



## **Shemen Impact Overview**

### **1.0 Introduction**

Shemen Impact was incorporated as a limited liability company on June 7, 2019 as an Impact Facilitator Firm to identify impact funding opportunities that add value to impact investors, financiers, intermediaries, impact projects and beneficiary citizens, communities, countries as well as create positive impacts.

We provide relevant and attractive business models for accessing humanitarian funding in order to address emerging impact investment opportunities and contribute to the achievement of the Sustainable Development Goals (SDGs) in Africa.

We develop credible impact projects in priority areas using appropriate impact models that are attractive to impact financiers and intermediaries and also generate meaningful impact on beneficiaries.

We will primarily focus on identifiable Sustainable Development Goals (SDG) priorities areas in the Medium Term Sector Development Plans (MTSDP) of countries in Africa, especially Sub – Saharan Africa to facilitate:

1. Fully or partially self – funding solutions to issues not addressed by other forms of business; and
2. Funding dependent solutions for solving societal issues that markets don't address.

To achieve this:

1. We will identify and collaborate with impact investors and intermediaries for funding and managing impact projects using our pool of expertise and our impact monitoring framework.
2. We will leverage the advantages of impact driven and commercially oriented businesses integrating impact into their value chain for supporting developmental agenda with social and environmental objectives.

Our firm operates from its maiden office in Accra, Ghana and intends to grow into an African Operating Firm to be headquartered in Ghana.



## 2.0 Our Mission

We are an African Impact Funding Facilitator, developing attractive impact value propositions that connect with our partners, mobilising impact resources for advancing sustainable development and contribute to lasting positive impact on the lives of citizens, communities and countries on the continent.

## 3.0 Our Vision

We are a leading, trusted and respected Impact Funding Partner, shaping the industry to positively impact lives in Africa.

## 4.0 Our Values

The beliefs and principles that guides us are as follows:

<b>Integrity</b>	<b>We do what is right</b> We are honest, ethical and fair in all our activities. In all that we do, we believe that our reputation is more important than any other short-term rewards. We take responsibility for what we do and the impact we make.
<b>Innovate</b>	<b>We create with passion</b> Our employees are fountains of new ideas, fuelling new methods, processes, services and product. We constantly strive to redefine the standard of excellence in everything we do. Therefore, we are open to ideas that challenge the conventional views and drive innovation.
<b>Inspire</b>	<b>We energise employees</b> We deeply respect the knowledge, skills, ideas, and capabilities that each employee brings to the team. Our employees own their jobs so they can hone their expertise, become subject-matter experts, take their contributions to the next level, and better support the firm, while also realising the value of teamwork.
<b>Improve</b>	<b>We empower people</b> We believe that in order to stay relevant we must constantly challenge the status quo and act in a way that empower people. We place people at the centre of everything we do, whether it is dealing with our partners and intermediaries, listening to what our beneficiaries' needs or treating colleagues with respect.
<b>Integrate</b>	<b>We connect with partners</b> We make ourselves responsive and relevant by consistently delivering value in order to create long-term relationships with our partners so we can increase the impact we make. We walk alongside our partners, to grow with our partners and to create win-win solutions for ourselves and partners.



## 5.0 Our Impact Canvass

The business model canvas for our impact funding services is summarised below.

<b>Anchor Purpose</b>				
Develop attractive impact value propositions that connect with our partners, mobilising impact resources for advancing sustainable development and contribute to lasting positive impact on the lives of citizens, communities and countries on the African Continent.				
<b>Key Partners</b> 1. Impact Investors 2. Impact Intermediaries 3. Impact Financial Institutions 4. Impact Institutional Investors 5. Impact oriented HNWI 6. Impact Consultants 7. Central Government 8. MDAs / MMDAs 9. Impact oriented public / private institutions 10. Development Partners 11. NGOs	<b>Key Activities</b> 1. Impact funds identification 2. Due Diligence 3. Impact project Identification 4. Funding Proposal Development 5. Project Management 6. Impact Monitoring  <b>Key Resources</b> 1. Impact funds 2. Employees 3. Consultants 4. Impact Monitoring Tools	<b>Value Propositions</b> 1. Provide access to fully or partially self – funding solutions for solving societal issues that markets and other forms of businesses don't address. 2. Provide relevant and attractive business models that address the emerging humanitarian funding issues and contribute to the achievement of the Sustainable Development Goals (SDGs) in Africa.	<b>Stakeholder Relationships</b> 1. Proactive beneficiary enrolment 2. Targeted representatives for each stakeholder 3. Collaborative relationship with investors, intermediaries and impact consultants  <b>Channels</b> 1. Proactive beneficiary enrolment through phone, email and physical engagements 2. Visibility through electronic channels (social media, internet)	<b>Stakeholders</b> 1. Beneficiaries 2. Central Government 3. MDAs / MMDAs 4. Communities 5. Impact oriented public / private institutions 6. NGOs
<b>Costs</b> 1. Payroll Cost 2. Project Management & Impact Monitoring Cost 3. Operating and Administrative Cost 4. Training Cost			<b>Revenue Streams</b> 1. Consulting Fees 2. Project & Funding Proposal Development Fees 3. Project Management & Impact Monitoring Fees	
<b>Differentiation</b> 1. Full cost coverage of impact projects that may or may not require refundable Security Deposit depending on the contextual factors. 2. Full cost coverage of impact projects with no contribution or Security Deposit. Focuses on achieving investor's main intent of generating positive social impact.			<b>Impact</b> 1. Improved livelihood and access to jobs in rural communities 2. Improved Access to markets for agricultural products 3. Improved access to electricity and good potable water. 4. Minimise rural – urban migration 5. Enhanced employment creation in the rural areas.	

## 6.0 Our Services

The services of Shemen Impact is provided in the diagram below.

IMPACT FUNDING SERVICES			ADVISORY SERVICES		
Grant Impact Funding Service	Humanitarian Impact Funding Service	Investment Impact Funding Service	Project Development / Investment Services	Project Management Services	Consulting Services
Funding dependent solutions for solving societal issues that markets don't address	Fully or partially self – funding solutions to issues not addressed by other forms of business	Impact driven business / profit oriented solutions blending impact and commercial goals.	1. Impact Funding & Advisory Services 2. Project Management Services 3. Investment Management Services 4. Management Consulting Services 5. Government & Public Sector Services 6. Energy Services 7. Infrastructure Services 8. Business Portfolio Services 9. General Business Services		
1. Business Development of the Impact Funding Opportunities 2. Identification of suitable projects for Impact Funding 3. Liaising with Impact Investors, Intermediaries, Government Agencies and Private Sector Institutions for funding. 4. Arranging for signing of LOI for Impacting Funding Projects 5. Project Management of signed Impact Funding Projects					

The services we provide include:

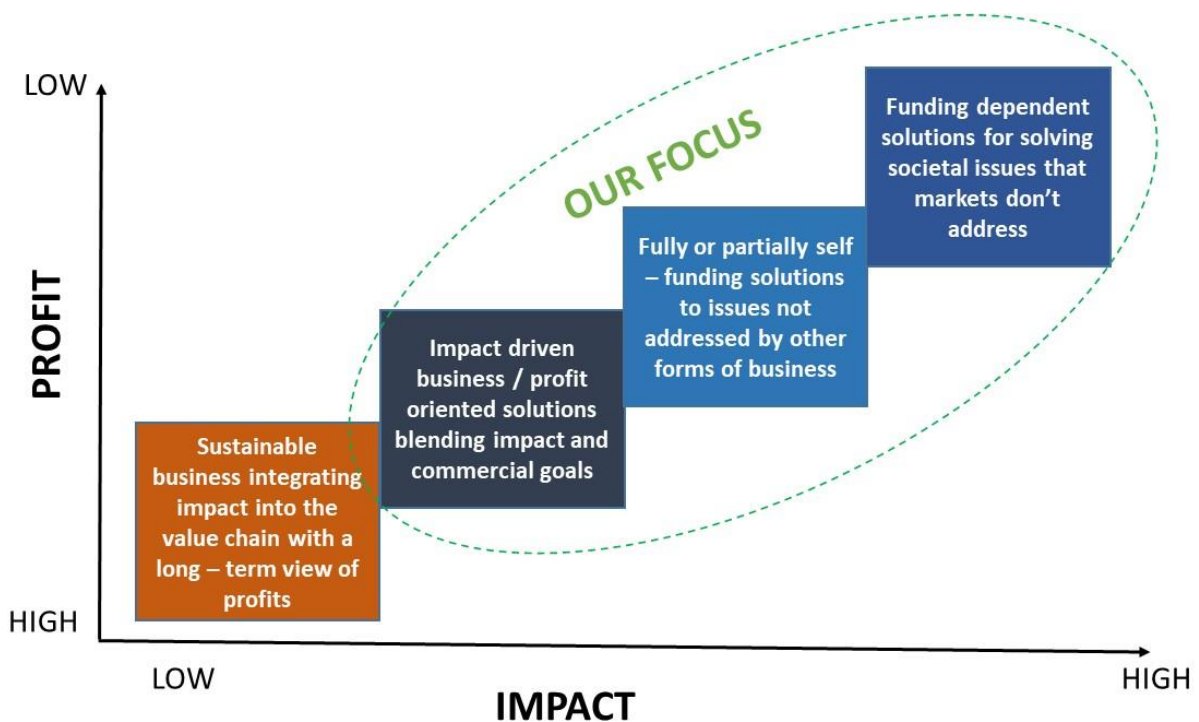
1. Impact Funding & Advisory Services
2. Project Management Services
3. Investment Management Services
4. Management Consulting Services
5. Government & Public Sector Services



6. Energy Services
7. Infrastructure Services
8. Business Portfolio Services

## 7.0 Impact Funding Archetypes

The Shemen Impact Funding Archetypes adopted from the Intentionality Spectrum is depicted in the diagram below.



We will primarily focus on identifiable Sustainable Development Goals (SDG) priorities areas in the Medium Term Sector Development Plans (MTSDP) of countries in Africa, especially Sub – Saharan Africa to facilitate:

1. Fully or partially self – funding solutions to issues not addressed by other forms of business; and
2. Funding dependent solutions for solving societal issues that markets don't address.

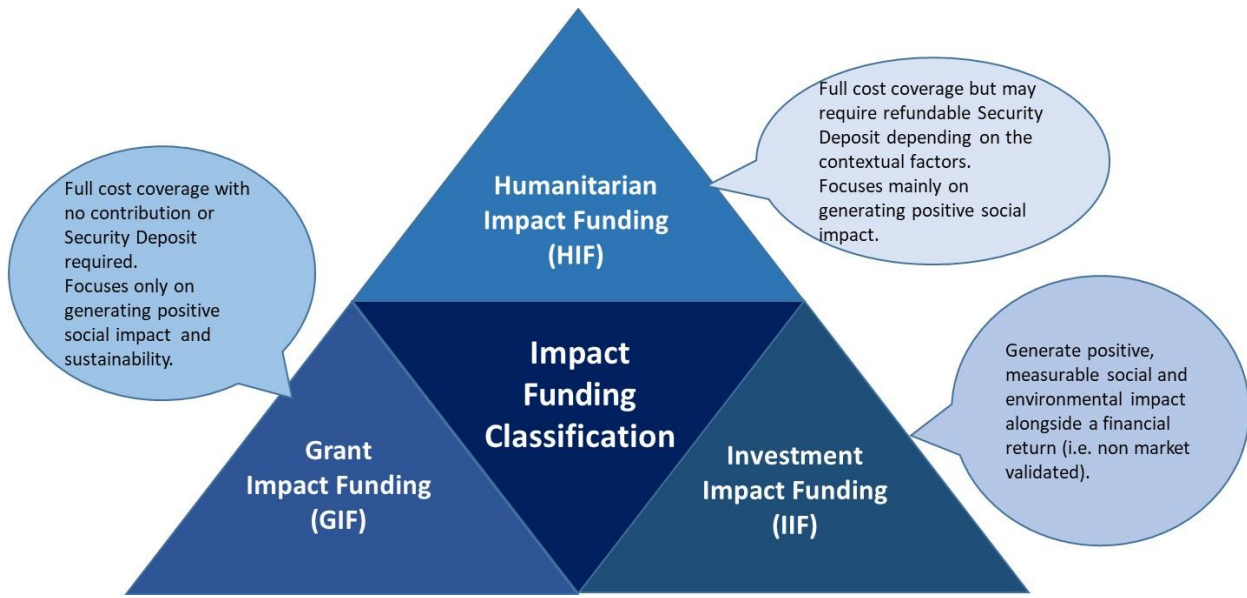
To achieve this:

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## 8.0 Our Impact Funding Framework

We have used three out of the four impact funding archetypes which are our focus to generate our impact funding framework with three fundamental models.



These models may be implemented individually or combined to generate other customised impact funding models.



## **9.0 Our Skills**

### **9.1 Executive Team**

#### **a. Samuel Ashitey Adjei, Executive Chairman & Co - Founder**

Samuel Ashitey Adjei is the Executive Chairman and Co – Founder of Shemen Impact. Until the end of April 2019 he was the Executive Vice President - Ecobank Group and Regional Managing Director – Central, Eastern and Southern Africa (CESA) Region of Ecobank Group. In his capacity as Regional Managing Director, he was responsible for managing and supervising 18 Managing Directors and 2 Chiefs of Representative offices in the 20 Ecobank affiliates in the CESA Region based in Nairobi, Kenya with a balance sheet of over USD 4 Billion and Human Resources of over 3,500 people. Fundamentally the role has the responsibility of growing the Bank’s market share in the Region, ensuring sustained financial performance, outperforming competition, protecting Ecobank’s reputation in the market place, presenting and coordinating a professional interface with regulators, government, customers, staff, shareholders and other stakeholders and the Group Office.

Prior to this he was the Cluster Managing Director of WAMZ Cluster of Ecobank Group (comprising Ghana, Sierra Leone, Guinea, Gambia and Liberia) from January 2010 to March 31, 2016. He managed the 3,000 staff cluster to become the most profitable and the most efficient cluster within the Ecobank Group. He developed and executed all strategies within the cluster resulting in significant growth over the years. The WAMZ cluster has been the leading PBT contributor to the Group for the past four years. He also held Directorship positions as Board Member of Ecobank Cameroun, Ghana, Zimbabwe and Managing Director Ecobank, Kenya. He was also a Board Member of Investment Advisory Committee of the Ghana Petroleum Funds, Ghana Community Network Services Limited (GCNET), Ghana Prisons Service and Chairman, Students in Free Enterprises (SIFE Ghana)

Samuel Ashitey Adjei is an accomplished Banker with more than 25 years of experience in executive positions spanning various areas of banking within the Ecobank Group in Africa. A proven track record of accomplishments in strategically growing bank assets, revenues and profitability. Experience in bank acquisition and integration and stock exchange listing. A highly effective executive with great team-building and people skills, strong leadership, problem solving, decision making and execution abilities and an eye for the bottom-line, delivering multi-million dollar profits

He holds an MBA (Finance) and Bsc (Hons) Mathematics & Statistics degree from the University of Ghana Legon. He completed a Financial Management Program at Stanford University, Palo Alto, California, USA in 1998. He is an Honorary Fellow of the Chartered Institute of Bankers, (FCIB) Ghana.



**b. Samuel Kwadwo Sarpong, CEO & Co - Founder**

Samuel is a Co – Founder and CEO of Shemen Impact. He was also a founding member and Chief Executive Officer of C4BT Consulting Limited (C4BT), a management consulting firm operating in Ghana and the West Africa Sub region. Samuel has also held the position of Executive Secretary of the Public Utilities Regulatory Commission (PURC) for a period of 5 years.

Before becoming the Executive Secretary, he was the Vice Chairman of the Technical Committee and a member of the Finance & Administration Committee of the Public Utilities Regulatory Commission (PURC) for over five (5) years. The PURC is the Regulatory Agency responsible for Economic Regulation of Utility Service Providers for Electricity, Water & Natural Gas Transportation in Ghana. During this period, he gained progressive responsible experience in implementing the mandate and functions of the Commission.

Prior to this, Samuel was a Senior Manager of PricewaterhouseCoopers and provided direction and managerial oversight for the Corporate and Operations Strategy Services, Process Consulting Services, Human Resources and Organisational Development Services and Information Technology team in the Ghana office. Samuel has strong management skills as demonstrated through the numerous project assignments he managed for PricewaterhouseCoopers. He has directed and managed consulting assignments in various African countries (including Ghana, Nigeria, Sierra Leone, Senegal, Kenya, Tanzania, Ethiopia and South Africa). He also worked with Public Sector of PricewaterhouseCoopers office in Arlington, USA and Jamaica to project manage assignments in Africa. Samuel has also managed several financial, information technology, strategy, operational and organisational restructuring consultancy assignments in both the public and private sectors.

He holds an Executive MBA from the University of Ghana and a BSc (Hons) Degree in Electrical and Electronic Engineering from the University of Science and Technology. He is a member of the Ghana Institute of Engineers.



**c. Charles Aimé François Daboiko - Regional Manager, Francophone Countries**

Charles was the Managing Director of Ecobank Côte d’Ivoire for about 11 years before retiring in December 2018. From April 2012 to December 2018, he was also the UEMOA Regional Executive, covering the eight UEMOA Countries plus Cape – Verde. The West African Economic and Monetary Union (also known by its French acronym, UEMOA) are Benin, Burkina Faso, Côte D’Ivoire, Guinea-Bissau, Mali, Niger, Senegal, and Togo. Prior to this, he held the positions of Managing Director for Ecobank Mali and Niger. Furthermore, he also progressed in his career at Ecobank Côte d’Ivoire as Treasurer and Deputy Managing Director.

Before Joining Ecobank Côte d’Ivoire, he was the Vice President, FX Products for CEDEF Finance Limited (UK), London, UK; Regional Treasurer of MERIDIEN International Bank, London UK; Regional Treasurer for West and Central Africa for MERIDIEN – BIAO, Regional Office, Abidjan Côte d’Ivoire; and Deputy Treasurer of Chase Manhattan Bank, Abidjan in Côte d’Ivoire.

As part of his role as Regional Executive for Ecobank in UEMOA countries, he represented Ecobank Transnational Incorporated (ETI) on the boards of Ecobank affiliates in Benin, Burkina Faso, Guinea-Bissau, Mali and Sénégal. He has held the position of Chairman of EDC Investment Corporation and EPROCESS International, Accra.

He holds Master in Economics from the National University of Ivory Coast, Abidjan and MBA Finance from the LUBIN Graduate School of Business. He has also attended International Executive Programme (IEP) at INSEAD, Fontaineblau, France.

**d. Benson Nutsukpui – Legal Advisor**

Lawyer Benson Nutsukpui is a solicitor of the Supreme Court of Ghana and a partner of Kunyehia and Nutsukpui, Legal Practitioners and Notaries. He is also the Chairman of Ben & ED Investments Limited. He is the Immediate Past National President of the Ghana Bar Association and was Council member of the General Legal Council of Ghana.

He held the position of the National Secretary of the Ghana Bar Association and was one time the National Vice - President. Furthermore, he has also held the position of Chairman, Fisheries Commission and member of the Board of the Ghana Prisons Service.

He was the legal counsel for Scancom Ltd., operators of Areeba Network in Ghana and provided legal advice during the sale and transfer of Scancom to MTN, which is now the leading mobile telecommunication network in Ghana.



## **9.2 Our Pool of Expertise**

We facilitate and collaborate with our pool of resources and our regional network of specific and complimentary experts to be harnessed throughout Africa for successfully delivering our projects and our promise.

We believe that the strength of our company lies in the strength of our people and pool of expertise.

We constantly focus on empowering our people, challenging our people to new heights and fostering a collaborative and mutually supportive environment.

We believe in building a rewarding long term career for our people as well as delivering a better value proposition for our partners and beneficiaries.