

PUBLISHING INFRASTRUCTURE

LinkedIn *Activation Kit.*

Company page assets, founder profile copy, thirty-day content calendar, twelve social squares, and the posting discipline that converts an institutional brand into a publishing presence. Built on the same Source Serif 4 + Inter system that anchors every Miziba artefact.

THE STRATEGIC FRAME

Why *LinkedIn*, why now.

LinkedIn is the channel where Miziba's audience already lives. Bank credit officers, DFI investment officers, agriculture ministry leadership, foundation programme officers, journalists covering African agribusiness — all professional, all on LinkedIn, all reachable.

The activation has *two layers*.

Company page: The institutional anchor. Formal, evidence-driven, the place serious counterparties verify that Miziba is real. This is where the institutional documentation pack lives in linked form, where press releases get cross-posted, where the company-of-record signal is established.

Founder profile (Joel): The human voice. Joel's perspective on commodity finance, his thinking about structural verification, the place real relationships actually form. A LinkedIn audience trusts a named human more than a branded entity; the founder profile carries the relational weight.

The *publishing rhythm*.

Two posts per week from the company page (Tuesday and Thursday, between 08:00 and 10:00 GMT). One post per week from the founder profile (Wednesday morning). All three posts visible to the same audience reading habits. The cadence is deliberate — consistent enough to compound, restrained enough to never feel promotional.

The *content discipline*.

Every post earns its place by carrying one of three things: **evidence** (a number, a structural fact, a verifiable claim), **argument** (a position the reader can disagree with), or **signal** (a milestone, a public commitment, a move). No throat-clearing. No "excited to announce." The voice principles in the Brand System Manual apply with extra force here, because every other post in the feed is doing the opposite.

What this kit *contains*.

Section II covers the company page assets — banner copy, About section, profile setup. Section III covers Joel's founder profile — headline, About section, featured posts. Section IV is the thirty-day content calendar with the twelve squares already built. Section V is the posting cadence and hashtag discipline. Section VI is the engagement playbook — what to comment on, who to follow, how to respond to incoming.

II · COMPANY PAGE ASSETS

The company page *banner*.

The 1128×191 LinkedIn banner is the first visual a visitor sees. For Miziba, it is built from the same brand grammar as every other artefact: dark surface, Source Serif 4 wordmark, italic gold tagline.

BANNER COPY (CENTRED, OVERLAID ON DARK BRAND IMAGE)

PRIMARY DISPLAY (LARGE)

Verification, escrow, and settlement — built to bank standard.

SUPPORTING TEXT (SMALLER)

Miziba Infrastructure Ltd · Accra, Ghana · miziba.com

The *company tagline*.

LinkedIn allows a single tagline below the company name. This is the sentence that appears in every search result, every notification, every share. It must work in isolation — readable by someone who has never heard of Miziba — while signalling the intellectual position to those who recognise it.

COMPANY TAGLINE (120 CHARACTER MAX)

Verification, escrow, and settlement infrastructure for institutional commodity finance in Northern Ghana.

The *About section*.

LinkedIn allows up to 2,000 characters in the company About section. The Miziba About reads as a structured argument, not a marketing paragraph — same tone as the website, same evidence discipline.

COMPANY ABOUT SECTION (READY TO PASTE)

Miziba Infrastructure Ltd is the verification, escrow, and atomic settlement layer for institutional commodity finance in Northern Ghana.

We do not lend. We do not trade. We do not take title to commodity. We operate the institutional architecture that lets a bank deploy senior-secured working capital against rural commodity trade with the same auditability the bank applies to a corporate receivable.

Our flagship programme is TradeAxis Secured Commodity Finance (TSCF) — a structured commodity finance facility connecting independent traders with institutional bank capital, anchored by JNI AGRI Ltd, a six-year-old aggregator with GHS 102.5M FY2025 audited revenue and zero defaults on financing lines since 2019.

The institutional position is structural. Bank principal is senior secured, first in the atomic five-tier waterfall, protected by every layer below it. Each trade is independently verified at hub-level: weighbridge data, photo-documented loading, GPS-tagged dispatch, registered farmer database, bank-side reporting portal.

For capital partners: bank flier, DFI guarantee partner flier, DFI impact flier, and the institutional dossier are all available at miziba.com/documents.

Founded by Joel NtiAmoah Marfo. Headquartered in Accra, Ghana.

III · FOUNDER PROFILE

Joel's *profile assets*.

The founder profile carries different weight than the company page. LinkedIn audiences trust a named human more than a branded entity. Joel's profile must signal authority, evidence, and direct accountability.

The *headline*.

LinkedIn allows 220 characters in the headline beneath your name. This is the most-read line on the entire profile. It appears in every comment, every share, every search result. The Miziba founder headline makes the institutional position legible in one read.

HEADLINE OPTION A (PREFERRED)

Founder & CEO at Miziba Infrastructure Ltd · Building the verification, escrow, and settlement infrastructure for institutional commodity finance in Northern Ghana

HEADLINE OPTION B (SHORTER)

Founder & CEO, Miziba Infrastructure Ltd · Institutionalising rural commodity trade in Ghana · TradeAxis Secured Commodity Finance

The *About section*.

LinkedIn allows up to 2,600 characters in the personal About. Joel's version uses the institutional frame — what was built, what is being built, the evidence base — and ends with the natural handover to capital partners.

ABOUT SECTION (READY TO PASTE)

I build trade infrastructure.

I am the founder and CEO of Miziba Infrastructure Ltd, the verification, escrow, and atomic settlement layer for institutional commodity finance in Northern Ghana. I am also a co-founder and 50% owner of JNI AGRI Ltd, a six-year-old aggregator with GHS 102.5M FY2025 audited revenue and zero defaults on financing lines since 2019. The TSCF programme I architect at Miziba is the institutional translation of what the JNI AGRI track record proved: African commodity finance has a verification problem, not a credit problem.

For the past six years I have operated at the intersection of smallholder agricultural value chains and institutional finance. I have paid more than 10,000 farmers, signed more than 100 buyer contracts, run six TradePoint hubs across six regions of Ghana, and worked with every Tier 1 bank

operating in the country. The pattern I have learned: smallholder commodity trade is not high-risk — it is mispriced because it is under-verified.

Miziba's TradeAxis Secured Commodity Finance (TSCF) programme is the institutional answer. Bank principal sits senior in a five-tier atomic settlement waterfall, protected by 35% trader equity at first loss, a 10% quality retention pool, four-policy insurance stack, and DFI guarantee at the apex. Every modelled stress scenario returns 100% of bank principal. The structure is designed to convert \$1 of concessional guarantee capital into \$8 of commercial bank deployment and \$28 of annual farmer payments at 3.5x cycle turnover.

Five-bank parallel engagement currently underway with UBA Ghana, Fidelity Bank, FNB Ghana, Absa Ghana, and Development Bank Ghana. Concurrent DFI engagement with AGF, GIRSA, DBG, AfDB, and Rabobank Foundation.

For capital partners: the institutional reference library is at miziba.com/documents.

For everyone else: I write here about what we are learning as we build. Reach me at iamjoelmarfo@gmail.com.

III · CONTINUED

Joel's *experience entries*.

LinkedIn experience entries are scanned by recruiters, journalists, and potential partners. Each entry should carry the institutional register and the evidence discipline of the rest of the profile.

Current role — *Miziba Infrastructure Ltd.*

EXPERIENCE ENTRY 1 (CURRENT)**Founder & Chief Executive Officer**

Miziba Infrastructure Ltd · Accra, Ghana · April 2025 — Present

Architect and operator of TradeAxis Secured Commodity Finance (TSCF), Ghana's first structured commodity finance programme built on independent verification infrastructure. Five-bank parallel engagement live with UBA Ghana, Fidelity Bank, FNB Ghana, Absa Ghana, and Development Bank Ghana.

Built the institutional documentation pack from cold start: 170-page Operations Manual, 77-page Bank Engagement Playbook, 106-page Capital Strategy & Funding Plan, 94-page Corporate Governance Manual, brand system manual, capital partner reference library, master pitch deck, investor one-pager, four institutional fliers calibrated to bank, DFI guarantee, DFI impact, and buyer reading frameworks.

Co-founder role — *JNI AGRI Ltd.*

EXPERIENCE ENTRY 2 (CONCURRENT)**Co-Founder & 50% Shareholder**

JNI AGRI Ltd · Accra, Ghana · 2019 — Present

Co-founded the commodity trading business that became the anchor aggregator for the TSCF programme. Six operating years; FY2025 audited revenue of GHS 102.5M across cashew, shea, sesame, sorghum, and soya; zero defaults on financing lines since 2019; 22.1% gross margin; 10,000+ smallholder farmers in registered network across 150+ villages and six regions of Northern Ghana.

Operates six TradePoint verification hubs with weighbridge infrastructure, photo-documented loading, GPS-tagged dispatch, and same-day mobile money settlement to farmers (98.5% SLA).

Featured posts — *strategic pinning*.

LinkedIn allows three featured posts at the top of the profile. These are the posts a visitor sees before scrolling. For Joel, the three should be:

1. The launch announcement post — the single most important first impression. **2. The anchor evidence post** (square 04) — establishes credibility immediately. **3. The catalytic equation post** (square 09) — signals the strategic depth.

IV · THIRTY-DAY CONTENT CALENDAR

Thirty days. *Twelve posts.*

The cadence is two company posts per week (Tuesday and Thursday, 08:00–10:00 GMT) and one founder post per week (Wednesday morning). The twelve squares map to twelve posting days. Two additional days each week are reserved for engagement (commenting, sharing, responding) rather than original posting.

DAY POST FORMAT CHANNEL · STRATEGIC PURPOSE

WEEK 1 · LAUNCH SEQUENCE

<i>Mon</i>	Square 01 · The programme is live	COMPANY POST	Launch the activation. Pin to top of company page. Cross-post to founder profile. Link to press release on miziba.com.
<i>Wed</i>	Joel personal · The verification thesis	FOUNDER POST	Long-form Joel narrative. The intellectual position in his voice. ~300 words. No square, just text.
<i>Thu</i>	Square 02 · The thesis	COMPANY POST	Visual statement of the verification problem. Establishes the strategic frame for week 2 evidence.

WEEK 2 · EVIDENCE & POSITION

<i>Tue</i>	Square 03 · Miziba is infrastructure, not counterparty	COMPANY POST	Pre-empts the most common objection. The IS / IS NOT pivot in visual form.
<i>Wed</i>	Joel personal · What the JNI AGRI track record taught us	FOUNDER POST	First-person reflection. The human story behind the structural argument. ~400 words.
<i>Thu</i>	Square 04 · The anchor evidence	COMPANY POST	The credibility-establishing post. GHS 102.5M FY2025 / Zero defaults / 10,000+ farmers. Highest-share-velocity post in the sequence.

IV · CONTINUED

The structural *argument*, the catalytic *equation*, the *handover*.

DAY POST FORMAT CHANNEL · STRATEGIC PURPOSE

WEEK 3 · THE STRUCTURE

<i>Tue</i>	Square 05 · Three counterparties, one verified trade	COMPANY POST	The TSCF structure visualised. Trader / Bank / Buyer flow. Educates the reader on how the programme actually works.
<i>Wed</i>	Joel personal · Why senior-secured matters in commodity finance	FOUNDER POST	Joel explains the capital stack in his voice. Carries the bank-engagement message but in narrative form.
<i>Thu</i>	Square 06 · The capital stack	COMPANY POST	Visual confirmation of senior-secured positioning. Bank principal first paid; trader margin first loss.

WEEK 4 · PROTECTION, RECOVERY, AND HANDOVER

<i>Tue</i>	Square 07 · Seven-layer protection cascade	COMPANY POST	Defensive depth. Trader equity, quality pool, insurance stack, DFI guarantee — all below bank principal.
<i>Wed</i>	Square 08 · 100% bank recovery in every modelled stress scenario	COMPANY POST	Stress-test confidence. Closes the credit-decision argument visually.
<i>Thu</i>	Square 09 · The catalytic equation \$1 -> \$8 -> \$28	COMPANY POST	The DFI-targeted post. Convert concessional to commercial to farmer payments. Highest engagement from impact investors.

RESERVE POSTS · FOR EVENTS, MILESTONES, OPENING

<i>As needed</i>	Square 10 · Where we work (six commodities, six regions)	COMPANY POST	Use when the post-cycle topic is regional context, when commenting on Northern Ghana sector news, or when introducing a new commodity to readers.
<i>As needed</i>	Square 11 · The team	COMPANY POST	Use when introducing the leadership team, when announcing an event Joel/Daniel/Priscilla/Jennifer will attend, or for Friday-feature people-focused posts.

DAY

POST

FORMAT

CHANNEL · STRATEGIC PURPOSE

As needed

Square 12 · Reference library handover

COMPANY POST

Use to drive traffic to miziba.com/documents. Pin as featured. Refresh quarterly with the latest documentation.

V · POSTING CADENCE

When to post. *How to caption.* Which hashtags.

The cadence and caption discipline are the difference between occasional visibility and compounding presence. The system below is the operating rhythm.

Posting *cadence.*

Company page: Tuesday and Thursday, between 08:00 and 10:00 GMT. This window catches the morning scroll for Ghana, the West Africa banking community, the European DFI offices (London, Paris, The Hague), and the East Coast US morning (Washington, New York). Tuesday establishes the week's institutional argument; Thursday completes it.

Founder profile: Wednesday morning, around 09:00 GMT. Joel's post lands in the middle of the company-post cycle, providing the human voice between the institutional anchors. Long form (300–600 words). Always carries first-person framing.

Caption *discipline.*

LinkedIn captions should be 100–180 words for company posts, 200–500 words for founder posts. The first two lines are the only text visible before the "see more" cut. Those two lines must carry the hook. Reserve them for the strongest sentence — the structural diagnosis, the proof point, the question that earns the click.

EXAMPLE COMPANY-POST CAPTION (FOR SQUARE 04 ANCHOR EVIDENCE)

The default risk in African commodity finance is not the farmer or the commodity. It is the absence of independent verification.

Our anchor aggregator JNI AGRI Ltd has just closed FY2025 with GHS 102.5 million in audited revenue across cashew, shea, sesame, sorghum, and soya. Six operating years. Zero defaults on financing lines since 2019. 10,000+ smallholder farmers in our registered network across 150+ villages.

The structural lesson: smallholder commodity trade is not high-risk. It is mispriced because it is under-verified. TradeAxis Secured Commodity Finance is the institutional translation of what the JNI AGRI track record proved.

Capital partner reference library: miziba.com/documents

Hashtag *strategy.*

LinkedIn's algorithm favours 3–5 hashtags per post, no more. Mix volume hashtags (broad reach) with niche hashtags (signal to the precise audience). The Miziba canonical set is below.

VOLUME HASHTAGS · BROAD REACH

#CommodityFinance #TradeFinance
#DevelopmentFinance #Ghana #AgriFinance
#Africa

SIGNAL HASHTAGS · NICHE AUDIENCE

#StructuredFinance #SmallholderFinance
#ImpactInvesting #EUDR #Cashew #Shea

Recommended set per post: 1 volume + 1 signal + 1 commodity (cashew/shear/sesame). Keep total to 3 hashtags. Place at the end of the caption. Do not use trending or generic hashtags (#mondaymotivation, #grindset, etc.) under any circumstances.

VI · ENGAGEMENT PLAYBOOK

Posting is half. *Engagement is the other half.*

LinkedIn rewards bidirectional activity. An institutional brand that only posts and never comments is invisible. The engagement discipline below builds presence in the spaces where the audience is already talking.

Who to *follow*.

The first ten follows establish the brand's intellectual neighbourhood. Follow each from both the company page and Joel's profile.

Banks operating in Ghana: UBA Group, Fidelity Bank Ghana, FNB Ghana, Absa Bank Ghana, Development Bank Ghana, Ecobank, Stanbic Bank Ghana.

DFIs and guarantee providers: African Guarantee Fund, GIRSA, AfDB, World Bank, IFC, FCDO, USAID, Mastercard Foundation, Rabobank Foundation, AGRA.

Sector media and analysts: Reuters Africa, Bloomberg Africa, FT Africa, Joy Business, B&FT, Citi FM, How We Made It In Africa, The Africa Report, African Business.

What to *comment on*.

Comment on three categories of post per week, from the company page. **(1) Bank/DFI announcements** related to commodity finance, agricultural lending, or programme launches in West Africa. **(2) Sector reports** from CGAP, AGRA, IFAD, FAO that touch on smallholder finance or commodity verification. **(3) Journalist coverage** of African agribusiness, where Miziba's perspective adds analytical depth.

Comment discipline: every comment must add evidence, perspective, or a specific question. Never comment to be visible. Never comment with a generic "great post" or emoji. The Miziba comment voice is the same as the Miziba post voice — restrained, evidence-driven, structural.

How to handle *incoming DMs*.

Every meaningful inbound DM gets a within-24-hours response. The response template depends on the sender type:

CAPITAL PARTNER INBOUND

Bank credit officer, DFI investment officer, or capital allocator

Respond with a brief acknowledgement, link to the relevant flier (bank/DFI guarantee/DFI impact based on their role), and propose a 30-minute call. Do not attach the full institutional documentation pack on first response — that is for the second exchange. Direct serious enquiries to partnerships@miziba.com.

JOURNALIST INBOUND

Reporter, editor, or producer covering African agribusiness

Same-day response if possible. Direct to press@miziba.com for formal enquiries. If the request is a quick comment, Joel can respond directly with a 2-3 sentence quotable statement; longer interviews require briefing prep using the Press Release Template as the structured background.

PROSPECTIVE TALENT INBOUND

Job-seeker or partnership enquiry

Direct to careers@miziba.com or partnerships@miziba.com depending on intent. Acknowledge the message; do not engage in long discussion in DMs — move to email where the conversation has institutional traceability.

UNCLEAR / SPAM INBOUND

Generic outreach, sales pitch, or unclear intent

Polite single-sentence response or no response. Do not waste cycles. The institutional brand is calibrated to the audiences that matter; engagement with low-signal inbound dilutes attention from high-signal exchanges.

VII · DEPLOYMENT CHECKLIST

From *kit to live*.

The sequence below moves the activation from a prepared kit to an operating publishing presence in five days. Each step has a single accountable person and a single completion gate.

Day 1 — *Company page setup*.

Owner: Daniel Sarkwa Ohene (CDO). **Tasks:** Create the Miziba Infrastructure Ltd LinkedIn company page if it does not yet exist. Upload banner image (1128×191 dark surface with brand grammar). Set tagline ("Verification, escrow, and settlement infrastructure for institutional commodity finance in Northern Ghana"). Paste the company About section (page 3 of this kit). Add miziba.com as the website. Add Accra, Ghana as the location. Set industry to "Financial Services" with secondary "Investment Management."

Day 2 — *Founder profile setup*.

Owner: Joel NtiAmoah Marfo. **Tasks:** Update LinkedIn headline (Option A from page 4). Paste the new About section. Update the current role with the Miziba experience entry. Update the JNI AGRI experience entry with corrected legal entity name and FY2025 figures. Pin three featured posts: launch announcement (will appear Day 3), anchor evidence (will appear Day 5), catalytic equation (will appear Week 4 Day 4).

Day 3 — *Launch post*.

Owner: Daniel. **Tasks:** Schedule Square 01 (the launch announcement) to publish at 08:00 GMT. Caption: 100–120 words announcing the programme launch with link to press release on miziba.com. Hashtags: #CommodityFinance #Ghana #StructuredFinance. Pin to top of company page.

Day 4 — *Joel's first founder post*.

Owner: Joel. **Tasks:** Publish the verification thesis as a long-form Joel post. ~300 words. First-person framing. No square — just text. Open with the structural diagnosis ("African commodity finance has a verification problem, not a credit problem"). Close with the handover to miziba.com/documents.

Day 5 — *The thesis post*.

Owner: Daniel. **Tasks:** Publish Square 02 (the thesis) at 08:00 GMT. This establishes the visual rhythm of the activation. The cadence defined in Section IV begins from this point. The kit is now operational.

Ongoing — *weekly review*.

Every Friday afternoon, Daniel and Joel review: posts published this week, engagement metrics (impressions, click-through to miziba.com, DM volume), inbound categorisation (capital partner / journalist

/ prospective talent / unclear), and any comment threads requiring follow-up. Weekly review takes 30 minutes and is the operational discipline that makes the activation compound rather than dissipate.

FROM HERE

The publishing *rhythm* begins.

Twelve squares. Twelve weeks of compound visibility. Fifty-two weeks of operating presence in the channel where the audience already lives. The activation kit converts the institutional brand from artefacts that have to be hand-delivered into a brand that reaches the audience while they are at their desks.

Every post is in Source Serif 4 and Inter. Every claim attached to a number. Every artefact derives from the master CSS. The activation does not relax the brand discipline — it deploys it at the channel where the audience already is.