

# 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

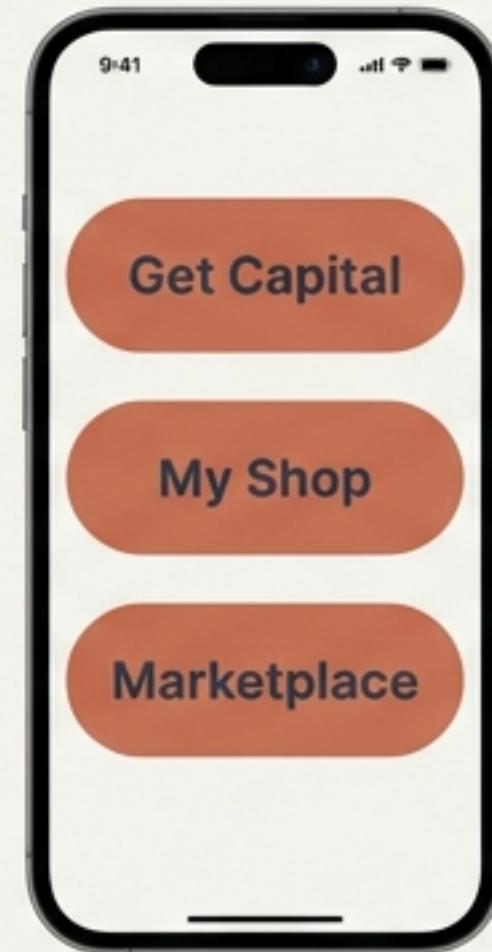
The \$5.2T gap creates urgent demand for a platform that bundles capital with operations.



# 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.

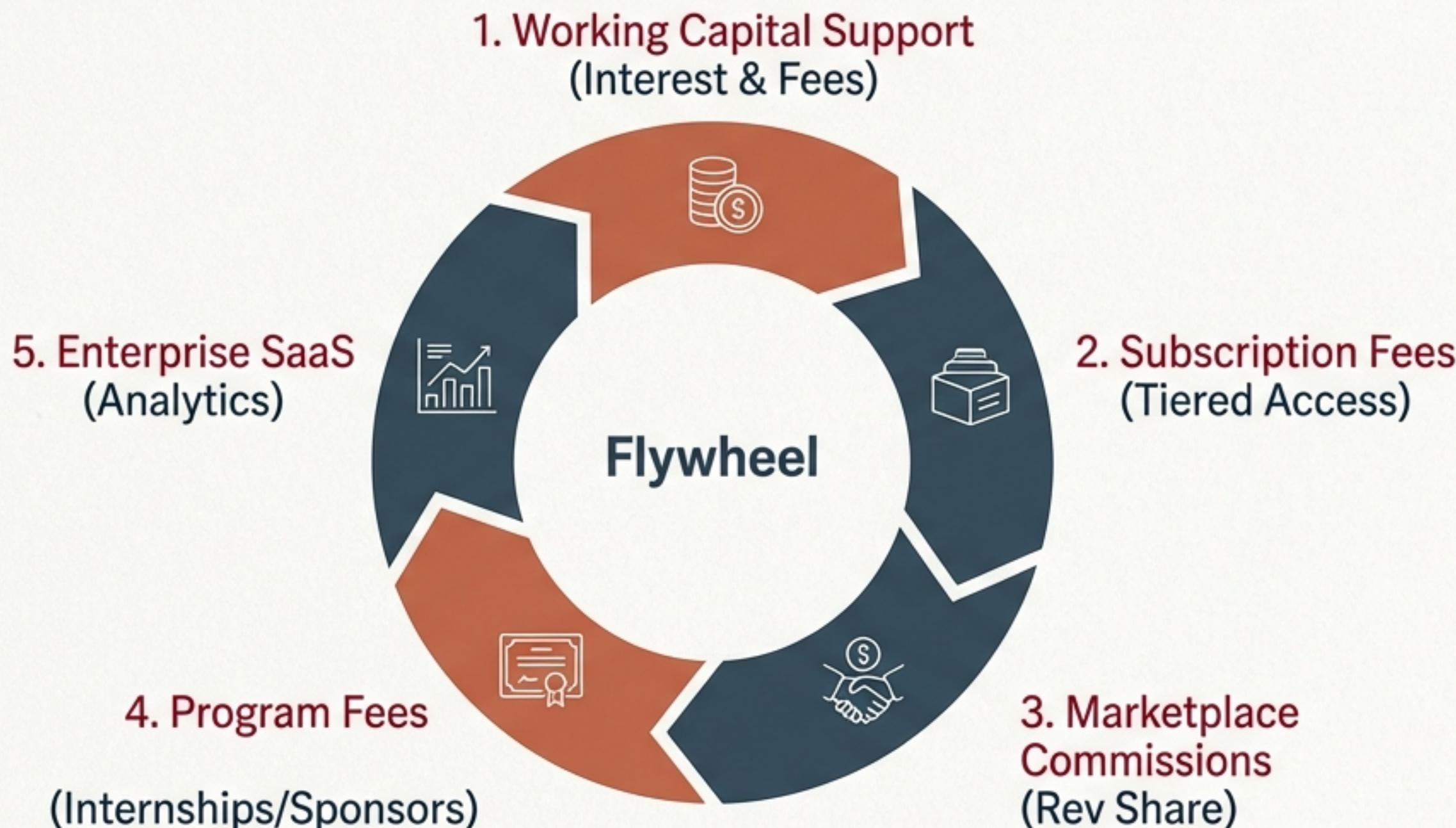
Core Value Prop: Making advanced technology accessible with no technical expertise required.

# 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.



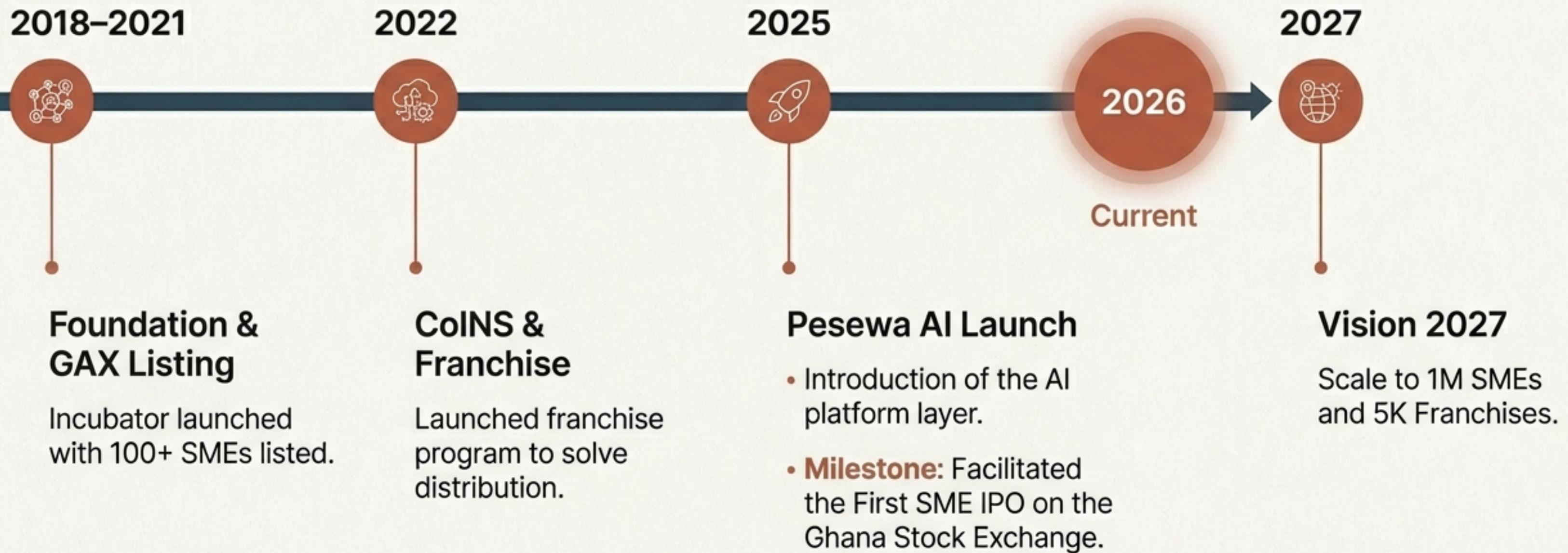
## Emerging Market Focus

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

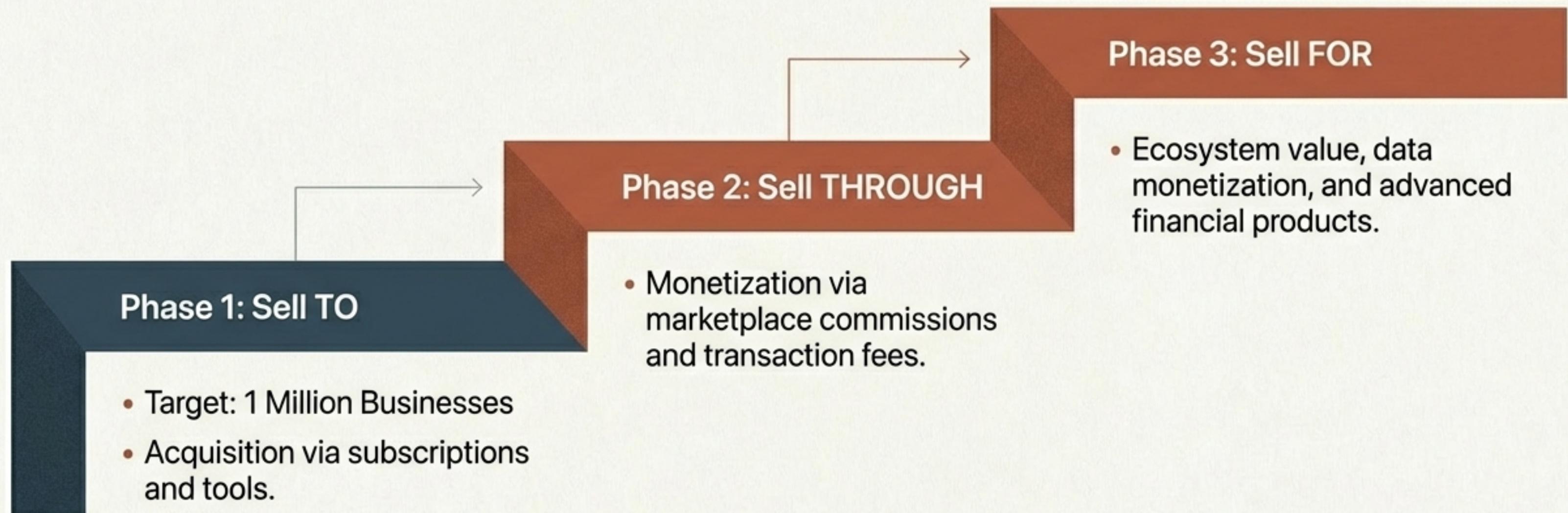
# Targeting the 65 million underserved businesses in high-growth economies



# 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**

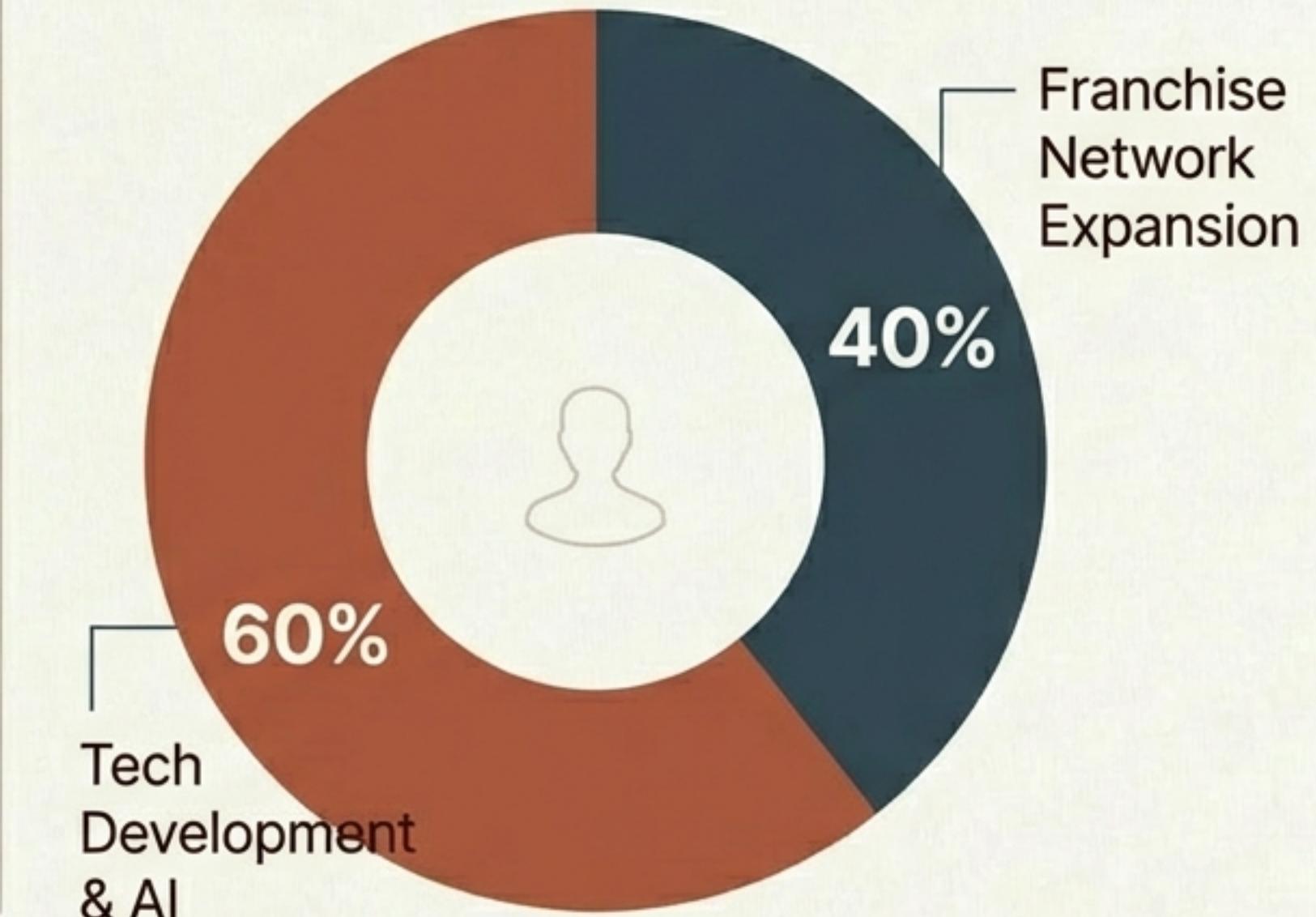
**Instrument: SAFE Structure**

**Dilution: 25%**

**Runway: 24 Months**

**Target Close: Q2 2026**

## Use of Funds





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

– Dr. Prince Abbey

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