



Industry: *Mobility & On-Demand Services*



Presented by:

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Nairaxi helps you get an affordable ride-service in minutes. Shop **Anything-Everything** from your favorite local vendors & have it delivered. Send, Receive & Track items **SEAMLESSLY ALL ON ONE APP**



MOVE



SHOP



SEND

DOWNLOAD NAIRAXI APP TODAY! IT'S FREE



www.nairaxi.ng

SUPER APP MODEL

In a nutshell a user can request a ride, shop for groceries/services and send, receive, track parcels on the app. Just imagine having Amazon, Uber and FedEx combined together in one single value chain

Uber + amazon + FedEx®



Our Mission

To provide affordable personal transportation and on-demand solutions to customers via a cutting-edge mobile application



MADE FOR NIGERIANS BY NIGERIANS

Our Unique Selling Point

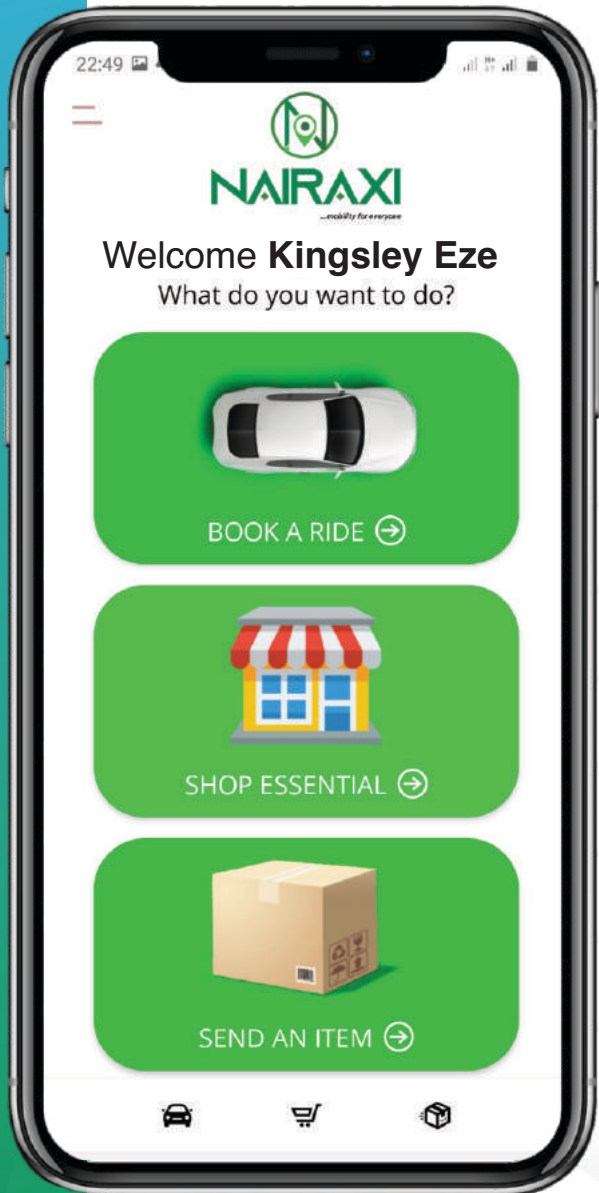
- Innovating for the grassroots at an affordable price
- Experienced management team
- Innovative marketing plan
- Scalable business
- Implement win-win strategy with potential partners

WE CREATED 3 MOBILE APPS TO ENABLE US ACCOMPLISH OUR MISSION



Nairaxi Transport & Logistics Nig. Ltd. is an on-demand mobility, electronic commerce & logistics company. Our goal is to make mobility, goods & services safe, accessible, convenient, affordable and sustainable through the use of smart technology.

MAIN APP HOMESCREEN



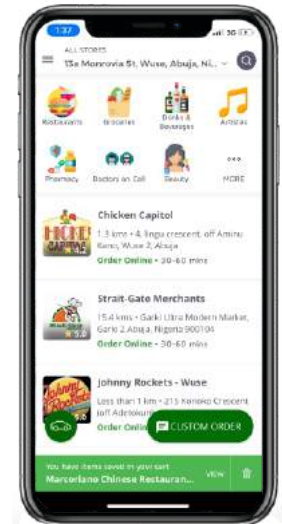
Move

The Nairaxi app offers the safest and easiest way to move in Abuja, with multiple travel options from our well trained driver partners. Share your ride detail with loved ones, and let them watch you arrive safely.



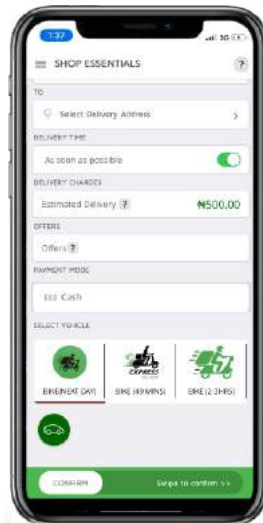
Shop

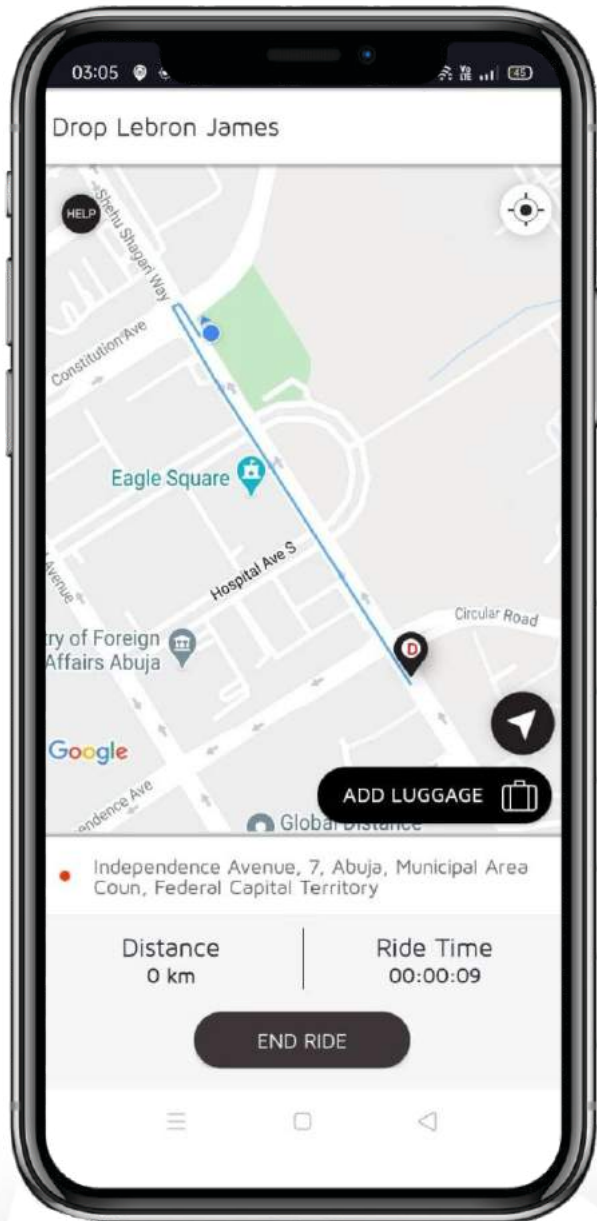
Grocery delivery made simple. Save time on running errands with the Nairaxi App and we'll bring your groceries, household essentials and more to your door.



Send

Our same day insured courier services are bespoke and tailored entirely to suit your needs, whether it is a one off consignment or a regular contract that needs covering, we are sure we will be able to help. Know exactly where your parcels are and send tracking to your customers.





The Driver App

Nairaxi Driver is a hybrid mobility and delivery app that matches drivers to riders when riders book carpool or private hire trips and customers in need of delivery service. Available in Nigeria and currently serving it's capital city; Abuja

Help people move around in your city, and make money on the go. Nairaxi Driver offers drivers a flexible way to make extra cash at their own schedule.

Make extra money when you become a personal shopper/delivery agent. Help our community of users handpick, purchase and deliver groceries and other essentials



www.nairaxi.ng

Merchant App

You now have exactly what your customers have been asking for- a mobile vendor service...easy, convenient and cost effective! Make your loyal customer happy! Our driver-shopper partners would get your listed delivered to each and every door step with the help of a simple and efficient Contactless Delivery.

Some of the features include:

- Track Order
- Delivery Agent onboarded
- Custom Dashboard
- Set opening hours
- Multi-layer security and multiple encryption technologies ensure that the app is strongly secure.
- Sales history of all the transactions done using Merchant App
- Add sales tax
- Simple and easy to use
- Add products and services and more



www.nairaxi.ng



PASSENGER APP



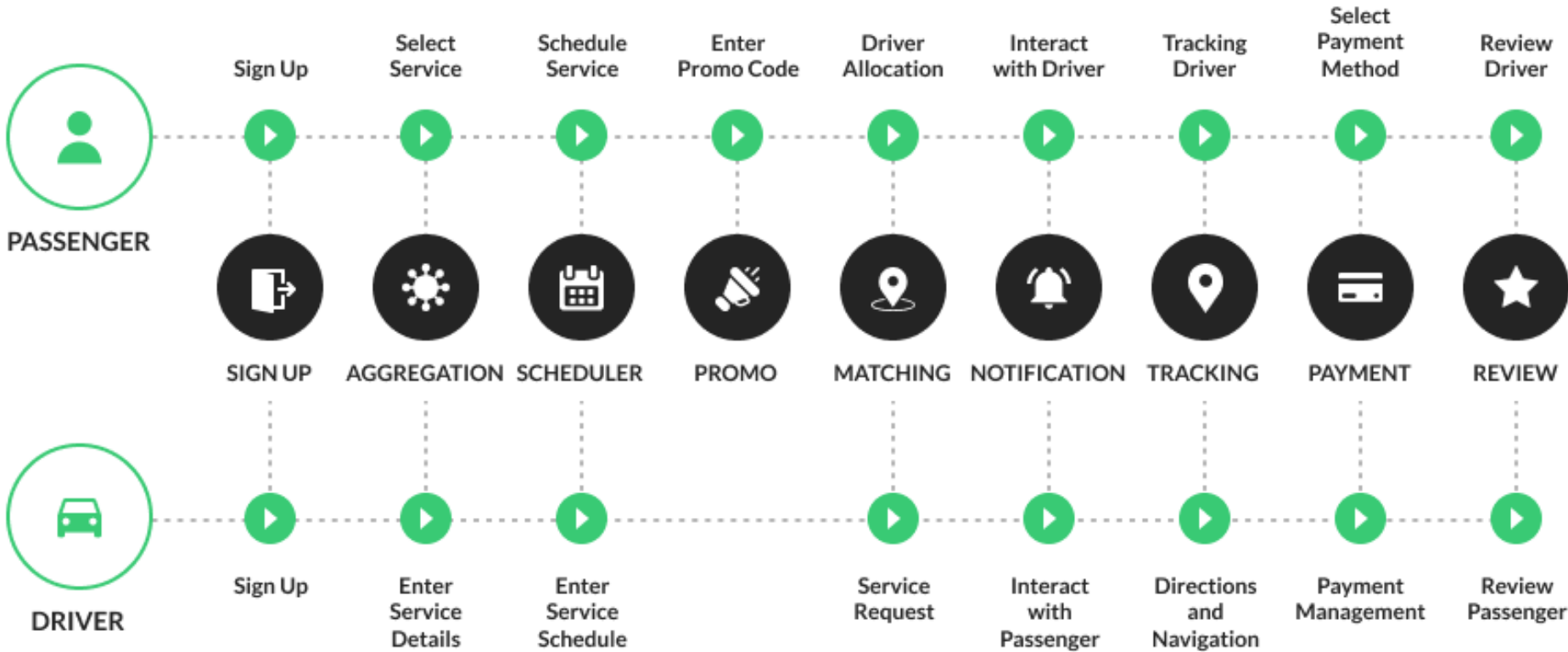
DRIVER APP



ADMIN PANEL



ANALYTICS

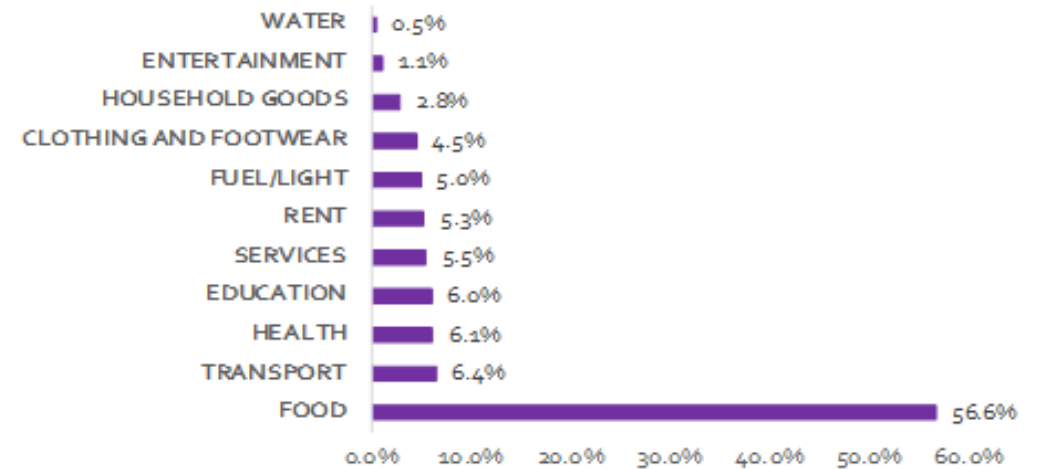


The Market

The current online spending in Nigeria is estimated at \$12 billion, and is projected to reach \$75 billion in revenues per annum by 2025.

Source: International Trade Administration | trade.gov

Consumption Expenditure Pattern In Nigeria 2019



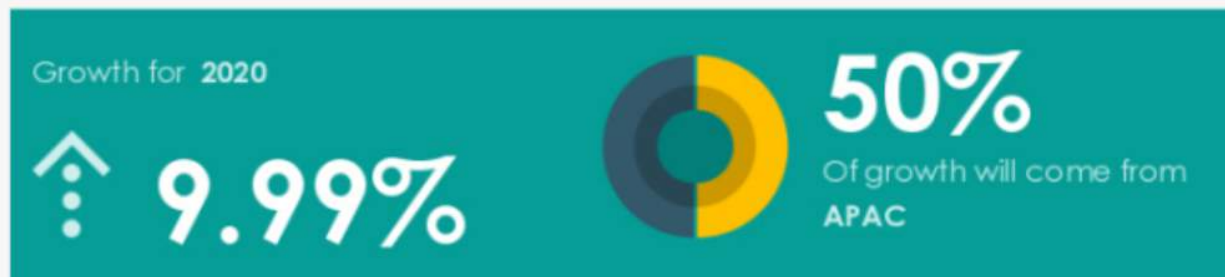
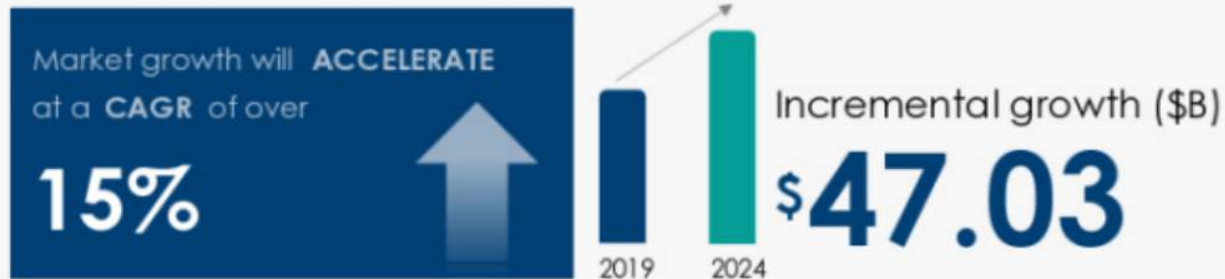
Source: NBS, CSL Research



About 25 million Nigerians live in cities that require fast transport services. Considering the present transport fare, an average Nigerian spend between N 300 to N 1000 daily to move around. And between N 2,000 to N50,000 for their goods to be delivered to them from point to point within major cities weekly. That's an average of 650 Naira per person a day for just mobility. Considering 25 million Nigerian spending average of 650 daily on intercity transport, This will amount to more than 15 billion Naira exchanging hands daily within the major cities in Nigeria.


The Market

Global Ride Hailing Services Market 2020-2024



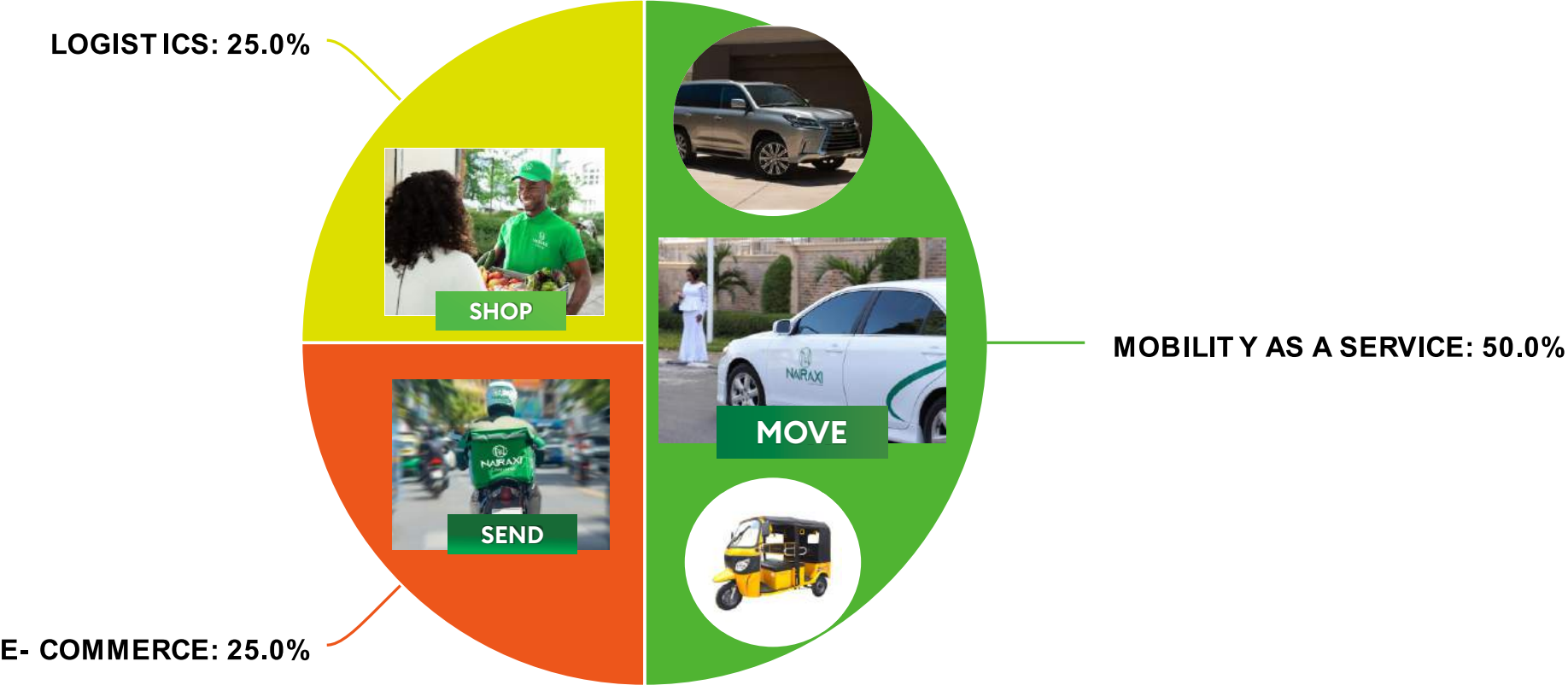
IMPACT Industrials Industry:
The Industrials sector will see **NEGATIVE IMPACT** due to the COVID-19 outbreak, and the industry is expected to register at Par growth rate compared to the global GDP growth.

- Market impact:
This market will have **NEGATIVE IMPACT** due to pandemic



All market estimates to be revisited and updated in Q4-2020, based on the revaluation of the impact, as the pandemic spread plateaus

Market Segmentation



 **MOBILITY AS A SERVICE**  **E- COMMERCE**  **LOGISTICS**

TRACTION

OFFICIAL LAUNCH HELD ON 26TH JANUARY, 2021

CUSTOMER BASE: 6,500+

RIDE HAILING: OVER 10,000+ SUCCESSFUL RIDE BOOKINGS

E-COMMERCE: 5,000 SUCCESSFUL ORDERS PROCESSED

LOGISTICS: 25,000+ ORDERS PROCESSED

DRIVER BASE: 1000+ ACTIVE DRIVERS

** data as at november, 2021*

ENDORSEMENTS & PARTNERSHIPS: NOTAP, FED. MIN OF TRANSPORT, VIO FRSC, PAN, INNOSON, ABUJA TAXI ASSOCIATION, TRICYCLE ASSOCIATION OF NIG.

PROJECTED REVENUE IN THE NEXT 3 YEARS
6 MILLION USD

PROJECTED PROFIT IN THE NEXT 3 YEARS
2.5 MILLION USD (41.66%)



TRACTION

OFFICIAL LAUNCH HELD ON 26TH JANUARY, 2021



TRACTION

ENDORSEMENT BY NATIONAL OFFICE FOR TECHNOLOGY ACQUISITION & PROMOTION, FRSC, PAN NIGERIA & INNOSON (IVM)



The Business Model

Nairaxi as a company will charge a 10% commission for:

- Connecting customers with on-demand drivers
- Connecting customers with local e-Commerce vendors
- Provision of concierge and delivery services via a cutting-edge mobile application.

Geographical focus: Abuja, Nigeria with planned National & International expansion

Target customers: Individuals and Corporate clients who frequently use taxi, e-commerce and concierge services

OFFLINE REVENUE STREAM

- 65% ROI Car Lease
- Corporate Taxi Wrap & Rooftop Advertisement
- In App Advertisement



Growth Strategy

How we will scale our business

MARKETING & SALES | ACQUIRING CUSTOMERS

Online advertising

Search Engine Optimization

Google Adwords

Partnerships via Networks

Purpose: To drive new customers to Project Nairaxi. This marketing method will link payments to affiliates to actual number of customers who register on the Nairaxi app. In addition, we will also cooperate with hotel chains on commission basis.

Strategy: It would be preferable to start building an in-house affiliate system.

Offline advertising

Traditional marketing tools (Billboards, TV, Radio ads and advertising in printing media)

Purpose: Leverage the allowance of advertising to attract clients at a competitive CPA.

Strategy: Build marketing campaign based on communication with potential clients through advertising on local TV, Radio channels and printing newspapers on each market.

Cooperation with celebrities

Purpose: To popularize Project Nairaxi among members of its target market

Strategy: The Company will engage celebrities , who will be paid to promote Nairaxi services.



DRIVE TO OWN



One of the major issues that best describes Nigeria as a developing nation is the issue of **youth unemployment**.

It is imperative for a nation like Nigeria to invest in **YOUTH EMPOWERMENT**

74 million youths cannot find work.

Nevertheless, if the youths are allowed to realize their full potential through gainful employment, Nigeria would see huge economic gains thus accelerating growth & development

This project employs the classical **hire-purchase model** where our vetted drivers have to pay for the vehicles provided by your investment within 30 Months plus 50% profit on the invested sum.



Our organization provides the platform for these vehicles to be used to serve on-demand **ride-hailing, e-Commerce and logistics** customers through our mobile app available for download on the iOS & Android Playstore

DRIVE TO OWN

The program provides the beneficiaries with: -

- Access to a vehicle.
- Serve customers of a hi-tech Ride-service/Concierge mobile application "NAIRAXI" as drivers, delivery agents or personal shoppers.
- Flexible Working Schedule.
- Remitting a weekly Fee
- Owning the car at the end of contract duration.



DRIVE TO OWN



EMPOWERMENT

Build the capacity of the youth to enable them to take charge of their wellbeing and future by building their assets and realizing their potentials.

Create and grow wealth among the ever-increasing youth population of Nigeria.

Reduce unemployment among Nigerian youth by creating over 20,000 empowerment opportunities

Train and empower youth to have the capacity to empower at least one other youth within his/her immediate community.

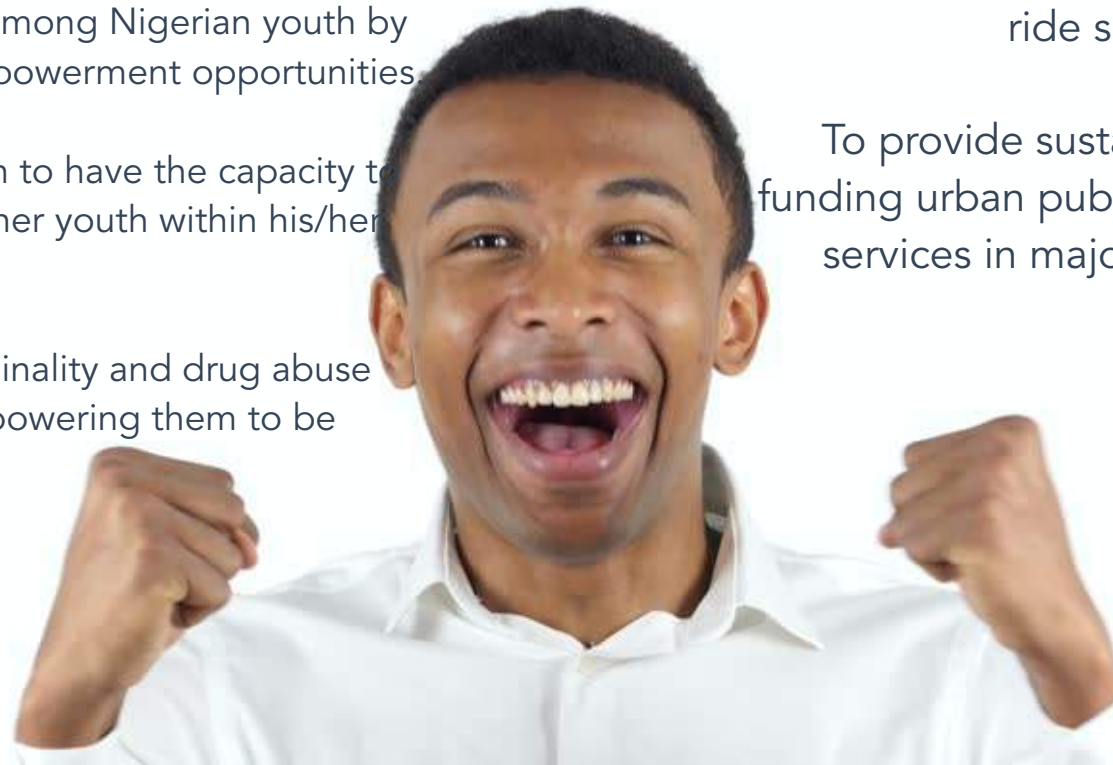
Fight the scourge of criminality and drug abuse among the youth by empowering them to be productively engaged.

IMPACT

To serve as vehicle to address the transportation needs of a city that is blossoming at high speed.

To provide the best value for money and safest, most reliable ride service in Nigeria.

To provide sustainable means of funding urban public transportation services in major Nigerian cities.



OUR ASK

2,000,000 USD

for 25% Equity

- SCALE OUR TAXI FLEET
- IMPROVE OUR TECH
- FUND OUR NATIONAL EXPANSION
- SALES & MARKETING
- BRANDING





INDIA HAS "OLA"



CHINA HAS "DIDI"



UAE HAS "CAREEM"



NIGERIA SHOULD HAVE "NAIRAXI"

A National Taxi System & Network powered by a mobile App

We have to take a clue from countries like India that has its own indigenous app called "Ola", China created "Didi", Indonesia has "Grab", Philippines has "Gojek", The Emirates has "Careem" and the trend continues in other countries that share the same demographics with Nigeria. High Population and expanding middle class.

CNBC DISRUPTOR 50

Chinese ridesharing giant Didi aims for \$60 billion valuation in IPO

PUBLISHED THU, JUN 24 2021 7:58 PM EDT | UPDATED THU, JUN 24 2021 8:03 PM EDT

Riley de León @RILEYCNBC

SHARE f t i n e

KEY POINTS

- An updated F-1 prospectus filed with the Securities and Exchange Commission on Thursday indicates that Chinese ride-hailing giant Didi plans to list the equivalent of 72 million shares of Class A common stock on the New York Stock Exchange under ticker symbol DIDI.
- The filing also revealed that Didi anticipates listing shares between \$13 and \$14 a piece, which values the company at more than \$60 billion.
- At the upper end of its indicated price range, the company expects to raise more than \$4 billion in its IPO, which could be one of the largest this year.



Grab set for \$40bn valuation in US share listing

13 April



INDUSTRY, MATERIALS & UTILITIES MARCH 26, 2019 / 7:49 AM / UPDATED 3 YEARS AGO

Uber buys rival Careem in \$3.1 billion deal to dominate ride-hailing in Middle East

By Heather Somerville, Alexander Cornwell, Saeed Azhar

6 MIN READ



SAN FRANCISCO/DUBAI (Reuters) - Global ride-hailing firm Uber Technologies Inc will spend \$3.1 billion to acquire Middle East rival Careem, buying dominance in a competitive region ahead of a hotly anticipated initial public offering.

Home Business Startups News SoftBank-Backed Ola Reportedly Picks Citigroup And Kotak Mahindra For Its \$1 Billio

SoftBank-backed Ola reportedly picks Citigroup and Kotak Mahindra for its \$1 billion IPO

DEARTON THOMAS HECTOR | AUG 30, 2021, 13:53 IST



Adv

Our Team



Kingsley Eze

Co-Founder/CEO

10+ years of experience in Software Design, Business Development and Startups. His expertise is in Product Ideation, UX/UI design, Startup consulting and mentoring. He enjoys personal development, yoga, business readings, and loves travelling.

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Elizabeth Omale

Co-Founder/CFO

An astute entrepreneur with background in banking and finance. She grew a successful construction and Concierge company, Omalizz before joining Nairaxi. She is an avid golfer, preacher and enjoys coaching young women to actualize their full potential.

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Kayode Ariyibi

Team Lead, Projects

A Project Management Consultant with over 15year of quality project delivery with a knack for attention to details. Extensive experience in fleet management system, investment banking and Human resource with a Masters in Business Administration

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Dayo Balogun

Director, Finance & Investor Relations

She is a graduate of Accountancy, a Chartered Accountant, Seasoned Banker with over 14years experience in the bank, Loan & Risk Manager, Taxation & Audit Consultant and an Entrepreneur. A team player, self-motivated and result-oriented individual with a desired interest to develop a long-term career in a dynamic organization that integrates attainments of individual and corporate goals.

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Iyakwari Shawaza

Team Lead, Growth & Strategy

Professional pilot (ICAO CPL/MEIR) & automotive expert. His core forte is expanding the frontiers of excellence in the Nigeria tech eco-system. He is philanthropy minded, actively engaging aviation & innovations for humanitarian purposes.

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Sadeeq Usman

Head, Operations

He has a background in Computer Engineering with an expertise in fleet management, software development and graphic design. Problem solving and helping startups grow is his passion. He enjoys soccer with friends and outdoor activities.

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Hauwa Mohammed

Head, Customer Experience

She has an Educational Background in Environmental Health Management with a recent experience in customer service. She loves making genuine connections with clients, friends and family by using the power of effective communication.

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Chimezie Victus esq

Head, Legal

He is a renowned Legal Practitioner with specialties in Corporate and Commercial Law, Finance and Tax Law, and a seasoned Litigation expert. He is an Executive member of the African Bar Association and an ISO:2015 Certified Corporate Advocate under the auspices of Ace Solicitors.

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