

BOUTIQUE CONSULTANCY | AFRICA GATEWAY | TECHNOLOGY
EXECUTION

Advisory for companies building across Africa and beyond.

One partner for strategy, structuring, banking
readiness, technology, investor preparedness and
Africa expansion support.

ONE STOP SHOP

AFRICA AWARE

BANK-GRADE

TECH ENABLED

SHOGUN ADVISORY

Strategic Insights

THE PROBLEM WE SOLVE

Fragmented advice slows serious companies down.

Founders, SMEs, corporates and international entrants need joined-up execution: one view of legal structure, banking, product, operations, markets and investor readiness.

Multiple advisors

duplicated work and slow decisions

Unclear sequencing

wrong structure before the business case is clear

Banking friction

weak KYC, source-of-funds and business-profile story

Technology gaps

manual workflows and missed automation opportunities

The Shogun answer

- ✓ Single accountable advisory partner
- ✓ Commercial, legal, financial and technology logic in one plan
- ✓ Practical implementation, not only slideware
- ✓ Africa-aware execution with international standards
- ✓ Clear scope, clear costs and faster decisions

BOUTIQUE FIRM WITH OPERATOR DNA

We build the structure behind serious growth.

Shogun operates at the intersection of strategy, commercial law, finance, technology and execution. The objective is to make businesses easier to govern, easier to bank, easier to invest in and easier to scale.

STABILITY

SCALE

ACCESS

EXECUTION



WHAT WE DO

Six core competencies. One integrated execution model.

Each service can stand alone, but the real advantage is the ability to connect decisions across structure, capital readiness, technology and market entry.

01 Corporate structuring

International incorporations, SPVs, governance, SAFE/ESOP support and clean ownership files.

02 Banking readiness

KYC packs, business profiles, source-of-funds narratives and bank/fintech coordination.

03 Technology & AI

Websites, digital products, dashboards, workflow automation and AI integrations.

04 Investor preparedness

Data rooms, financial models, legal packs and due-diligence readiness.

05 Africa market entry

Country selection, registration, regulatory mapping and partner activation.

06 Operations & strategy

Operating models, SOPs, board packs, commercial planning and implementation support.

NO FRAGMENTED ADVICE

One operating room for the decisions that matter.

Shogun links the commercial question to the legal structure, the banking story, the technology stack, the operating model and the market-entry plan.

01

Commercial clarity

What the business needs to achieve.

02

→ Structured execution

The documents, entities, tools and partners needed.

03

→ Controlled scale

Governance, banking, technology and market rhythm.

The result: fewer gaps, fewer handovers and a cleaner platform for scale.

INTERNATIONAL INCORPORATION & BANKING ACCESS

Build in the right jurisdiction. Bank with confidence. Scale across borders.

For Kenyan, East African and African founders, SMEs, investors and family offices seeking credible global structures, practical banking pathways and disciplined expansion support.

Delaware

Canada

United Kingdom

Mauritius

Dubai / UAE

Europe

Africa - 54 markets

- ✓ Company formation and governance documents
- ✓ KYC packs and business-profile narratives
- ✓ Bank / fintech engagement support
- ✓ Post-incorporation compliance calendar

PRODUCT 01 / INTERNATIONAL STRUCTURES



FROM WEBSITES TO AI-INTEGRATED OPERATING SYSTEMS

Technology that makes the business more usable, measurable and scalable.

We design and coordinate digital work with a practical commercial lens: what improves revenue, control, speed, client experience or decision-making?

01

Digital presence

websites, landing pages, portals and brand systems

03

AI integration

chatbots, knowledge systems, workflow agents and internal assistants

02

Workflow automation

tools that reduce manual tasks and process leakage

04

Data products

dashboards, reporting layers, CRMs and operating intelligence



NOT FUNDRAISING. READINESS.

Investor preparedness makes good companies easier to evaluate.

We help founders and teams organise the legal, financial and commercial materials needed for serious investor, bank, board and transaction conversations.

Data rooms

Clean folder architecture, document index and due-diligence logic.

Financial modelling

Unit economics, scenario planning, working-capital and budget logic.

Legal readiness

SAFEs, SPVs, shareholder docs, board approvals and governance pack.

Board and investor materials

Profiles, information memoranda, updates and decision papers.

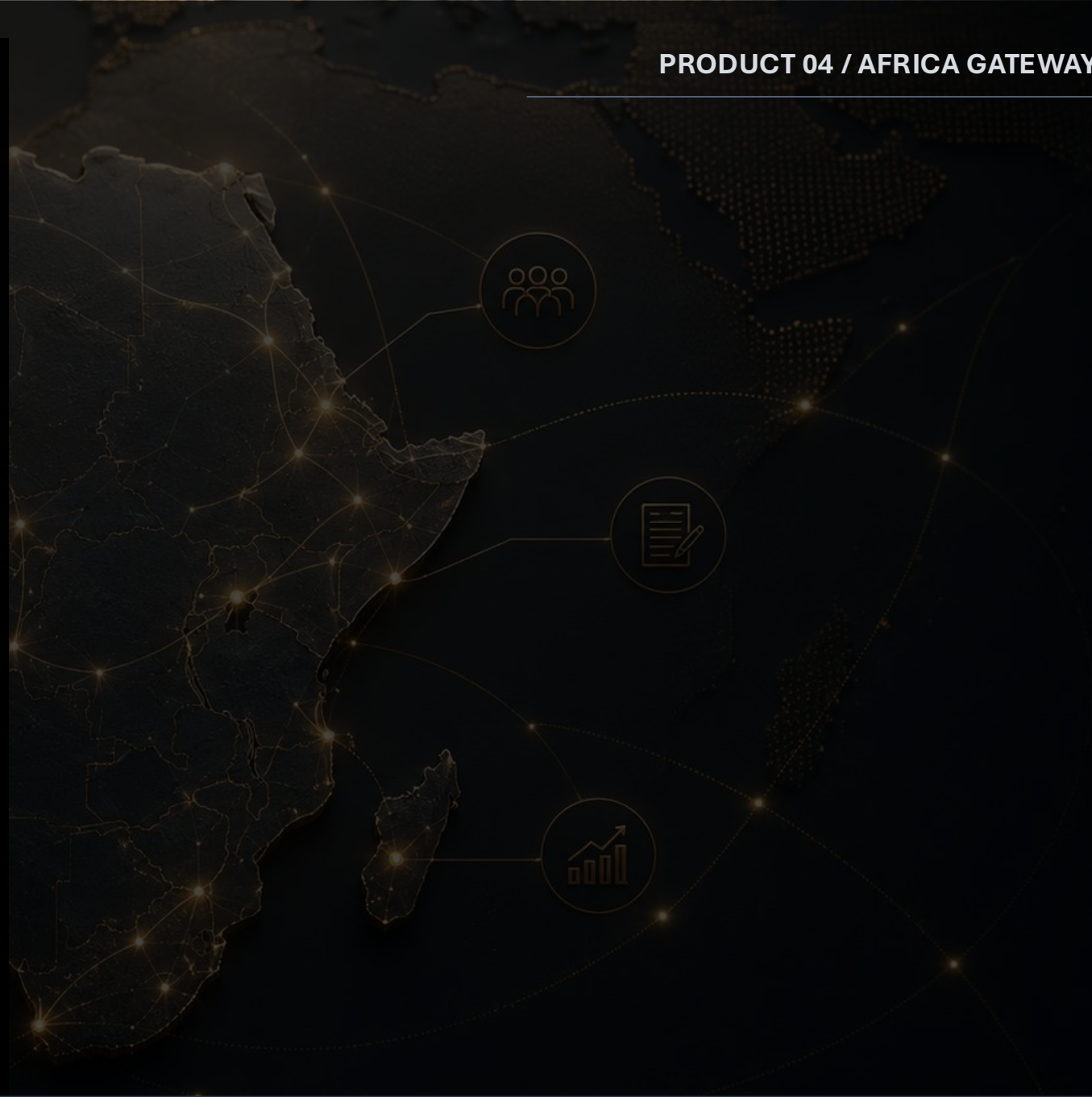
Prepared companies tell a cleaner story.

SUPPORT ACROSS 54 AFRICAN MARKETS

Use Africa as a growth platform; not an afterthought.

For African companies expanding across the continent, and international companies entering Africa, Shogun provides local context, partner coordination and execution discipline.

- ✓ Country selection and legal route planning.
- ✓ Local incorporation and regulatory mapping.
- ✓ Banking, fintech and payment-channel coordination.
- ✓ Introductions to lawyers, accountants, operators and partners.
- ✓ Operating setup, recruitment and governance support.



STRATEGY MUST BECOME OPERATING RHYTHM

From advisory to implementation.

Shogun supports clients who need more than recommendations. We help translate decisions into responsibilities, timelines, systems and measurable execution.

Operating model	Roles, responsibilities, governance and decision rights.
Commercial planning	Pricing, Go-To-Market, sales process and growth priorities.
Controls & reporting	Board packs, dashboards, budgets and performance routines.
Implementation support	Project management, SOPs, hiring support and partner coordination.



TWO DIRECTIONS. ONE PARTNER.

For African companies going out, and global companies coming in.

African founders, SMEs and corporates

- ✓ International structure and bankability
- ✓ Digital systems and operational discipline
- ✓ Market entry support across Africa and globally

International companies entering Africa

- ✓ Africa desk and market intelligence
- ✓ Legal route planning and local execution coordination
- ✓ Partner, banking and compliance navigation

Shogun sits between ambition and execution: translating intent into structures, files, introductions, processes and launch plans that can actually be used.

EXECUTION PROCESS

A disciplined route from diagnosis to activation.

We sequence work so clients spend money on the right structure, with the right files and the right operational plan.

01

Diagnose

Use case, owners, money flows, countries, constraints and risk profile.

02

Design

Jurisdiction, entity type, governance, technology and banking route.

03

Build

Incorporation, documents, models, data room, website or automation.

04

Activate

Banks, fintechs, partners, vendors, compliance calendar and operating rhythm.

05

Govern

Board packs, reporting, renewals, filing and continuous improvement.

The client always knows what is being done, why it matters, who owns it and what comes next.

MULTI-SECTOR, EXECUTION-LED EXPERIENCE

Shogun has operated where strategy meets real business constraints.

The firm's work draws from cross-sector experience in fintech, e-commerce, hospitality, agriculture, luxury retail, technology, corporate structuring, banking coordination and operational build-out.

Fintech & digital commerce

Strategic, legal, financial and operational advisory for growth-stage platforms.

International structures

Delaware, UK, Mauritius, UAE, Europe, Canada and Africa formation support.

Banking & KYC

Business profiles, source-of-funds logic and bank-ready documentation.

Market expansion

Support for Africa entry, regional pilots, partnerships and operating setup.

Technology build

Web, workflow, AI, data room and automation-focused delivery.

Governance & operations

SOPs, board materials, reporting packs, recruiting and execution cadence.

We do not sell theory. We build the operating, legal, digital and banking files that make decisions executable.

FLEXIBLE WITHOUT BEING VAGUE

Clear scopes. Clear deliverables. Clear accountability.

Diagnostic mandate

Best when the client needs route clarity before spending heavily.

Retainer support

Best for ongoing strategy, governance, reporting, operations and advisory continuity.

Project mandate

Best for incorporation, banking readiness, technology build, data room or market-entry work.

Embedded execution

Best when clients need hands-on support across vendors, teams, banks and partners.

All pricing is scoped by jurisdiction, complexity, urgency, third-party costs and the level of implementation support required.

SHOGUN ADVISORY SERVICES

Build with discipline. Bank with confidence. Scale with structure.

For founders, entrepreneurs, SMEs, corporates and international companies that need a serious Africa-aware advisory partner.

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