

VILLAGAGE

MICRO FUND

SLX: SOFT LANDING EXCHANGE

Entrepreneur Exchange Program
between African Diasporic
Communities and South Africa

www.villagemicrofund.com



ABOUT US



We are a social impact fund located on the Westside of Atlanta. We aim to create as much economic opportunity as there is genius in Black and Brown communities through teaching, investing and supporting Black entrepreneurs.



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THE EXCHANGE

Connecting the Diaspora

OUR OPPORTUNITY

We are building a bridge connecting the Diaspora to give more Black entrepreneurs the chance to compete on the global market through exchanges of talent, culture, and resources.

Soft Landing is about Black founders having safe spaces to land and providing an ecosystem of tools and resources collectively owned by the community for economic progress.





News Release

Mayor Kasim Reed Leads Cooperation Mission to Cape Town, South Africa

ATLANTA – The City of Atlanta announced today that Mayor Kasim Reed will visit Cape Town, South Africa this week for a wide-ranging mission focused on boosting entrepreneurship, resiliency and the arts and entertainment industries. This trip follows Cape Town Mayor Patricia De Lille’s visit to City Hall in October 2016 to sign a letter of intent with Mayor Reed to further cooperation between Atlanta and Cape Town and establish these cities as the primary gateway for U.S.-African relations.

“Cape Town is a strategically important international partner for the City of Atlanta,” Mayor Reed said. “Our cities share the same growing entertainment and entrepreneurial industries and face the same issues surrounding urban development. We also share an important legacy in Dr. Martin Luther King, Jr. and the City of Atlanta’s influence on South Africa’s struggle for freedom from apartheid. Atlanta welcomes the opportunity to build on this legacy to create robust, global economies for both our cities as well as to promote cross-continental exchanges and friendship.”

Cape Town has been selected to establish the first-of-its-kind academy on the African continent to promote U.S.-Africa partnerships. Scheduled to open in 2018, the Academy will be comprised of three centers, which will focus on the study and public understanding of the United States; urban development; and creative and music industry studies. The City of Atlanta was identified as a primary partner on this initiative, formalized through the October 7, 2016 letter of intent.

A TALE OF TWO CITIES

PRECEDENCE

In 2017, the mayors of Atlanta and Cape Town signed a letter of intent for an exchange in South Africa aimed at Community Development and Art.

PARTNERSHIPS

Snake Nation, an Atlanta business that moved to South Africa and one of our partners, is referenced in this press release will be assisting us on the ground in SA.

TALE OF TWO CITIES

4%

CHANCE OF
ESCAPING
POVERTY

Atlanta, GA

#1*

INCOME
INEQUALITY*

South Africa

*Atlanta ranks #1 in the US; South African ranks #1 in the world



KEY FACTORS

- African Growth and Opportunity Act (AGOA)
 - U.S. trade law signed into effect in 2000 that has helped increase trade and investment between the US and Africa. Provides duty-free treatment for a range of products exported to the U.S. with the goal of promoting economic growth and development in the region.
- Georgia-Africa Legislative Caucus
 - Established in 2019 to review public & economic policy measures, consider legislative intervention, enhance trade networks, and encourage minority participation in new contracting opportunities.



BENEFITS OF EXCHANGE

American Small Businesses

Expand Supply
Chain & Increase
Resiliency

—
Imports New Int'l
Talent, Cheaper
Raw Materials and
Services



South African Small Businesses

Creates New
Markets & Job
Opportunities

—
Exports Talent,
Sourcing, and
Production

BENEFITS OF EXCHANGE



JUST ADD HONEY

These Atlanta entrepreneurs benefit from better prices for their tea, the ability to be able to invest in scaling their production affordably, and will be able to compete with larger tea brands in price through wholesale and production.



SA TEA MERCHANTS

Local South African merchants will have a new client that can buy in bulk, be able to create new jobs as they scale, and have an opportunity to expand into new major markets.

THE PROGRAMMING



INTRODUCE

Connect entrepreneurs from Atlanta GA, to South African entrepreneurs



EDUCATE

Fill the gaps in founders' knowledge on business model, new tech, and opportunities to do business globally



SUPPORT

Continued coaching and resources to aid in international business development.



INVEST

We use multi-funding opportunities to develop and fund Black businesses.

INDUSTRIES OF FOCUS



ARTS & ENTERTAINMENT •

- Visual Artists
- Media Professionals
- Creative Agency

FOOD/AGRICULTURE •

- Restaurateurs
- Food related CPGs
- AgTech

MANUFACTURING •

- Textile manufacturers
- 3D Printing
- Clothing/apparel

ENERGY/TECH •

- Clean, renewable energy
- Developers
- Coders

SOFT LANDING

**Empowering Communities to Self
Develop**

A PLACE TO LAND

THE BUILDING

- South Africa and Atlanta
- Co-working and co-living
- Innovation lab
- A space to land

THE FUND

- \$500k loan fund for facilitating transactions
- Community gets a say in the investment



THE COOPERATIVE

- Shared Ownership Model
- Owns 10% of the fund and the building
- Empower a community to self develop

THE FELLOWSHIP

- Fills the gaps in business knowledge
- Access to community of founders to grow with

VMF DREAMSCAPE

INNOVATION HUB

Entrepreneurs will be able to reimagine their concepts and products with the use of the meta verse, 3D printing and halogen technology.

FOOD & PRODUCT FULFILLMENT

Entrepreneurs will have the opportunity to test their products and restaurant concepts thoroughly before going to market.

AFFORDABLE HOUSING

Both Atlanta and South Africa have a housing crisis, safe and affordable housing is needed for prosperity.

PRODUCTION & FULLFILLMENT

Entrepreneurs need an affordable space to produce and fulfill orders. With the help of partners, we will have all of the resources needed to make this an easier process.



COMMUNITY CONTROLLED CAPITAL



LOAN FUND

Unrestricted funds used to help facilitate self-directed special projects needed to power entrepreneurs' businesses.

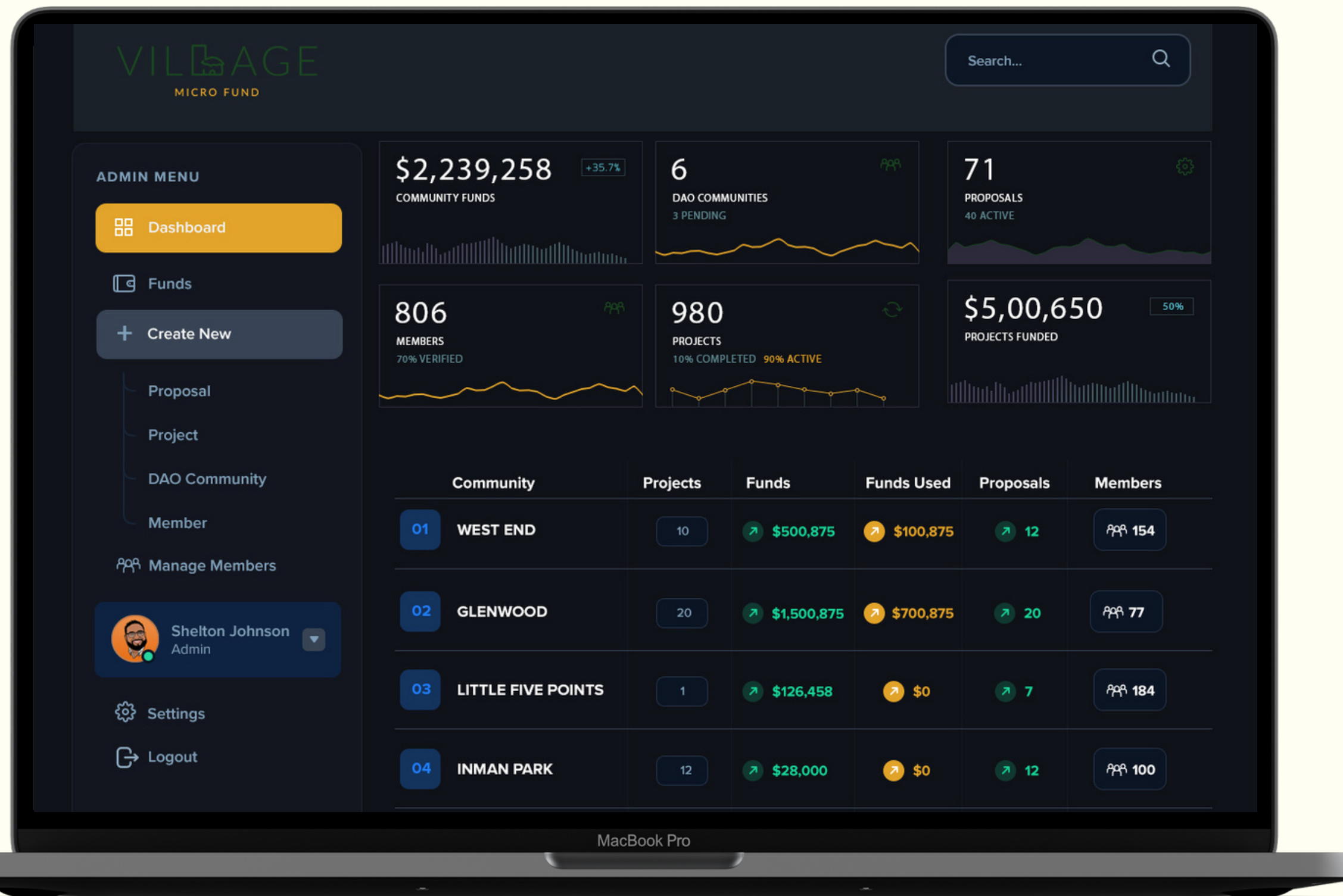
COMMUNITY DAO

A digital cooperative will hold 10% of both the loan fund as well as the property as a way for the community to actually share ownership and management of both.

SLX COMMUNITY

The SLX community will facilitate the relationship and cultural bridge building between South African and American entrepreneurs. Through a series of connection events and classes, we'll begin to form a new community dedicated to the progress and uplift of the South African and American founders.

COMMUNITY DAO



HOW IT WORKS

- Money and deeds to properties can be collectively owned and managed through the DAO
- Community members can create business proposals, vote on them democratically, and create jobs by bringing these projects to life

THE PILOT

Our Path to Success

2023 ROADMAP

1

Discovery trip to South Africa

April 20th - 30th •

2

Trial run of the SLX program

August 18th - 24th •

3

SLX program goes live

Dec 15th - Jan 2nd •

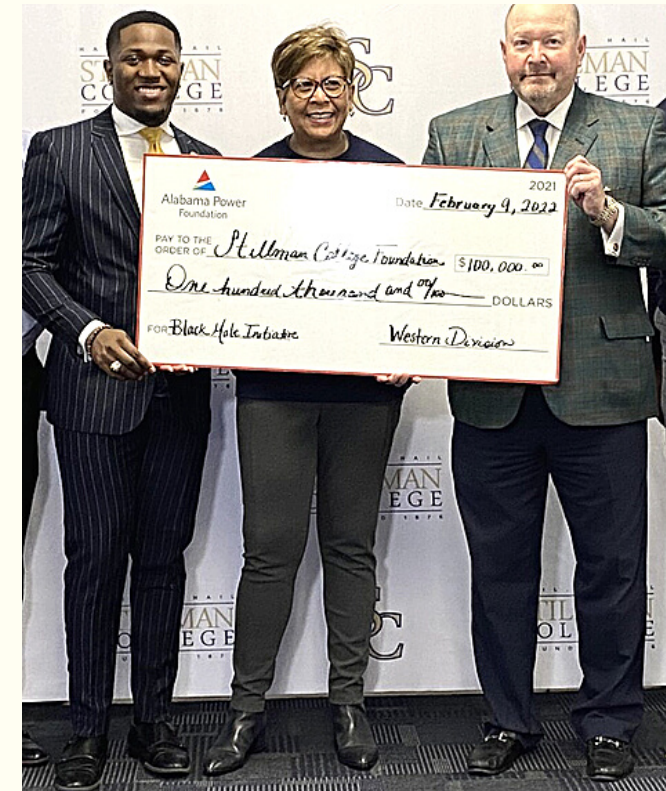
3 YEAR GOALS



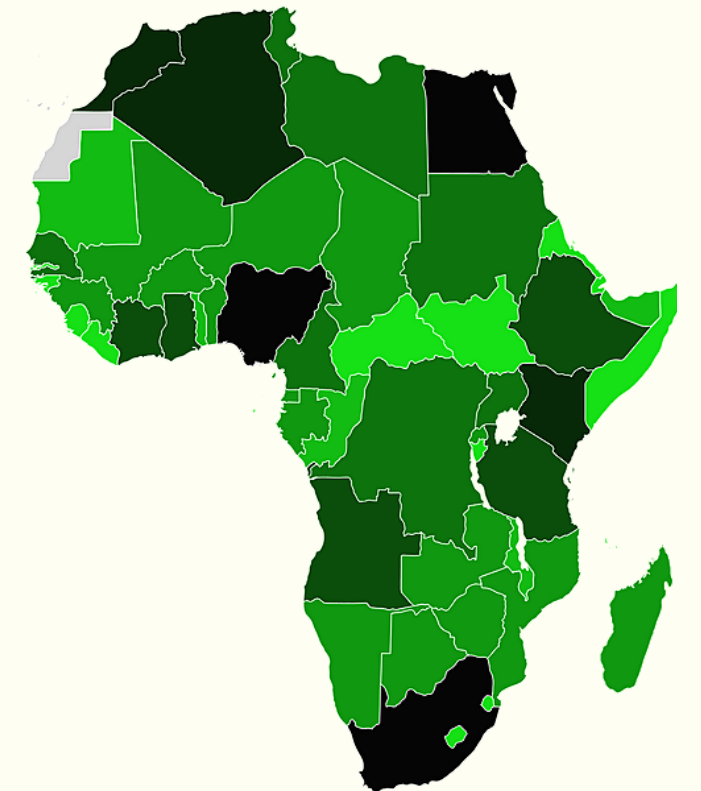
**ENROLL 225
ENTREPRENEURS
BETWEEN
ATLANTA & AFRICA
INTO THE
PROGRAM**



**CREATE AN
INNOVATION
CENTER IN
SOUTH AFRICA**

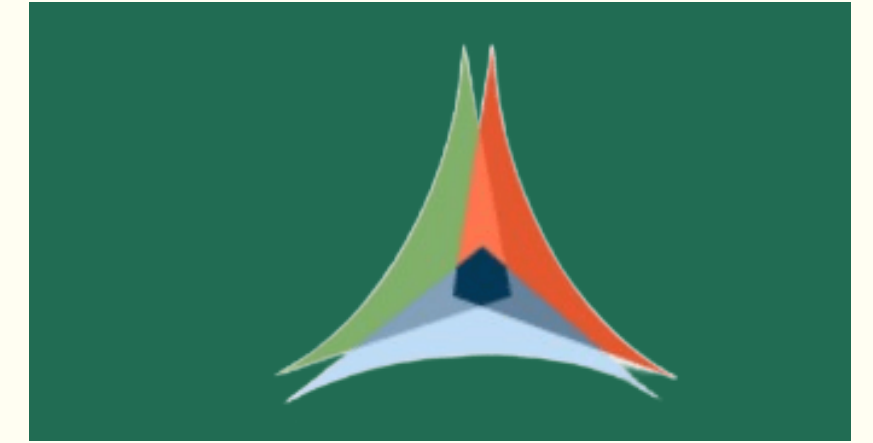


**INVEST IN 25
BUSINESSES
FROM THE
PROGRAM**



**RESEARCH
ADDITIONAL
AFRICAN
COUNTRIES TO
ENGAGE**

PARTNERS WE HAVE



COMMUNITY BUILDING

**TECHNOLOGY
ACCELERATOR**

**CREATIVE
COMMUNITY**

**MANUFACTURING
PARTNER**

**FOOD
INCUBATOR**

**CO-WORKING
SPACE**

**GOVERNMENT
OFFICIALS**

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