

TULEYA! TAXI APP

Business Plan



MUNGI COMPANY
L I M I T E D

Strictly private and confidential

Email: mungicompany@gmail.com 0962220856

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Tuleya! Taxi is an app-powered, on-demand taxi car service provider for smart phones. The Company will charge a 5% commission for connecting customers with taxi drivers via a cutting-edge mobile application.

Market analysis

- The personal transportation industry has undergone dramatic changes in recent years thanks to the introduction of application-based taxi and car service hailing systems.
- New industry entrants, like Ulendo, have made structural changes to an old industry that functioned much the same way it did decades ago, with individuals in need of a cab having to either physically wave at a taxi at the street corner or call a local car service to reserve a car at least half an hour prior to pickup time. Or search for a taxi rank.
- Ulendo and its competitors have made it possible to secure a car or taxi from a smartphone from any location. This has revolutionized the industry and opened the door to new market entrants.

Business idea

- Tuleya! is an app-powered on-demand taxi car service provider for smart phones. The Company will charge a 5% commission for connecting customers with taxi drivers via a cutting-edge mobile application.
- The key competitive advantages is the Company's ability to provide highly affordable (flat rate or subscriptions) personal transportation solutions from Taxi to mail and food delivery (Motorbike) to House moving or removals and truck hire.
- The Company will operate under brand Tuleya! Taxi App
- **Geographical focus: Kitwe and Ndola Copperbelt** with planned into Chingola, Solwezi and Lusaka Later.
- **Target customers:** individuals, Public transport users and corporate clients who frequently use taxi services or food delivery and moving vehicle.

Goals

- To become the leading rideshare services provider in the Copperbelt
- To provide customers with the best-priced transportation solution
- To retain clients through development of attractive loyalty programs
- To offer fair remuneration to taxi drivers (5% from flat rate, significantly lower than Ulendo’s 20% commission)
- To build and maintain relationships with wholesalers, retail networks (gas filling stations)
- To become operational by early 2021
- To test the business model in 2 locations in year 1, with further geographical expansion to follow
- To achieve gross revenue – K3,000,000 in year 5

Strengths

- Innovative solution at an affordable price
- Experience management team
- Innovative marketing plan
- Scalable business
- Implement win-win strategy with potential partners (Hotel networks)
- Strategic approach in cooperation with taxi drivers

The Company is seeking an investment of K1,500,000.00 to finance development of the mobile application, a command center, working capital for the first 24 months of operations and to finance a Marketing budget. We will be investing K582,500 which we will acquire by applying for commercial loans from banks and venture capital as well as our own investments to total capital of K2,082,500 in investment capital.

Financials

KPIs		Initial investments	
Key performance indicators		Initial investments K2,082,500.00	
		Item	Amount
Cash Flow (1-5 years), K	6,784,382	Premises (Lease & Rental One year)	K120,000.00
Net Present Value (1-5 years)*, K	3,490,578	Furniture (Desk & Chairs)	K80,000.00
Internal rate of return, %	60%	Servers, Computers, Printers, Internet	K130,000.00
Payback period	3 years	Refurbishment and rebranding of premises	K150,000.00
*Ministry Interest rate 10%		App Development, Licensing & Royalties	K282,500.00
Source: Ministry Loans run at 10% for a 3 year period		Marketing & Advertising expenses	K527,000.00
		Working Capital	K634,000.00
		Incidental Costs and contingency fund	K159,000.00
		Total Initial Investment	<u>K2,082,500.00</u>
		Investment Loan Youth Empowerment by Ministry of Youth	-K1,500,0000
		Share Capital Investment by Mungi	-K332,500.00
		Commercial Loans	-K250,000.00

Awareness

Ulendo	My Ride	Tuleya! (Lusaka)	Tuleya! (Copperbelt)
99%	59%	22%	96%

Familiarity

Ulendo	My Ride	Tuleya! (Lusaka)	Tuleya! (Copperbelt)
56%	25%	5%	91%

Consider

Ulendo	My Ride	Tuleya! (Lusaka)	Tuleya! (Copperbelt)
32%	9%	2%	53%

Strengths and weaknesses of top 3 rideshare market players

ULENDO

Top 3 strengths:

- Availability & Quality of App
- Friendliness of Driver
- Reliability

Top 3 weaknesses:

- Cost
- Price Estimate
- Driver Trustworthiness

MY RIDE

- Friendliness of Driver
- Speed of Pickup
- Availability & Quality of App

- Price Estimate
- Driver Trustworthiness
- Safety

TULEYA!

- Cost
- Availability & Quality of Application
- Accurate Price Estimate

- Professionalism
- Driver Trustworthiness
- Safety

When professional drivers make the change to Tuleya! or similar companies



Many past transportation industry workers choose to switch entirely to Tuleya!-like companies



Among people who previously drove taxis and now drive with a Tuleya! like platform

88%



Among people who previously drove personal cars and who now drive with the Tuleya! like platform

74%

Greater income, personal safety big motivators for many pros to drive with Tuleya!-like companies

64%

a reason to drive w/ Tuleya!

Tuleya! Partners Who Previously Drove Taxis

Among like Tuleya! like companies driver-partners who came from  the taxi world...

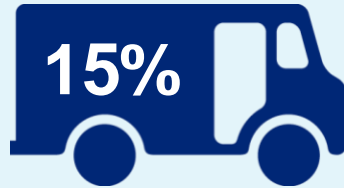
59% say their income has increased since joining like Tuleya! like companies (*24% say it has stayed the same*)

51% believe their income will increase each year – while only

36% were seeing income rise before like Uber companies

71% say “being their own boss” was a major reason to join like Tuleya!

73% say they have more control over their schedule now



of all driverpartners formerly worked for a delivery service... these drivers are among those most satisfied with Tuleya!like companies

How companies like Tuleya! are working for driver-partners

Driver-partners would rather have:

73%

A job where you choose your own schedule and be your own boss

42% of women who work with companies like Tuleya! say the need for "part-time or flexible scheduling" is a major reason they drive with like Tuleya! Companies

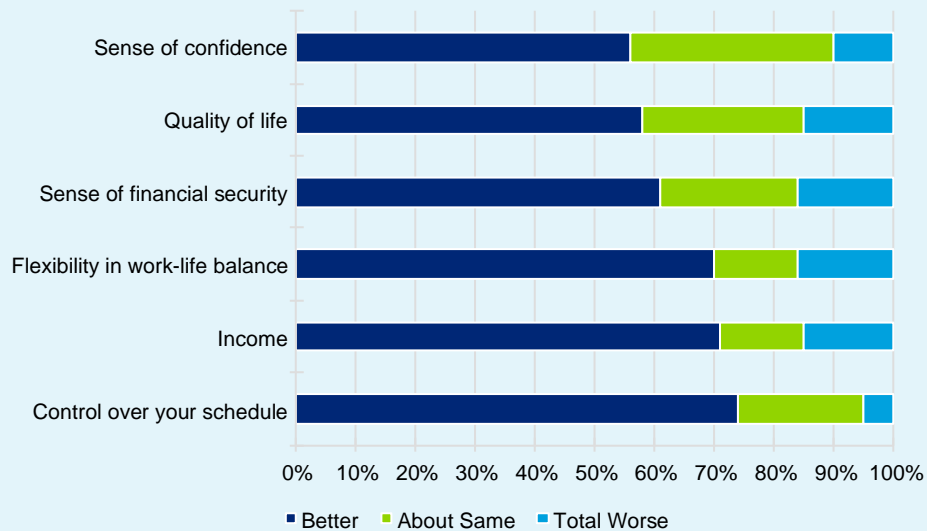


27%

A steady 08-to-17hrs job with some benefits and a set salary

32% say "to earn money while looking for a full-time job" is a major reason they drive with companies like Tuleya!, My Ride or Ulendo.

Income isn't the only thing that's gotten better



- Driver-partners are remarkably satisfied – especially new regulars and part-timers
- SATISFIED WITH EXPERIENCE DRIVING ON Tuleya! Taxi PLATFORM?**

78% total



72% pros



69% crossovers



88% new regulars



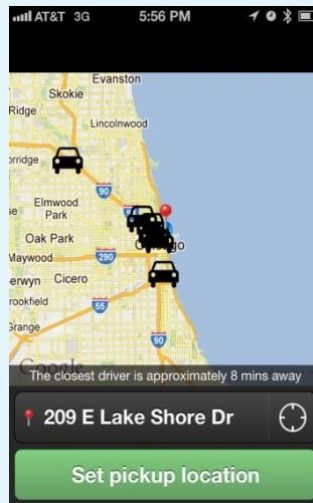
81% part-timers



Project D features

App technology for consumers

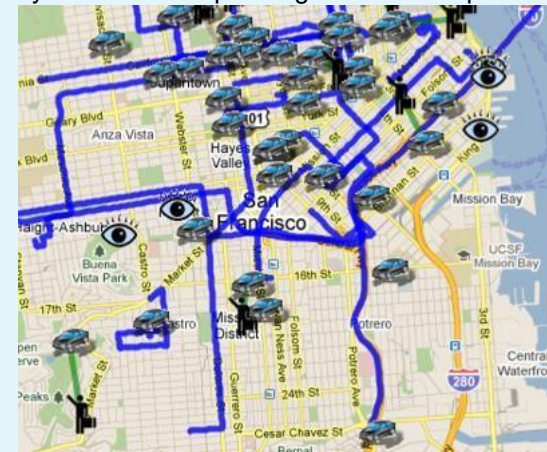
- The app technology is available for iPhone/Android devices and uses GPS from the requested pickup destination to display a map of all available Tuleya! cars in the area. Tuleya! will calculate the nearest driver and plot your pickup time accordingly. Each driver is also given a Phone with an app to manage incoming customer requests.



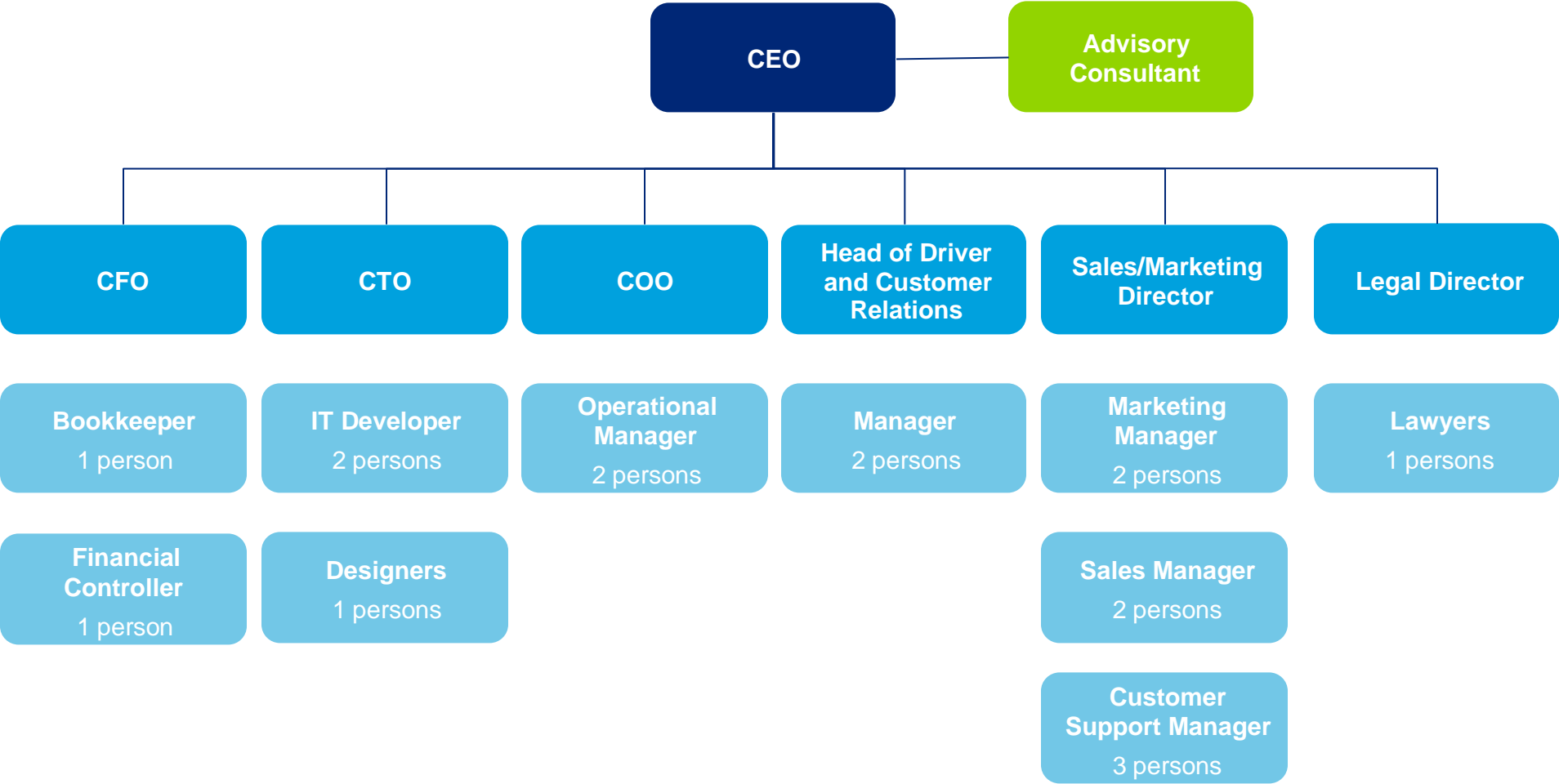
Supported by

Demand-calculation technology

- The firm will employ prediction algorithms and heat maps to predict demand at different times of the day. It will analyze how many times the app is opened and where clusters are located to help manage taxi supply according to demand. The result: shorter waits for riders and busier, more efficient days for drivers. Another source of operations management is the module, which displays all the active Tuleya! drivers and pending customer requests in real time.



Organizational structure



Year 0

Month 1

Month 2

Month 3

Month 4

Month 5

Month 6

Month 7

Month 8

Develop website and mobile applications

Beta-testing

Licensing and other necessary approvals

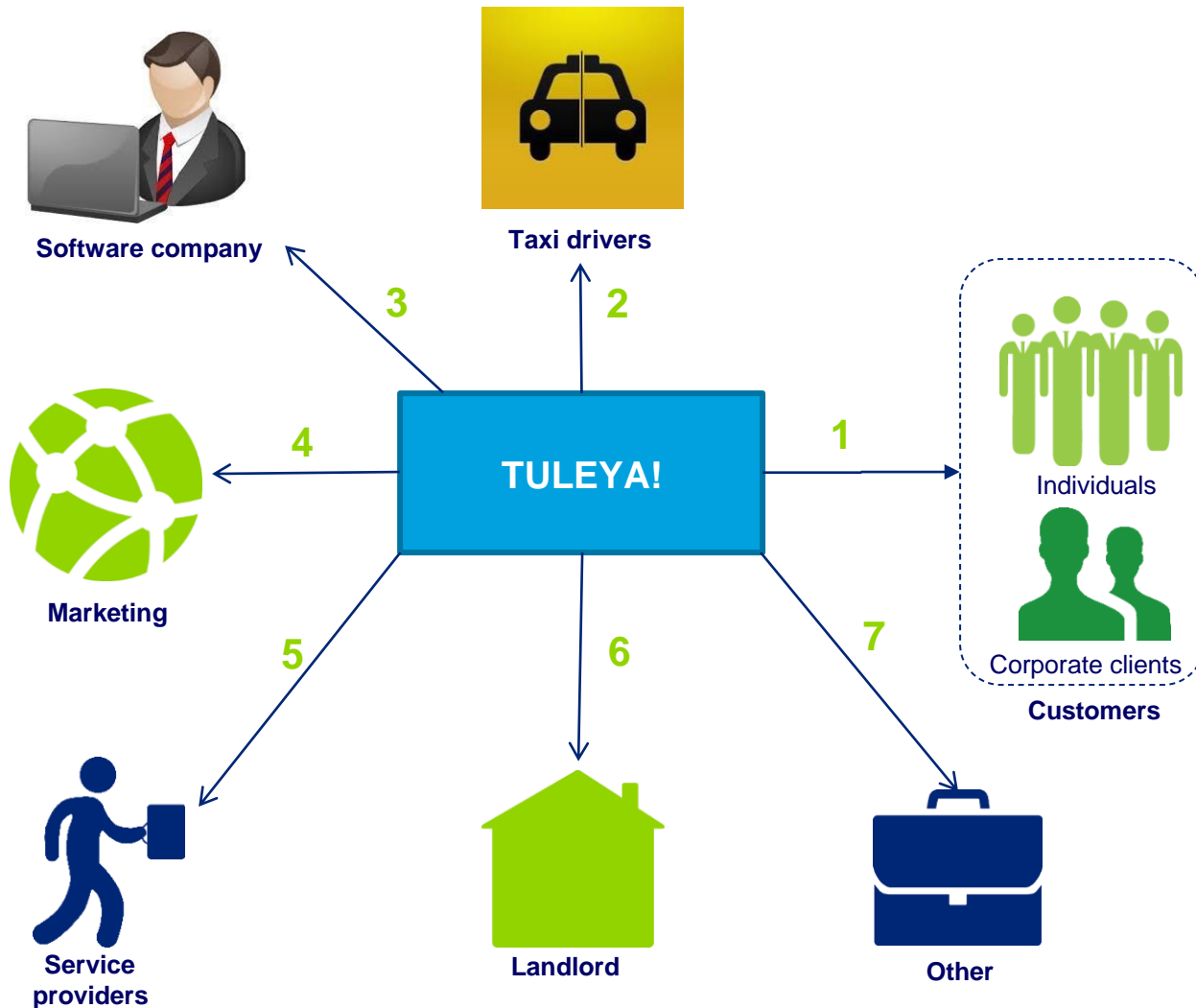
Recruit qualified staff

Contract the first drivers

**Sign contracts with services providers
(specified on the next slide)**

**Initiate offline and online marketing
campaigns**





1. The customers of the Company are individuals and corporate clients looking for affordably priced personal transportation solutions.
2. The Company will charge drivers only 5% commission to connect them with customers via the mobile app.
3. The Company will engage third party to develop the mobile app.
4. Marketing activity and logistics will be outsourced to third parties.
5. The Company will cooperate with well known service providers, like Google (maps), merchant account services, security providers responsible for security check of taxi providers, etc.
6. The Company will lease offices in Kitwe.
7. The Company will cooperate with different counterparties for supporting the operating activity with insurance, cleaning, maintenance, etc.

Mission of the Company is to provide affordable personal transportation solutions to customers via a cutting-edge mobile application

Mission

- To provide affordable personal transportation solutions to customers via a cutting edge mobile application

Core Values

- Innovation
- Leadership
- Quality
- Partnership and cooperation
- Loyalty to all stakeholders

Goals

- To become the leading rideshare services provider in the US
- To provide customers with the best priced transportation solution
- To retain clients through development of attractive loyalty programs
- To offer fair remuneration to taxi drivers (5% from flat rate, significantly lower than ULEND0's 10% commission)
- To become operational by early 2021
- To test the business model in 3 locations in year 1, with further geographical expansion to follow
- To achieve gross revenue K6,784,382 in year
- To build and maintain relationships with wholesalers, retail networks (gas filling stations)
- To actively participate in personal transportation associations
- To build strategic partnership with stakeholders which will support development of the business (for example, hotel chains- Garden Court, Protea Hotel, etc.)
- To become fully operational in early 2022.
- To develop extensive franchise network after year 5 countrywide.
- To expand the business into supplementary fields (e.g. taxi limo services)

▼

Objective: Differentiate the service by offering innovative technology solutions unlike those offered by competitors

**Management summary-
strategies/objectives**

List of actions

Description:

- Differentiate the service by offering innovative technology solutions unlike those offered by competitors
- Offer customers highly affordable prices and drivers extremely attractive commission rates
- Build strategic partnerships with taxi drivers, which will give Tuleya! the ability to provide the best service on the market
- Provide user-friendly mobile applications
- Build brand awareness

- Recruit qualified and professional staff
- Hire reliable service providers and software company
- Introduce flat-rate and subscription business model
- Regularly upgrade mobile application/website
- Implement internal CRM system responsible for monitoring/managing orders and payments
- Expand the business into other Zambian provinces after year 2
- Develop a strong corporate segment

- | | | |
|--|--|--|
| | <ul style="list-style-type: none"> • Use experience and contacts of management to expand the business • geographically Achieve synergistic effect by using unified platform during business expansion • Implement innovative marketing strategy • Implement franchise network <p>Be, wherever possible, cost effective and efficient</p> <p>Diversification (market/geographical development)</p> <p>Be socially responsible</p> | <ul style="list-style-type: none"> • Build strong relationships with taxi drivers • Improve processes continuously • Initiate sophisticated online and offline marketing campaign • Train personnel continuously • Outsource non-core activities to avoid unnecessary costs |
|--|--|--|