

ZimDash Investor Pitch Deck

Fast • Reliable • Affordable

Problem

Delivery in Harare is unreliable, expensive, and lacks tracking. Small businesses and restaurants struggle with logistics.

Solution

ZimDash provides an on-demand app connecting customers to independent bike riders for fast, affordable same-day delivery.

Market Opportunity

Harare's growing e-commerce and on-demand market has an estimated size of over \$5M. Smartphone usage is increasing, but logistics platforms remain limited.

Business Model

- 20% commission per delivery
- Subscription plans for frequent business users
- Surge pricing during high-demand hours

Go-to-Market Strategy

- Launch in Harare CBD
- Partner with restaurants, pharmacies, eCommerce vendors
- Leverage social media, influencers, and referral marketing

Budget Breakdown (\$1,500 Target)

MVP build: \$300 Hosting: \$100 Marketing: \$600 Operations: \$300 Contingency: \$200

Why Now

Urban delivery demand is growing in Southern Africa. Digital payments (EcoCash, Innbucks) make transactions seamless. No major established competitor in the space.

Investment Ask

Seeking \$1,500 to build the MVP and drive marketing efforts over 4 months. Goal: Achieve 1,000+ deliveries and validate product-market fit.

Vision

Simplify delivery across Harare, then expand regionally across Southern Africa. Long-term goal: Develop an expandable native app and scale to major cities.

Contact

For partnership and investment inquiries: ■ info@zimdash.com ■ +263 77 000 0000

Category	Amount (USD)
MVP Build	300
Hosting	100
Marketing	600
Operations	300
Contingency	200