

# Mobiliti

**Transportation Crowdfunding & investments  
for everyone**



From:



# Vision

Fund the transportation of people and goods for Africa's next billion through our digital crowdfunding platform.

# Mission

To enable everyone participate in the provision of sustainable transportation infrastructure.

**Mobiliti**



# | Problem: Transportation angle

## Company



Low supply of vehicular assets in proportion to growing passenger and logistics demand

## Individual



High cost of inter-state transportation and logistics

# Problem: Investment angle

## Company



Investment in transportation as a company is capital intensive and access to capital is limited for expansion

## Individual



Investment in transportation as an individual is capital intensive with barriers such as operations, loss and customer acquisition

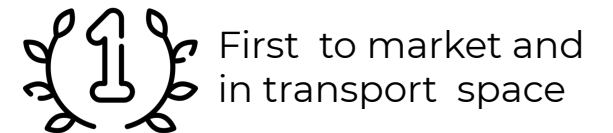
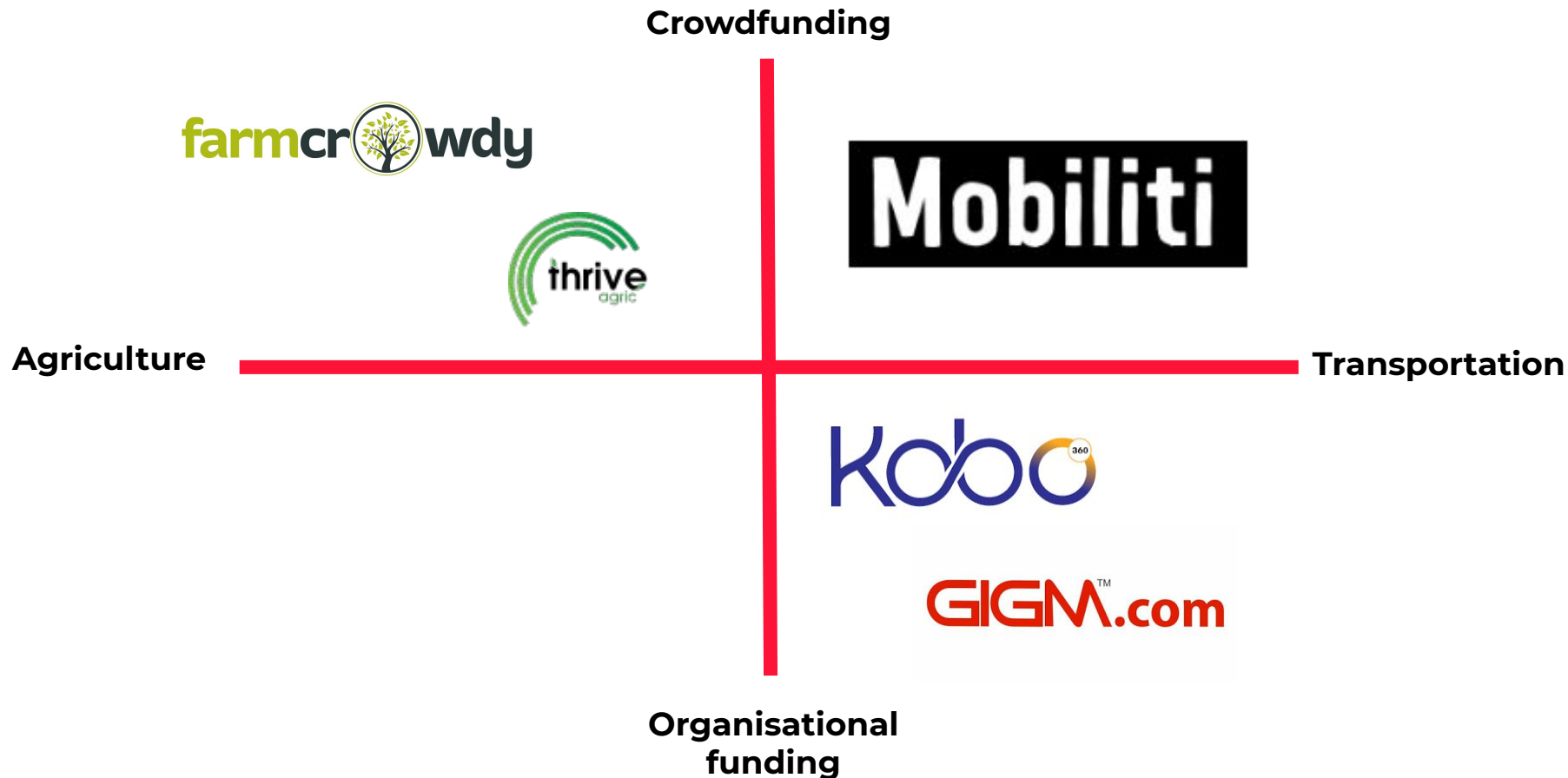
# | Solution

A digital crowdfunding platform providing funds for asset expansion to transport companies from individuals.



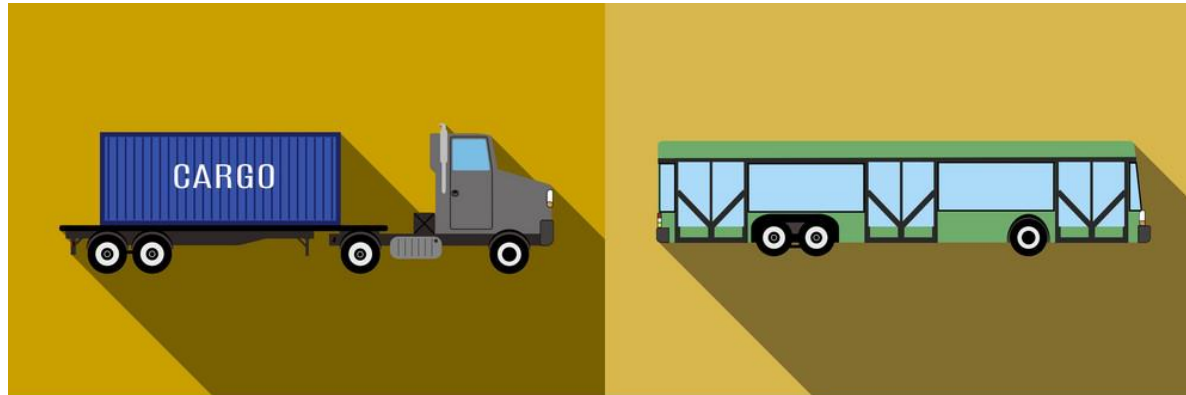
# Competitive Advantage

**Mobiliti**



# \$150B

Africa Logistics industry  
only accessible for  
investments by the rich



5.19% increase between  
2012-2016

Growing significantly over  
the next decade

# \$7B

Africa road tr

\*Source: <https://www.kobo360.com/NG/en/>, <https://africatimes.com/2016/02/03/africa-transport-and-logistics-sector-an-untapped-goldmine/>

# Our Process

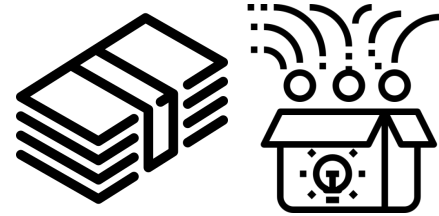
## Transport company integration Process



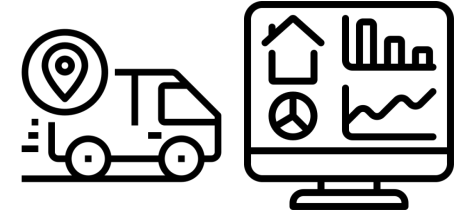
1. Selection of vehicle based on company need and demand



2. Partner and integrate with transport company



3. Provide funds to transport company for funding vehicles via **Mobiliti**



4. Monitor, track and ensure utilization of vehicle for transport services

## Sponsor Integration Process

1. Join **Mobiliti** Platform

3. Sponsor Vehicle

5. Gain returns on Capital

2. Select Vehicle Investment

4. Track Investment





# Business Models

**Mobility**

**Motorcycles**



**18% returns  
1 yr**

**Busses**



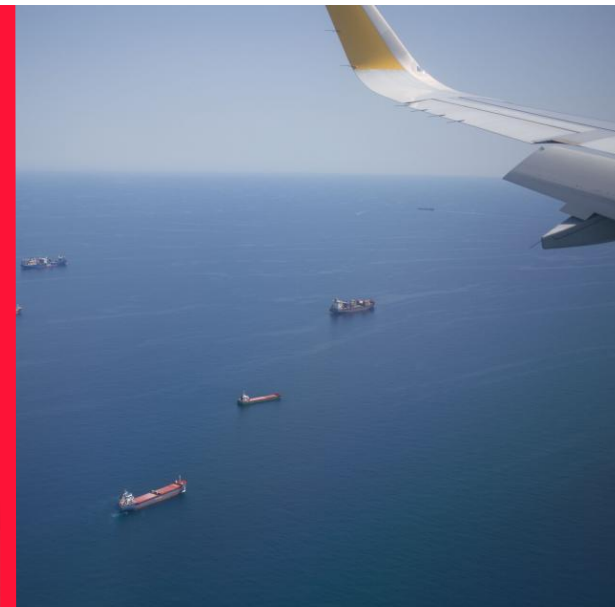
**20% returns  
1 yr**

**Trucks**



**22% returns  
1 yr**

**Ships & Planes**



**n/a% returns  
1 yr**



# Go-to-Market Strategy

Fund  
Manager  
(Crowdfunding)  
Platform



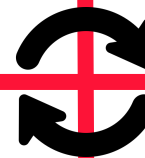
Transport  
Company



More  
Transport  
companies

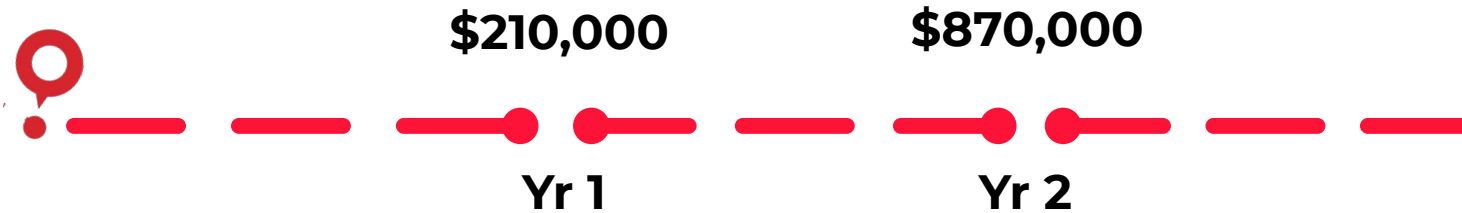


General public



# Projections

## Financials (Revenues)



## Reach in 1 year

6000+ Crowdfunding Investors

1000+ trips made on 6+ vehicles

₦100,000,000+ crowdfunded

₦120,000,000+ in investor payouts

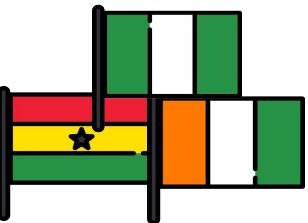
## Reach in 2 years

12000+ Crowdfunding Investors

2000+ trips made on 12+ vehicles

₦200,000,000+ crowdfunded

₦240,000,000+ in investor payouts



# Backers



PARIS&CO



NG\_HUB  
from facebook



## Business Development



Damilola  
Soladoye

**CEO**

Accounting, Covenant University  
AAT certified



Segun  
Olujide

**COO**

Accounting, Covenant University  
Ex-Stone Street Capital

## Product Development



Opeyemi  
Onikute

**Web Lead**

Comp. Eng, Covenant University  
CompTIA Network+ certified



Peter  
Esenwa

**CTO**

Comp. Sci, Covenant University  
IBM Certified Security Analyst  
Google Intermediate Dev

## Advisers



Boye Oshinaga  
**Cofounder, Riby**



Ife Oyedele  
**Cofounder, Kobo360**



Chidi Ajaere  
**CEO, God is Good Motors (GIGM)**

**Join us as we invest in moving  
people and goods in Africa  
today!**

**THANK YOU!**

**Mobiliti**

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