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USAfrica
Trade Commission
Investing in a sustainable future together:
USA and Africa

STARTUPS

This presentation, with the comprehensive strategy for opening the representative office and how to invest in the startup ecosystem in Angola, starting in 2
We'll cover everything from market research to community engagement, providing valuable insights to navigate this emerging market.

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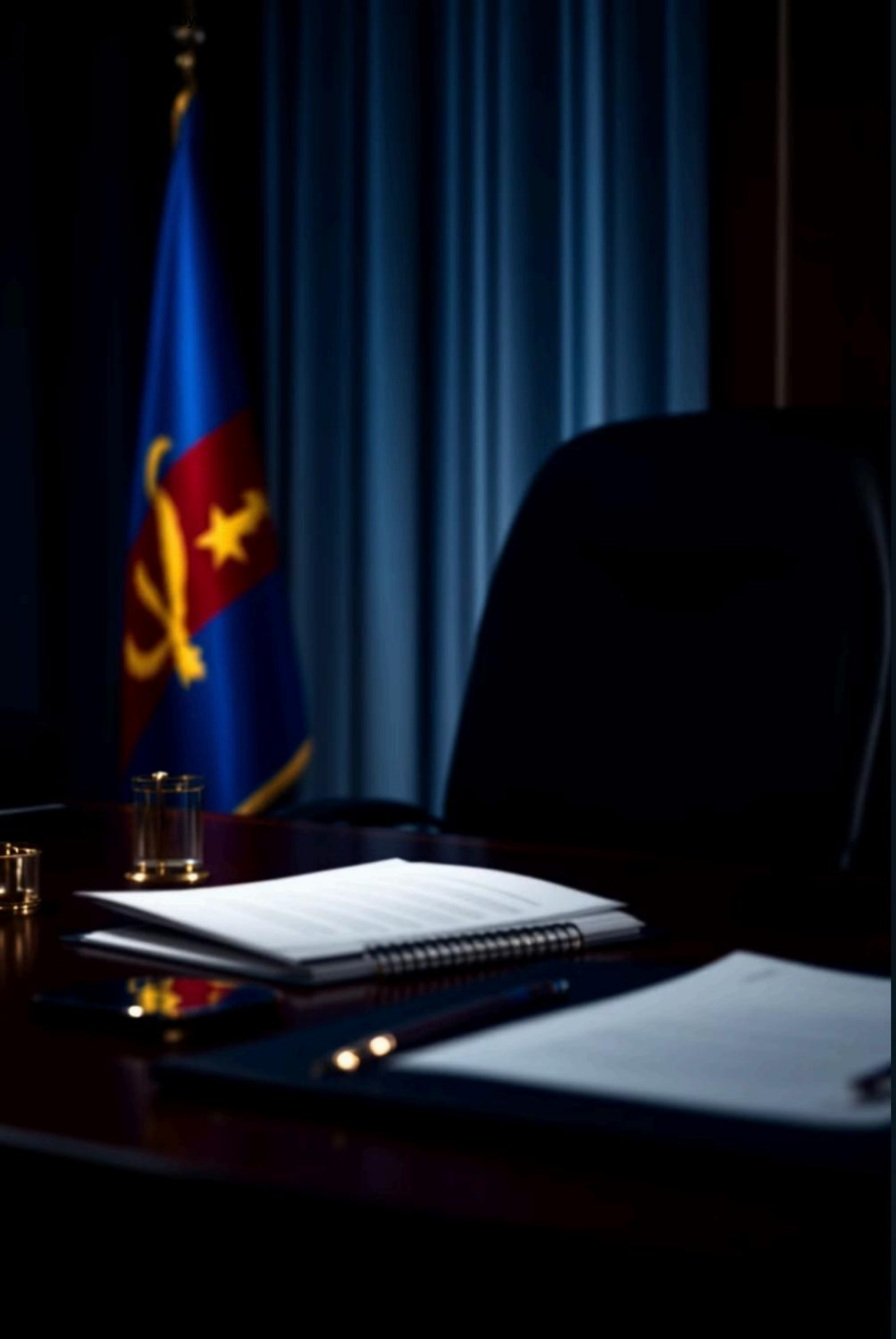
Market Research and Study Feasibility of the presented themes

Understanding the Market

Research the Angolan market, understand the ecosystem, focus sectors, and potential investment opportunities. Identify trends, challenges and competitive advantages.

Feasibility study

Assess the viability of the investment, including potential returns and risks.



Legal Framework and Regulatory

Understand local laws

Familiarize yourself with the laws

Angolan

companies, investment,

taxes, regulations

and business registration

processes. Angola has

specific laws for

investments

foreigners.

Consult with legal experts

Hire local legal experts to

ensure compliance with

all regulations and resolve

bureaucratic processes

effectively.

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Establishing a local office

1

Choosing a suitable location

Identify an office location based on accessibility; cost and proximity to stakeholders e.g. startups; investors

2

Register the business

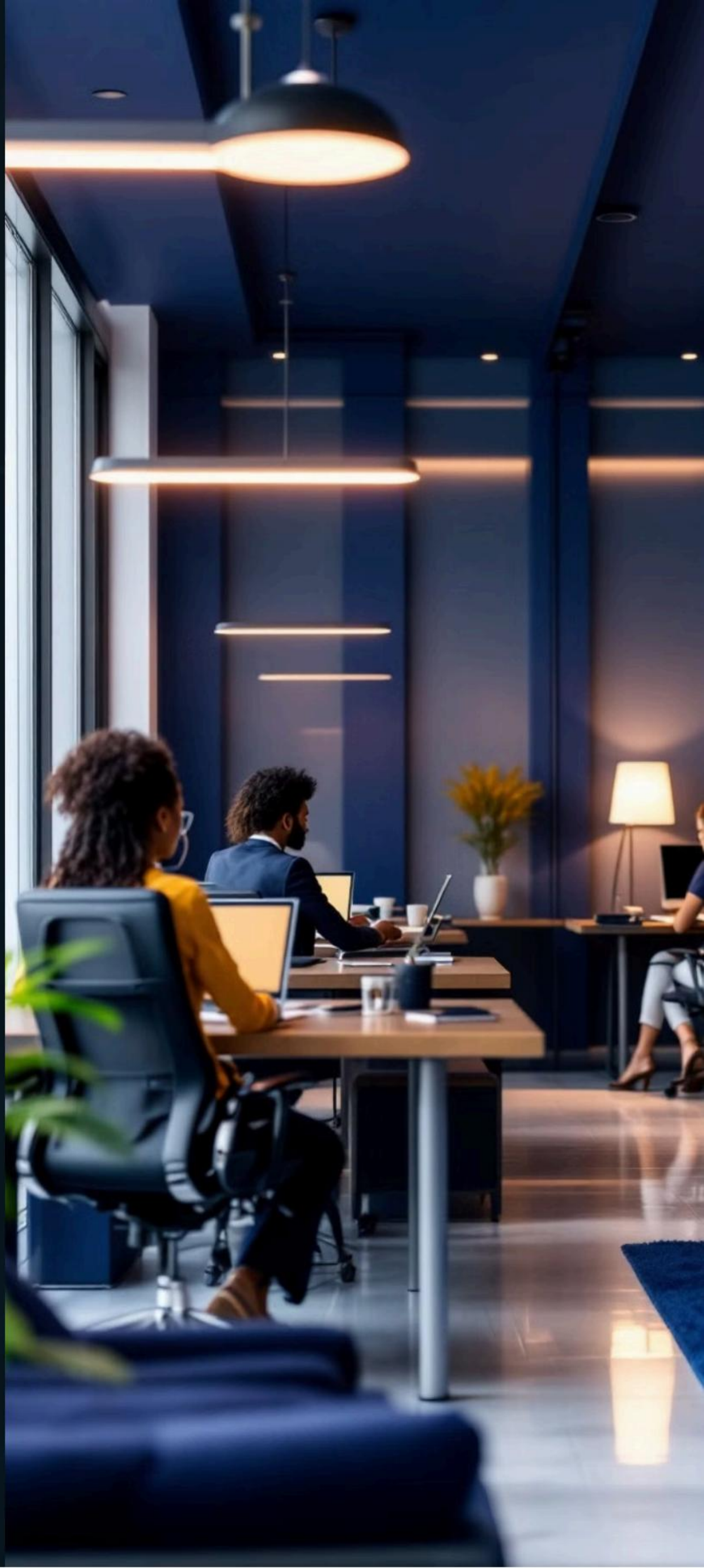
Follow the necessary steps to register UASA Africa Trade representation; with the Angolan authorities. This could involve:

- Obtaining necessary licenses and permits
- Register at the Registry Office Commercial of Angola
- Opening an account at a local bank

3

Hire local talent

Consider hiring local staff who understand the market and can help with operations and networking.



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Building a network

Involvement with Local Ecosystem

Connect with

local entrepreneurs, investors and

business incubators.

Participate in events, seminars and meetings

networking to establish

relationships.

Leverage Existing Networks

Partner with local

venture capital firms, angel

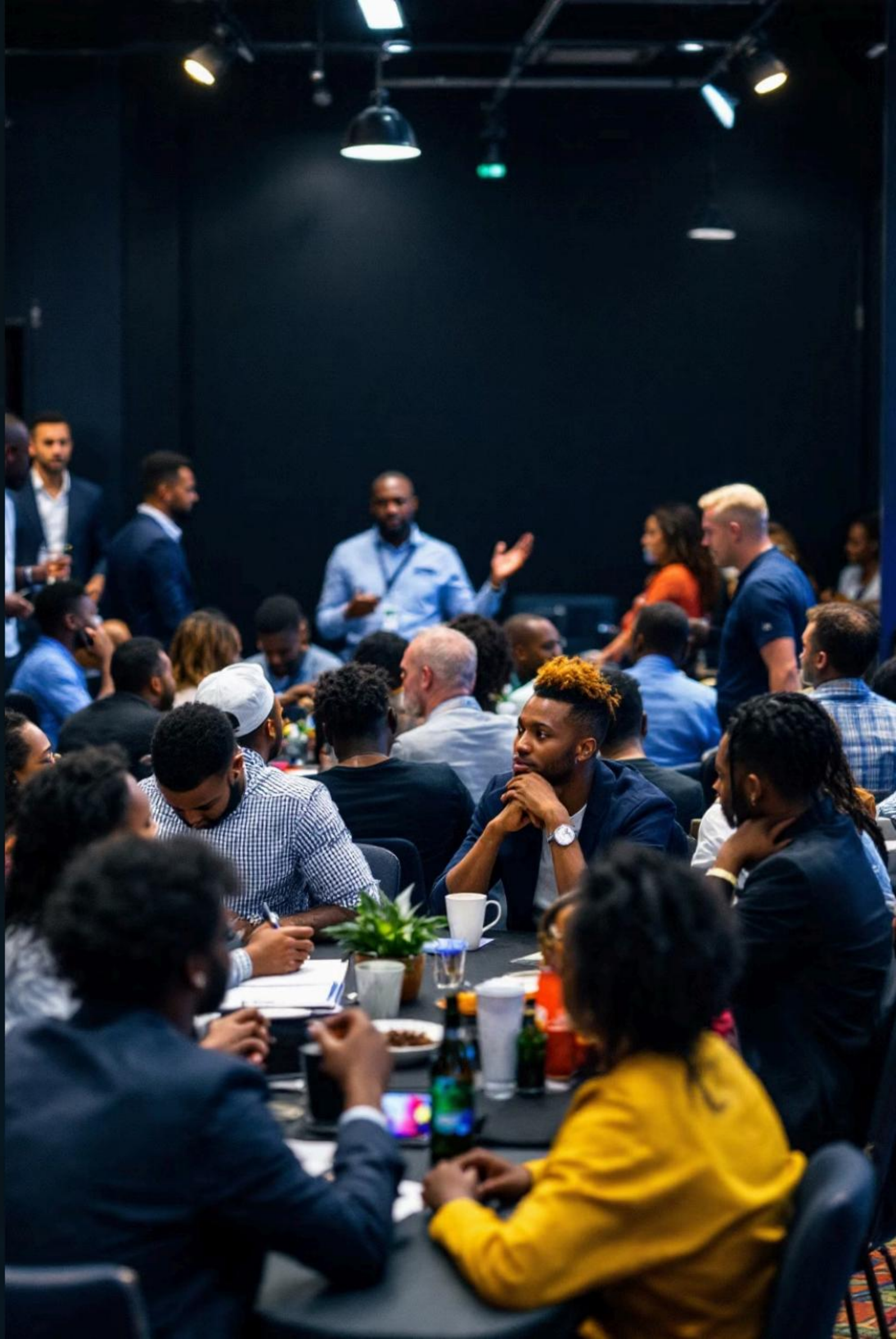
investors, investor

groups, and trade

and industry

associations to tap into

networks and resources.



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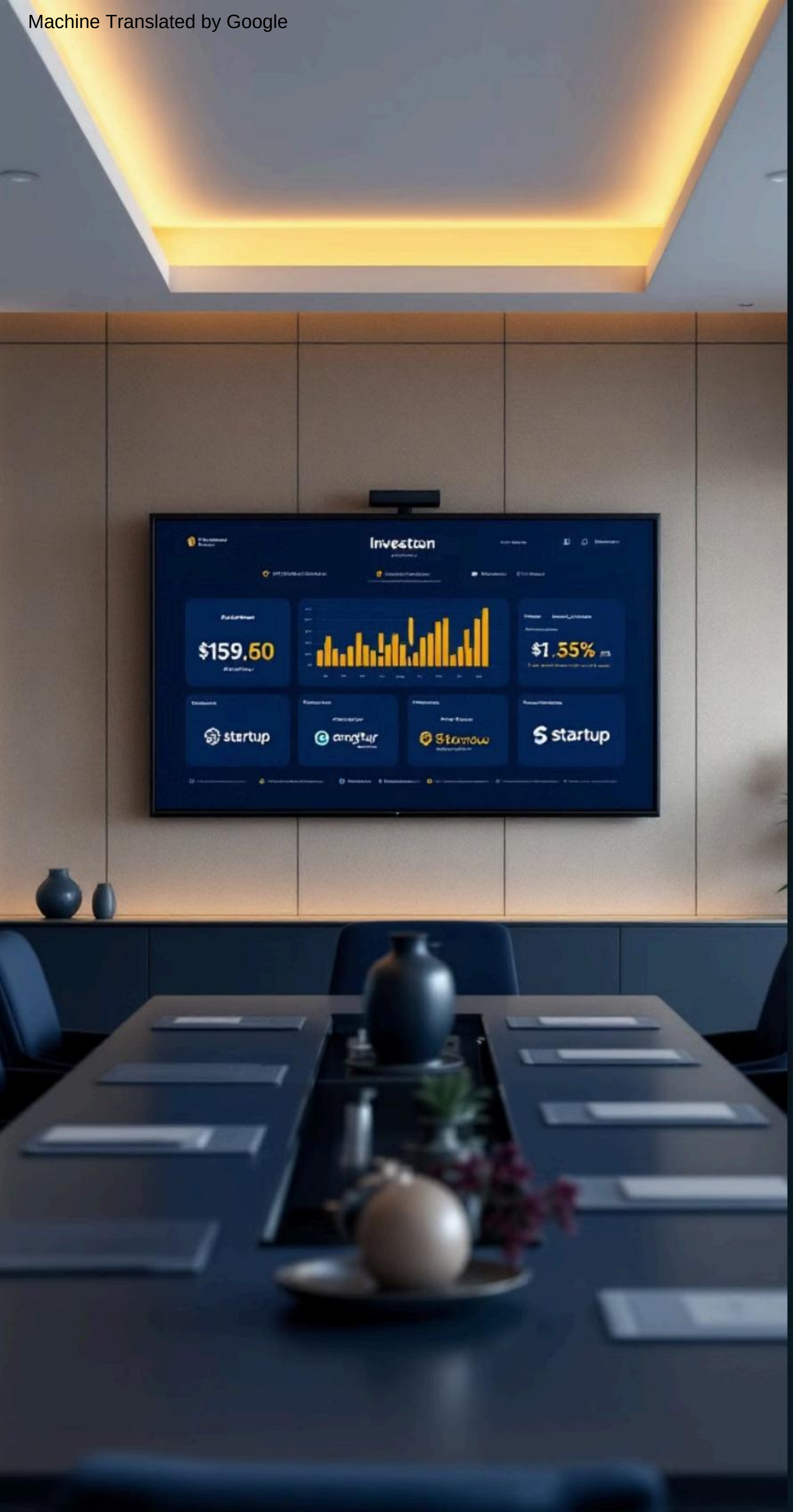

Fundraising Strategic

1

Develop strategies to attract investors

Make a case for why investors should support startups in Angola. Highlight growth, and your investment strategy.

2

Target Investors

Identify potential investors (local and international) in emerging markets and startups.

3

Pitching

Prepare a compelling argument for pitch deck presentation, market opportunity, and strategic investment.

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Strategic Investment

1

Define Investment Criteria

Establish clear criteria for selecting startups.

2

Conduct of Due Diligence

Implement a robust strategy for due diligence processes.

3

Support Portfolio Companies Offer mentoring,

strategic guidance, and access to networks.

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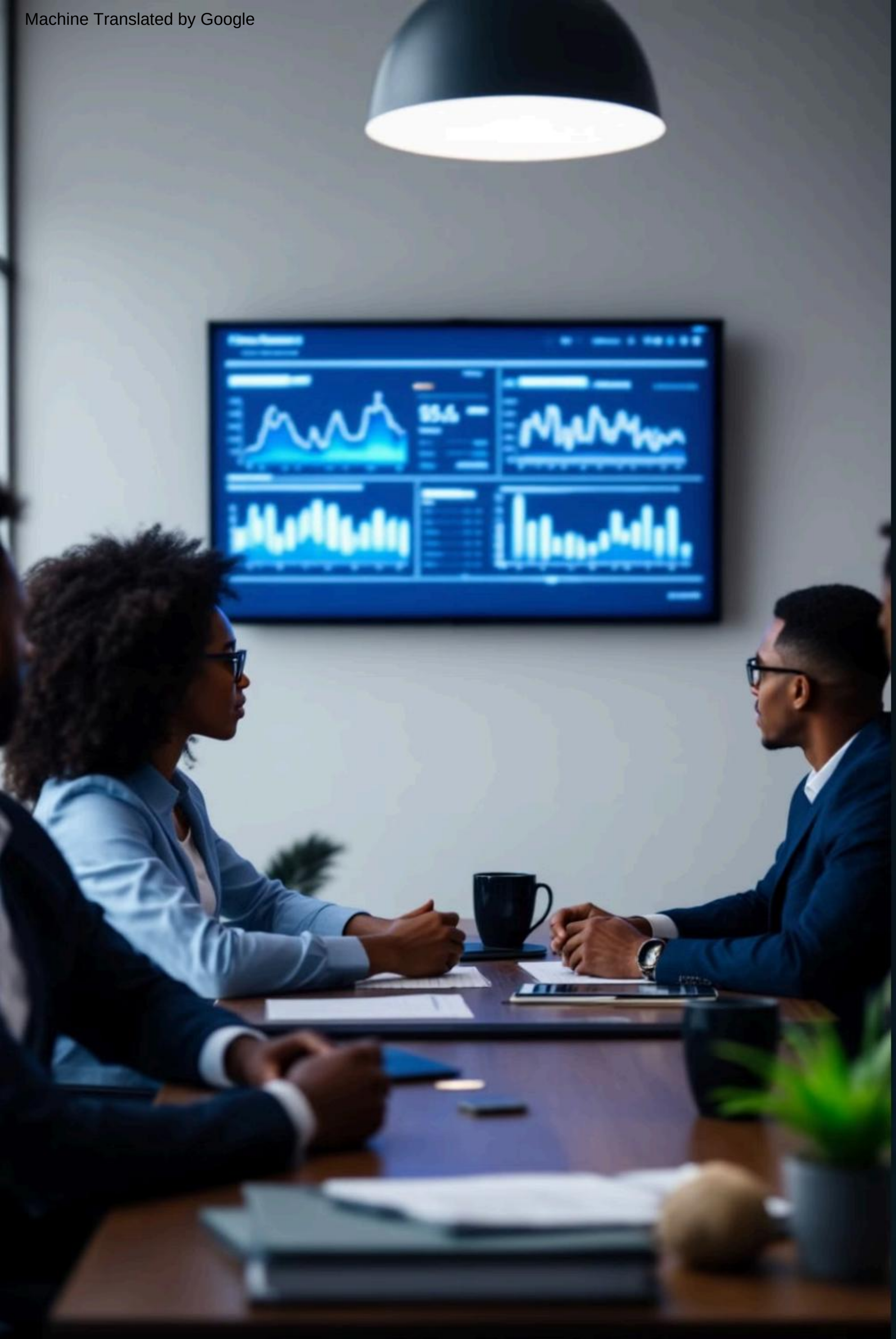

Monitor and Adjust

Performance

Regularly evaluate the performance of your investments.

Be Flexible

Adapt the strategy based on market changes, new opportunities.

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Community and Partnerships

Corporate Social Responsibility (RSC)

Get involved in CSR initiatives to build brand awareness and strength in the local community.

Promote Entrepreneurship

Support local entrepreneurship, provide space for initiatives, workshops and mentoring, programs to promote an ecosystem culture.

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Conclusion and Next Steps

Investing in Angola in the startup space, which is expected to begin in 2025, will require a strategy and approach to engage local influencers. Taking into account market research, and establishing a local presence of the US-AFRICA TRADE COMMISSION, we will begin by building a network that will develop a solid strategic fundraising pipeline. To be successful in the initiatives described here, we will need to collaborate with local experts and stakeholders to effectively do business in Angola.

10 days before Christmas in Angola everything is paralyzed, I must note that I agree with the opening of a representative office in Angola, which will serve as a Regional Office in Africa. I am fully aligned with the ideas put forward by the CEO, Dr. Titus. Let's go ahead, we will seek all support and sponsorship for the opening of the office and register legally in the Gazette of the Republic of Angola as well as in the Ministry of Finance....

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US-Africa Trade

Commission Director in Angola

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