

Executive Summary

ANNUAL REVENUE

~R2M

Profitable from day one

PLATFORM USERS

~1,000

Since March 2023

REPEAT RATE

60%

Strong retention signal

Sources: Disrupt Africa (March 2024), Develutions Work Breakdown Structure v1.0

CORE THESIS

The technology problems are symptoms of a business scaling challenge, not the root cause. Ezra needs a strategic partner, not a dev shop.

Key Points

- Three-sided marketplace: investors, sellers, service providers | 5% commission (min R30k)
- 15s page load, Vue 2.6 EOL, broken CRM integrations | Founder overwhelmed
- SA PropTech market USD 22B to 36B by 2030 | Ezra open to fractional ownership