GLENS GLOBAL

INTELLIGENCE LIMITED

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INTELLIGENCE. TRUST. OPPORTUNITY.

Investment Concept Paper

Fundraise: USD 3.5 – 5.0 million

Prepared for: HKTDC Belt & Road Summit Deal-making Platform | Hong Kong

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1. Executive Summary

Glens Global Intelligence Limited ("Glens") is a Sub-Saharan Africa-based intelligence, due-diligence, and investment facilitation firm built to solve the single biggest barrier facing foreign investors entering African markets: information asymmetry. Glens gives incoming investors a trusted, on-the-ground partner to verify opportunities, settle into the market, and deploy capital with confidence, from first introduction through execution and monitoring.

Beyond deal facilitation, Glens runs an active incubation pipeline that develops African businesses and talent to investor-ready standard. This gives investors direct access to a curated pipeline of vetted projects and vetted talent, not a cold market, but a pre-screened shortlist ready for capital.

We are raising USD 3.5 – 5.0 million to build and scale a proprietary verification and matching technology platform, digitizing Glens' due-diligence, intelligence, and deal-matching processes so investors can access verified opportunities, monitor projects in real time, and move from introduction to capital deployment faster.

Investment Snapshot

Field	Detail
Company	Glens Global Intelligence Limited (Strategic Intelligence / Advisory / InvestTech) | HQ: Nairobi, Kenya
Stage	Growth-stage advisory business raising for technology platform build
Fundraise	USD 3.5 – 5.0 million
Proposed Instrument	Terms to be agreed with investors
Use of Proceeds	Verification & matching platform build, product/technology hires, data governance, working capital
Target Investors	VCs, strategic fintech/investtech investors, family offices, development-finance & impact investors
Geographic Focus	Kenya first; then East Africa; then pan-African rollout
Impact Thesis	Reducing information asymmetry to unlock verified capital, talent, and opportunity across Africa

2. Context: HKTDC Belt & Road Fit

Glens is presenting this concept paper through the Hong Kong Trade Development Council (HKTDC) Belt & Road Summit Deal-making platform, a one-to-one matchmaking programme connecting global investors with vetted projects and project owners.

Glens' positioning aligns closely with the Summit's priority themes of new market focus, innovation and technology, and cross-border investment facilitation. For Belt & Road investors exploring East Africa, Glens is the trusted partner that closes the information gap, offering verified projects, vetted talent, and a structured path to settling in and deploying capital safely. Through this raise, Glens is also, in its own right, an investable platform business.

3. Problem Statement

- Foreign investors looking to deploy capital into Africa face high information asymmetry: verified deal flow, credible local partners, and trustworthy on-the-ground intelligence are difficult to access from outside the market.
- Entering a new African market is operationally hard: investors need a trusted partner to help them settle in, understand the regulatory and business landscape, and identify credible counterparts, without this, entry is slow and high-risk.
- Existing due diligence and verification processes across much of Sub-Saharan Africa remain manual, slow, and fragmented, increasing risk and transaction costs for cross-border investors.
- Once capital is deployed, investors often lose visibility into project execution; there is no consistent, accountable partner providing monitoring, reporting, and course-correction.
- Promising African businesses and talent frequently aren't investor-ready; without structured incubation, good projects and people go undiscovered by capital that would otherwise back them.

4. Solution Overview

Glens operates an integrated intelligence-to-execution ecosystem, built around six service pillars, that gives incoming investors everything they need to enter African markets with confidence, from verified deal flow to post-investment monitoring:

- Incubation & Venture Support, the investor's pipeline: Glens incubates African startups and SMEs to investor-ready standard (business plans, financials, pitch readiness), giving investors first access to a curated shortlist of vetted, capital-ready businesses rather than searching a cold market.
- Due Diligence & Verification Services, solving information asymmetry: business, partner, property/project, and background verification, so investors can trust what they are being shown before they commit capital.
- Advisory & Wealth Support, helping investors settle in: on-the-ground representation, market orientation, portfolio planning, and opportunity sourcing for investors and institutions entering Kenya and the wider region for the first time.
- Investment & Capital Matching: structuring and connecting investors with vetted opportunities across startups, SMEs, real estate, agriculture, and infrastructure/impact projects, including businesses that have come up through Glens' own incubation pipeline.
- Project Monitoring, Execution & Impact: once capital is deployed, Glens tracks milestones, budgets, and progress with regular site inspections and photo/video reporting, so investors keep visibility and control after the deal closes.
- Talent Development & Recruitment Consulting: sourcing and developing finance, engineering, and executive talent, giving investors access to the best local talent alongside the best local projects.

The proposed verification and matching platform will convert Glens' proven five-step methodology, Engage, Verify, Match & Structure, Execute, Monitor & Report, into a digital, auditable workflow, reducing turnaround time and enabling Glens to serve a larger volume of investors, businesses, and projects concurrently.

5. Product and Technology (Proposed Platform)

- Digital verification engine: structured, repeatable screening workflows for businesses, partners, properties, and candidates, replacing manual due-diligence processes.
- Matching and deal-room module: a secure portal connecting verified investors, projects, and talent, with structured intake and status tracking.
- Monitoring and reporting dashboard: real-time milestone tracking, budget reviews, and photo/video progress updates for clients and project owners.
- Data and analytics layer: a growing repository of verified opportunities, partners, and outcomes across Africa, strengthening Glens' intelligence advantage over time.
- API-ready architecture: designed for future integration with financial institutions, government agencies, and development-partner systems.

Security, data privacy, and responsible governance will be built into the platform roadmap from the outset, given the sensitivity of verification and diligence data handled.

6. Market Opportunity

Sub-Saharan Africa continues to attract growing interest from institutional investors, family offices, and cross-border businesses, including through platforms such as the Belt & Road Summit, but information asymmetry and unfamiliarity with local markets remain the persistent barrier to capital deployment. Glens is positioned as the trusted entry point that closes this gap: verifying opportunities, structuring deals, and staying engaged through execution.

Primary customer segments

- Foreign and institutional investors & family offices entering African markets for the first time, seeking verified opportunities, strategic intelligence, and on-the-ground support to settle in.
- Businesses & corporates seeking growth partnerships and market expansion support.
- Startups & entrepreneurs seeking incubation, venture support, and capital access, the pipeline that feeds investor-ready deal flow.
- Global talent & fellowship partners seeking identification, leadership, and exchange programmes.
- Governments & development partners seeking research, strategic advisory, and ecosystem development.
- Diaspora communities investing and building across Africa (a secondary, complementary client base).

7. Business Model

Glens generates revenue through a mix of transaction-based fees, retainers, and equity participation across its six service pillars:

Service Pillar	Revenue Model
Investment and Capital Matching	Fixed placement fee · 2–5% success fee · advisory retainer
Advisory and Wealth Support	Advisory and retainer fees
Due Diligence and Verification	Service fees per verification engagement
Project Monitoring & Execution	Monitoring and reporting fees
Talent Development and Recruitment	Recruitment, placement, retainer, and executive search fees
Incubation and Venture Support	Consulting fees · membership plans · selected equity participation

The technology platform is designed to increase throughput and margin across all six pillars by reducing the manual effort required for verification, matching, and reporting.

8. Traction and Milestones

Glens has an established, revenue-generating advisory practice across its six service pillars, with an active client base spanning diaspora investors, businesses, and institutional partners in Kenya. Current status highlights and detailed metrics (active mandates, verified deal flow, and revenue performance) are available upon request and in diligence.

Near-term milestones (next 12–18 months)

- Design and launch the core verification and matching platform (MVP) across the Investment & Capital Matching and Due Diligence pillars.
- Digitize milestone tracking and reporting for active project monitoring engagements.
- Expand verified investor and project pipelines across East Africa, with a pathway to regional expansion.
- Strengthen data governance, security, and compliance readiness ahead of institutional partnerships.
- Build out dedicated technology and product capability through key post-funding hires.

9. Competitive Advantage

- A built-in deal pipeline: Glens' incubation arm continuously develops businesses to investor-ready standard, giving investors first access to a curated, pre-screened shortlist rather than an unfiltered market.
- Verified network: every opportunity, partner, and project passes through a structured due-diligence process before reaching a client, directly solving the information-asymmetry problem foreign investors face.
- End-to-end accountability: Glens stays engaged through the full lifecycle, sourcing, execution, and monitoring, not just the introduction, so investors keep visibility after capital is deployed.
- Local expertise, global reach: deep on-the-ground presence in Kenya paired with dedicated advisory support to help international investors and institutions settle into the market.
- Multi-sector capability: coverage spanning investment, talent, project execution, and venture incubation under one accountable partner.
- Transparent reporting: milestone tracking, budget reviews, and photo/video progress updates keep clients informed at every stage.
- Founder leadership: led by Margaret N. Murage, OGW, Founder & CEO, with deep networks across Africa's investment, government, and development-partner ecosystem.

10. Go-to-Market Strategy

- Direct investor relationships: origination through investors, family offices, and cross-border platforms such as HKTDC and the Belt & Road Summit.
- Institutional and government partnerships: research, ecosystem mapping, and advisory mandates with development partners.
- Incubation-led pipeline: the incubation arm continuously feeds new, vetted businesses into the capital-matching pipeline, giving Glens a repeatable supply of investor-ready deal flow.
- Platform-led distribution: as the technology platform launches, self-service intake for verified investors, businesses, and talent alongside advisory-led engagements.
- Talent and fellowship pipeline: leveraging recruitment and fellowship programmes as a feeder channel into the broader investment and incubation ecosystem.

11. Team and Governance

- Margaret N. Murage, OGW, Founder & Chief Executive Officer: leads Glens' strategic direction, advisory relationships, and ecosystem partnerships across Africa.
- Technology / Product Lead: senior technology hire planned post-funding to build and scale the verification and matching platform.
- Business Development Lead: focused on deepening investor, government, and development-partner relationships.
- Operations & Compliance Lead: strengthening governance, data protection, and reporting readiness as the platform scales.

Governance will be strengthened through an active advisory board and structured investor reporting, with emphasis on data privacy, verification integrity, and regulatory compliance.

12. Funding Request and Use of Proceeds

We are seeking USD 3.5 – 5.0 million in growth capital to build and scale the Glens verification and matching technology platform. Final terms (instrument, valuation, and investor protections) will be discussed with investors.

Category	Primary Activities
Technology & Platform Development (45–55%)	Verification engine, matching/deal-room module, monitoring dashboard, data & analytics layer
Talent & Key Hires (15–20%)	Product/technology lead, engineering, data governance specialist
Business Development & Partnerships (10–15%)	Investor, institutional, and government-partner origination
Operations & Working Capital (10–15%)	General operations, client delivery capacity
Legal, Compliance & Governance (5–8%)	Data protection, contracts, regulatory advisory

Target outcomes from the round

- Launch a functioning verification and matching platform MVP within **6-12 months.**
- Increase verified deal flow, project, and talent throughput across all six service pillars.
- Establish repeatable, scalable revenue streams from platform-enabled transactions and subscriptions.
- Position Glens for a larger institutional or strategic round to support pan-African expansion.

13. Impact Thesis

Glens is positioned as an impact-aligned advisory and technology business. By reducing information asymmetry, Glens supports more efficient capital deployment into African businesses, infrastructure, and talent, strengthening job creation, foreign and diaspora investment flows, and institutional trust in African markets.

- Verified deal flow and reduced fraud/misrepresentation risk for investors.
- Improved project execution and accountability through monitoring and impact reporting.

- Expanded access to capital, mentorship, and markets for African startups and SMEs.
- Strengthened talent pipelines connecting African professionals to regional and global opportunities.

14. Key Risks and Mitigations

Risk	Mitigation
Platform execution risk	Phased MVP rollout, milestone-based hiring, disciplined product roadmap
Adoption risk (manual-to-digital transition)	Blend platform tools with existing high-touch advisory relationships during transition
Data privacy & verification integrity risk	Built-in data governance, controlled access, and compliance review from day one
Market/geographic concentration risk	Kenya-first approach with a defined path to East Africa and pan-African expansion
Talent & key-person risk	Build out technology and business development leadership team post-funding

15. Next Steps

We welcome investor meetings during the HKTDC Belt & Road Summit Deal-making programme to discuss the investment structure, platform roadmap, and partnership opportunities.

Proposed meeting agenda (30 minutes)

- 5 min – Company overview and vision
- 10 min – Verification & matching platform roadmap
- 10 min – Traction, business model, and use of proceeds
- 5 min – Round structure, next steps, and data room access

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