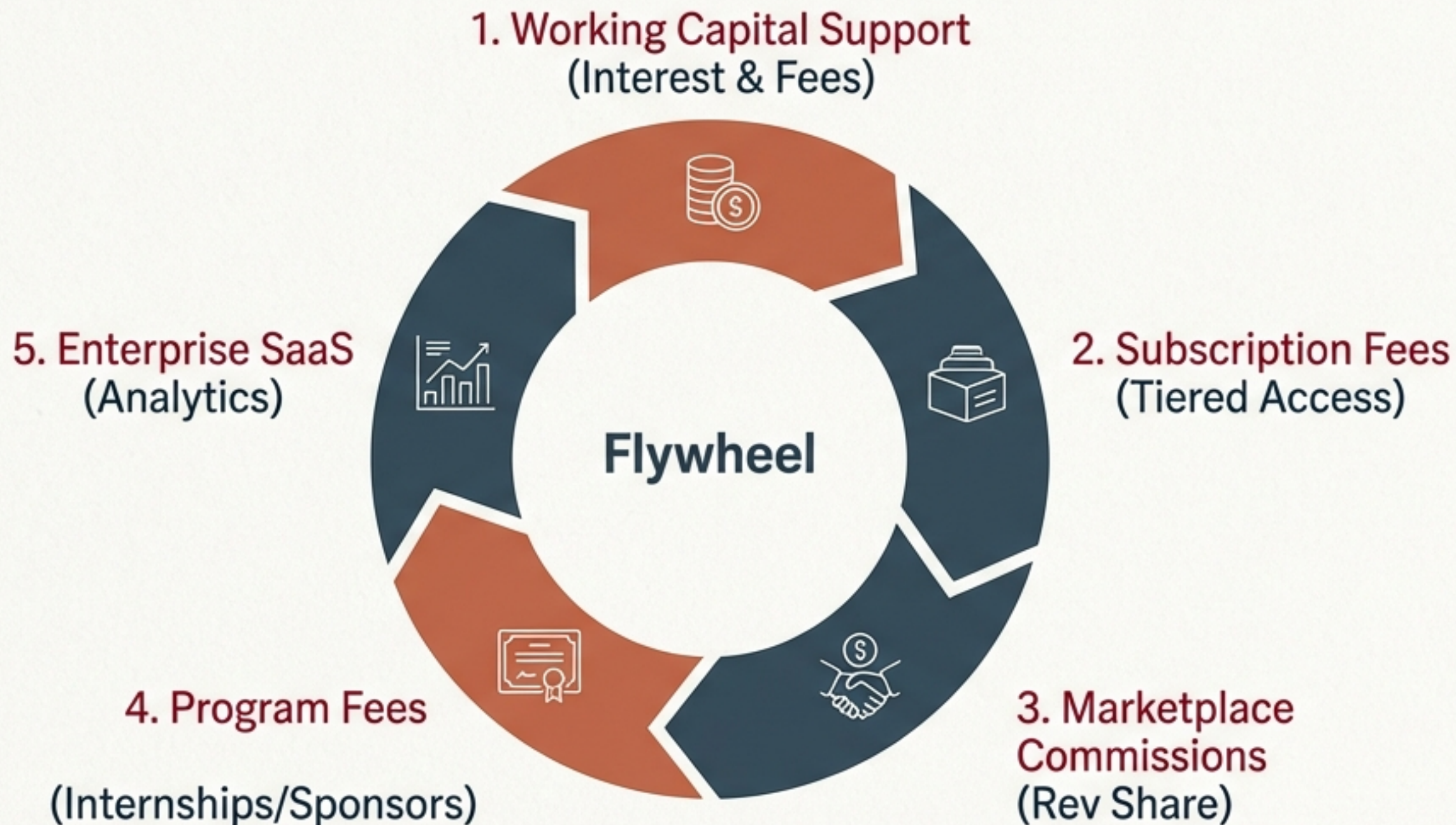
# We solve the adoption barrier through a high-touch Franchise Partner Network.



**Key Insight:** Competitors rely on self-serve models that alienate non-technical users. Our goal of 5,000 local franchises creates a physical presence Western competitors cannot replicate.



# A diversified ecosystem model monetizing the entire SME lifecycle.



## Financial Health

**Unit Economics:**  
16–32x LTV:CAC

**Breakeven:** ~50K  
SMEs (Mid-2026)

**Profitability:**  
~100K SMEs



# Four defensive moats create high barriers to entry.



## Franchise Network Effect

5K local franchises provide local knowledge and trust that software-only competitors lack.



## Integrated Data Advantage

Unifying workflow, marketplace, and financing data yields predictive insights. The more SMBs we serve, the better our AI gets.



## Capital + Platform Lock-in

We provide working capital, not just software. SMBs stay for the financing, creating high switching costs.



## Emerging Market Focus

Purpose-built pricing and support models for markets that Western solutions ignore.

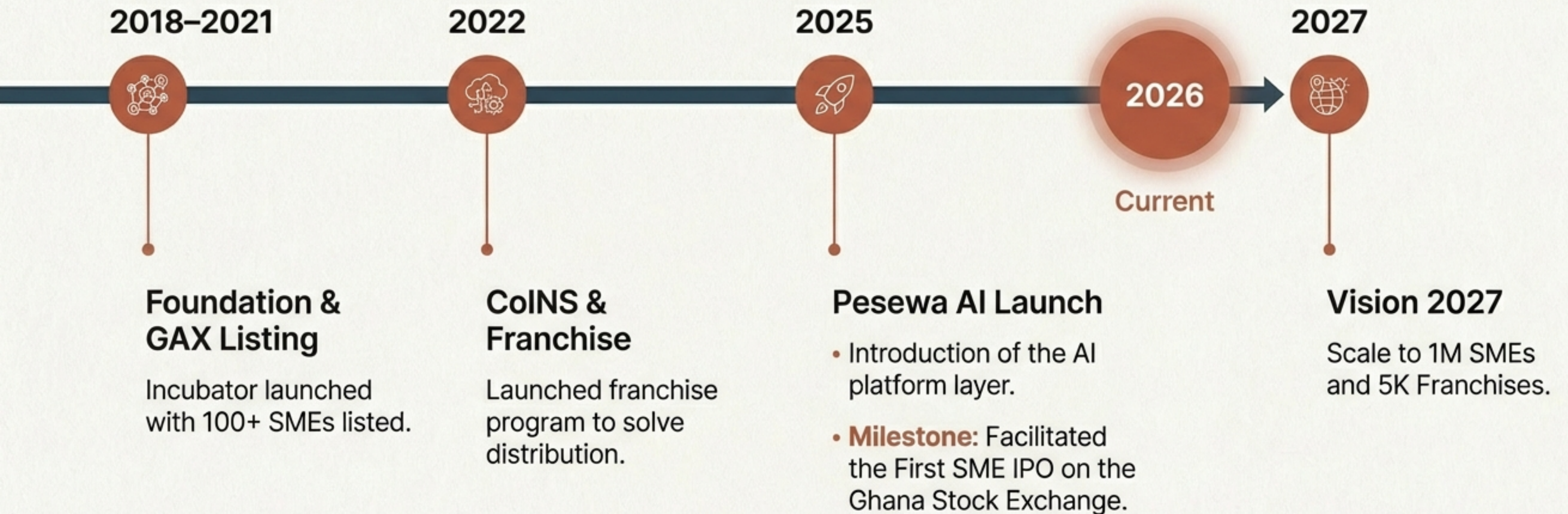


# Targeting the 65 million underserved businesses in high-growth economies





# Proven execution from incubation to public listing.





# A three-phase roadmap to market dominance.





# Vision 2027: Transforming the economic landscape.

**1 Million**

Small Businesses Empowered

**5,000**

Local Franchises Established

**100,000**

Jobs Created

**150**

Strategic Partners



# A leadership team blending economic vision with AI architecture.



**Dr. Prince Abbey**  
**Founder & CEO**

Visionary economist & entrepreneur building opportunity through AI.



**Chief AI Architect**

Leads development of AI models & platform engineering.



**Head of Product**

Drives roadmap, customer experience & growth.



**Partnerships Lead**

Builds franchise network, investor relations & funding initiatives.



# Investment Opportunity: Series Seed

## The Deal

Raising: **\$8,000,000**

Pre-Money Valuation: **\$24,000,000**

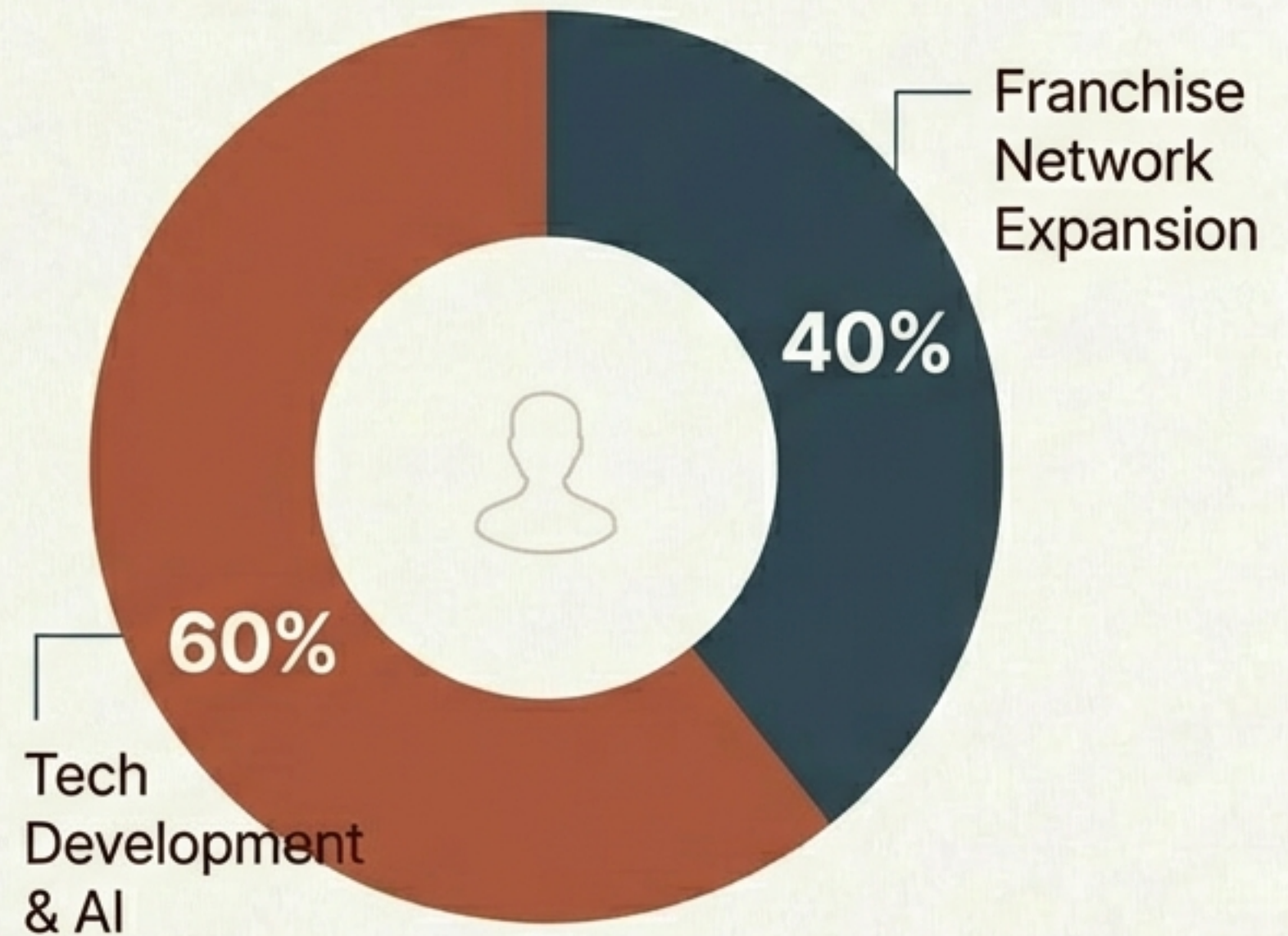
Instrument: **SAFE Structure**

Dilution: **25%**

Runway: **24 Months**

Target Close: **Q2 2026**

## Use of Funds





A photograph of two hands shaking over a wooden table. The scene is warmly lit, likely by natural light from a window in the background, creating a soft, golden glow. The hands are positioned in the center of the frame, with fingers interlaced in a firm grip. The wooden table surface is visible in the foreground, showing its natural grain. The background is slightly blurred, showing hints of an indoor setting with shelves and other objects.

“Opportunity — not money —  
should be the most abundant  
currency in the world.”

— Dr. Prince Abbey

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