



A photograph showing three women in a shop. One woman in a green shirt and headscarf stands on the left, looking towards the camera. In the center, a woman in a white t-shirt with a green logo is looking down at a smartphone. On the right, a woman in a black t-shirt with a green logo is holding a green umbrella over her head, also looking at the phone. The background shows shelves stocked with various items.

Alajo ...the People's Piggy Bank

Alajo is the Escrowed Digital Piggybank for the under (un)banked and non-smart phone user in Africa.

Alajo helps the underbanked save money every day and gives them the confidence that their savings is safe. It then aggregates their KYC and Financial data gotten from it, to get them fully banked and accessible to Corporates, FinTech's and Financial Organizations.

With the goal of **Democratizing Banking for the Unbanked through Agents.**



• THE PROBLEM

For the Unbanked,



No confidence in Savings due to **Agent Fund Misappropriation** or Diversion



Internet is not affordable to access a Digital Bank



No **Financial Data or Documentation**



No Access to **Financial Products and Opportunities.**

• THE PROBLEM



**THE
PROBLEM**

The Agents

- Panic/Quick Withdrawals
- No Digital Infrastructure to scale
- No access to credit
- Stagnant Growth from Financial losses leading to Funds Diversion and Misappropriation.

Corporates and Tech-enabled businesses

- Cannot reach and manage this segment of people that make up 84% of their Market.
- No Infrastructure, collection and payment methods to reach them
- No existing Ecosystem that caters to this problem



• THE SOLUTION

- **Escrowed Banking System,**

for users, who use USSD and SMS to save money every day.

- **Intelligent KYC and Financial Data Process**

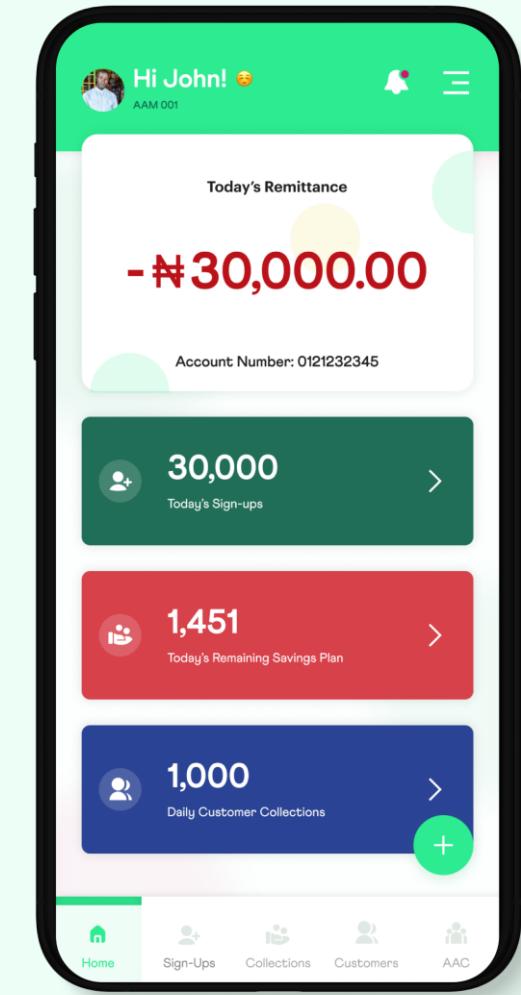
analyzed using AI through the most advanced ML techniques to generate Analysis, Reports and insights.

- **Tech Infrastructure for Savings**

for Agents that allows them own a thrift operations business and manage an agent network.

- **Embedded APIs and Payments Methods,**

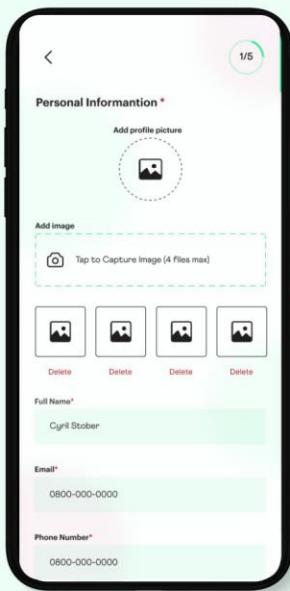
to access the end-users for Corporates to diversify their customer base through existing Agents.



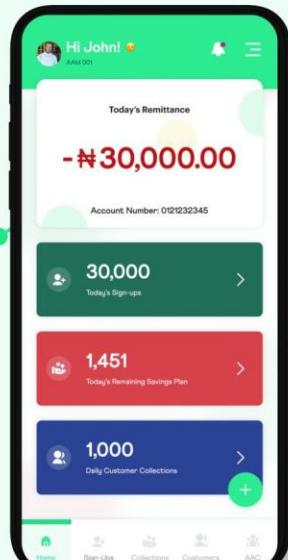
THE PRODUCT:



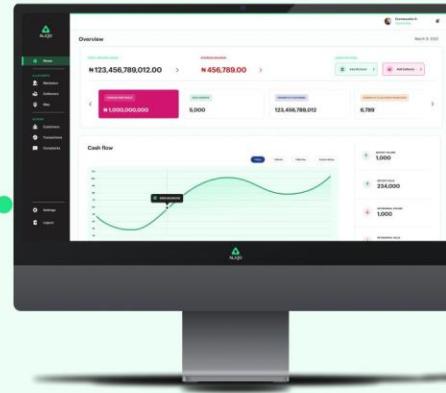
1 Alajo Agent Marketer



2 Alajo Agent Collector



3 Alajo Business App



One-Minute Product Demo: <https://www.youtube.com/watch?v=MxS44TiGCtw&feature=youtu.be>

Alajo ATM at work! <https://www.youtube.com/watch?v=qxLjOo2H5Z0>



“

I don't have a browsing phone, The phones are too expensive to manage, and I cannot also afford to buy internet data.”

~ Mrs. Olalekan Risikat

• BENEFITS to the Customer:

1 Save **money to reach goals, reduce debt** and improve **standard of living.**

8 **Digitally included** in the cash economy.

2 **Full KYC to become Banked** on the spot with Partner Bank

7 **Credit Score Build**

3 Access to **Insurtech Infrastructure**

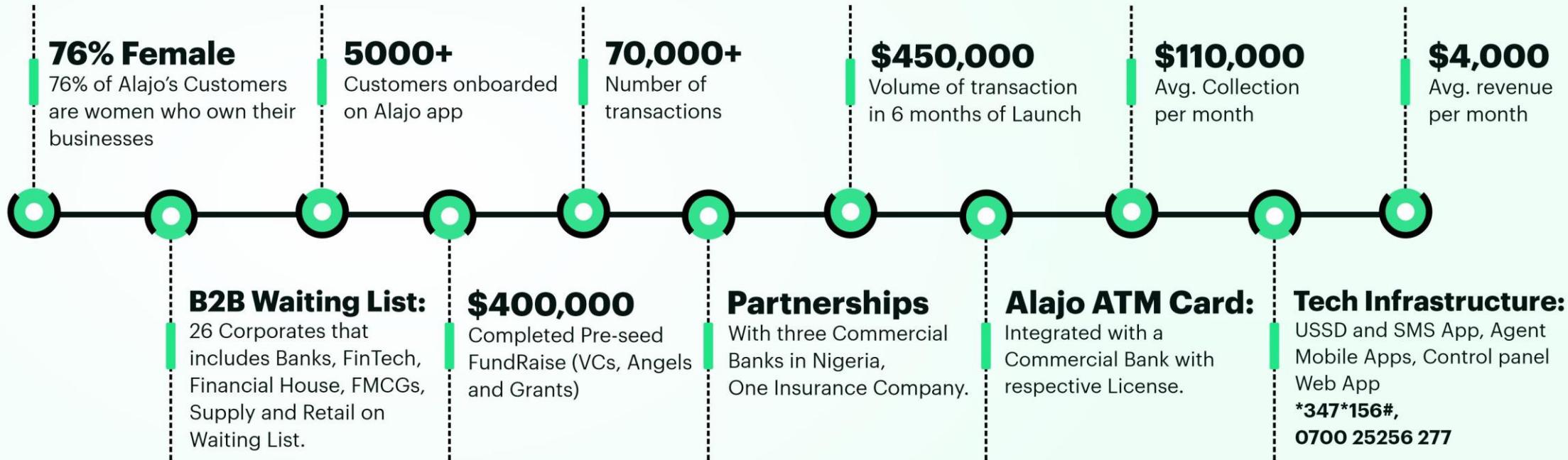
6 **Incorporate Businesses** with instant Bank Accounts

4 Access to **FMCG** products on **BNPL** or **BNPSS** payment options

5 Financial History to access **Grants and Nano Loans**



• TRACTION: 6 months Post-Revenue



Accepted into:

Google for Startups Accelerator Program, Catapult Inclusion Africa by Luxembourg House of Financial Technology The launchPad Programme by BlackGirlFest with Goldman Sach, **Nominated Start Up of the Year**.



• MEET THE TEAM:



Olajumoke Oduwole

Co-Founder and CEO, Alajo

FORBES Africa 30 under 30, 2020

16 years experience in leading a team to build successful software products that has generated over \$14m in revenue for it customer, from 2018 to 2021.



Eniola Oladehinde

Co-Founder and COO, Alajo

A micro-savings advocate, Saving and disbursing over \$1.5m for her 1444 customers with about 5 years experience in thrift operations.



Joseph Okondu

VP, Products

A Bright Spark, Brilliant Researcher, Trained Product Engineer and built a Product that generated \$5m+ revenue



Idowu Bolanle

VP, Finance Operations

8 years experience banking in mortgage and commercial banking where she used analytical and interpersonal skill to maintain a 99.6% customer satisfaction rating.



Olasheni Erisan

VP, Engineering

Critical thinker, Principal Software Engineer, 2x C.T.O



• THE OPPORTUNITY: Why Now?

Africa

- A population of **1.4billion** people
- **854 million** (60%) people unconnected to the internet
- **66% of its adult population** are unbanked or underbanked
- **Internet is 83% less affordable** than anywhere else in the world
- And **51% of its population living** below poverty line
- **Savings rate is at its all-time lowest:** UN says it cannot reach its goal of ending poverty by 2030 and also emphasizes that the main factor in increasing in-country standard of living capital is the increase of savings
- **Governments are now prioritizing programs** that promote domestic savings to reach faster economic growth.

For the continent to achieve economic growth, reduce poverty, improve standard of living and increase national incomes, there's a need to prioritise increasing savings to encourage an increase in investment in the domestic financial capital.



Source: <https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00140-6>

• MARKET: Africa

Average **Savings per day** is **\$1.73**;
The Average Volume of transaction
per person in 5 years is **\$2,000**.

Total Market Size:

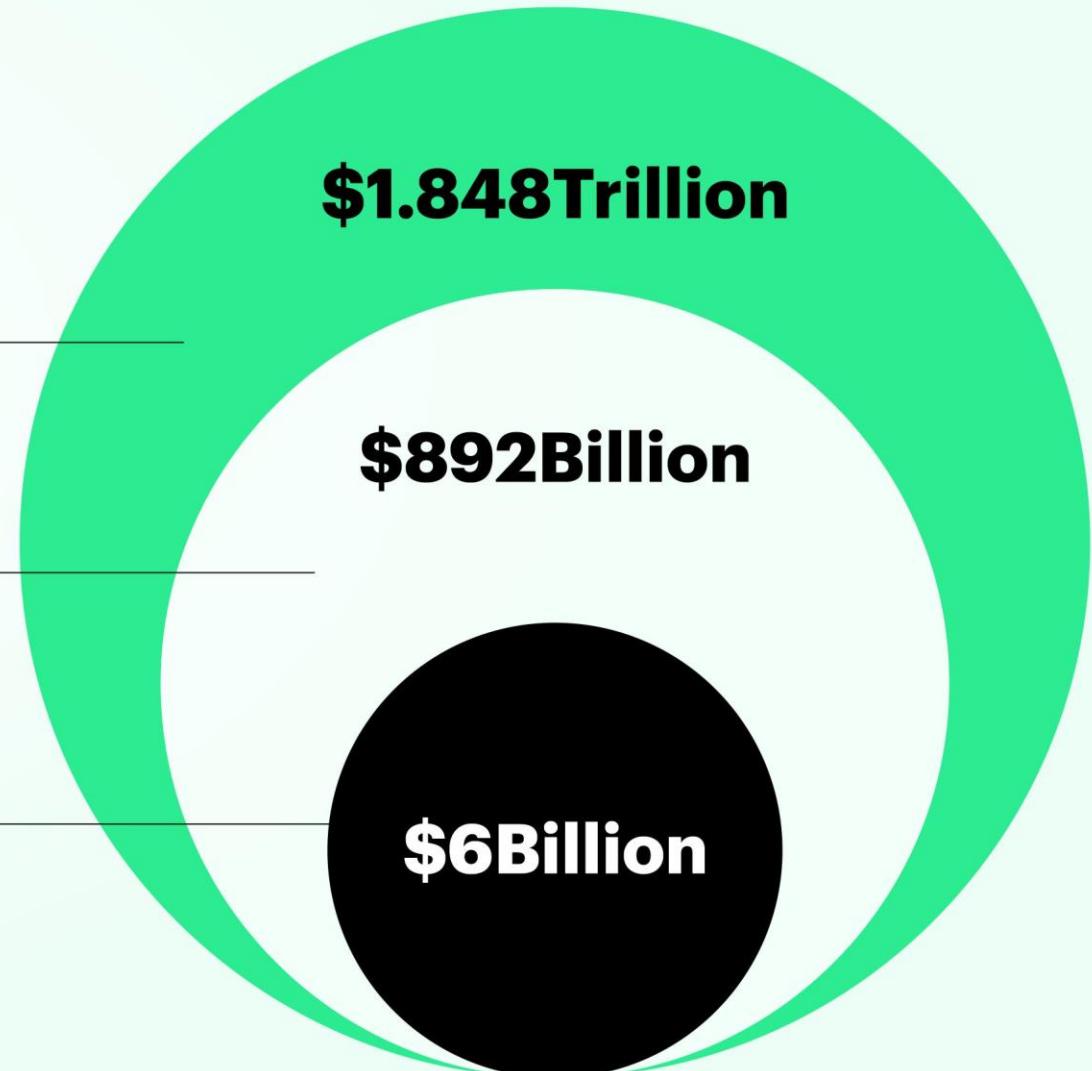
924 million Africans banked and underbanked

Target Market Size:

Only 446 million Africans can afford to save \$1.73/day

Qualified Target Market:

We want to help 3 million Africans in Nigeria, Ivory Coast, Ghana, Kenya, Rwanda perform \$6b Volume of Transaction in the next 5 years.



Source: <https://unctad.org/press-material/facts-and-figures->

- **BUSINESS MODEL: B2B, B2B2C**

3.33%

of savings per
customer/month



3.33%

from Collections
Services for BNPL and
BNPSS Payment Options

**Alajo
Agents**

**Alajo
Business**

\$0.1

Subscription per
customer/month

\$0.3

Per API call on
Customer

\$6/Month

for Subscription

• COMPETITION



Why we are different:



Banked on the Spot



Unbanked **digitally included**



Generate Transaction Reports for the Unbanked



Real-Time Monitoring of all Agent activities



Credit Reporting System for Unbanked and non-smartphone user



Verification Analysis and Reports of Agents and Users



Escrowed Savings System



Alajo ATM Card to access funds from any POS or ATM



Multilingual

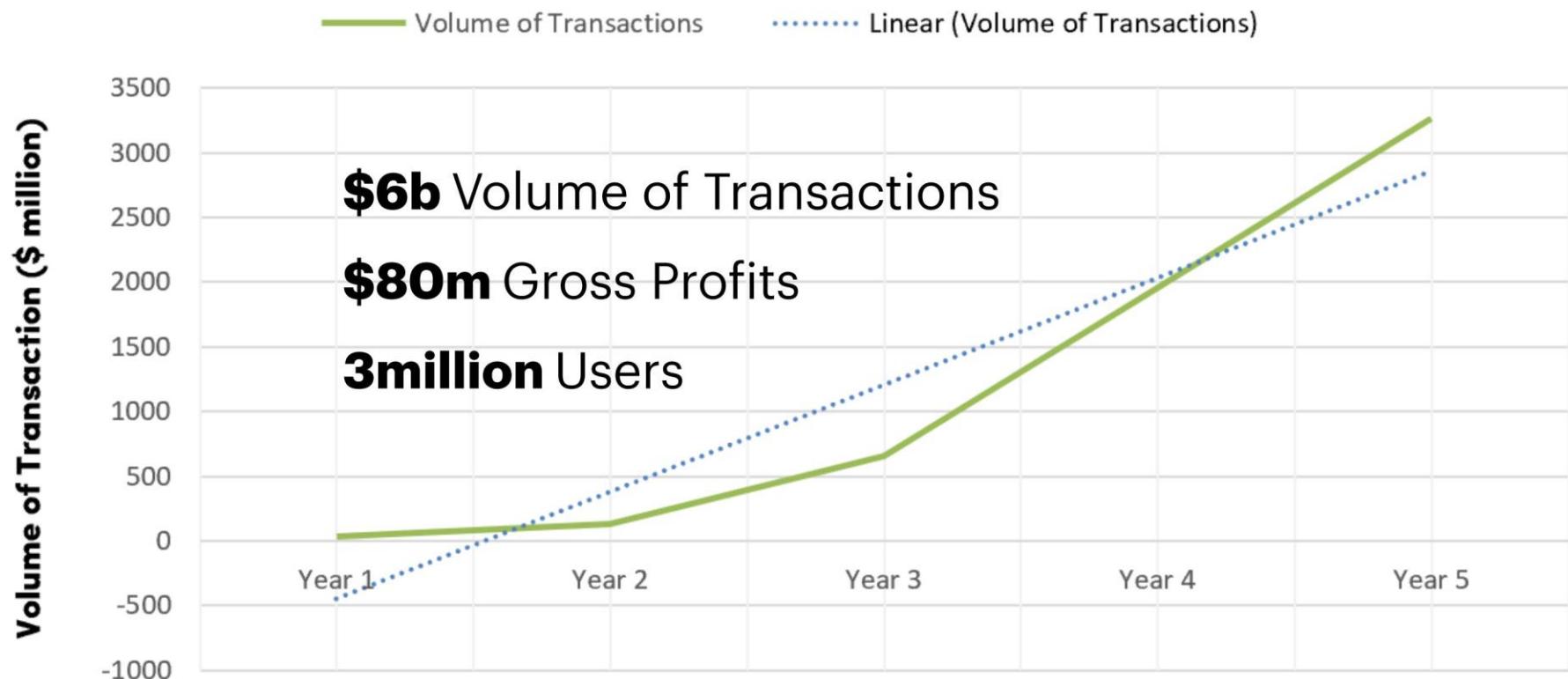


Connecting **Corporates** to the **Unbanked**



Savings Infrastructure for Agents to build a Business

- **PROJECTIONS: In the next 5 years,**



• OUR ASK

We are raising **\$500,000** for Alajo's Pre-Seed Extension,
at a Valuation of **\$5m** to reach **20,000** users ahead of the **Seed Round**.



End-to end technology and
Savings Infrastructure



Alajo PayPoint (Kiosk)
Integration



18 months Runway



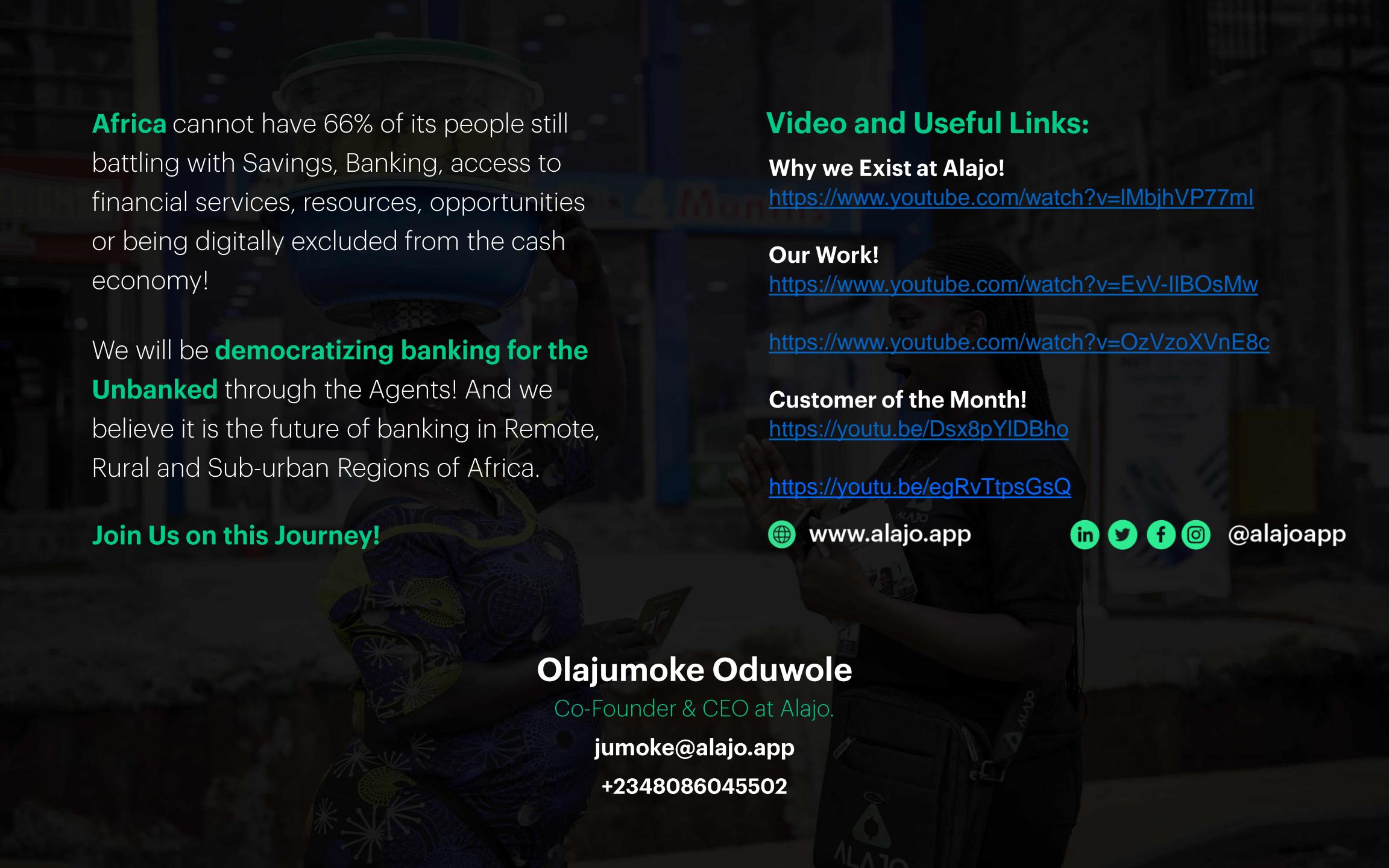
Increase Avg. MRR to **\$30,000**
and Transaction Volume to **\$2.5m**
per month in 12 months



**Marketing and Acquisition of
Businesses, Agents and Users**



**Partnerships, Collaborations,
Standardization and Compliance.**

A woman in a traditional African patterned dress is holding a megaphone, appearing to speak to a crowd. The background is slightly blurred.

Africa cannot have 66% of its people still battling with Savings, Banking, access to financial services, resources, opportunities or being digitally excluded from the cash economy!

We will be **democratizing banking for the Unbanked** through the Agents! And we believe it is the future of banking in Remote, Rural and Sub-urban Regions of Africa.

Join Us on this Journey!

Olajumoke Oduwole

Co-Founder & CEO at Alajo.

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+2348086045502

Video and Useful Links:

Why we Exist at Alajo!

<https://www.youtube.com/watch?v=lMbjhVP77ml>

Our Work!

<https://www.youtube.com/watch?v=EvV-IIBOsMw>

<https://www.youtube.com/watch?v=OzVzoXVnE8c>

Customer of the Month!

<https://youtu.be/Dsx8pYIDBho>

<https://youtu.be/egRvTtpsGsQ>



www.alajo.app



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