



Abou Diarrassouba

President, Club 66 Global

PresiClub66@gmail.com

VISION

FOOD

Expensive and often subject to short supply



SHELTER

Cost is exorbitant



HEALTH SERVICES

Inadequate and expensive



EDUCATION

Insufficient and unaffordable



EMPLOYMENT

Inconsistent access to steady employment at a livable wage



TRANSPORT

Costly system is unreliable and lacks effective coverage to rural areas



How do you choose between food, education or going to the doctor? It might seem impossible, but many of the people in Mali make these types of choices every day.

More than 40% of the population lives below the national poverty line. The average person cannot afford the goods and services offered through the existing channels and entities.

Club 66 is going to change lives by focusing on the areas where Malians are underserved and establishing a partnership network dedicated to delivering affordable goods and services.

CLUB 66

Club 66 is a membership-based organization positioned to offer accessible and cost-effective goods and services to customers across Mali. The membership model uses pool funding and an extensive partnership network to enable better visibility for volume purchases which results in optimized pricing and drives re-investments in social programs to benefit the community of members.

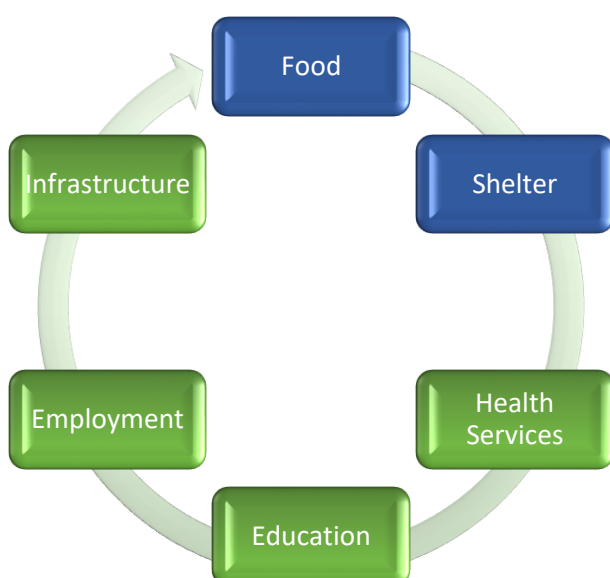
Initially formed in 2018, Club 66 has registered more than 121,000 members. With a strong management team in place, the company has the necessary expertise for commodity trading, food supply chain, financial management, and additional business services which would support future expansion opportunities.

CHALLENGE

Mali has a population of 20 million people and 40% of them live below the poverty line. This means that every day there are 8 million people who are not able to meet basic needs. More than 75% live in rural areas, making it difficult to access grocery stores and community services such as healthcare and education.

The bespoke approach to current purchasing options means that people are paying more than they need to. Paying more for one basic need, means having to go without something else. Buying food, but then losing a place to live. Having a child go without education because the limited money available had to pay for a doctor when they were sick.

Lack of effective infrastructure means key amenities like transportation, especial in rural areas, is more expensive that it should be. And things that many people take for granted – like internet and phone access - are costly and often limited in accessibility.



SOLUTION

Club 66 provides the people of Mali the opportunity to harness group buying power focusing on the core areas around basic needs.

There are **six basic needs**: Food, Shelter, Health Services, Education, Employment and Infrastructure.

As **Food and Shelter** are key priorities for survival, these will be the **first areas of focus**.

These two initiatives will enable and propel organic expansion through other areas, including employment.

- Commission 21 grocery stores will be launched as Mega4Savers
- Worthy Dome communities will enable basic shelter, with water filtration systems incorporated

COMPETITION

Currently, people in Mali make purchases through independent businesses resulting in paying higher prices for goods and services. Existing competitors focus primarily within a single sector of basic needs. As bespoke businesses, they lack the buying power that makes up the foundational strategy of Club 66.

The competitive edge offered by Club 66 will be driven initially by better prices – enabled by working with significant volumes of members. Longer term, Club 66 will be able to leverage a brand built on trust and commitment to the community. The brand will continue to drive expanded membership participation and can then progress with the advantage of member volumes to address additional basic needs and enhanced amenities for the local communities.

PLAN

The initial **Grocery Stores Campaign** will drive membership and food purchases. This will be a key steppingstone to the integration of Worthy Domes, which by the nature of their unique visual structure will promote Club 66 and the advantages of membership.

Short-term partnerships with schools, health centres, sports centres and motorbike vendors will enable members to enjoy immediate access to special discount offers covering expanded areas of need while Club 66 continues to grow as an organization.

TEAM

A **talented team** of individuals with deep business experience and community networks has been established to lead Club 66. Their expertise and valuable knowledge of navigating local business regulations are key to driving successful initiatives.

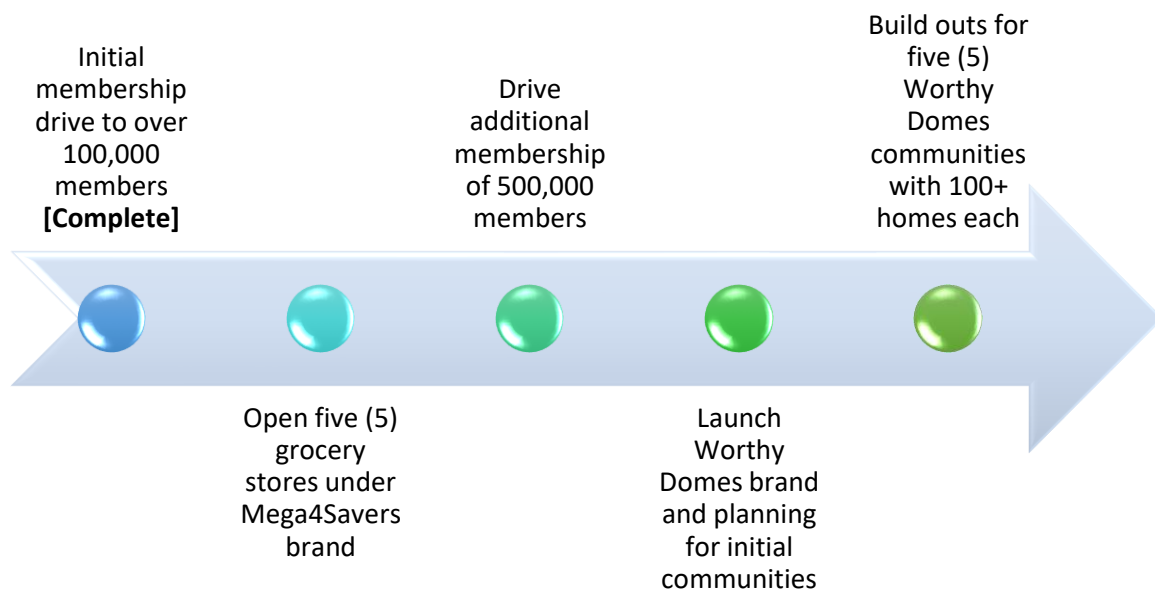
The roles currently comprise of: President, Vice-President, General Manager, Senior Department Managers, Unit Managers, Operation Supervisors, and agents that assist with franchise and affiliate partnerships.

Abou Diarrassouba is the President of Club 66 and Chairman of the Board. He brings over a decade of international professional experience, including executive leadership. His recognition as a “good citizen” is based on his obsessive dedication to helping the local communities where his businesses reside. Mr. Diarrassouba’s passion for entrepreneurship is complemented by an MBA from William Carey University in Hattiesburg, MS (USA).

Modou Jobe serves as the Vice President of Club 66 and a member of the Board of Directors. His education in Accounting and extensive work in banking and finance on international levels have enabled him to cultivate vast expertise. He has earned several CEO Spot Awards and regional recognitions bestowed by Standard Chartered Bank (SCB). With a track record of success, Mr. Jobe has been promoted to roles such as Country Head of Balance Sheet and Performance Management, followed by appointments as President, CEO and Group CEO of various organizations.

MILESTONES

Club 66 is already a business in action as a social enterprise. The pace and scope of execution for key milestones are dependent on a combination of investor funding, membership sales and revenues from initiatives as they roll out. An initial group of 21 grocery stores will be rolled out in smaller segments to establish initial revenue and then continue expanding.



FINANCIALS

The current membership base of 121,000 people at 22,000 FCFA (West African CFA franc)/ \$40 USD annually will generate gross revenue of \$4.8m. Each initiative is designed to be self-sustaining, as well as driving funding for future initiatives, community improvement projects and growth. As Club 66 grows, results will include additional organic benefits such as the natural creation of jobs in local communities, helping address basic needs in a holistic way.



Grocery Stores

- Each grocery store will cost \$50,000 USD to open, including initial stock
- Annual revenue for each store once fully operational is estimated at \$125,000 USD based serving a membership base of at least 5,000 people in the local community



Homes

- Each Worthy Dome community of 100 homes will cost \$250,000 USD to build out
- Each additional group of 50 Worthy Dome homes for an existing build out will cost \$100,000 USD – driving a distinct advantage to creating larger communities
- Homes will be rented at a cost of \$400-600 USD per month, generating average annual revenue of \$600,000 USD for a 100-home community

CONCLUSIONS

Club 66 is positioned to fundamentally improve the quality of life in Mali. Our customers are currently underserved. The global coronavirus pandemic has amplified the challenges faced. This is an opportunity to help drive long-term, sustainable improvements for local communities.

Get involved now!

- Fund five (5) memberships for Club 66 - \$200 USD
Granted on a need basis to some of the poorest families in the community, giving them access to discounted goods and services through the Club 66 membership program.
- Fund groceries for one (1) family in critical need for a year - \$2,000 USD
- Fund groceries for five (5) families in critical need for a year - \$10,000 USD
- Fund a new Grocery Store - \$50,000 USD
- Fund 10 Worthy Dome home builds - \$25,000 USD
- Fund 30 Worthy Dome home builds - \$75,000 USD
- Fund a Worthy Dome community with 100 homes - \$250,000 USD
- Become a Foundational Investor for Club 66 - \$1,000,000 USD
Includes part ownership and an invitation to the annual Club 66 Owners Summit which will

take place within a designated Mali community each year, reviewing progress and shaping future ventures.

Together we can

transform the future of livelihood in Mali

and build a company and partnership network that's truly for the people and by the people, serving local communities in a sustainable way.