



Roadshow for the 3rd IIF Annual Deal Summit

Roadshow Theme:

Achieving Regional Growth Through Impact Investing and Inclusive Business Models

Objectives of the Roadshow

For Enterprises

- Promote IIF Annual Deal Summit and accompanying Investment Readiness Programme by Impact Amplifier (IA) among Impact Enterprises and Inclusive Business Companies and Investors outside of the big bubble of Lagos.
- Promote impact intentionality, impact measurement and reporting by Nigerian Enterprises.

For Investors

- Investors to register with IIF and inform IIF about their interests as investors.
- To receive information on investment-ready companies ahead of the actual Deal Summit (quality pipeline/lower due diligence cost as companies are vetted by IIF and IA and considered investment-ready).

Roadshow Description

The IIF Roadshows is organised in partnership with the Inclusive Business Action Network (iBAN) and partners in the major geopolitical zones in Nigeria, particularly South East, North Central and North West. Their aim is to spark conversations on impact investing and inclusive business (IB) in these regions; to strengthen the capacities of local investors and high networth individuals (HNWIs) and enterprises (impact enterprises and inclusive businesses) to understand and build impact investing and IB models for inclusive growth and social development; present a business case for impact investing and IB as a more sustainable way of investing and doing business. Finally and most importantly, to identify regional investment opportunities to showcase at the IIF Annual Deal Summit scheduled to hold virtually on November 30, 2021. Participants will also have the opportunity to network during the networking sessions.

The day-long event is divided into main 2 parts - the morning session which is targeted at regional investment-ready enterprises and the afternoon session, targeted at government, government agencies, state investment promotion councils, investors and HNWIs etc. Participation will be hybrid, i.e. online and offline. Find below details:



SouthEast Roadshow Venue:

REGION	ADDRESS	DATE
South/East	Physical Venue: Rockview Hotels, Beside Government House, Owerri. For online participation, click here: https://bit.ly/SEOnline1	September 17, 2021.

Please register for the event here - <https://bit.ly/IIFRoadShow>

Participants' Profile

SMEs	<p>We are looking for SMEs that match the following criteria:</p> <ul style="list-style-type: none"> ● Impact Focus <ul style="list-style-type: none"> ○ Any sector ○ Must be addressing social and/or environmental issues ○ Must provide services to vulnerable people at the base of the pyramid ● Company Must: <ul style="list-style-type: none"> ○ Have 2+ years in operation ○ Be commercially viable ○ Not have raised more than US \$5m externally ○ Be a registered company with the corporate affairs commission ○ Have a valid Tax Identification Number (TIN) ○ Have audited financials ○ Able to commit senior company executive (preferable the CEO) to take a substantial role in the training and matching activities
Investors	<p>We are looking for investors that match the following criteria:</p> <ul style="list-style-type: none"> ● Have invested > \$100,000 in the past 5 years in Nigeria ● Interested in investing in SMEs ● Interested in the positive impact their investments can make in Nigeria ● Interested in attending the IIF Deal Summit in Lagos

Agenda for the SouthEast Roadshow

For SMEs/Impact Enterprises and Inclusive Businesses 9am - 12pm			
Time	Event	Description	Led By
9:00 - 9:30	Registration of participants		Ms. Olatayo Bisiriyu, IIF
9.30 - 9.45		Introduction of Officials from IIF, iBAN and IA & Regional Collaborators	Ms. Olatayo Bisiriyu, IIF
9.45 - 10:15 a.m		Welcome & Opening Remarks on Impact Investing and Inclusive Business Models	Birte Rau, iBAN
10.15 - 10:35 a.m	Q & A		Ms. Olatayo Bisiriyu, IIF
10.35 - 11.05 a.m	How to Measure your Impact	<p>Exercise</p> <ul style="list-style-type: none"> • How do you measure your impact? • Step-by-step exercise to help companies define their <ul style="list-style-type: none"> ○ Strategic goal ○ Outcome Indicators ○ Metrics <p>Outcome - all SMEs have impact frameworks</p>	Dr. Olu Ogunfowora, Ideanest/ Consultant to IIF
11.05 - 11.25 am	Q & A		Ms. Olatayo Bisiriyu, IIF
11.25 - 11.55 a.m	Impact Amplifier Investment-Readiness Programme - Overview and Benefits	<p>Presentation</p> <ul style="list-style-type: none"> • What is the Programme / Deal Summit • Why you should participate 	Tanner Methvin, Impact Amplifier

		<ul style="list-style-type: none"> • How to apply • Q&A 	
11.55 p.m - 1.00 p.m	Closing Remarks Lunch and Networking		Ms. Olatayo Bisiriyu

For Investors 2pm - 7pm			
Time	Event	Description	Led By
2:00 - 2:30p m	Registration		Ms. Olatayo Bisiriyu, IIF
2.30 - 2.45 pm		Introduction of Officials from IIF, iBAN and IA & Regional Collaborators	Ms. Olatayo Bisiriyu, IIF
2.45 - 3.00p m		Welcome & Opening Remarks	Ms. Etemore (Maria) Glover, Projects Lead, IIF
3.00 - 3.45 pm	Panel Discussion	<p>Topic: Achieving Regional Growth Through Impact Investing and Inclusive Business Models</p> <p>Moderator: Etemore (Maria) Glover, IIF</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Collins Onuegbu, Founder & EVC at Signal Alliance and DevEast - Ifeoma Malo, Founder-Clean Technology Hub - Ndidi Nwuneli, Co-Founder- Sahel Consulting Agriculture & Nutrition 	IIF

		Limited and Co-founder - ACEE Foods Processing & Distribution Ltd - Henry Nduka, DG -SouthEast Chambers of Commerce, Industry, Mines and Agriculture, SECCIMA	
3.45 - 4.00 pm	Q & A		Ms. Etemore (Maria) Glover, Projects Lead, IIF
4.00 - 4.30 pm	Presentation of the IIF Deal Summit	Presentation on IIF Deal Summit <ul style="list-style-type: none"> • What is it? • Why should you attend? • Q&A 	Ms. Olatayo Bisiriyu, IIF
4.30 - 7:00	Closing Remarks Drinks and Networking Event		Birte Rau, iBAN

Background

The United Nations Environment Program (UNEP), in a 2018 report on Nigeria's sustainable finance roadmap, estimates that the country would need approximately USD92 billion annually until 2030 to successfully finance the SDGs. However, the lending environment in Nigeria is constrained, and the cost of borrowing has increased, limiting the growth of MSMEs in the country. The Central Bank's benchmark interest rate in Nigeria increased from 11% in 2015 to 13.5% in July 2019. This significantly increased the cost of borrowing. In 2018, MSMEs received just 0.3% of the total commercial banking credit, despite contributing 48% to Nigeria's GDP.

Although it can be observed that the interest of impact investors, both DFI and non-DFI, in Nigeria is growing, this has not yet been sustainably reflected in the capital invested: In 2019 64 impact investors operated in Nigeria, half of them with a physical presence onsite, which represents a fourfold increase between 2015 and 2019. As the number of actors grows, the overall transaction volume has increased but remains volatile. Since 2015, impact investing transactions worth USD 4.7 billion have taken place – a fraction of the amount is needed to achieve the SDGs (USD 92 billion annually). The growth in deal flow in Nigeria likely reflects the greater focus that development

institutions are placing on the country, as well as the opportunities presented by the sheer size of the Nigerian economy, which outweigh other challenges such as barriers to ease of doing business.

There are several elements holding back the growth of the impact investing market in Nigeria: At the macro level, impact investors face challenges such as political and regulatory uncertainties and poor information flow, which limit the overall market entry of funds. The lack of identification with the term "impact investor", restrictive government policies, lack of exit opportunities and difficulties in raising capital, especially in the domestic market, are some of these challenges. Challenges at the meso level hinder the development of favourable conditions for the market within institutions. For instance, impact enterprises are not organized in associations and impact investors networks are just emerging. Investors and companies are strongly impacted by challenges at the micro level. Companies often face the difficulty of not knowing how to access funding opportunities beyond the commercial lenders, lacking awareness of the possibility of impact investing. Moreover, they are often not ready for investment and do not have the skills and capacity to develop investment maturity on their own. Support programmes often remain untapped due to their lack of visibility. Impact investors, on the other hand, face skepticism about equity financing. However, their biggest concern is the lack of investment maturity even among companies with a substantial track record.

A major challenge for Impact Investors is the difficulty in sourcing new deals and opportunities.¹ Finding investor-ready businesses that meet both financial and impact criteria is reportedly difficult, especially women-led and owned enterprises whose businesses are now being negatively impacted by the COVID-19. The African Private Equity and Venture Capital Association (AVCA) reports that there are limited formal channels or networks that showcase impact enterprises for pipeline development and analysis, so investors rely heavily on word of mouth and their informal networks.² The root causes of this challenge cuts across the entire ecosystem and as summarised into five main points:

- a. Limited pipeline of investment-ready enterprises³.
- b. The lack of impact intentionality among Nigerian enterprise-owners.
- c. Lack of Impact Measurement and Management (IMM) standards and observance of impact measurement and reporting by Nigerian companies.
- d. Lack of impact investing know-how amongst Nigerian investors.

¹ The Impact Investing Market In The COVID-19 Context - An Overview Response, Recovery, and Resilience Investment Coalition June 2020

² Investing for impact; a strategy of choice for African Policymakers

³ Enterprises include - Micro, Small and Medium Enterprises (MSMEs); and Impact Enterprises (as defined by the COVID-19 Impact Consortium are "companies which pursue commercial as well as social impact objectives, including **inclusive business and social enterprises**").



- e. Lack of a proper policy framework that engenders the intermediation of capital in the impact investing ecosystem.

The above invariably reduces the overall investment opportunities in Nigeria, thereby, limiting the quality of dealflows and the potential growth of the impact investing market. However, Nigeria is a country with budding social innovators and entrepreneurs who are poised to solve its myriad of social and environmental issues. There is therefore a strong need to create a platform to showcase Nigerian investment opportunities and attract both local and foreign capital into the market. The regional roadshows serve as an opportunity to identify investment opportunities across all the regions of Nigeria. Three roadshows will be held in the Southeast, Northwest and Northcentral parts of the country. This will culminate in the IIF Annual Deal Summit scheduled to hold on November 30, 2021.

About the Organisers - Impact Investors' Foundation and Inclusive Business Action Network

The Impact Investors' Foundation (IIF) is a non-profit organisation established to accelerate the growth of Impact Investing in Nigeria. It has 5 founding members consisting of the Ford Foundation, the Africa Capital Alliance, Dalberg Advisors, BusinessDay Media and the Bank of Industry. IIF's mandate is to unlock private capital for social investments in Nigeria through our programmes and activities that are divided into 3 pillars – Knowledge Sharing and Networking, Policy Advocacy and Capacity Building.

The Inclusive Business Action Network (iBAN) aims to fill the current gap in the Nigeria ecosystem with its matchmaking process. The matchmaking process consists of the matchmaking facility (pillar a) and the investment readiness advisory facility (pillar b). The focus of the matchmaking facility (pillar a) is to address the micro level through matchmaking facilitation which the IIF will lead. In collaboration with the investment readiness advisory facility (pillar b) who will be responsible for providing technical assistance to IBs and impact enterprises to increase their capacities. These interventions will address the limited pipeline of investment-ready businesses in Nigeria to a large extent resulting in a maximum number of deals between investors and growing IBs or impact enterprises in Nigeria.

About the IIF Annual Deal Summit and the Investment Readiness Accelerator Programme

The IIF Annual Deal Summit is an initiative of the Impact Investors' Foundation designed to address the gap in the ecosystem by preparing impact enterprises and inclusive businesses to become investment ready through an Investment Readiness Accelerator programme and connect them to impact investors at the Annual Deal Summit.



This year, the IIF is partnering with the [Impact Amplifier](#) to deliver a 3-month investment readiness programme which will provide business development support required to scale these enterprises and link them with interested local and foreign investors at the Summit scheduled to hold virtually on November 30, 2021. Participants will gain the key ingredients to become ready for investment, including:

- Constructing an impact case;
- Market access, sales and distribution;
- Strategic planning;
- Financial modelling and planning;
- Writing an investment case to secure funding; and
- Pitching to investors.

This preparatory Investment Readiness Accelerator programme and the Deal Summit is being funded by the [Inclusive Business Action Network \(iBAN\)](#).