



REDESIGNING GLOBAL INNOVATION FOOTPRINT

Peter Mebert



WHAT HELPED ME BECOME WHO I AM TODAY?

For you, I am distilling over 30
years of experience...



GENERATION OF UNICORNS



LOCATION HISTORICALLY DETERMINED OPPORTUNITY



In 2000s the fastest and probably the only way to join the global club was to rent a mattress in San Francisco

**David Heinemeier Hansson,
Basecamp Founder & CTO**



INFRASTRUCTURE AND TALENT TO LEVEL PLAYING FIELD

INFRASTRUCTURE



TALENT



INFRASTRUCTURE AT YOUR FINGERTIPS



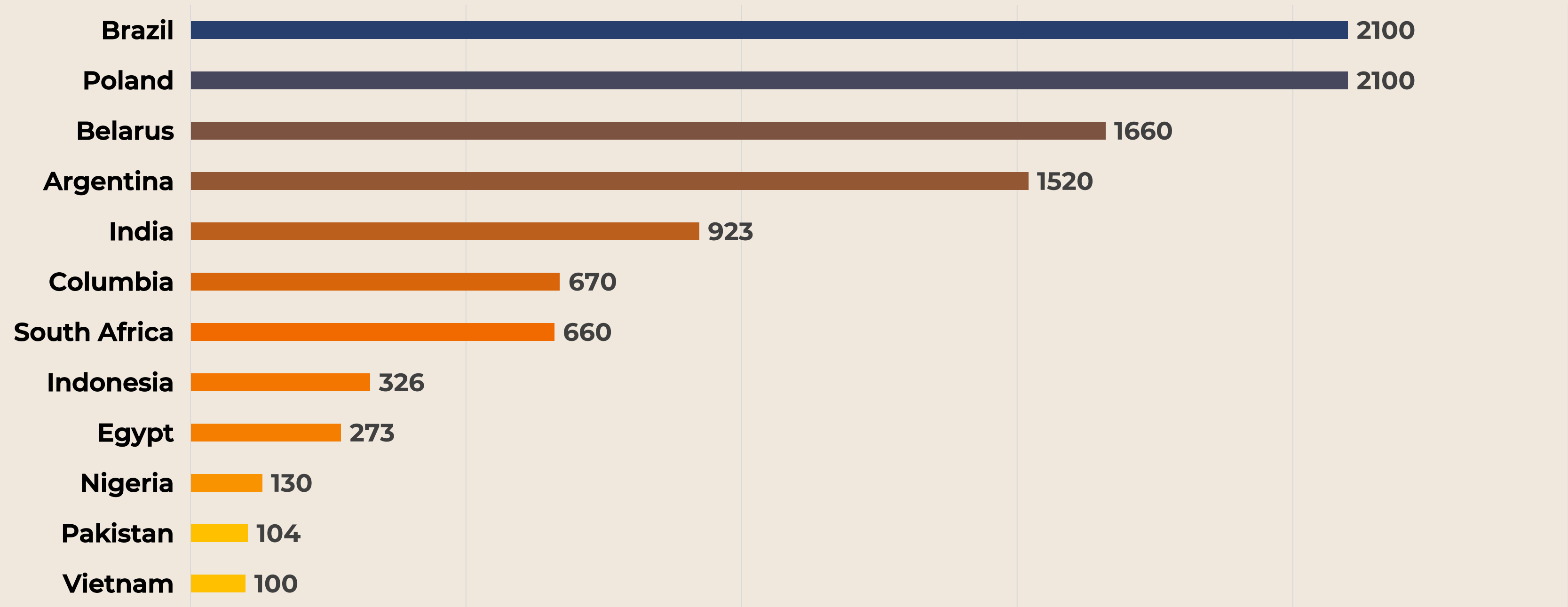
TALENT DISTRIBUTED AROUND THE GLOBE...

TOTAL NUMBER OF DEVELOPERS (2025)



HOWEVER, NOT EVENLY YET...

NUMBER OF DEVELOPERS PER 100K PEOPLE (2025)



FROM LAGGARDS TO INNOVATIVE POWERHOUSE



Previous waves of innovation democratized access — but centralized value

PC

Mobile

Internet



AI revolution reduces dependency on physical infrastructure

API access

Open-source models

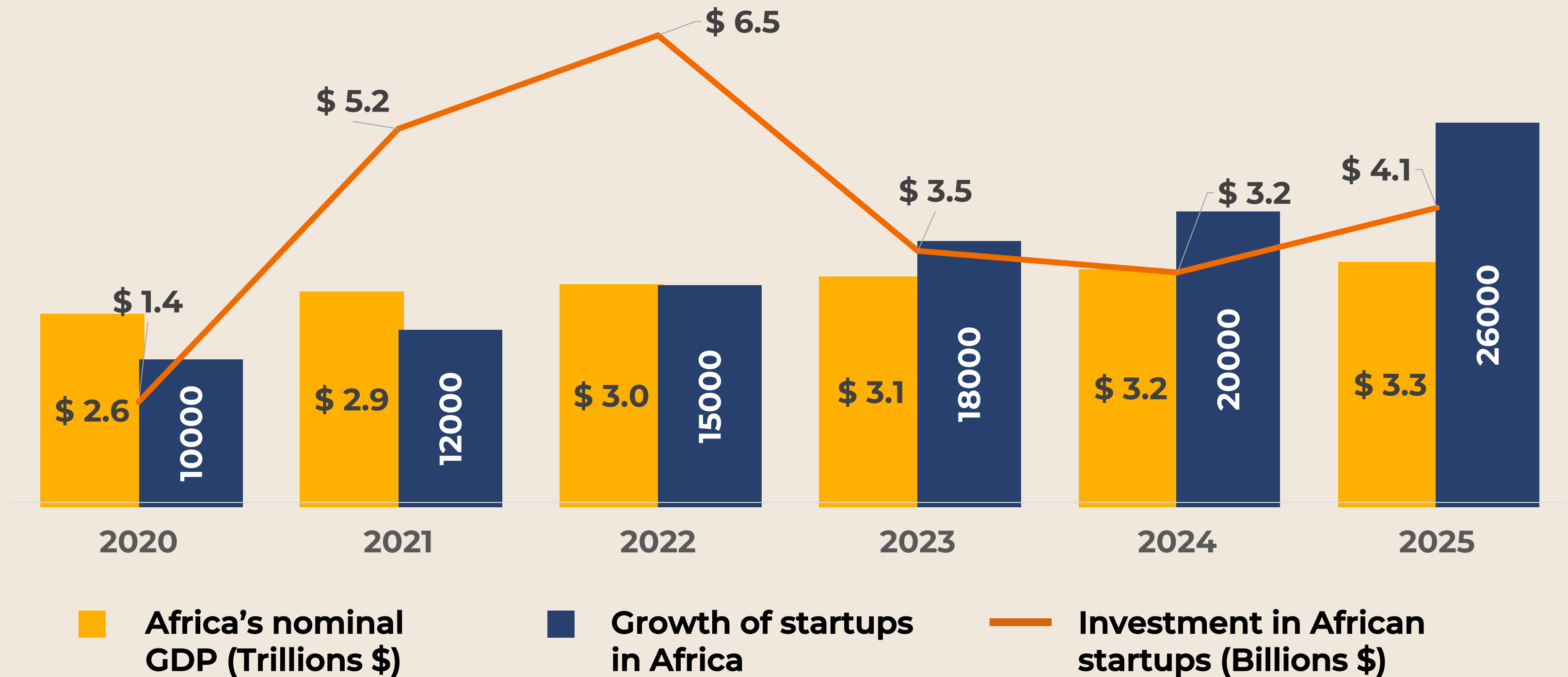
Cloud deployment

AngelPad (The Elevator)

AFRICA – NEW PROMISS



GROWTH IS INEVITABLE, SO ARE CHALLENGES



INNOVATION MAP OF AFRICA IS RICH AND DIVERSE



Lagos
987 startups
\$292.73M total funding

Cape Town
494 startups
\$67.9M total funding

Cairo
639 startups
\$364.59M total funding

Nairobi
602 startups
\$157.69M total funding

Johannesburg
572 startups
\$443.6M total funding

NIGERIAN FOUNDERS GOING GLOBAL



TOPE AWOTONA

- **Nigeria → USA**
- **\$3B (2021)**
- **\$1.4B (Forbes 2025)**
- **One of 3 Black US unicorn founders**



SHOLA AKINLADE

- **Nigeria → USA**
- **\$200M+ acquisition by Stripe (2020)**
- **Nigeria's first major tech exit to Silicon Valley**



Several more African startups are on the verge of unicorn status.

INNOVATION IS NO MORE GEOGRAPHICALLY CENTRALIZED

BEFORE

- **Developed country dominance**
- **Infrastructure + talent**
- **Capital + networks gated**

NOW

- **Tech Boom in Africa**
- **The World's Fastest-Growing Fintech Market**
- **Unicorns: Flutterwave (\$3 billion), OPay (\$2 billion), Wave (\$1.7 billion)**

GAMING IS OPPORTUNITY



GAMING: THE LARGEST SEGMENT IN DIGITAL ENTERTAINMENT

As of 2025:

>\$350B

global digital
gaming economy

\$600B

projected growth
by 2030

\$188.8B

global consumer
spending on games

3.6B

global number
of players

55%

share of mobile
games in the market

AFRICA IS A STELLAR GAMING MARKET

\$2.1B

market

349M

players

~9%

growth

Nigeria gaming snapshot:

- **46.6M active gamers**
- **~90% of players game on mobile**
- **\$176M consumer gaming spend in 2024**
- **7.4% projected CAGR**
- **107M internet users supporting a mobile-first digital ecosystem**



GAMING IS A TRAINING GROUND FOR GLOBAL COMPANIES

- ✓ Builds platform thinking from day one
- ✓ Trains global monetization skills
- ✓ Scales cross-border user communities
- ✓ Connects product, fintech, and payments
- ✓ Builds live-ops and retention capabilities
- ✓ Teaches startups to build for global markets early



ROBLOX



Flutter™



**DRAFT
KINGS**

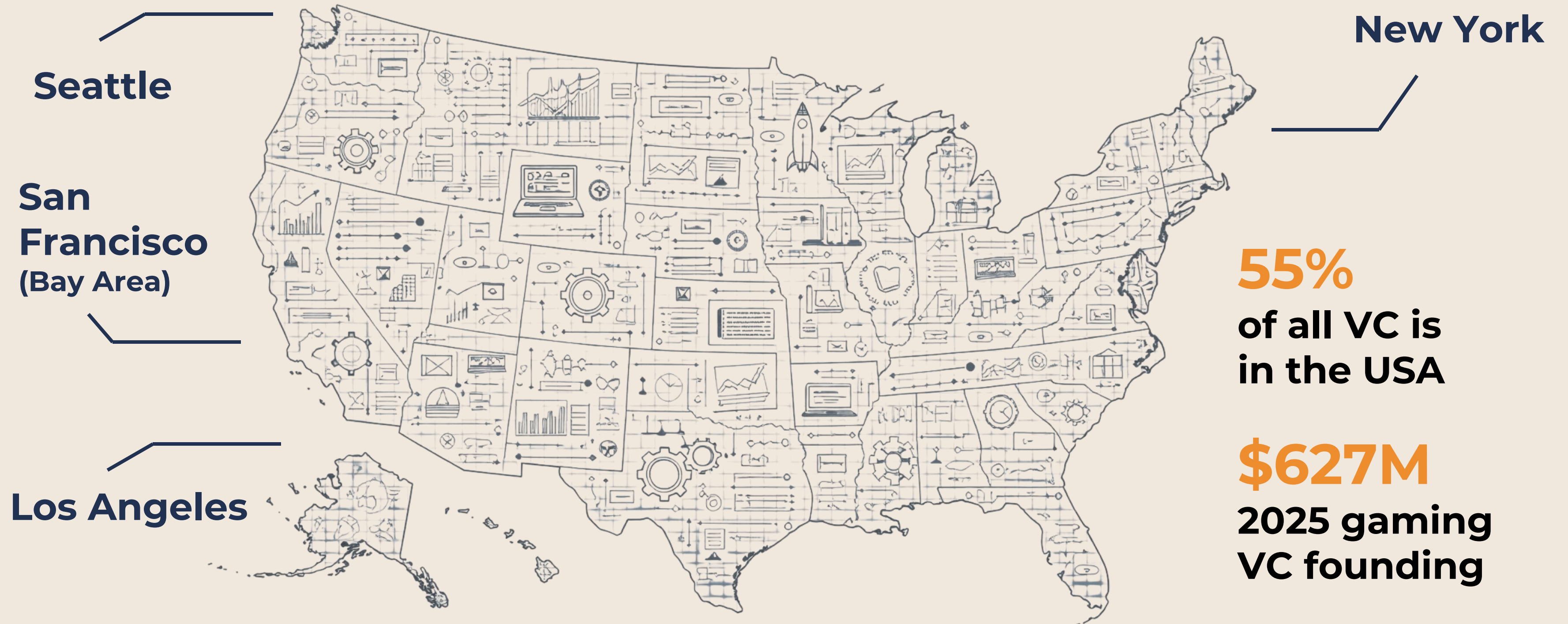




GLOBAL
LAUNCHPAD

FROM INFRASTRUCTURE & TALENT
TO **GLOBAL SCALE**

GLOBAL VC MARKET REMAINS US CENTERED



US MARKET CRUCIAL FOR GLOBAL SUCCESS BUT IS HARD TO GET

U.S. success drives global validation...

- **Signaling effect**
- **Partnership unlock**
- **Talent attraction**

BUT

90%

**international
expansions fail**

CASE 1: Byju's



Leading edtech startup

- entered the U.S. through aggressive M&A
- growth outpaced managerial maturity
- governance and control broke down
- leadership ignored strategic and legal advice

Outcome: lack of leadership, governance collapse, bankruptcy



CASE 2: OYO



A major hospitality startup

- expanded abroad with an unstable home business and \$300M+ net loss
- losses surged during aggressive expansion
- hotel partners in India pushed back

Outcome: U.S. operations stabilized only by 2025



CASE 3: N26



Leading neobank

- weak U.S. traction: 500K customers in the U.S. vs. 7.5M across Europe and Brazil
- management focus shifted back to Europe

Outcome: exited the U.S. in early



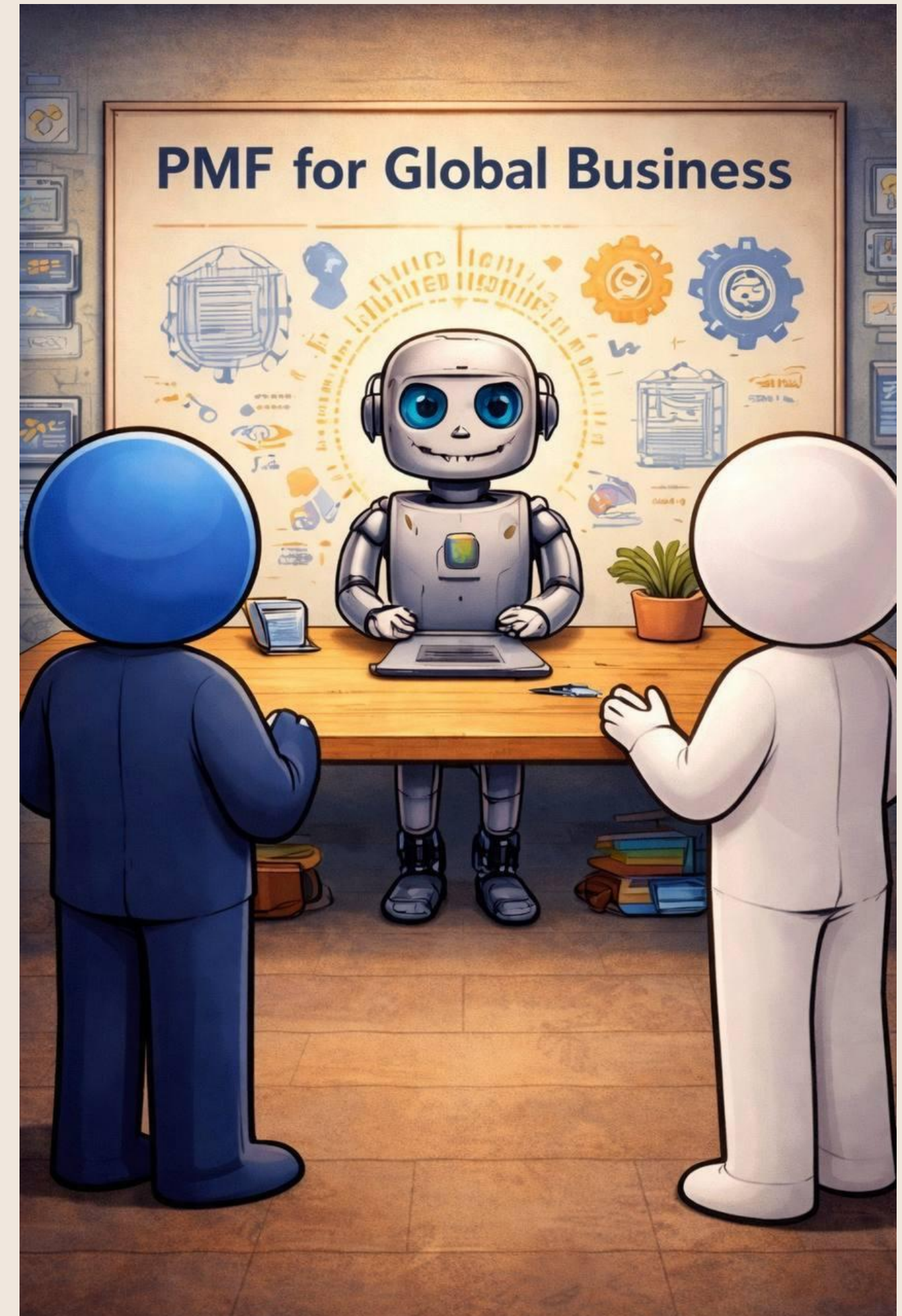
CASE 4: OFO



One of the fastest-growing mobility startups

- copied home-market bike-sharing model
- ran into different rules, high costs, vandalism, and management failures
- Failed PMF for Global Business

Outcome: pulled back from all overseas markets to domestic



CASE 5: Monzo



A neobank from UK

- entered the U.S. via a partnership
- spent two years pursuing a banking license
- a good product was not enough without regulatory capability
- failed to master local regulation

Outcome: still present in the U.S., but withdrew its license application



AT MEBERT GROUP, WE SURVEYED

> 3000

founders / executives from international startups

> 100

representatives from accelerators and VC funds

to identify the **key factors** behind the failures of globally scaling startups that were successful "at home"...

AMONG THE FAILED STARTUPS:

75%

**failed to transition
to scalable organization**

60%

**entered the global
market with a weak
"home" core**

60%

**did not recoup the costs
of international
expansion**

58%

**applied their "home" success formula to
foreign markets without adaptation**

50%

**lacked leadership and international
competence (hiring, negotiations,
partnerships)**

Let's consider a few examples...

PETER
MEBERT
START

Proceed with utmost caution, herein lies a frightfully clever guide to conquering the world – commercially speaking, of course

I SUMMARIZE IT ALL IN ONE HOLISTIC FRAMEWORK

For those who trully wants to:



enter the U.S. market



then expand globally



turn your dream into reality

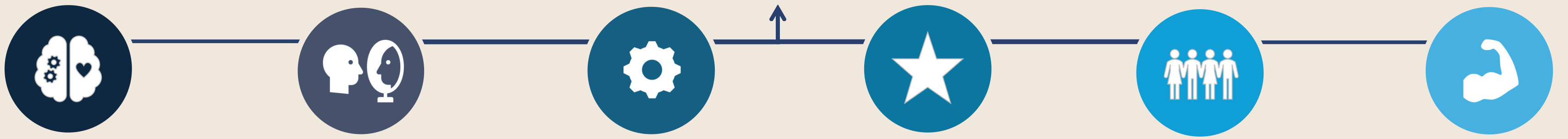




STARTUP



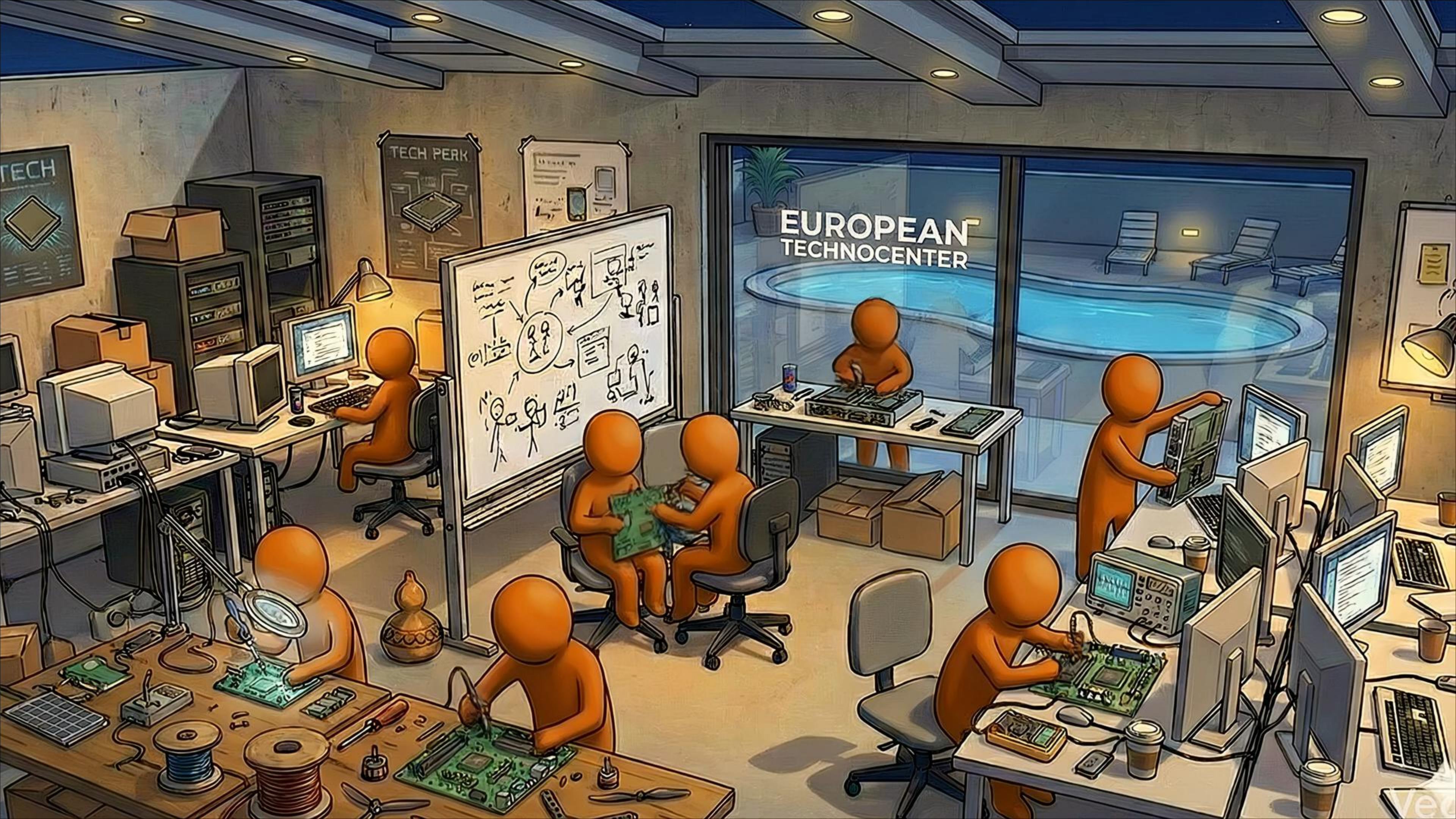
FOUNDER





GLOBAL
LAUNCHPAD

**FROM WINNER MINDSET
TO GLOBAL LEADERSHIP**



TECH

TECH PERK

EUROPEAN
TECHNOCENTER

100

vee



**PETER MEBERT
(USA)**

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**HILTON THEUNISSEN
(SOUTH AFRICA)**

FOUNDING PARTNER



GLOBAL LAUNCHPAD – ACCELERATOR PROGRAM TO GO GLOBAL





GLOBAL INNOVATION TECHNOLOGY COMMONWEALTH

GLOBAL INNOVATION TECHNOLOGY COMMONWEALTH

is a international community connecting the world's leading startup ecosystems builders

- **Mission:** Accelerate growth for high-potential tech companies from developing markets.
- **Goal:** Build a platform of trust between founders, global investors, and major markets.
- **Outcome:** Transform strategic ambitions into measurable global success and lasting value



STARS-UP

AWARDS



LIVE MEBERT START





YOU ARE THE DESTINATION

- ✓ Dream globally
- ✓ Do not ask for permission
- ✓ Plan smartly
- ✓ Act decisively





PETER MEBERT

WEBSITE



LINKEDIN

