Capitalize and equip emerging market entrepreneurs to launch and grow essential product franchises.
Franchise Concept

Source

Produce

Retail

Franchise value proposition:
• 3km walkable exclusive zone
• Source, produce, retail in place via powerful brand

Customer value proposition:
• Quality & Taste
• Price & Convenience
• Brand & Patented Tap-Bottle

Products:
• Drinking water refills (5-20L)
• Fortified porridge
• LPG
• Other essential products
Jibu’s Fundraising Journey

Stage
- Pre-Launch
- Early Revenue
- Sustained Growth

Franchisee
- Owners, Friends, Family
- Friends, Family, Franchisor
- Franchisor, Local Financial Groups

Franchisor
- Owners
- Angel Investors (Individuals), Family Foundations
- Development Finance Institutions (DFIs)

Type of Capital
- Equity, Grants
- Equity, Grants
- Debt, Equity