INVESTOR DECK · 2026

Q1 PASTA

Quality in Every Bite.

A premium Nigerian pasta brand built for Africa and the world.

Confidential — Pre-Seed Investment Opportunity

Founder & CEO: Sadiq Ishaq Hassan

Stage: Pre-launch · Pre-seed

Target Market Entry: 2026

Headquarters: Nigeria

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Executive Summary

Q1 Pasta is an early-stage Nigerian food brand building a premium pasta company for Africa's 220M+ consumer market and the broader 1.4B continental opportunity. The company is pre-launch and raising a pre-seed round to fund brand development, launch inventory, distribution partnerships, and initial operations ahead of a 2026 market entry.

Highlights

- Founder-led venture with international trade & finance expertise (OSTIM · Firat University).
- Distinctive Nigerian brand identity: Red, Green, Gold — bold, patriotic, premium.
- Digital-first go-to-market with wholesale, retail, and export pathways.
- Multi-phase Africa roadmap: Nigeria → West Africa → East/South Africa → global export.
- Clear use of capital and defined milestones toward launch and revenue.

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The Market Opportunity

Africa's food & beverage market is one of the world's fastest-growing consumer categories. Nigeria leads the continent in population, urbanization, and branded FMCG demand.

Market Snapshot

220M+	1.4B	6%+	$4B+
Nigerian consumers	Africa opportunity	Pasta demand growth (Africa)	Est. Africa pasta mkt by 2030

Why Now

- Rising middle class and rapid urban growth across West Africa.
- Shift from unbranded staples to trusted, premium consumer brands.
- Government focus on local manufacturing and import substitution.
- Diaspora demand for authentic African premium food brands.

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Product & Brand

Product Line (Launch)

- Spaghetti No. 5 — everyday staple
- Penne Rigate No. 12 — versatile shape
- Macaroni No. 22 — family favorite
- Fusilli No. 32 — premium sauce hold
- Specialty & wholesale bulk packs for B2B

Brand Positioning

- "Quality in Every Bite" — premium yet accessible.
- Rooted in Nigerian identity; built to international quality standards.
- Distinctive visual system: Red 'Q', Green '1', Gold wheat mark.
- Editorial, cinematic marketing tone vs. commodity competitors.

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Business Model

Revenue Streams

- Branded retail sales through supermarkets and modern trade.
- Wholesale & distributor partnerships across Nigeria and West Africa.
- Private-label manufacturing for regional and international buyers.
- Export contracts to diaspora markets (EU, UK, US, Middle East).
- HoReCa (hotels, restaurants, catering) and institutional supply.

Unit Economics (Target)

- Target gross margin: 28–35% at scale (branded retail).
- Wholesale margin: 15–20% with high-volume throughput.
- Break-even projected within 18–24 months of launch.

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Competitive Advantage

What sets Q1 Pasta apart in a commodity-heavy category:

- Founder-led execution with international trade & finance background.
- Premium brand identity in a category dominated by generic labels.
- Digital-first launch with modern e-commerce and content marketing.
- Cross-border network via NACCIMA Youth Entrepreneurs (Türkiye ↔ Nigeria).
- Flexible sourcing & manufacturing partnerships — capital-efficient launch.
- Roadmap designed for pan-African scale from day one.

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Roadmap

Phase 1 · 2026

Brand launch in Nigeria. Retail listings in Lagos, Abuja, Kano. Digital campaign go-live.

Phase 2 · 2027

West Africa distribution — Ghana, Benin, Côte d'Ivoire. Wholesale expansion.

Phase 3 · 2028

East & Southern Africa via distributor partnerships. Private-label deals.

Phase 4 · 2029+

Export markets: EU, UK, Middle East. Diaspora-focused product lines.

The Ask · Use of Funds

Raise

- Stage: Pre-seed
- Instrument: Equity / SAFE (open to structure discussion)
- Purpose: Fund pre-launch, launch inventory, and first 12–18 months of operations.

Use of Capital

- Brand & marketing 30%
- Launch inventory & production 30%
- Distribution & partnerships 15%
- Digital infrastructure 10%
- Working capital & operations 15%

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Founder

Sadiq Ishaq Hassan

FOUNDER & CHIEF EXECUTIVE OFFICER

Sadiq Ishaq Hassan is the Founder and CEO of Q1 Pasta, a visionary food company with the ambition of building one of Africa's leading premium pasta brands.

He holds a Bachelor's degree in International Trade and Finance from OSTIM Technical University (Ankara, Türkiye) and is pursuing a Master's degree in Economics at Firat University (Elazig, Türkiye).

He serves as the Türkiye Coordinator for NACCIMA Youth Entrepreneurs (NYE) Diaspora, strengthening business ties between Türkiye and Nigeria and promoting investment and trade opportunities for young entrepreneurs.

Through Q1 Pasta, his vision is to build a globally respected food brand combining quality, innovation, and sustainability — connecting African markets with international partners.

GET IN TOUCH

Let's build the future of African premium food.

FOUNDER & CEO

Sadiq Ishaq Hassan

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