

MIGASUTO ASCENSION™

PORTFOLIO

EMPOWERING BLACK FOUNDERS TO BUILD RESILIENT,
SCALABLE, AND WEALTH-CREATING BUSINESSES





Executive Summary

Black entrepreneurs in the UK launch businesses at similar rates as their white peers but face systemic barriers that hinder growth. Their median turnover is just £25,000, compared to the national average of £806,000.

The Migasuto Ascension Portfolio is a direct response to the systemic financial barriers that limit the growth of Black-owned businesses in the UK. Our mission is to close the wealth gap by providing insight-led, fractional CFO services that empower Black founders to build resilient financial infrastructures, secure capital, and achieve sustainable, long-term growth.

National average
£806,000

Our mission is to close the wealth gap by empowering these businesses not only to survive, but to thrive.

Revenue Gap per Business
£781,000

Each Black-owned business earns £781k less than the national average.

£25,000

Median Turnover

The median turnover for a Black-owned business is just £25,000, compared to the national average of £806,000



The Problem: Systemic Financial Barriers for Black British Entrepreneurs

Black entrepreneurs are a vital part of the UK economy, yet they face significant systemic inequalities that hinder their potential. The challenge is clear and backed by data:



1. SIGNIFICANT REVENUE GAP

The median turnover for Black-owned businesses is just £25,000, starkly contrasting with the UK average of £806,000.

2. LIMITED ACCESS TO CAPITAL

In 2023, Black founders received only 0.95% of UK venture capital.

3. INVESTOR READINESS GAPS

Many promising businesses lack the investment-ready financial models, strategic narratives, and corporate access needed to attract funding and scale effectively.

The result is a landscape of systemic barriers that prevent access to capital, scale, and the creation of long-term wealth.

The Solution: The Ascension Capital Pathway™

To address these challenges, we developed The Ascension Capital Pathway™, a structured 3-stage framework designed to guide Black founders from early-stage resilience to capital efficiency and, ultimately, to wealth creation.

01 Foundation
We begin by solidifying the core of your business through business model development, pricing refinement, and the implementation of clear KPI dashboards.

02 Readiness
Next, we prepare you for investment with strategic financial planning, the development of a compelling investor narrative, and proven fundraising strategies.

03 Growth & Partnerships
Finally, we focus on execution, helping you secure fundraising, land corporate contracts, and build long-term equity value.

STRATEGIC FINANCE,
REAL GROWTH



Benefits of the Ascension Portfolio

Maximise Founder Returns

We develop strategies that boost revenue, widen profit margins, and optimise capital use, ultimately enhancing your business's value. Our objective is to help you reach over £100k in revenue within two years.

1

Foster Innovation and Growth

We provide strategic introductions to our network of angel investors and corporate partners, and our CFO-level frameworks support product development and market expansion.

2

Manage Risk and Build Value

We develop risk dashboards to monitor key metrics like cash runway and unit economics, and we actively mitigate risk through diversification and ongoing performance support.

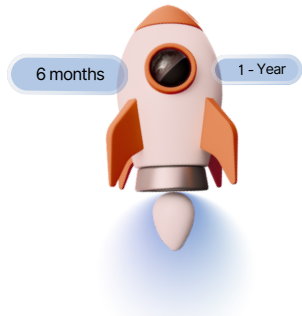
3

Cost-Effective Financial Leadership

Gain access to experienced financial experts at a fraction of the cost of a full-time CFO, with reported average savings of 60%

4

Tailored Service Packages



Tier 1 Foundation

6 Months

Ideal for idea-stage startups and bootstrapped SMEs (under £500K revenue).

- ✓ Business Model Development
- ✓ Strategic Financial Planning
- ✓ Market Research
- ✓ Investor Readiness & Outreach Strategies.



Tier 2 Growth & Partnerships

1 Year

Ideal for growing SMEs preparing for seed funding and corporate contracts.

- ✓ Advanced Business Development Strategy
- ✓ Monthly Management Accounts & KPI Dashboards
- ✓ Pricing-Model Refinement
- ✓ Fundraising Strategies

Recommended



Additional Support

- ✓ **Finance PR & Investor Relations (Optional Monthly Retainer):** Advanced strategies to elevate your market presence.
- ✓ **Success-Based Fees:** Performance fee on Pre-seed/seed funding raised.

Commission on corporate contracts secured.

Strategic Partnership



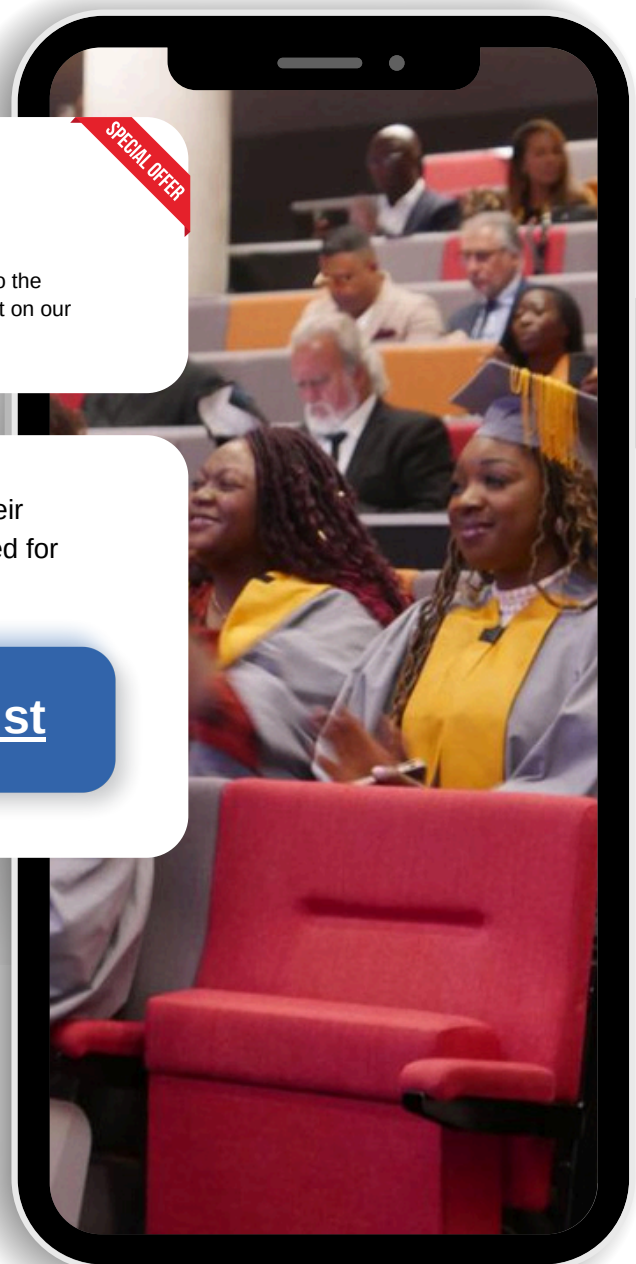
- Proud partner of the Black British Initiative (BBI).
- MBA 30 graduates receive up to **50%** service discount.
- **Target:** Help 60 Black-led businesses break the £100K revenue ceiling within 2 years.
- Founders gain access to strategic introductions, corporate contracts, and investor pipelines.

50% Discount

Graduates of the BBI program who are accepted into the Ascension Portfolio will receive up to a 50% discount on our services.

Join the BBI Waitlist to learn about their accelerated MBA programme designed for the UK Black business community.

Join the [BBI Waitlist](#)



Client Testimonials



Hannah Afolabi

Founder & CEO, BWRE

With Migasuto's leadership, we now have a sharper financial lens, making purposeful, data-driven decisions that drive real growth."



Emmanuel Boateng

Founder & CEO, Propractive

From day one, they stepped in like strategic co-founders testing our model, refining our numbers, and preparing us for investment. Their Fractional CFO support has been nothing short of essential."



Darren Miller

Founder & CEO, Black British Initiative (BBI)

Migasuto turned complex challenges into clear priorities, giving us structure, confidence, and the foundation to scale with purpose and impact."



Troy Norbert

CEO Victoria Hall-Harrow

Migasuto strengthened my ability to lead with confidence, aligning our financial strategy with long-term impact."



Thoughtful Research. Brand Equity

STAY IN TOUCH WITH US!



Join the Next Ascension Cohort

Our programme is cohort-based to ensure dedicated, high-impact support.

- Cohorts are limited to
- 30 Black-led founders per intake, and spaces are filling up now.
- Priority access is given to BBI MBA 30 graduates.

Don't miss your chance to build a resilient, scalable, and wealth-creating business.

[\[Apply Now for Ascension 2025\]](#)



Book a free, [30-minute](#) CFO Strategy Session today to map out your next funding milestone and uncover immediate financial wins.



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