



## **PAYGO TECHNOLOGY AND BUSINESS MODELS**

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June, 2018

Accra, Ghana

# Day 4

Time	ACTIVITY	Who
8.30- 9.00	Recap of Day 3	<ul style="list-style-type: none"> <li>Facilitator</li> </ul>
9.30-11.00	Prepare a 15min Investor Pitch	<ul style="list-style-type: none"> <li>Group Led Presentations</li> </ul>
11.00-11.30	Coffee	
11.30- 2.00	Group Presentations to Panel of Lindsey, Sire and Godfrey Mwimdaare Solving the Financing Challenge, Attracting Financing, Mobilizing Partners – 10 commandments of financing	<ul style="list-style-type: none"> <li>Chief judge</li> <li>Godfrey Mwimdaare</li> <li>Godfrey Mwimdaare</li> </ul>
2.00-3.00	Lunch	
3.00-5.00	Training Evaluation-Achievement of program	<ul style="list-style-type: none"> <li>Participant Led</li> </ul>
	Closing Remarks	<ul style="list-style-type: none"> <li>Sire/ Yuri</li> </ul>
1.30-2.30	Certificate and Closure	<ul style="list-style-type: none"> <li>Sire/ Yuri</li> </ul>

# PAYGO HIGH LEVEL PLAN

- **Company Name**
  - **Country**
  - **Head Quarter**
  - **Contact Person**
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- **Prepare a 15 minutes investor pitch**

# PRODUCT

- Which product are you going to market?
  - Product A
  - Product B
- Product Features
  - a. X
  - b. Y
  - c. Z
- Product Benefits
  - a. X
  - b. Y
  - c. Z

# CUSTOMER PROFILE

- What is the Profile of the Customers targeted with each product? Please Indicate at least 5 attributes

# PRICING & PAYMENT MODULE

- What are the prices for the products
  - Product A
  - Product B
- What Payment Models are you going to adopt?  
At least 1 should be Credit model

# ROUTE TO MARKET

- What are you going to use to reach the Market?

# **AWARENESS CREATION & MARKETING**

- How will you do the above?



# SALES FORCE

- How will you structure the Sales organization?
- What/How will be your Compensation/Remuneration Model?

# FINANCIALS

- What will you require financing for?

# TECHNICAL ASSISTANCE

- Which are the Key Technical Assistance areas that you would require support?