

ZimDash Financial Overview

ZimDash \$1,500 Budget Breakdown

1. App Development – \$400

- \$150 – Customer & rider interfaces (*FlutterFlow + Firebase*)
 - \$100 – Payment gateway integration (*EcoCash & PayNow*)
 - \$80 – Delivery tracking & order management
 - \$70 – Testing and debugging before launch
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2. Hosting & Maintenance – \$100

- \$25 – Domain registration (*zimdash.com*)
 - \$20 – SSL certificate
 - \$35 – Cloud hosting (*Firebase/AWS*)
 - \$20 – Regular maintenance and updates
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3. Marketing & Branding – \$500

- \$150 – Social media ads (*Facebook, Instagram, WhatsApp*)
- \$100 – Flyers/posters printing
- \$100 – Promotional video
- \$80 – Referral & promo code campaigns

- \$70 – *Influencer collaborations*
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4. Operations & Administration – \$180

- \$120 – *Company registration & legal setup*
 - \$40 – *Customer support setup (WhatsApp & phone tools)*
 - \$20 – *Rider onboarding & verification*
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5. Contingency Fund – \$120

- \$40 – *Unexpected operational costs*
 - \$40 – *Emergency updates*
 - \$40 – *Marketing/logistics top-ups*
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6. Miscellaneous – \$200

- \$200 – *Personal Payment arrears*
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Note:

If the total investment amount is increased to **\$2,000**, the funds will be distributed **in the same proportions as outlined above**, ensuring consistent allocation across all categories while scaling marketing and app development efforts mainly.

Revenue Projection (Dec 2025 – March 2026)

Assumptions:

- Launch Date: **1 December 2025**
- Average Delivery Fee: **\$8 per order**
- Commission: **20%**
- Starting at 10 orders/day, increasing monthly as brand awareness grows

Month	Days Active	Avg. Orders/Day	Total Orders	Avg. Fee	Total Value	20% Commission	Revenue
Dec 2025	31	10	310	\$8	\$2,480	20%	\$496
Jan 2026	31	15	465	\$8	\$3,720	20%	\$744
Feb 2026	28	20	560	\$8	\$4,480	20%	\$896
Mar 2026	31	25	775	\$8	\$6,200	20%	\$1,240

Total Projected Revenue (Dec–Mar): \$3,376

Personal Commitment

I am personally committed to ensuring that ZimDash succeeds and delivers on its goals. However, in the unlikely event that the business fails to generate the expected results or any results at all, I take full responsibility for repaying the \$1,500 investment in full.

Starting from December 31st 2025, I will begin repaying the amount at \$200 from my salary per month for approximately 7 months, totaling \$1,400. This is an amount that I can realistically pay consistently, cover all my monthly living expenses(rent, groceries, bills) and still have a bit of money left over for the month (\$250).

Additionally, any revenue or profit generated from ZimDash during that period will be used to accelerate the repayment until the loan is fully settled. The full amount will also not be disbursed all at once. This means that any left over funds can be used in the repayment of the loan after the December 31st Overview meeting where **WE** will look back at the 1st month and see if there is light at the end of the tunnel or not.

Repayment Plan:

- **Monthly Payment:** \$200
- **Duration:** Approximately 7 months
- **Additional Payment:** \$100 during the last month.
- **Total Paid:** \$1,500