



So Pure investment journey

Discovery and gap identification

- ARIA DFI country visit facilitated by Invest Salone identifies So Pure's growth gaps, triggering technical assistance in business planning and financial management.



2023

Late 2023

Technical assistance partnership initiated

- So Pure and Invest Salone formally begin pre-investment technical assistance collaboration.



2023

Late 2023

Early to mid-2024

Building investor-ready foundations

- Invest Salone supports So Pure to become investor-ready through development of a business plan, pitch deck and financial model, and facilitates investor introductions to Zvilo and Ecobank, generating active engagement.



2023

Late 2023

Early to mid-2024

Mid-2025

Zvilo investment enabled

- Recognizing Zvilo's need to structure legal transaction costs, **Invest Salone** co-finances due diligence, enabling a US\$250,000 working-capital facility.



2023

Late 2023

Early to mid-2024

Mid-2025

Ecobank investment secured

- Leveraging Invest Salone's technical support, So Pure pitches to Ecobank, securing a US\$2.3 million investment for growth.



Investment journey: Before and after

		BEFORE	AFTER
PEOPLE 	Number of jobs	200	400+
	% women workforce	0%	40%
	Youth employment	Limited	85%
	Key management hires	2	9
	Sales distribution agents	100	200+
PRODUCTION 	Raw materials source	Purchased from suppliers	Processed internally
	Waste recycling	None	31 tons/month
	Revenue sources	Water sachets only	Water sachets, recycled materials and new packaging products
	Production capacity	30,000 bundles/day	60,000+ bundles/day
FINANCIALS 	Net profit margin	10%	20%
	Revenue growth	10% year-on-year	36% year-on-year
	Production lines	1	3
	Accounting system	None	QuickBooks/Tally



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