



afr.ltd

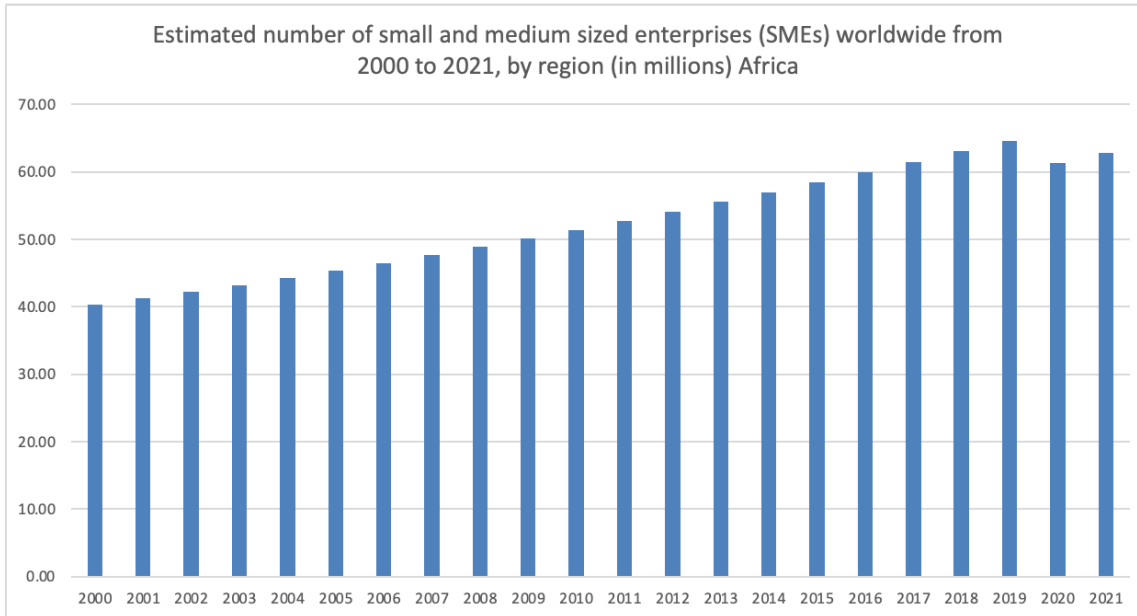
Web Builder & Marketplace for SMEs in
Africa

Introduction to afr.ltd

- Mission: To empower small and medium enterprises (SMEs) across Africa by providing them with an easy-to-use web builder and a marketplace platform.
- Vision: To become the go-to digital platform for SMEs in Africa, fostering growth and innovation in the region.



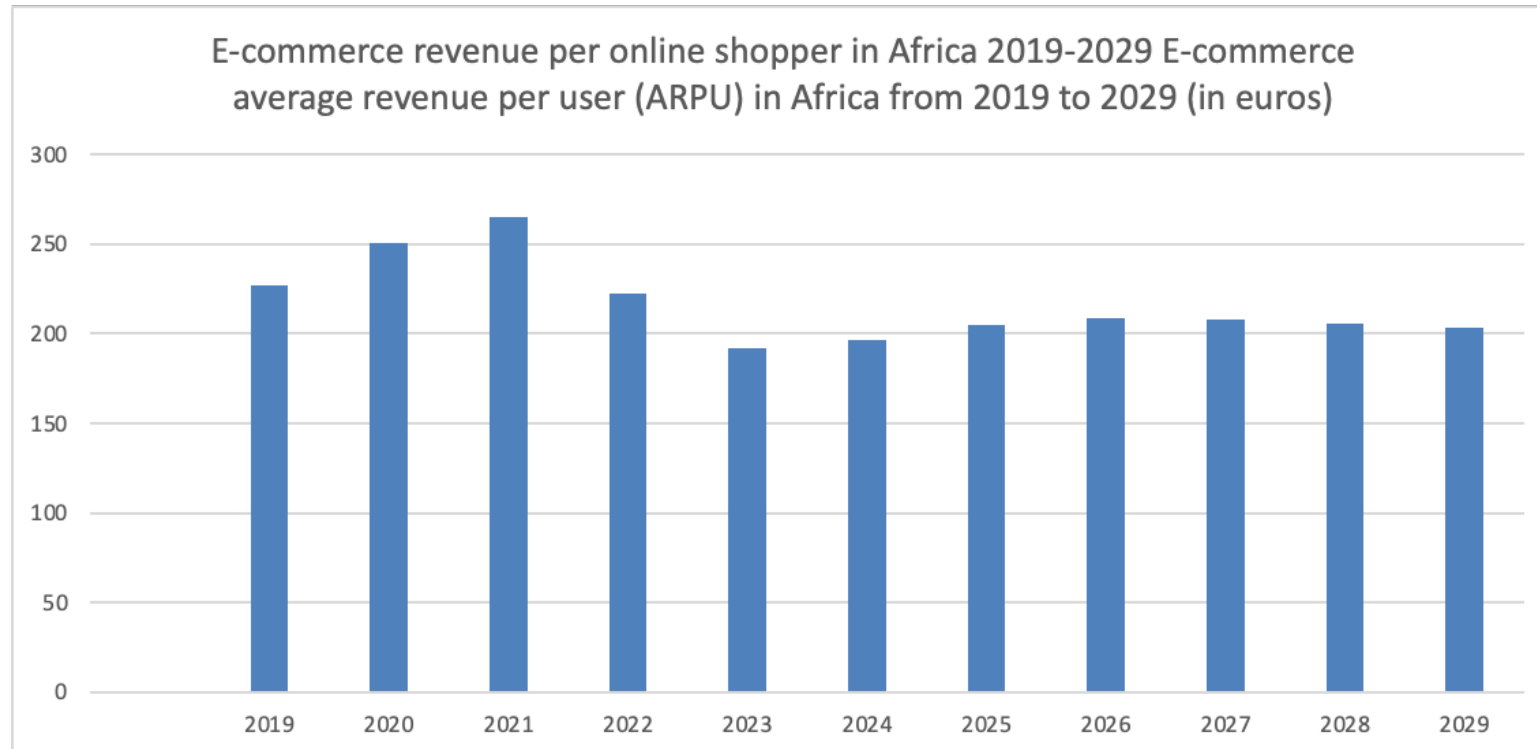
Market Opportunity



- Overview of the SME landscape in Africa

Market Opportunity cont'd

Overview of the SME landscape in Africa



Market Opportunity cont'd

- Several factors are contributing to this impressive growth.
- Africa has the youngest and second largest population in the world. Thus, there is potential for a vast digital audience.
- In addition, internet penetration has been rising due to the broad expansion of smartphones and mobile devices in general.
- Mobile e-commerce dominates the online shopping scene.
- Various digital payments are becoming more widespread in African countries, which is certainly a key aspect for e-commerce.
- Credit cards are still quite uncommon.
- Alternative payment methods such as cash-on-delivery and mobile money are being used by digital buyers.



Market Opportunity cont'd

- Africa's most competitive markets
- Particular attention should be paid to some of Africa's most competitive markets: Nigeria, South Africa, Kenya, Morocco, and Egypt. These are the largest economies on the continent. In these markets, online retail is booming thanks to several leading companies which operate in many other African countries, e.g. Jumia, Konga, takealot, and Kilimall.
- Nigeria is the headquarter of two popular online marketplaces in Africa, Jumia and Konga. South Africa is home to takealot.com, the largest e-commerce platform in the country, while Kilimall was founded in Kenya.
- Since mobile e-commerce plays an important role, a look at the most popular shopping apps can provide a better overview of the main players in these markets. Unsurprisingly, Jumia Online Shopping heads the rankings in Nigeria and Kenya, and is third after Souq and Alibaba in Egypt. Souq.com, renamed Amazon.eg in September 2021, is an Amazon company and the largest e-commerce platform in Arab-speaking countries.
- Meanwhile, in South Africa, the fashion e-commerce platform SHEIN is the most popular shopping app.



Why afr.ltd?

- We are building digital technologies that will circumvent the institutional failures that have long suffocated business growth and dynamism.
- We are building a digital platforms that connect service providers with Africa's consumers are particularly flourishing in sectors as diverse as banking, agriculture, transportation and other services.
- We are building a marketplace with trust at the core of the algorithm.
- We are all about lowering the cost of transaction sellers
- We are building markets that will integrate across africa

afr.ltd's business model/tech stack

- Revenue streams:
 - Subscription fees for premium features,
 - Transaction fees from marketplace sales,
 - Advertising/Adtech
 - Proprietary Solution that's NDA
- Technologies
 - Frontend: HTML/CSS, JavaScript, React.js
 - Backend: Node.js, Express.js, MongoDB
 - Hosting: AWS, Google Cloud Platform, or Azure
 - Payment Gateway Integration, SSL Security, etc.
 - Artificial Intelligence – OpenAI, Anthropic

Roadmap Overview

- High-level overview of the roadmap for building afr.ltd
- The plan is to be in the following countries;
 - ngr.ltd - Nigeria
 - rsa.ltd - South Africa
 - gha.ltd - Ghana
 - kny.ltd - Kenya
 - egy.ltd - Egypt
 - zim.ltd - Zimbabwe
 - Rest of Africa
- Landing page
- MVP
 - Onboarding
 - Create Website
 - Admin
 - Marketplace
- Logistics integration
- Payment
- Dashboard
- Analytics
- Adtech
- Review System
- Messaging

Development Phase

- Landing Page (ngr.ltd)
- MVP (ngr.ltd)
 - Onboarding (SME)
 - Create Website(SME)
 - Admin(SME)
 - Marketplace (SME and Customers)
- Landing Page and MVP (Rest of Africa)
- Design the user interface (UI) and user experience (UX) of the platform
- Develop the web builder tool functionality using AI for text and image
- Build the marketplace platform with search, filter, and transaction capabilities
- Integrate backend systems and databases

Testing & Feedback Phase

Conduct extensive testing of the platform for functionality, usability, and security

Gather feedback from beta testers and early adopters

Iteratively improve the platform based on user feedback

Launch Phase

- Plan the official launch of afr.ltd
- Develop marketing and promotional strategies to attract SMEs to the platform
- Ensure scalability and reliability of the platform to handle increased traffic

Growth & Expansion Phase

- Continuously iterate and improve the platform based on user data and feedback
- Expand to new regions and countries across Africa
- Offer additional services and features to cater to the evolving needs of SMEs

Challenges & Mitigations

- - Identify potential challenges such as technical issues, regulatory hurdles, and competition
- - Outline strategies to mitigate these challenges and ensure the success of afr.ltd

Conclusion

- - Recap of afr.ltd's mission and vision
- - Summary of the roadmap for building the platform
- - Invitation for collaboration and partnership opportunities

