



MSM ALLIANCE FORGE

THE MANDATE OF INFLUENCE

STRATEGIC LEVERAGE FOR
ECONOMIC DIPLOMACY IN
AFRICA

BUSINESS PROPOSAL



Faced with the systemic difficulties of the African market and the complex operational context - where the success of strategic investments depended more on institutional connection and legitimacy than on financial solidity alone -, MSM GIA has developed and deployed a tailored solution: MSM Alliance Forge. This entity was born from the bold bet to transform the deep operational expertise of the group into a monetized platform of influence and access, specialized in private economic diplomacy.

About Us

MSM Alliance Forge is a subsidiary of MSM GIA a company established in Mali, focusing on structuring complex, high-impact projects, particularly in renewable energy, infrastructure, and agribusiness across West Africa. We quickly recognized that even the most viable projects, backed by sound financial models, were often delayed or derailed by the lack of institutional connection and bureaucratic complexity.

Our entity was therefore born from a critical observation: the failure or success of strategic investments in Africa depends far more on institutional connection and legitimacy than on financial strength alone. We made the bold bet of transforming deep operational expertise into a monetized influence and access platform.

The Alliance Forge now operates exclusively in Private Economic Diplomacy. We are the high-level facilitator that systematizes access to critical decision-makers (B2G) and establishes reliable inter-institutional alliances, specializing in removing the political and regulatory friction where traditional consulting methods fall short.



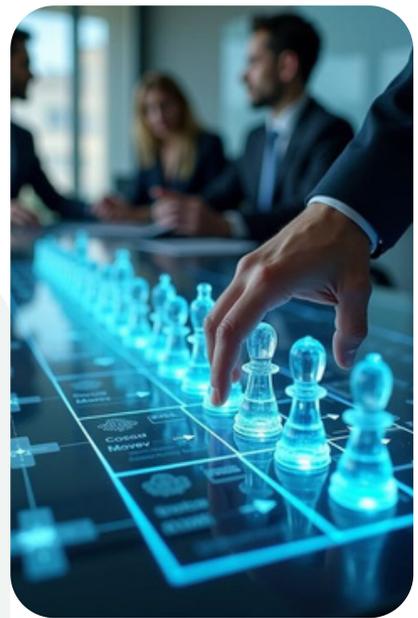
INTRODUCTION

The business world in Africa is undergoing a profound transformation. Faced with exponential demographic growth and massive capital needs, the market demands more sophisticated connectivity solutions.

This document presents the MSM Alliance Forge, the strategic tool designed to navigate and structure this landscape. We do not merely identify opportunities; we create the diplomatic and institutional framework that allows high-impact investment to materialize. Our proposal is to transform geopolitical and regulatory challenges into stable and profitable bilateral agreements for our global partners.



BY
MSM GIA



Executive Summary

Africa holds multi-trillion-dollar economic potential, yet strategic investment is routinely constrained by a critical market bottleneck: a deficit of institutional trust, severely fragmented access to key decision-makers (B2G), and overwhelming regulatory complexity. This systemic gap between global capital sources (IFIs, Funds, Chambers of Commerce) and verified local opportunities fundamentally impedes high-impact transactions.

The MSM Alliance Forge is the custom-tailored solution and operational arm of Private Economic Diplomacy, specifically designed to bridge this institutional deficit. We provide the essential diplomatic channel and structured official credibility needed to transform informal engagements into formalized, high-level bilateral agreements. Our primary focus is on systematizing B2G access, enabling our partners to bypass bureaucratic friction and accelerate negotiations.



Our core mission is to convert geopolitical uncertainty and complexity into a decisive competitive advantage. We achieve this by monetizing our institutional access, credibility, and exclusive GeoBusiness intelligence. By offering this platform of monetized influence, the Alliance Forge ensures the security and stability of transactions, resulting in lasting alliances and the successful materialization of critical, high-impact projects for our global partners.

CONTEXT & RATIONALE

The success and sustainability of strategic initiatives and major investments in Africa do not depend solely on financial analysis, but are intrinsically linked to mastering the context of economic diplomacy. Faced with persistent geopolitical volatility, pervasive administrative complexity and ever-changing regulatory frameworks, global players are finding that perceived risk is massively hindering the release of development capital. Today there is an imperative need for legitimate and recognized representation and formal diplomatic channels (B2G and G2G) to ensure the structuring of reliable bilateral agreements that secure the full life cycle of projects, from design to implementation.



MSM ALLIANCE FORGE WAS CREATED TO FILL THIS STRATEGIC GAP

The Alliance Forge has been specifically designed to meet this requirement of structuring at the highest level. Our rationale is based on our unique ability to transform uncertainty and administrative complexity into a decisive strategic advantage, offering a privileged route between international capital and African opportunities. To do this, we use the organization of high-level events Forum and Economic Missions not as simple networking tools, but as acceleration levers for the rapid and official realization of commitments, in the presence of decision-making authorities. By providing our partners with a monetized influence and access platform, we ensure the operational fluidity, regulatory compliance, and institutional foundation essential to unlock and execute high-impact critical projects.

STRATEGIC OBJECTIVES

The Alliance Forge pursues five major objectives over the medium term, each aimed at cementing our role as a strategic facilitator and monetized in Africa

To become the main economic diplomacy arm of the African private sector in Africa.

Our ambition is to make the Forge Alliance the essential reference for any strategic investment initiative requiring a structured B2G commitment in the region. This involves establishing formal partnerships with chambers of commerce and regional institutions (UEMOA, ECOWAS, CEMAC, East Africa), positioning us as the preferred channel through which large infrastructure projects and foreign institutional capital transit.



Structure at least 3 Bilateral Agreements (Inter-Country or Inter-Institution MoU) per year.

This quantified goal is a direct reflection of our ability to transform access into concrete results. A bilateral MoU (Memorandum of Understanding) represents the legal and political security of a major investment, guaranteeing our private partners a stable framework. We focus on intergovernmental agreements or public-private partnerships that unlock critical sectors such as energy, telecommunications or agribusiness.



Organize 2 High-Level International Economic Forums or Missions per year, funded by institutional and corporate sponsorship.

These events constitute the strategic lever for the rapid realization of transactions. The objective is to create platforms where decisions are made in the presence of the authorities (Ministers, CEOs, IFI Heads). Sponsorship financing proves the value and legitimacy of our brand with major economic players and international, and maximizes impact without burdening equity.



Position Africa as a Strategic Global Player with Chambers of Commerce and international Investment Promotion Agencies (APIs).

Beyond individual transactions, we aim to change the overall perception of African investment. Working hand in hand with APIs and Chambers of Commerce in Europe, North America and Asia, we present Africa not as a risk market but as a strategic hub for innovation and high returns, attracting more sophisticated and long-term capital.



Critical Challenges (Problematic)

The African market, although promising, presents structural obstacles that Alliance Forge aims to eliminate for our partners:

Absence of Legitimate Interest Representation:

International investors lack a credible and recognized local antenna. This lack of qualified institutional presence creates a disconnect with national priorities, making obtaining regulatory information and access to strategic tenders difficult to secure. Alliance Forge is the institutional extension that fills this void and provides immediate operational legitimacy.



B2G and G2G Bottleneck:

High-level transactions (B2G and G2G) are blocked by the inability to establish formal and reliable diplomatic channels. This bottleneck is not related to political will, but to the absence of a structure dedicated to the formalization and acceleration of negotiations. This results in long negotiation cycles and projects that stagnate due to a lack of official endorsement at the highest level.



Geopolitical Volatility and Risk Perception:

Regional uncertainty amplifies the perception of risk for foreign capital, hindering the release of funding. The imperative is to create stable and formal bilateral frameworks that act as a shield against this volatility, restoring confidence and justifying the release of funds necessary for long-term project implementation.

Our approach ensures that visibility is not temporary, but a long-term strategic asset for institutional credibility, influence and partnership development.



Faced with the critical challenges (Lack of Representation, B2G Bottleneck, Volatility) detailed, MSM Alliance Forge deploys strategic institutional engineering. We transform these structural obstacles into secure opportunities, providing an integrated and legitimate operational solution at the highest level. The Alliance Forge relies on three structuring pillars, acting as a true architect of private economic diplomacy:

THE ALLIANCE FORGE

Provide the B2G Formal Diplomatic Channel:

We establish a direct institutional bridge between foreign capital and public decision-makers, transforming informal intentions into officially secured commitments. This translates into the structuring, negotiation and rapid formalization of Bilateral Agreements (MoU) or partnership agreements that act as a political and legal guarantee for investment. This priority channel bypasses bureaucracy and ensures that discussions are conducted at the most relevant level to obtain binding and timely decisions.

The Strategic Event Lever:

The organization of high-level Forum, Summits and Economic Missions is not an end in itself, but a platform for transactional acceleration. These events are designed to bring together government authorities, financial partners (IFIs) and our clients, forcing alignment of the parties and decision-making. We thus transform the event into a moment of concretisation, where the commitments made are immediately translated into the signing of agreements and the strengthening of the diplomatic weight of our partners.

Monetization of Legitimacy:

The institutional anchoring and credibility of the Alliance Forge are monetizable assets. This legitimacy translates into the creation of value for our partners via a hybrid revenue model: success fees on transaction structuring, recurring revenues from the MSM Partner Circle (annual subscription for privileged access and GeoBusiness intelligence), and high-level event sponsorship. This model guarantees the self-financing of the Alliance and the sustainability of our mission of influence.

WHAT THE PARTNERSHIP WITH MSM ALLIANCE FORGE BRINGS YOU

Our collaboration is designed to generate immediate strategic and operational gains for our partners:

Exclusive and Direct Access to Decision-Makers (B2G):

The Alliance Forge acts as a catalyst by unlocking the decision-making circuits. Thanks to our unique institutional positioning, we guarantee our partners structured, rapid and qualified access to the highest levels of government (ministries, national agencies and presidencies). This access is crucial to bypass administrative bottlenecks and initiate direct and productive discussions, turning the traditional months of waiting into weeks of concrete engagement.

Monetization and Value Creation:

Beyond security, we leverage our network of influence to generate new sources of revenue. Our event platform (Fora and Missions) becomes a powerful lever to create high-level sponsorship opportunities, attract new members to our partners' initiatives, and identify cross-funding. The Alliance Forge thus transforms influence into a tangible and monetizable asset, adding a direct line of value to our clients' balance sheets.

Bilateral Security and Stable Frameworks:

Regulatory uncertainty is the main obstacle to long-term investment. We intervene to transform informal partnership intentions into formal legal instruments, such as Bilateral Agreements (MoU) or framework conventions. This formalization significantly reduces political and regulatory risk, providing the investment with a stable legal basis recognized by the authorities, and thus securing the complete life cycle of projects.

Immediate Operational Legitimacy:

Being represented by the Alliance Forge gives our partners instant institutional credibility on the ground. This strong diplomatic posture is essential during concession negotiations, public tenders or Public-Private partnerships. It signals to local authorities that the entity is aligned with national priorities and engages in a structured and sustainable collaborative approach, reducing the time required for project acceptance and deployment.



MSM Partner Circle

The MSM Partner Circle is the annual subscription program and the main monetization lever of the Alliance Forge, designed to offer a continuous and privileged service to our institutional partners and high-level investors.



Strategic Annual Subscription:

This is an annual commitment that guarantees members priority and permanent access to our influence platform.

GeoBusiness Intelligence:

Members receive opportunity alerts, regulatory updates and exclusive market analysis for the target countries, enabling them to react quickly to developments and financing deals.

Privileged Event Access:

The Circle is the gateway to the Forums, Summits and Economic Missions organized by the Alliance Forge, offering pitches, qualified B2G/B2B meetings and networking opportunities of a very high level.

Vetting and Credibility:

Membership in the Partner Circle provides additional legitimacy, attesting that the entity meets compliance criteria and engages in impact investments.

Why This Proposal Matters For You

This partnership is designed to address the fundamental challenges faced by any actor (investor, institution, government) aiming for high-impact growth and stability in West Africa. Our proposal is as follows:

Drastic Reduction of Political and Regulatory Risk:

We offer a shield against geopolitical uncertainty and administrative complexity. By structuring formalised bilateral agreements, we ensure that our partners' projects benefit from official endorsement, reducing perceived risk and facilitating the unlocking of long-term funding by IFIs and investment funds.

Acceleration of the Materialization of Projects (Time-to-Execution):

B2G bottleneck costs time and money. The Forge Alliance is the direct channel to turn intentions into quick executive decisions. Through active diplomacy and event leveraging, we compress negotiation and approval cycles, ensuring your project moves from proposal to execution in an efficient and legitimate manner.

Creation of Influential Assets and Additional Income:

The partnership goes beyond service. We create value by monetizing our platform: Fora generate sponsorship opportunities (new revenue) and the Partner Circle offers your members or partners premium access to information and connectivity. We transform our common influence into a measurable financial and strategic asset.

Sovereign Alignment and Sustainability:

We ensure that each investment or initiative is perfectly aligned with the national priorities of the target country (Vision 2030, National Development Plan). This alignment is not only political, it is the guarantee of a lasting and stable relationship, essential for obtaining key concessions and for the protection of assets in the long term.

HOW WE REPRESENT THEIR INTERESTS

The embodiment of the interests of our institutional partners and clients is the very foundation of Alliance Forge. We go beyond the mere representational function to engage in a rigorous and proactive approach, thus ensuring maximum legitimacy. This commitment is based on an essential triptych: total transparency in the establishment of our mandates and the management of financial flows, a high-level strategy aimed at anticipating geopolitical and regulatory risks, and an irreproachable execution on the ground to ensure that each diplomatic and commercial action translates into concrete and secure results. Our mission is to project an image of credibility and unwavering reliability with the authorities and the market.



- **Exclusive Mandate:** We define clear mandates to avoid any conflict of interest and ensure that our action is fully dedicated to the objectives of our partner (ex: the promotion of member companies of Chamber X).
- **Monitoring Platform:** Our partners have access to economic intelligence for the targeted countries, allowing them to react quickly to regulatory changes.
- **Active Diplomacy:** We engage in proactive dialogues with government agencies, embassies and ministries to streamline operations and resolve bottlenecks.
- **Financial Responsibility:** We ensure complete traceability of the use of funds (Fees, Sponsorship) and the results obtained (MoU signed, missions completed).



The Expected Impact

The partnership with MSM Alliance Forge is a source of structuring and measurable impact that goes beyond simple transaction facilitation, aiming to sustain our partners' growth while contributing to the economic development of host countries.

Institutional impact

We elevate the relationship of our partners to an official diplomatic level, building a lasting trust framework. We secure the anchoring of projects by signing clear Legal Investment Frameworks (MoU). Through strategic alignment with government priorities, we ensure asset protection and regulatory stability essential to unlocking international capital.

Economic impact

Alliance Forge acts as a powerful catalyst for major investment flows, leading to the actual release of funds and the acceleration of wealth- and job-creating projects. This impact is directly monetized: we ensure stable growth in recurring revenues from the Partner Circle and event sponsorship, proving the strategic and financial value of our influencer platform.

Operational impact

We turn the strategy into a concrete and reliable execution on the ground. Efficiency translates into daily representation of interests, rapid resolution of administrative bottlenecks, and the success of high-level events (Economic Missions). Our expertise guarantees operational fluidity, maximizes the quality of B2G meetings and significantly reduces the validation time for critical projects.



PROPOSED NEXT PLAN

We propose a structured three-step approach to achieve this partnership:

- **Strategic Diagnosis:** 2 hours in-depth meeting to refine your specific needs and the objectives to be achieved in the targeted country over the next 12 months.
- **Formalization of the Mandate:** Establishment of an initial MoU (Memorandum of Understanding), defining the scope of our collaboration (Representation, Structuring Mandate, or Subscription).
- **Immediate Launch:** Deployment of our team to engage the first institutional relationships and/or organization of your first economic mission.



CONCLUSION

The MSM Alliance Forge is not just a consultant, but the armed arm of private economic diplomacy. Our proposal is the only guarantee to transform the institutional trust deficit in Africa into a competitive and monetizable advantage. By offering legitimate representation, unblocking major investment flows and ensuring flawless operational execution (Institutional, Economic and Operational Impacts), we ensure the sustainability and growth of your interests. We are ready to immediately initiate the steps defined in our action plan to secure and accelerate your strategic projects.



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