

REconnected Group

Strategy. Influence. Legacy.



Conceptualized and Founded by:
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INVESTORS PROPOSAL

CONFIDENTIAL

About RECONNECTED GROUP



REconnected Group is a strategic intelligence firm with a modern approach.

We help investors, founders, and cultural leaders expand across Africa and beyond. Our work fuses strategy, influence, and culture to build legacies—not just ventures. People choose us because we think long-term, act with precision, and turn ideas into structures that outlast them

We are building the Global South's first tri-continental consultancy-meets-IP lab. Our business will operate across Africa, Asia and the EU —offering strategic consulting, creative monetisation routes, and decentralised infrastructure.

Why We Matter Now

The world is moving toward globalized, creator-led, data-driven commerce where cultural relevance and cross-border execution matter more than scale alone.

Traditional agencies and consultancies struggle to adapt, while businesses demand partners who can combine strategy, storytelling, and technology across markets. REconnected Group is built for this shift.

The Ask:

We are raising **ZAR 15–20 million** to accelerate team growth, build out our first international hubs, and launch our flagship programs In return, we are offering investors access to 40% equity allocation in this round.

Our Team...



Tshegofatso Mosiane
COO & FOUNDER

An award-nominated filmmaker turned consultant and entrepreneur with deep roots in African storytelling, economic strategy, and brand development. Her leadership bridges traditional values and modern global business thinking. Tshegofatso is the visionary architect behind the REconnectedD Group's operational and brand strategy.



Anthony Otigbu
(PhD)
MERGER &
ACQUISITION SPECIALIST

An experienced Clinical Project Manager and Consultant based in Johannesburg. With a strong background in clinical research, quality assurance, and M&A advisory in the health sector, he brings rigorous operational discipline and strategic insight to company growth. Anthony's expertise strengthens REconnectedD Group's investment-readiness, ensuring robust project governance, compliance frameworks, and financial optimisation.



Sylvester Carter IV
ADVISORY BOARD CHAIR

An America-based senior executive focused on financial and development strategy within the global entertainment industry. He provides critical insight into cross-border feasibility, regulatory frameworks, and investment strategy. With experience operating across Africa, Western Europe, and Asia, Sylvester plays a key role in helping REconnectedD structure its international ventures for long-term financial sustainability and growth.



Andrew Barnes
ADVISOR
& STRATEGIST

A seasoned strategist with decades of experience across Africa, Asia, and Western Europe. He has led his own strategic intelligence firm and consulted for leading South African marketing agencies, delivering sector analysis, feasibility studies, media strategy, and brand development. Andrew is known for his innovative use of archetype storytelling to help businesses articulate their core identity and differentiate in crowded markets.

...just to name a few!

Problem & Opportunity

- **Pain Point:** The traditional agency model, heavily dependent on retainers and output-driven deliverables, has become stale. It no longer provides real strategic value to businesses that need innovation, adaptability, and long-term growth solutions.
- **Market Gap:** Companies now seek partners who can go beyond campaigns by offering strategy, IP development, and cross-border execution that drives both revenue and resilience.
- **Market Size:** The Africa-EMEA-Asia commerce corridor represents a multi-billion rand market in creative services, strategy consulting, and media production.
- **Timing:** The convergence of AI, media, and data has created a new demand for hybrid service + IP firms. At the same time, African growth markets and near-shoring of creative/strategy talent make this the right moment to build a globally connected, Africa-born group.
- **SOM (Serviceable Obtainable Market):** REconnectedD is focused on high-value businesses, investors and institutions expanding across borders, across varying sectors. We estimate this **SOM at ZAR 8–12 billion** annually, driven by companies seeking not just marketing outputs but integrated strategy, media, and IP solutions.

Competitive *Landscape*

REconnectedD Group operates at the intersection of media, strategy consulting, and cultural innovation—a space where few entities in the African market are integrated across all three verticals. While competitors tend to specialize in either media production, public relations, or strategic advisory, REconnectedD Group offers a cross-disciplinary, Pan-African model that merges content, commerce, and consulting with cultural intelligence and a global lens.

Category	Examples	Limitations/Gaps
Global Consulting Firms	McKinsey Africa, BCG, Deloitte, PwC	High cost, lack of cultural fluency, extractive models, low relevance for SMEs
African PR & Media Agencies	DNA Brand Architects, Retroviral, Nendo (Kenya)	Strong campaigns, but limited to media/PR execution without deep strategy layers
Content Studios & Creative Collectives	KOKO Productions, Barleader, Chocolate Tribe, The Nest Collective	Excellent visuals, but often lack structured IP strategy or business insight
Nonprofit Storytelling Programs	Africa No Filter, Docubox, British Council-funded initiatives	Impact-oriented but rely on donor funding, not built for long-term business growth
Traditional Business Incubators	Raizcorp, Founders Factory Africa, Seedstars	Focus on startups and tech; little integration with creative industries or IP work

Solution:



Unified Service Stack

REconnectedD integrates three core divisions — **Media, Productions, and Strategy** — into one seamless platform. Unlike traditional agencies, these aren't siloed but interconnected, ensuring strategy informs creative, and creative informs growth.

IP & Tech Monetisation

Beyond services, we codify insights and outputs into intellectual property — **research, data, formats, and tools** — that can be licensed, scaled, and monetized globally.

Cross-Market Execution

This structure enables us to deliver consistent brand, media, and strategy execution across **Africa, Asia, and Europe** while adapting to local markets with precision.

Compounding Value

Each engagement feeds the system — client work generates insights, which become IP, which lowers delivery costs and attracts new, larger clients — creating a **flywheel of growth**.

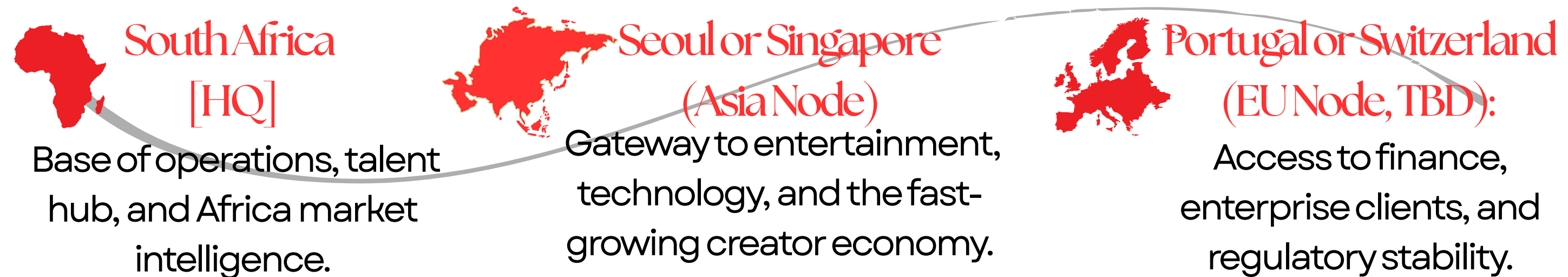
Proof Points & *Early Pipeline* (2023–2025)

Some of our work and projects recently include:

- **Konopli Corporation (SA–EU Cannabis Venture):** Partnered with a 30–35 y/o investor group exploring a South African health and medical marijuana company, leveraging factories in the Netherlands and Czech Republic. Provided strategy on cross-border operations and regulatory pathways.
- **Palaedis Media (US–Africa Productions):** Engaged after their multimillion-dollar loss to fraudulent consultants; currently steering them toward building original TV formats and shooting productions across Africa.
- **Front Page Media (US–SA Publishing):** Guided a Nigerian-American founder running leading luxury and lifestyle publications in South Africa, building a roadmap to localize operations and align with market realities.
- **Axis Exchange Program:** Sparked through interactions with executives and alumni from top business schools, identifying the need to create an intervention for upskilling peri-rural African entrepreneurs through structured global exchange.

These projects signal growing demand from global entrepreneurs and investors who seek trusted strategy partners to navigate Africa's opportunities and risks — proof that REconnectedD is already positioned as the bridge between global ambition and African execution.

Global Structure



Rationale:

- **Time-Zone Coverage:** Seamless 24/7 execution across Africa, Europe, and Asia.
- **Regulatory Ease:** Jurisdictions chosen for business friendliness, IP protection, and education/creative program alignment.
- **Capital & Talent Access:** Connects us to investors, global partners, and top-tier creative/strategic talent pools.

Operating Model:

- **Hub-and-Spoke System:** Each hub manages local delivery while feeding insights, IP, and data into a centralized core.
 - **Shared Services:** Finance, legal, HR, and research centralized for efficiency.
 - **Cross-Sell Playbook:** Clients engaged in one hub gain access to our full global capabilities, enhancing stickiness and lifetime value.
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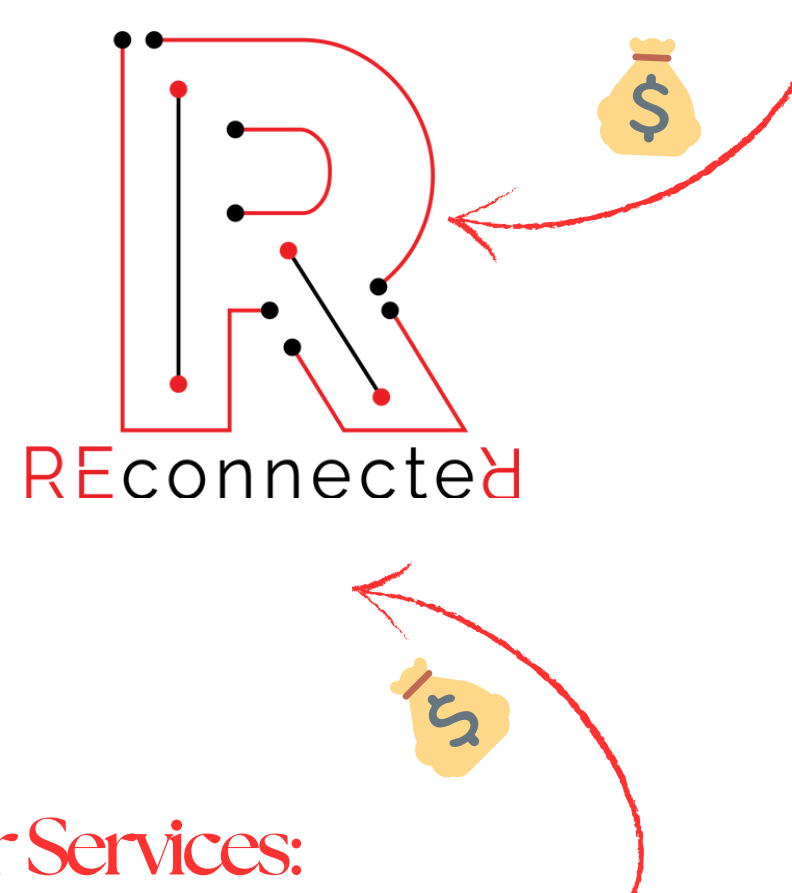
Income Model

IP & Tech:

Insights from client work are transformed into formats, datasets, research products, software tools, and white-label curricula, which can be licensed globally for scale.

Programs:

Flagship initiatives like the Axis Exchange Program (cross-border business and creative exchange) and the REconnectedD Research Center (RRC) (market intelligence and data products) extend our brand into scalable, high-margin offerings.



Retainer Services:

Our three divisions – Media, Productions, and Strategy – generate recurring revenue through monthly retainers and project fees, offering stability and predictable cash flow.

Business Model Overview

We are not building another agency. We are building a global services + IP platform where every office, client, and program contributes to a shared network of insights, products, and growth. This model turns the weaknesses of traditional agencies into strengths by fusing immediate cash flow with scalable IP and global reach.

How It Works:

- **Unified Core Services (Media, Productions, Strategy):** Each client engagement delivers immediate revenue through retainers and project fees, while also producing strategic and creative insights.
 - **IP & Programs Engine:** These insights are codified into products like reports, data sets, software tools, and educational curricula that can be licensed and monetized across multiple markets.
 - **Global Network of Offices:**
 - South Africa HQ: Talent base + Africa market intelligence.
 - Asia Hub (Seoul/Singapore): Gateway to technology, entertainment, and creator economies.
 - Europe Hub (Portugal/Switzerland TBD): Access to finance, enterprise clients, and regulatory credibility.
 - **Interconnected Growth Loop:** Each office shares resources, data, and IP via a centralized research and content infrastructure, enabling us to execute locally while scaling globally. A campaign in Johannesburg informs a report in Singapore, which drives a strategy engagement in Zurich — creating a continuous flow of cross-market value.
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Investment Ask

REconnectedD Group is seeking **ZAR 15 - 20 million** in pre-seed investment. Our funding will strategically accelerate REconnectedD's growth across talent, programs, and global expansion:

- **Talent & Hiring (25–30%):** Build delivery teams, strategy consultants, and sales capacity to execute client engagements and scale services.
 - **IP & Program Development (20–25%):** Launch and expand the Axis Exchange Program and the REconnectedD Research Center platform, creating monetisable IP and high-margin offerings.
 - **International Hubs Setup & Compliance (15–20%):** Establish South Africa HQ, Asia node (Seoul/Singapore), and EU node (Portugal/Switzerland TBD) with legal, regulatory, and operational frameworks.
 - **Business Development & Partnerships (10–15%):** Secure anchor accounts, university collaborations, and strategic introductions for pipeline acceleration.
 - **Marketing & Brand (5–8%):** Position REconnectedD as a global thought leader and attract clients through campaigns, events, and PR.
 - **Working Capital & Contingency (10–12%):** Ensure operational flexibility and buffer for unforeseen challenges as we scale.
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Equity & *Investor Returns*

ROI & Exit Pathways

- **Target Investor Returns:** Projected IRR and MOIC scenarios reflect long-term growth, combining retainer services, IP monetization, and global network expansion.
- **Value Creation Levers:** Shifts in revenue mix toward IP, scaling of program cohorts, and multi-hub margin optimization.
- **Exit Options:** Strategic sale (global network, agency, or media/data company), partial recapitalization, or management buyback using generated cash flows.
- **Illustrative Distribution:** Investors benefit from both dividends and equity value appreciation at Year 5+, providing a clear path to liquidity while remaining part of the growth story.

Equity Architecture (Post-Raise)

- **Founder:** ~30–40%
- **Investor Pool (this round):** ~40%
- **ESOP / Advisors / Strategic Partners:** ~10–20%

Equity is structured with vesting, cliffs, and performance pools tied to key milestones from the Axis Exchange Program and REconnectedD Research Center, ensuring alignment and long-term value creation.

Implementation *Timeline* (0–24 Months)

Key Milestones & Phases:

- **Month 0–3:** Close funding round, finalize investor agreements, begin strategic hires.
- **Month 3–6:** Sign MOUs with key partners (e.g., University of Monaco for Axis), onboard core teams.
- **Month 6–12:** Launch Axis Exchange Program pilot, release RRC v1 (research products and insights platform).
- **Month 12–18:** Establish Asia hub (Seoul/Singapore) with operational and legal frameworks.
- **Month 18–24:** Launch EU hub (Portugal/Switzerland TBD) and expand client engagements across hubs.

Governance & KPI Gates:

- Each milestone is tied to key performance indicators (KPIs) and investor governance triggers.
 - Successful achievement unlocks performance-based equity pools, ensures transparency, and mitigates execution risk.
 - Milestone-linked governance helps investors monitor progress and aligns incentives across teams and stakeholders.
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Conclusion: *Why Invest in REconnectedD*

REconnectedD Group represents the future of globalized, innovation-driven consulting and media services — Africa-born, internationally connected, and built to scale across continents. With our unified services stack, monetizable IP, and flagship programs (Axis Exchange & RRC), we are poised to capture a growing market where traditional agencies fall short.

Investors joining us now have the opportunity to participate in a compounding growth story, benefit from multiple revenue streams, and shape a platform that bridges global ambition with African ingenuity. Together, we can redefine how businesses innovate, execute, and expand — and create long-term value that grows year after year.

Let's build the future of connected strategy and media — globally, sustainably, and profitably.





Thank You!

CONTACT US FOR MORE

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