



purple
pages

YOUR ONE-STOP BUSINESS DIRECTORY

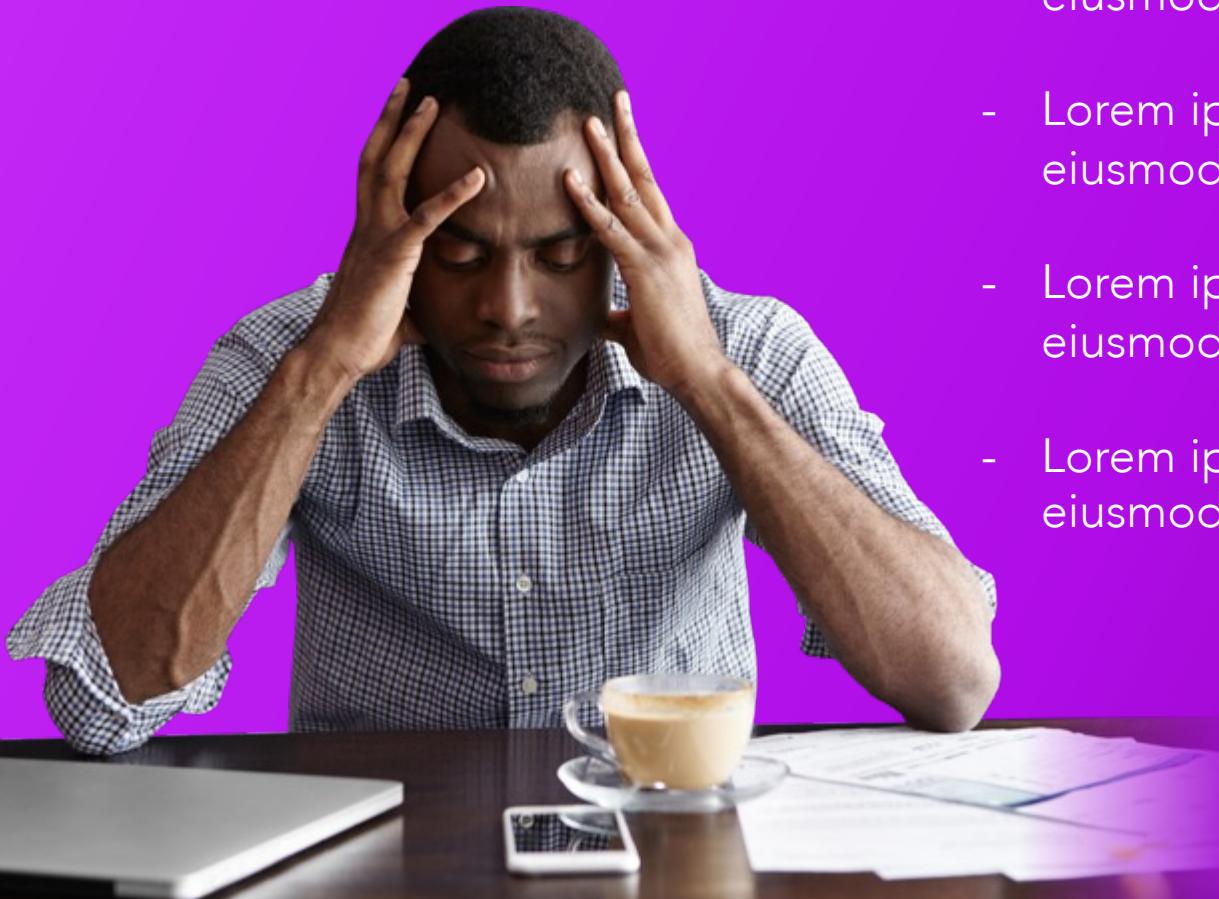
Purple Pages is a tech solution that provides a digital directory for small and medium scale enterprises

- Purple Pages provides the opportunity for SMEs to connect with a wider market audience with their digital presence.
- It serves as a one-stop business directory that gives its users contact details, list of products & services and the chance to review business vendors for future potential customers to aid in decision making.
- It provides a new and affordable way of digital marketing and adverts for SMEs, which makes it the easiest and most efficient way for businesses to promote their brand and business initiatives to users across the nation.



Problem Statement

CUSTOMER PAIN POINTS



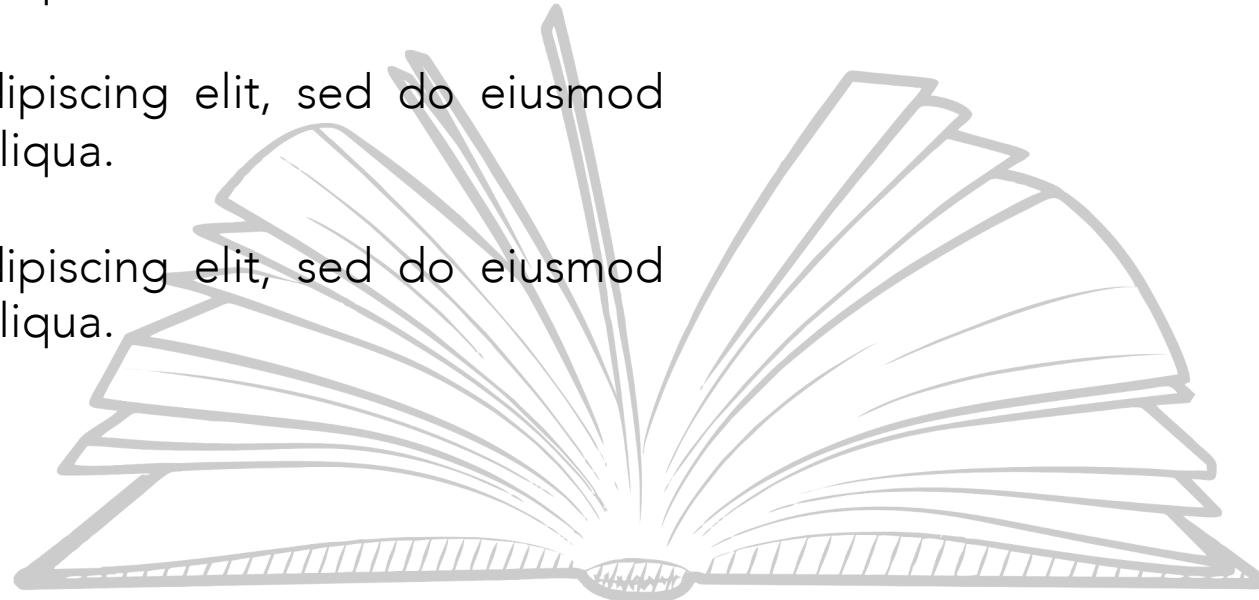
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Problem no dey finish...

Solution

HOW WE INTEND TO CURE THOSE PAIN POINTS

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How Purple Pages works

HOW USERS CAN OPERATE THE PALTFORM FOR MAXIMUM VALUE



We have created a mobile app that serves as a digital directory for SMEs where users can easily find business vendors from all business categories in and around their communities, LGAs and states.



Market Size

POTENTIAL MARKET AND WHO WE WANT TO SERVICE

There are over 20 Million Small and Medium sized enterprises (SMEs) in Nigeria. This includes registered businesses and small-scale online vendors.²

\$XXX billion

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TOTAL ADDRESSABLE MARKET (TAM)

\$XXX Million

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SERVICABLE AVAILABLE MARKET (SAM)

\$XXX Million

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SERVICABLE OBTAINABLE MARKET (SOM)

1. <https://www.smedan.gov.ng>

*spot rate of N450

The Competition

OTHER PLAYERS IN THE MARKET



Jiji is an African online marketplace that provides buyers and sellers with an avenue to meet and exchange goods and services. Jiji was founded in 2014 in Lagos by parent company – Genesis Technology Partners, with subsidiaries – Cars45 and Tonaton Limited. Jiji records an average of 5.5million users as at October 2022.

Jumia is a Pan-African technology company that is built around a marketplace, logistics service and payment service. Jumia was founded in 2012 by parent company – Rocket Internet, with subsidiary – AFRIBABA Holdings Pte. Ltd. Jumia records an average of 7.9million users as at October 2022 and ranked #1 in the ecommerce, shopping & marketplace business category in Nigeria.



Olist is a free online marketplace and ecommerce website in Nigeria, connecting real sellers and buyers. Olist was founded by Gbenro Dara. Olist records an average of 1.6million users as at October 2022. It is also ranked #1 in the computers, electronics and technology, graphics multimedia and web design business category in Nigeria.

THE PURPLE PAGES BUSINESS APPROACH

At Purple Pages, our business is hinged on three pillars

- **Entrepreneurship:** The primary objective of our solution is to support the ease of doing business for SMEs.
- **Technology:** We are leveraging on the advantages of technology to deliver solutions that are easily accessible and optimally functioning.
- **Affordability:** We consider the growing pains of building businesses in the Nigerian ecosystem and as such, we are dedicated to providing premium solutions at an affordable cost for small and medium business owners.

Our Competitive Advantage

HOW WE STAND OUT



Revenue Model

HOW THE COMPANY EARNS

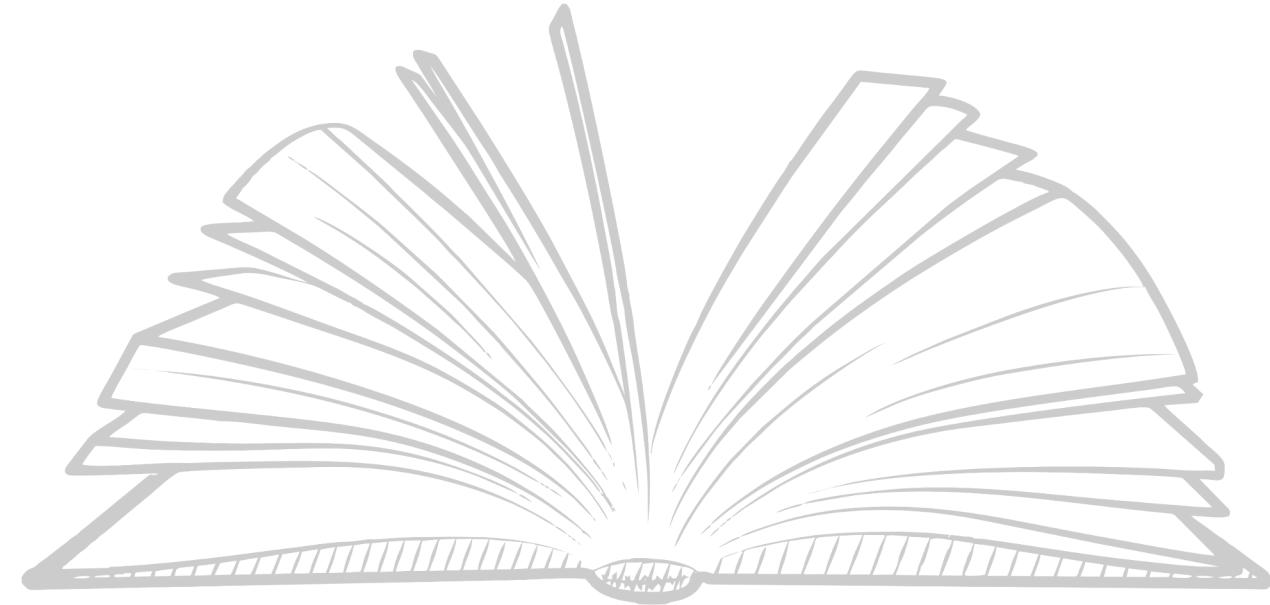
Customer Acquisition Strategy

OUR MARKETING STRATEGY



Customer Acquisition Strategy

POST-LAUNCH TRACTION PROJECTIONS



Roadmap

SHORT-TERM TO MID-TERM GOALS

Following the launch of Purple Pages, we have set business goals and milestones to support the growth and evolution of the business, not only in our revenue or profit but also in our value offerings to our customers.

With tentative timelines, here are a list of our short to mid-term goals.



Commence Runway Operations:
Q2 '23



Official Product Launch: Q3 '23



Position Brand as a leading solution in
the space: Q1 '24



Introduce E-commerce to the
platform: Q3 '24



Introduce diverse payment
solutions: Q1 '25

Start-up and Running Cost Analysis

RUNWAY AND BUSINESS SUSTAINANCE COST



The Team

MEET THE MINDS BEHIND PURPLE PAGES



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Purple Pages, providing SMEs with digital presence for ease of business.

YOUR ONE-STOP BUSINESS DIRECTORY