**Pitch Deck for Walking the Sahel (WTS)**

**Slide 1: Title Slide**

* **Title**: Walking the Sahel (WTS): Revolutionizing Africa’s Trade and Logistics
* **Subtitle**: A VisionForge Initiative
* **Visuals**: WTS logo, a map of Africa with key trade routes highlighted.

**Slide 2: The Problem**

* **Challenges in African Trade and Logistics**:
  + Fragmented supply chains and inefficient logistics.
  + High cross-border trade barriers underutilizing AfCFTA.
  + Limited access to markets for SMEs and small-scale suppliers.
* **Visuals**: Infographic on trade inefficiencies in Africa.

**Slide 3: The Solution**

* **Walking the Sahel (WTS)**:
  + A B2B marketplace connecting suppliers and buyers.
  + AI-powered logistics platform optimizing routes and delivery.
  + Seamless cross-border operations leveraging AfCFTA policies.
* **Visuals**: Platform screenshots and AI logistics workflow.

**Slide 4: Market Opportunity**

* **Size of the Prize**:
  + $150 billion projected intra-African trade under AfCFTA by 2025.
  + Targeting 0.5% market share in Year 1.
* **Customer Segments**:
  + Suppliers: Small-scale miners, farmers, manufacturers.
  + Buyers: Exporters, distributors, manufacturers.
  + Logistics Operators: Fleet owners and drivers.
* **Visuals**: Market growth chart and customer personas.

**Slide 5: Value Proposition**

* **For Suppliers**:
  + Access to wider markets and secure transactions.
* **For Buyers**:
  + Streamlined sourcing with transparent pricing.
* **For Logistics Operators**:
  + Optimized routes and reliable demand.
* **Visuals**: Icons representing each user group and their benefits.

**Slide 6: Business Model**

* **Revenue Streams**:
  + Transaction commissions: 1% per trade.
  + Logistics fees: 3% of delivery costs.
  + Subscription plans: $20-$36 annually.
  + Premium services: Trade analytics and financing.
* **Visuals**: Revenue breakdown pie chart.

**Slide 7: Competitive Advantage**

* **Why WTS?**:
  + AI-driven logistics and predictive analytics.
  + Strategic partnerships with Afreximbank, NCX, and Paystar.
  + Compliance with AfCFTA for seamless cross-border trade.
* **Visuals**: Comparison table with competitors.

**Slide 8: Go-to-Market Strategy**

* **Phase 1 (Year 1-2)**:
  + Launch in Nigeria, Ghana, and Kenya.
  + Onboard 200,000 users through partnerships and targeted campaigns.
* **Phase 2 (Year 3-5)**:
  + Expand to 15 additional countries, achieving 1 million users.
  + Introduce premium features and advanced analytics.
* **Visuals**: Timeline with key milestones.

**Slide 9: Financial Projections**

* **Year 2**: $34 million revenue, $5.11 million net profit.
* **Year 5**: $135 million revenue, $35 million net profit.
* **Year 8**: $487.5 million revenue, $200 million net profit.
* **Visuals**: Revenue and profit growth graph.

**Slide 10: Impact Highlights**

* **Economic**:
  + $1 billion in annual trade facilitated by Year 6.
  + Creation of 50,000 jobs.
* **Social**:
  + Empowering SMEs and small-scale suppliers.
  + Enhanced economic inclusion.
* **Environmental**:
  + Reduced carbon emissions through optimized logistics.
* **Visuals**: Icons representing economic, social, and environmental impacts.

**Slide 11: Team**

* **Key Leaders**:
  + CEO: Visionary driving strategic growth.
  + COO: Operational efficiency expert.
  + CTO: Innovator behind AI and platform design.
  + CFO: Financial strategist securing funding and partnerships.
* **Visuals**: Professional photos and brief bios.

**Slide 12: Call to Action**

* **Join the WTS Revolution**:
  + Invest in a scalable solution transforming Africa’s trade.
  + Collaborate to unlock the continent’s economic potential.
* **Contact Information**:
  + Email: info@walkingthesahel.com
  + Website: www.walkingthesahel.com
* **Visuals**: Inspiring image of a bustling trade hub.

**Conclusion** Walking the Sahel is poised to become Africa’s leading trade and logistics platform. With your support, we can drive transformative growth and foster a connected, prosperous continent.