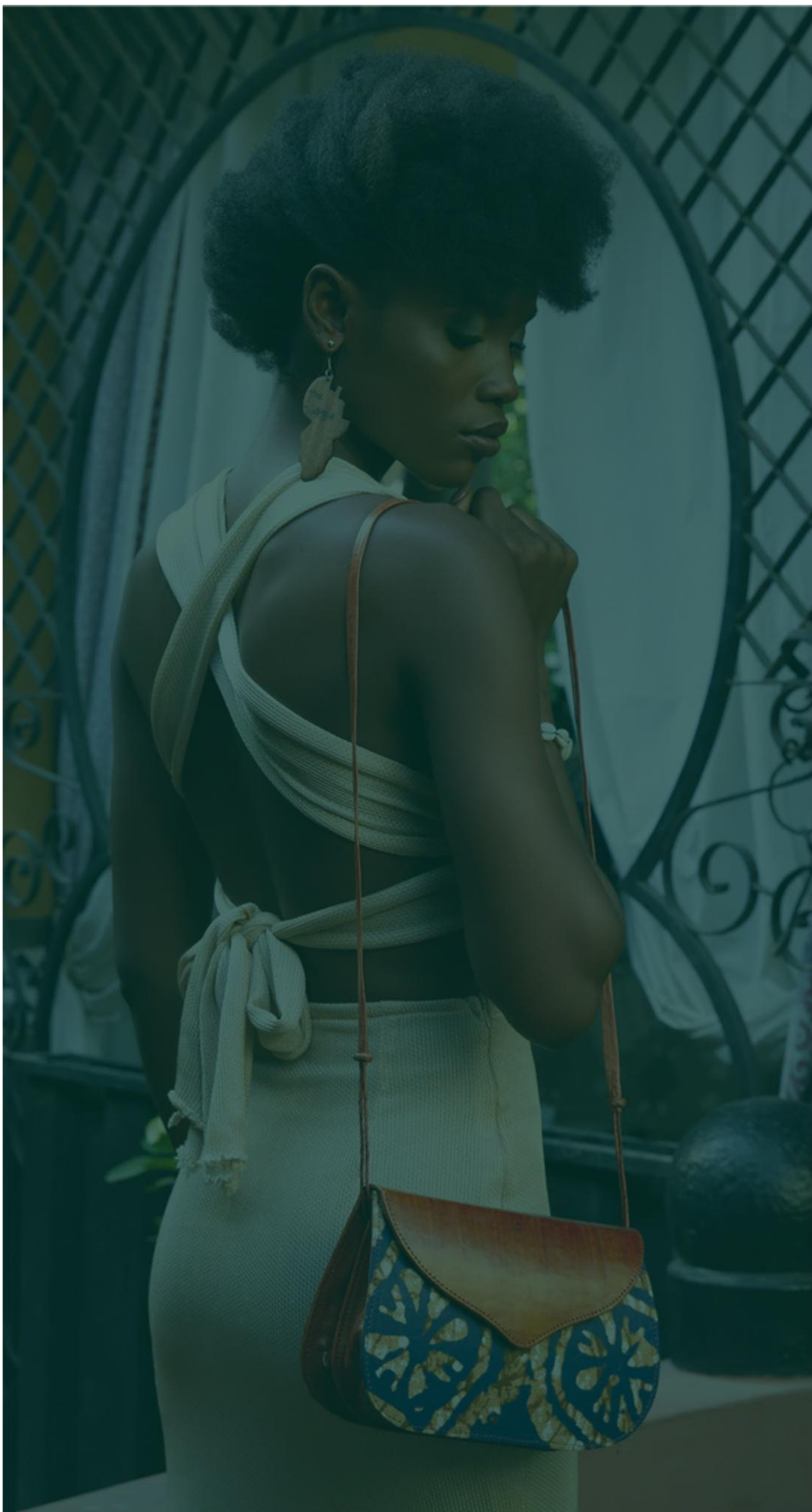




Daraja's Collaborative Success with Gambia Angel

Investors Network





Step into the world of DARAJA, where craftsmanship intertwines with quality and individuality is celebrated. The epitome of bespoke elegance in the realm of African handbags. Renowned for its artisanal excellence, Daraja specializes in the creation of bespoke handmade leather bags and accessories that seamlessly blend traditional craftsmanship with a modern aesthetic. With a commitment to delivering unparalleled quality and unique styles, each Daraja piece is meticulously crafted, promising not just a product but an experience. From personalized designs tailored to individual tastes to a fusion of cultural inspiration drawn from the rich tapestry of African heritage, Daraja is more than a brand; it's a journey into the heart of African Elegance. This introduction invites you to explore a Brand where every stitch tells a story, and where ethical sourcing meets the conscious choices of the modern, discerning consumer. Welcome to Daraja, where every accessory is a masterpiece waiting to be discovered.

How the Journey Began

Embarking on a journey alongside Daraja Ltd, our initial investment at the Gambia Angel Investors Network's maiden venture into the portfolio investment empowered Daraja to amplify its operations, transforming creative concepts into tangible realities. A joint commitment ensued as we diligently laboured to fortify Daraja's production capabilities, ensuring artisans accessed tools and materials. Concurrently, an expansive outreach strategy was deployed, leveraging a comprehensive marketing approach to introduce Daraja's product range to a broader audience, culminating in the establishment of Daraja's Concept Boutique in Kololi & E commerce website www.darajaboutique.com.

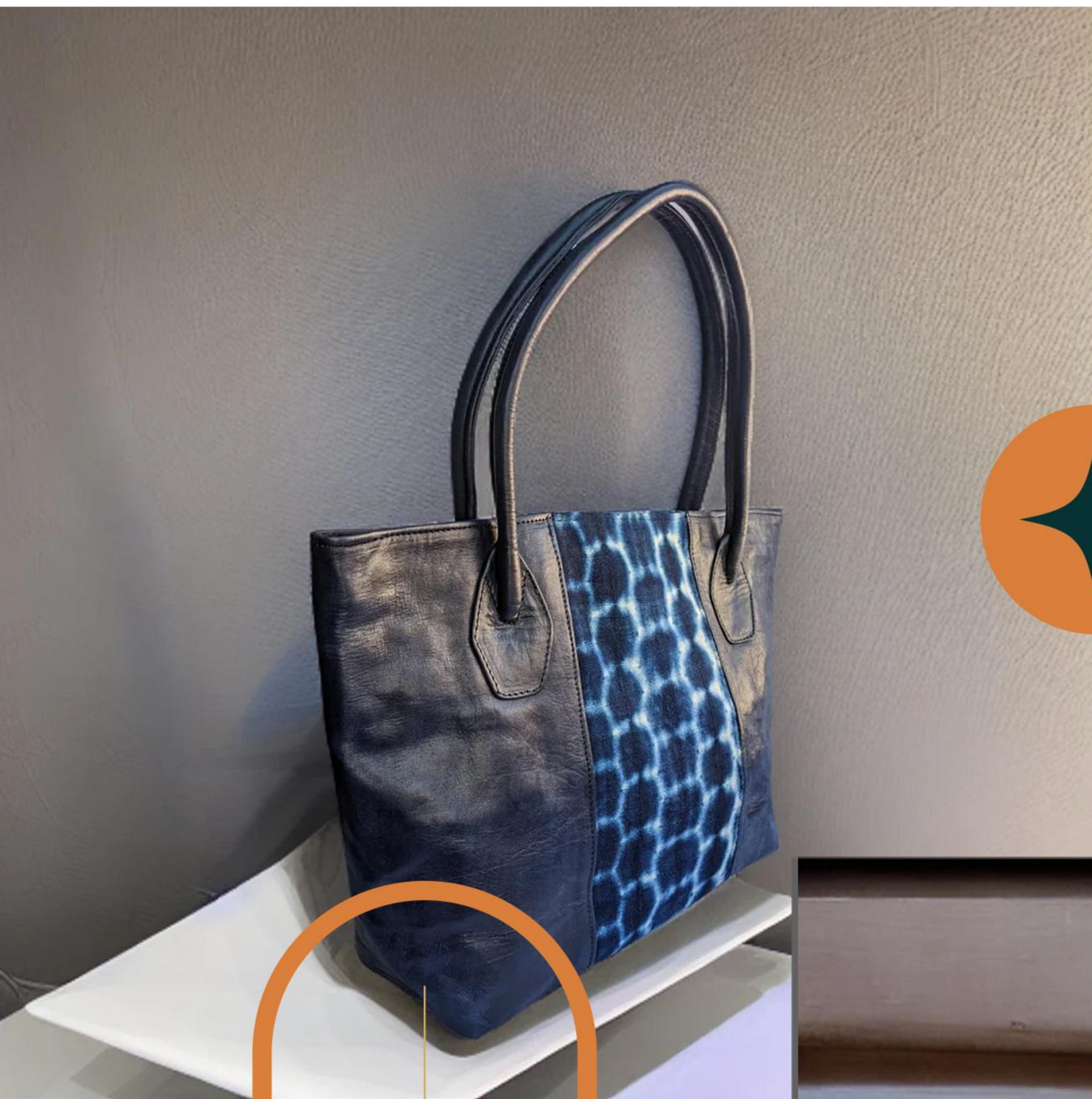
Under our sustained collaboration, Daraja Ltd has flourished. Additional funding, including a matching grant from the International Trade Centre (ITC), bolstered their financial standing. Strategic expansion unfolded as the team grew, and



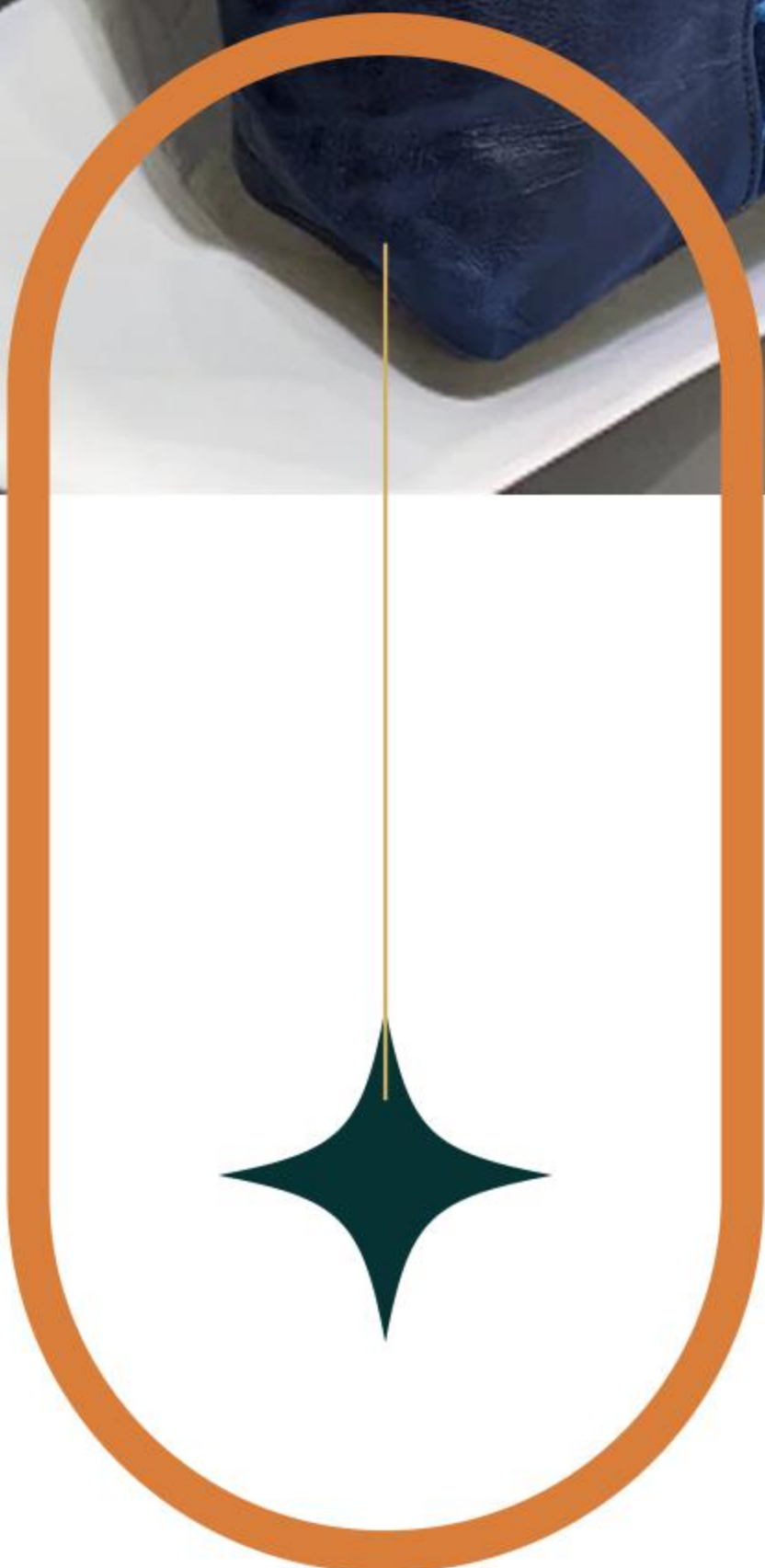


alliances with key industry players were forged. Internationally, Daraja's innovative solutions earned acclaim, resulting in invitations to showcase its products at prestigious industry conferences and events.

Today, Daraja stands as a towering testament to the synergies of passion, talent, and investment. A significant milestone was marked in 2022 as Daraja expanded its footprint to the United States. Currently, their products grace the shelves of two U.S. retail stores, and their online presence continues to burgeon, illustrating the ongoing success story that emerges when dedication converges with visionary investment.



But we are more
than creators;
we are
change-makers.





Outcome, Investment and Goals

By investing in Daraja, we aimed to contribute to the development of the African luxury goods industry and provide opportunities for economic growth and job creation.

Goals:

01

Expand Production and Increase online sales: With the rise of e-commerce, an important goal for Daraja is to maximize online sales. By investing in digital marketing, website optimization, and online advertising, Daraja increased its online visibility, attract more customers, and drive sales through its online platform.

02

Maintain quality: Daraja's goal is to ensure that the expansion does not compromise the quality of its products. The company uphold its reputation for producing handmade and high-quality leather bags, even as it expands to new markets and increases production capacity.

03

Continuously innovate and adapt: In a rapidly changing market, Daraja understands the importance of innovation and adaptability. The company aims to stay ahead of industry trends, introduce new products, and leverage emerging technologies to remain competitive and meet evolving customer needs.

04

Cultivate partnerships and collaborations: Daraja aims to collaborate with other businesses and organizations to expand its reach and create mutually beneficial partnerships. By working with influencers, retailers, and other industry stakeholders, the company seeks to increase brand exposure and drive sales.

05

Improve customer satisfaction: Daraja aims to enhance customer satisfaction by providing excellent customer service and addressing any issues or concerns promptly. By actively seeking feedback and implementing improvements based on customer input, the company strives to exceed customer expectations.

Outcomes:

01



Increased revenue and profitability: The investment in Daraja Ltd led to achievement of a significant increase in revenue and profitability. By expanding to the US market and selling online, Daraja has the potential to tap into a larger customer base and generate higher sales, leading to improved financial performance.

02

Market penetration and brand recognition: Through the expansion to the US market, Daraja was able to penetrate a new demographic of customers and establish a strong presence in the luxury handbag market. This expansion will also contribute to increasing brand recognition and establishing Daraja as a reputable and sought-after African handbag brand globally.

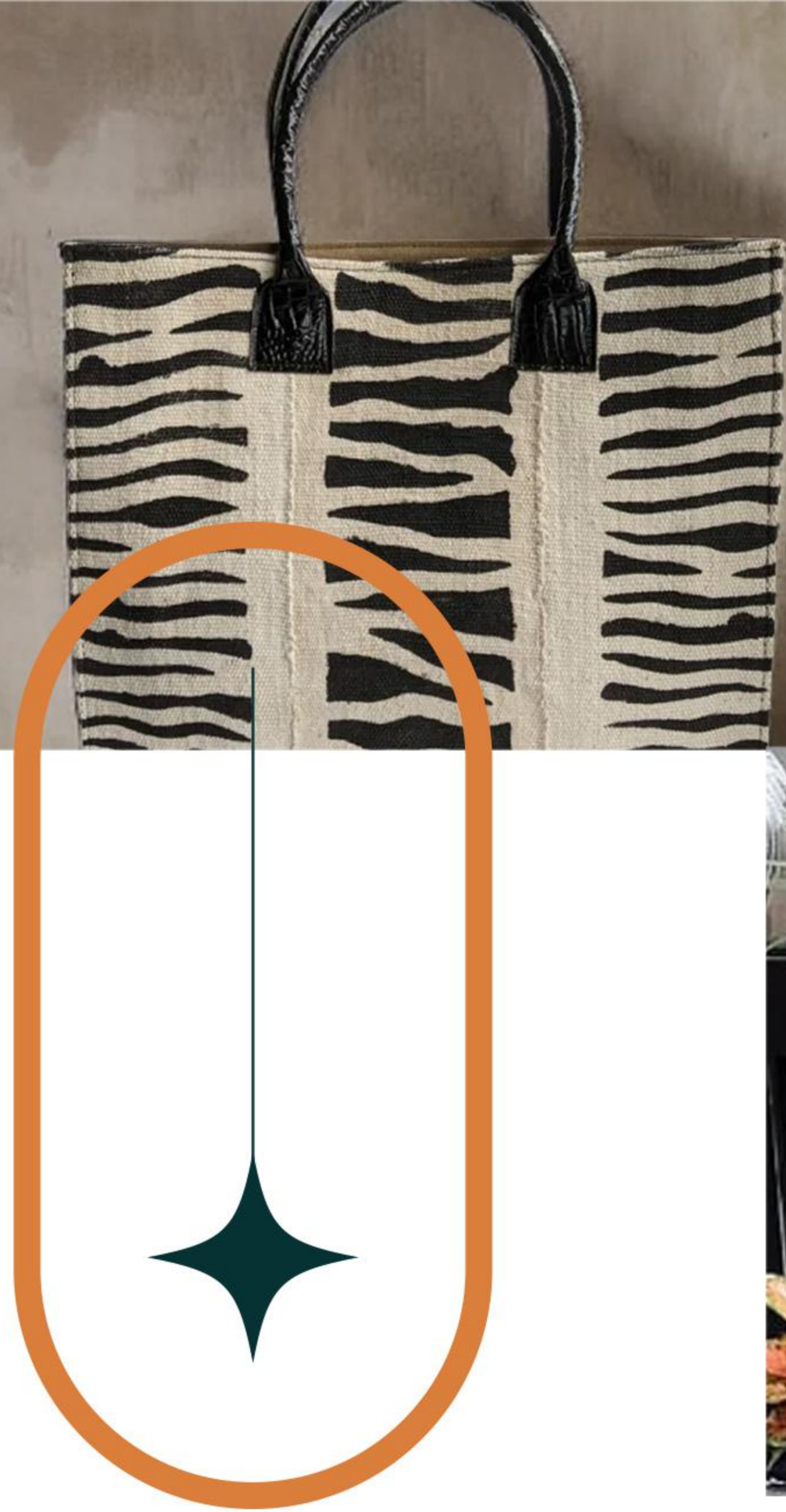
03

Enhanced customer reach and market share: The strategic investment in Daraja Ltd has resulted in a notable expansion of customer reach and an increase in market share. By successfully entering the US market and leveraging online sales platforms, Daraja has effectively accessed a wider pool of potential customers and amplified its presence in the luxury handbag industry.

04

Job creation and social impact: As a result of its successful expansion and increased production, Daraja has been able to create new job opportunities, both locally and internationally. This has not only contributed to the growth of the company but has also had a positive social impact by empowering individuals and communities through meaningful employment and economic stability.

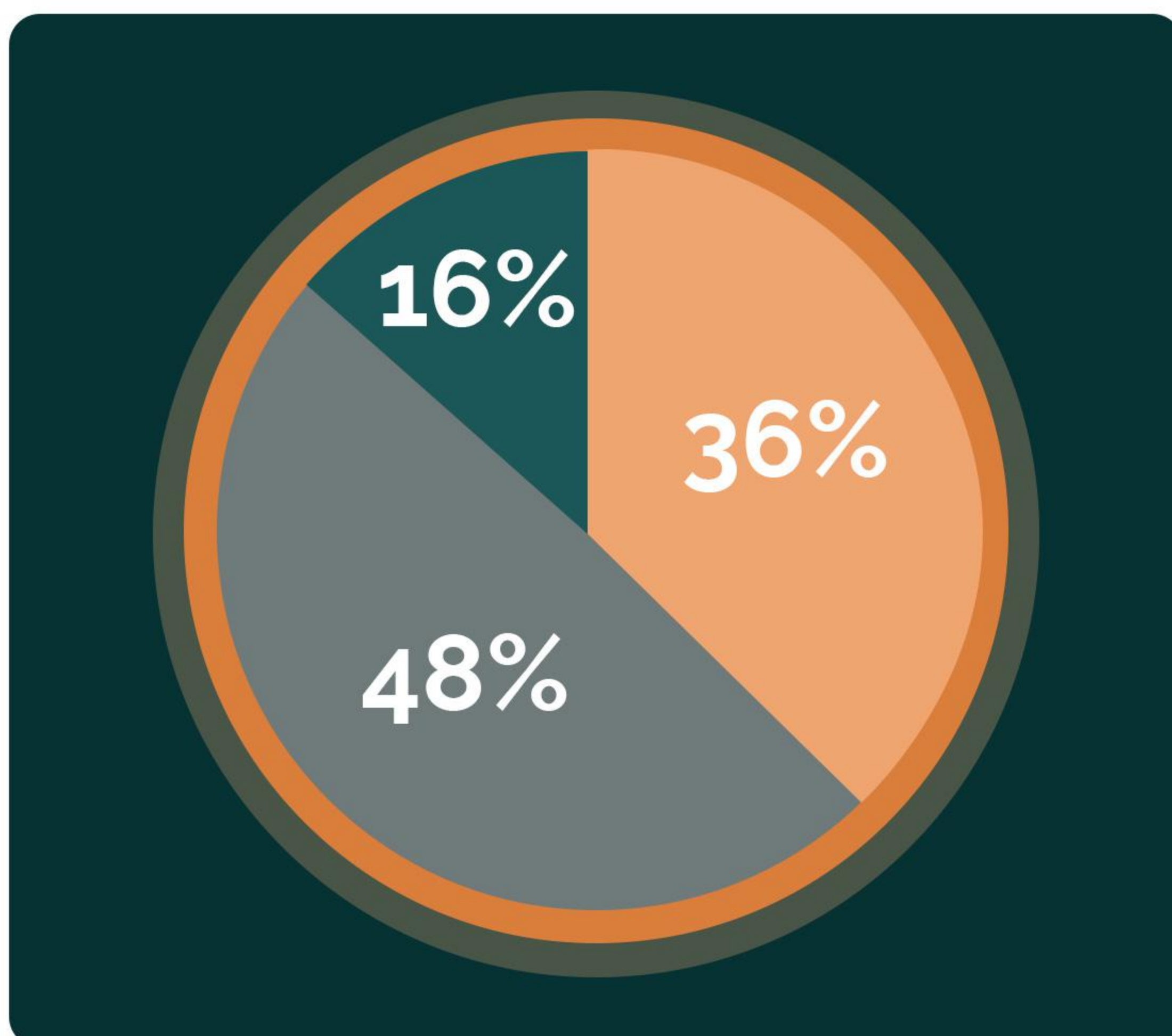




Where style
meets serenity,
interiors come
alive.



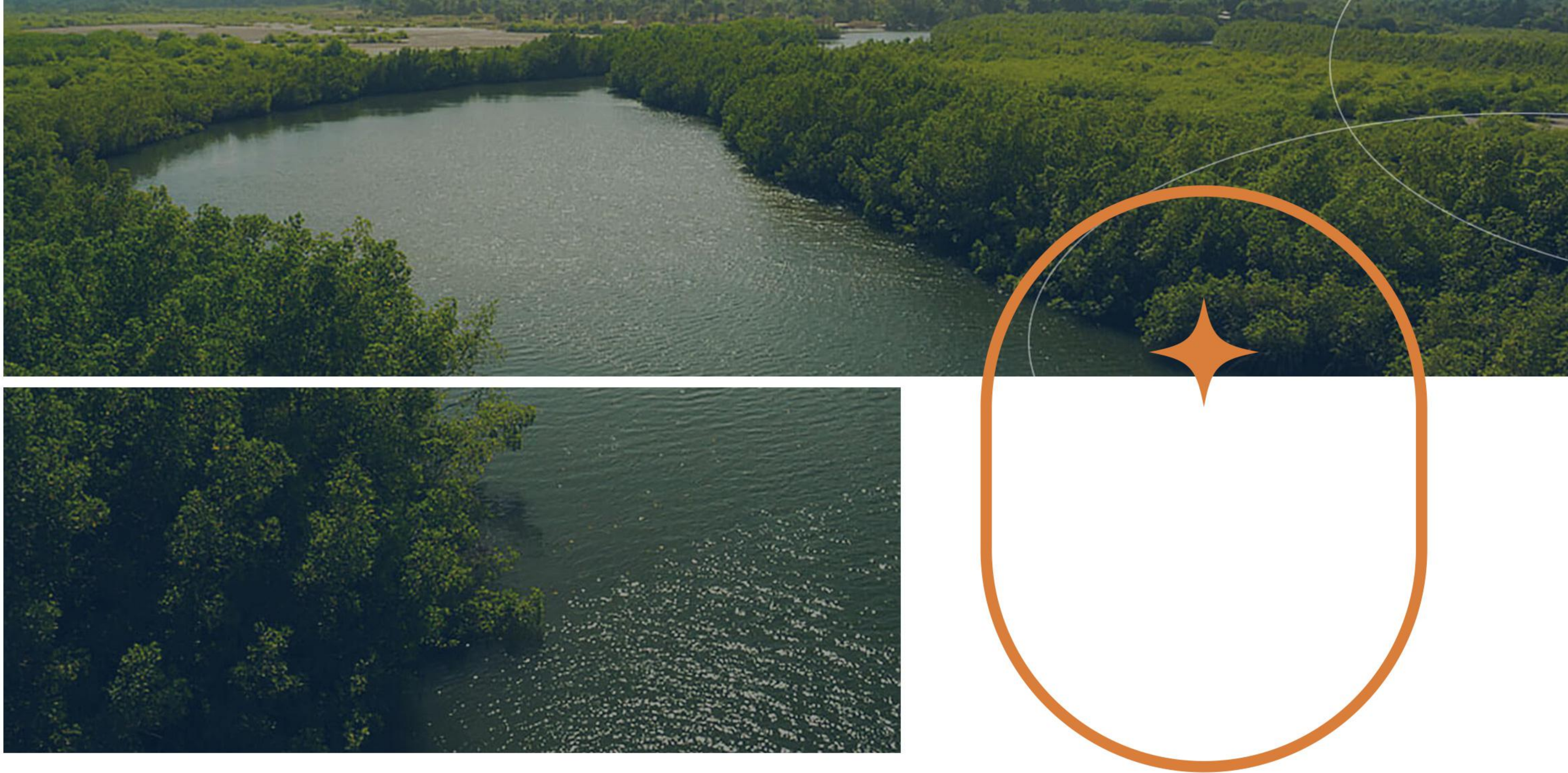
Results from the investment



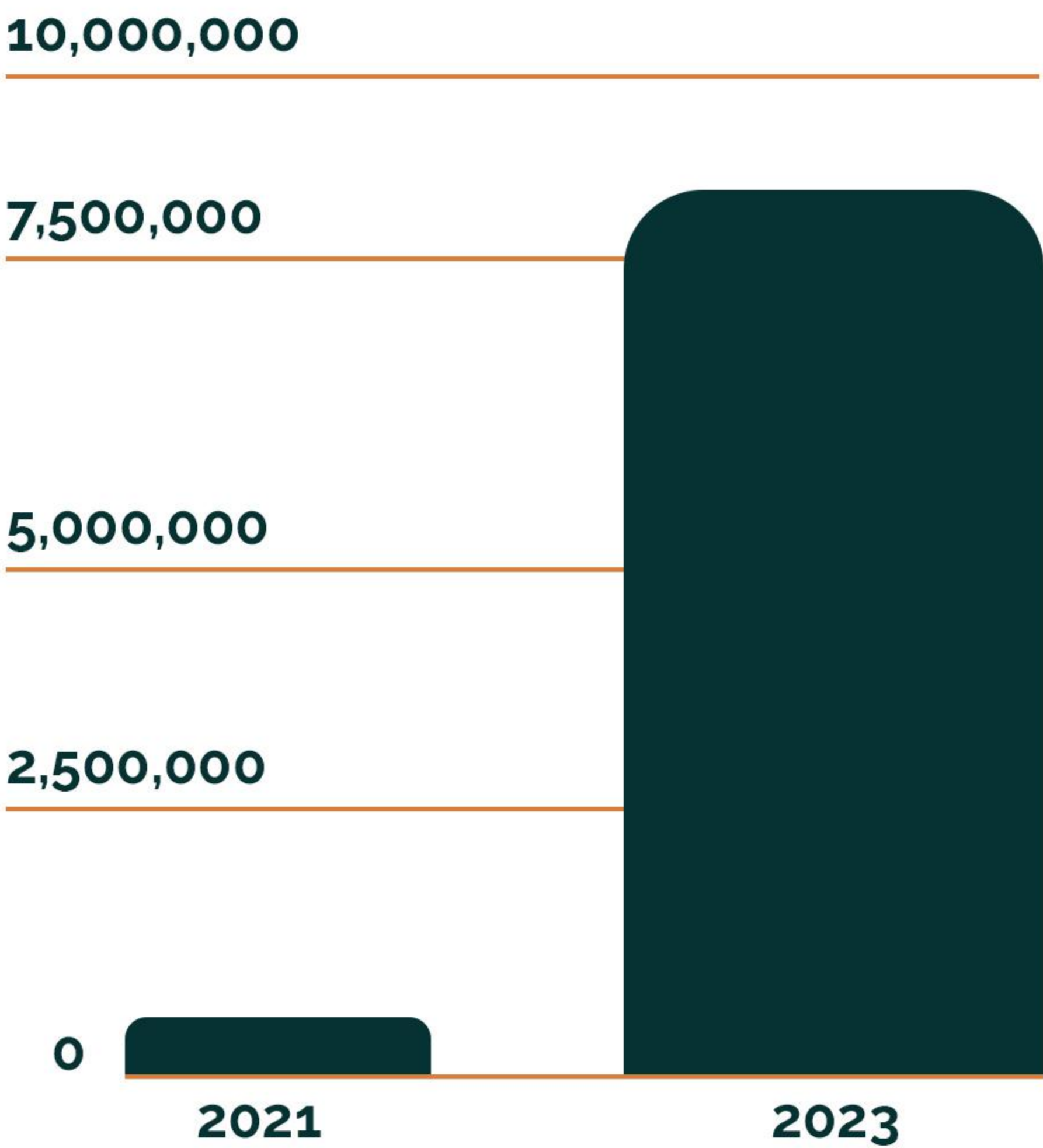
Breakdown of Investment Spent.

- Governance
- Marketing
- Operations



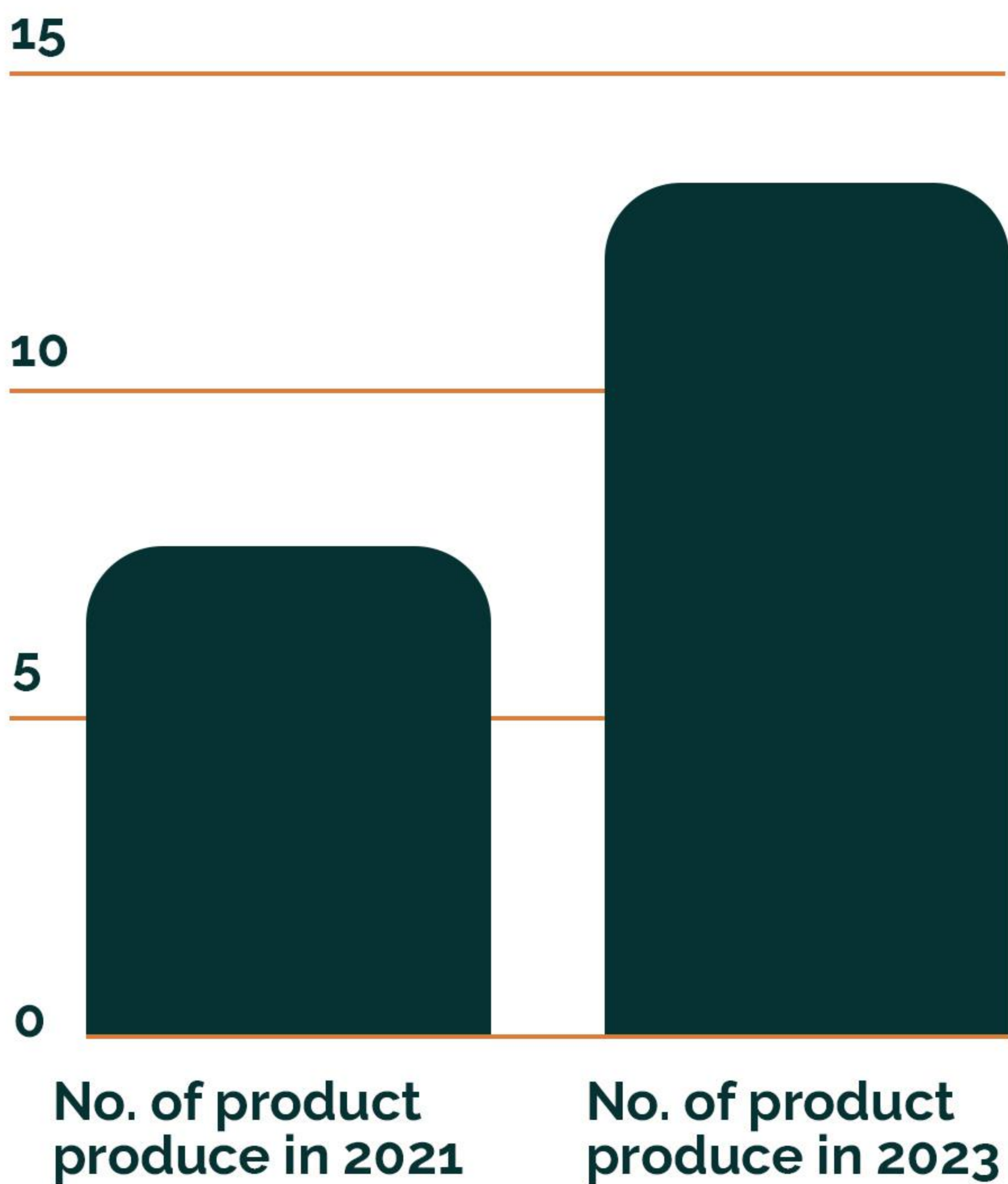


Revenue growth from investment to date



38.98% Increased in revenue growth between 2021 and 2023

Number of new products introduced



100% Increase in number of products introduced between 2021 to 2023



Unlocking Success through your Partnership with GAIN

GAIN brings together individual angel investors who are interested in financing early-stage businesses. This provides companies with a valuable opportunity to secure the necessary capital to start or expand their operations. In addition to providing seed funding, GAIN members also offer mentoring and guidance to start-up entrepreneurs. This support can be invaluable for companies that are in the early stages of development and can help them navigate challenges and maximize their chances of success.

In addition to providing seed funding and mentorship, GAIN offers an investment process that ensures thorough evaluation and selection of promising businesses. This process involves a comprehensive review of business plans, financial projections, and market potential. GAIN's experienced angels' investors carefully assesses the viability and growth potential of each applicant.

Furthermore, GAIN has partnered with ABAN (African Business Angel Network), a leading network of angel investors across Africa. Through this partnership, GAIN members could access matching grants provided by ABAN. These grants can significantly enhance the investment made by GAIN members and provide additional resources for the growth and development of the selected businesses.

To further support the growth of the businesses in their portfolio, GAIN also offers capacity building programs. The capacity building programs also play a crucial role in preparing entrepreneurs for investor pitches. GAIN provides guidance and support to entrepreneurs to refine their pitches, improve their presentation skills, and effectively communicate the value proposition of their business. This preparation helps entrepreneurs present their business ideas confidently and convincingly to potential investors, increasing their chances of securing the necessary funding for their ventures.





Elevate your
ambiance with
harmonized
hues

Daraja's Collaborative Success with Gambia Angel Investors Network

Ready to take your investment opportunities to new heights? Get in touch with Gambia Angel Investors Network today and unlock the gateway to strategic partnerships and growth. Let's connect and pave the way for your financial success!

E-mail

info@gain.gm / program@gain.gm

Phone

+2203634622

Get In
Touch