

**ZER.**



**WHAT IF CAPITAL IS  
REALLY ABOUT CAPACITY?**


**WHAT MOST AFRICAN  
FOUNDERS MISUNDERSTAND  
ABOUT GROWTH CAPITAL.**



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01

MOST **FOUNDERS** SEE  
**CAPITAL** AS THE **GOAL**.



Raising Capital

2284.69	45217.32	5125.08
4946.23	2651.02	
7825.66	4085.32	
4546.23		
2284.69		

800  
700

But **capital** isn't the finish line  
It's the **fuel**.



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# 02

## TO EXPAND YOUR IMPACT VIA CAPITAL, YOU NEED:

- ✓ A clear growth strategy
- ✓ Systems to manage new resources
- ✓ Leadership to execute
- ✓ Governance that builds investor trust

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03

# WHAT HAPPENS WITHOUT STRUCTURE?

✗ You raise money without clarity

✗ You spend it on the wrong priorities

✗ You lose control or ownership

✗ You burn out chasing survival



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**04**

**IS YOUR BUSINESS SCALE  
READY?**

**Take the free SCALE Your Business  
Scorecard NOW**

**3 minutes.  
Real clarity.**

