

# ZimDash Investor Pitch Deck

Fast • Reliable • Affordable Bike Deliveries

## Problem

Harare's urban delivery ecosystem is dominated by informal WhatsApp riders. Deliveries are unreliable, lack price transparency, and provide no tracking. Small businesses and restaurants struggle to move goods efficiently across the city.

## Solution

ZimDash provides a structured on-demand bike delivery platform where customers connect with nearby independent riders. Our system provides instant bookings, price transparency, real-time tracking, and secure EcoCash payments.

## Market Opportunity

Zimbabwe's delivery market is growing rapidly. Over 15,000 small deliveries occur daily across Harare, representing over \$5M annual value. As WhatsApp-based commerce and online sales increase, reliable last-mile logistics are in high demand. ZimDash plans to expand from Harare into other urban centers like Bulawayo, Lusaka, and Gaborone.

## Business Model

ZimDash charges a 20% commission on all deliveries, priced between \$4–\$12 per order. This generates between \$0.80–\$2.40 revenue per trip. The company also plans to introduce subscription packages for high-volume clients and optional surge pricing for peak hours.

## Financial Breakdown (4-Month Runway)

Our goal is to build the MVP at the lowest cost and allocate most funds toward marketing and early traction.

Category	Description	Amount (USD)
App Development	No-code MVP (FlutterFlow + Firebase)	300
Hosting & Maintenance	Domain, hosting, SSL certificates	100
Marketing & Branding	Social media ads, flyers, influencer partnerships	600
Operations & Admin	Business registration, rider onboarding, phone/data	300
Contingency	Unexpected updates or ad boosts	200

Total		1,500
-------	--	-------

## Revenue Projection (4 Months)

Month	Orders/Day	Avg Fee	ZimDash Commission (20%)	Monthly Revenue (USD)
1	10	\$8	\$1.60	480
2	15	\$8	\$1.60	720
3	20	\$8	\$1.60	960
4	25	\$8	\$1.60	1,200
Total	-	-	-	3,360

## Why Now

Urbanization, mobile adoption, and EcoCash payments make Zimbabwe ready for app-based delivery. Competitors like InDrive have shown strong adoption in ride-hailing, proving the model's viability.

## Investment Ask

We are seeking \$1,500 to build the MVP and execute a marketing strategy to achieve 1,000 deliveries in 4 months. This will validate the model, generate revenue, and position ZimDash for a \$10,000+ seed round to expand across Southern Africa.

## Vision

To make delivery as simple as sending a text. ZimDash aims to dominate urban delivery in Harare and expand regionally, offering logistics, parcel, and small business delivery solutions.

## Contact

■ info@zimdash.com ■ +263 77 000 0000 ■ www.zimdash.com