

Jamma

by

FbX

Founders' Pitch Guide

Dear Founder

/ Founding Teams,

Your dreams are valid!

We recognize this much and would love to play a significant part in actualizing them. The reality though is we do not have unlimited resources, at least, for now.

However, what we can guarantee is, if you make it past our rigorous selection process, we have structured our fund to ensure our PortCo founders would never have to think of capital. Even if you decide to have every other excuse not to succeed, it wouldn't be capital. It also wouldn't be not knowing what to do & how to do.

The FbX Council would handhold FbX PortCo founders towards achieving everything we all need to succeed. We identify with the life of a founder and we believe it doesn't have to be that hard.

We are not an accelerator or the traditional venture builder. We want to become everything but a traditional VC.

As FbX, we will work with our PortCo founders from pre-seed through Seed to Series A, and we exit, at a win-win premium, for you (the founders), our Limited Partners & our good selves too. We have designed a viable pathway for these exit opportunities. We call it Tunnel Buying™

If the idea of an uncharacteristic early exit appeals to your motivation and vision, you may be one of the 10 we are going to back by our first fund, Jamma by FbX. We offer \$250,000 for Pre-seed and \$1.2 million for Seed.

We believe building and revenue generation should be fun despite the hard work required.

We encourage you to spend some time and understand how we have set out to do VC differently.

Best of luck with your pitch!

From all of us at FbX

Our Thesis

**\$10 million
Early-phase fund**

**Pre-seed &
Seed focused**

**NGN Capital
deployment**

**8 years
(lifespan for
initial fund)**

**Era-resistant
sectors
(Specialist play)**

**Beyond
Capital**

**Get in early,
take the lead**

**\$250,000
(pre-seed)
\$1.2 mil (seed)**

**Fund
Incorporation**



**We recognize change is constant, we would keep a laser
focus on our mission**

The FbX Edge

Open Secret

Sauces

**Resilient
until we
cross the
chasm**

**Confidently see a
portfolio company
through to Series A**

**Not fixated
on safe bets,
no herd mentality**

**Give LPs the
option of an
early but equally
rewarding exit via
Tunnel buying™**

**Offer
high-quality
Fractional
Support via The
FbX Council**

**Founders and LPs
deserve early exits**

Target Entrepreneurs

African roots

Open to early yet rewarding exits

Resilient and committed to succeed

Building viable, market-shaping solutions for Nigeria, SSA, others

**Teachable
Nimble & Open-minded
Laser-focused, yet dynamic**

Ability to build cash-rich ventures

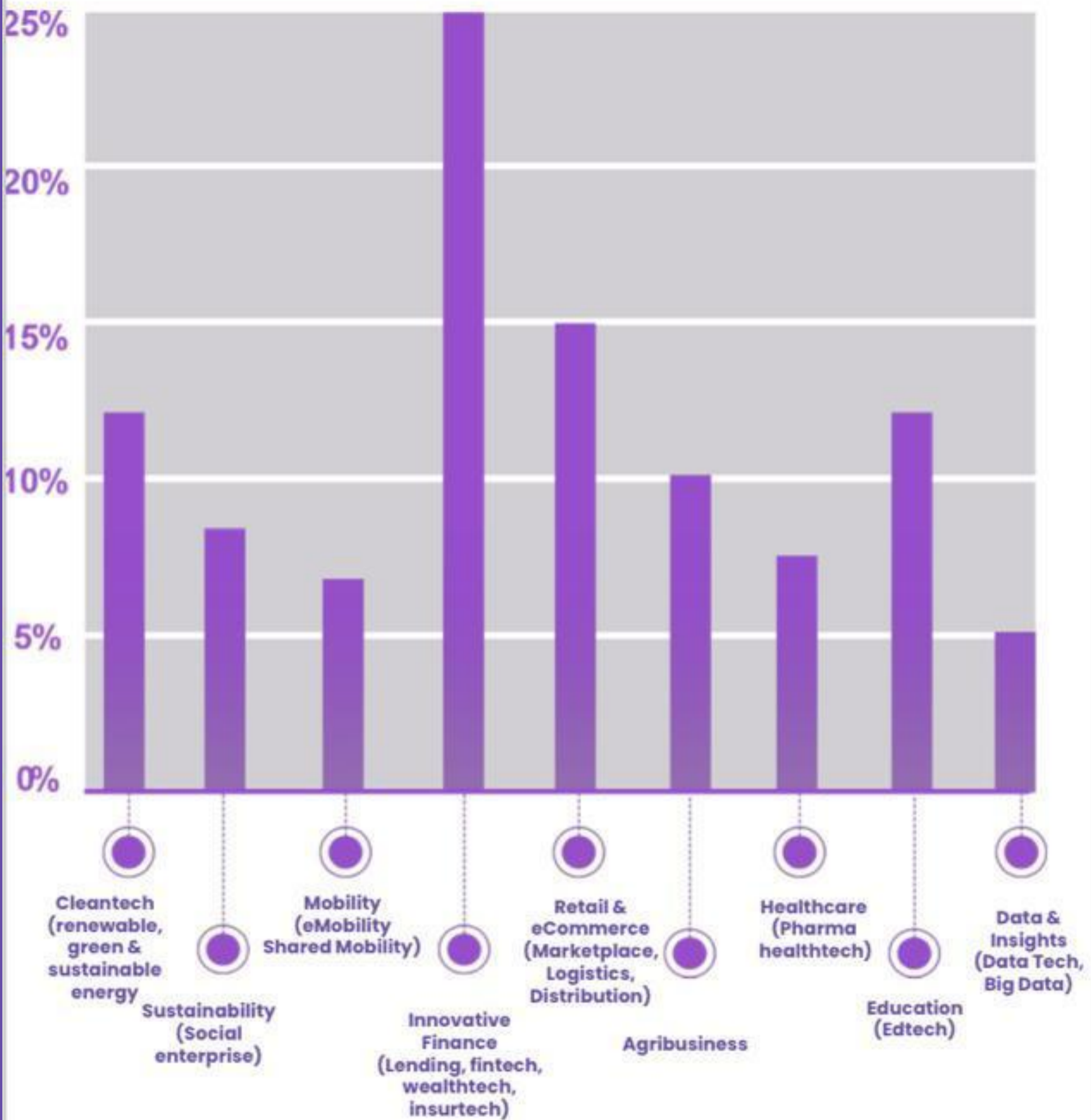
Global Residents

Operating any of the 2-pronged Inspiration

**Problem-Solution
Vision-Opportunity**

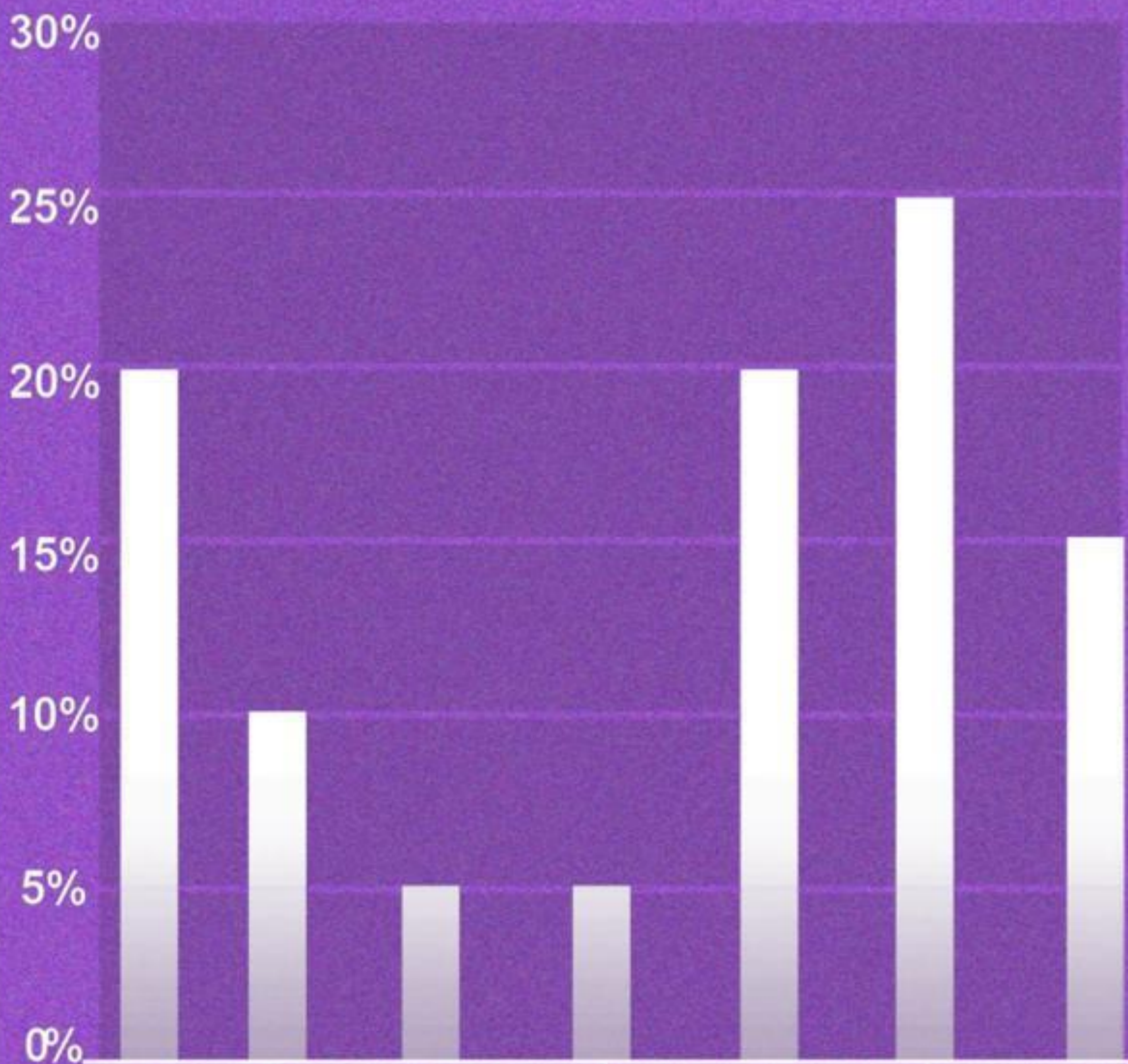
Committed to UN SDGs

Areas of Interest



Target Sectors

Areas of Interest



P2P



Social
enterprise



Government



Enterprise



B2B2C



B2B



DIRECT
TO
CONSUMER

User markets

Commitment to Entrepreneurs

Involved enough to understand your business

The endorsement that comes from our track records

Credible operator & Investment experience

Benefitting from our strong individual and collective networks

Right financial and control terms (sentiments and bias -free)

*Incorporating the humane side to
entrepreneurship by enabling ...*

Creative Use (A healthy mind)

Empathetic Treatment (A healthy heart)

Principled Service (A healthy spirit)

Fairness (A healthy body)

**If your pitch aligns with our
thesis, email
pitch@fbx.ventures**

**We would only respond to
pitches that match our
defined thesis.**

**To learn more about FbX,
please visit
<https://fbx.ventures>**

**Thank
you**



T&C apply