

- Investor Overview — February 2026

The Amazon of Local Commerce. Every Town. One Platform.

We're building a network of hyperlocal business hubs — one for every town in Kenya, powered by a single scalable platform. Connecting millions of consumers to verified local businesses, deals, and experiences.

7.9M+**\$23B****290+****50x**

SMES IN KENYA

DIGITAL ECONOMY '27

TOWNS TO SERVE

PROJECTED ROI

THE PROBLEM / THE SOLUTION

The Local Commerce Disconnect

While Nairobi is saturated with digital services, the other 290+ towns in Kenya are left behind. The biggest barrier? Lack of trust and lack of visibility.



The Current Pain Points



Invisibility

90% of local SMEs have no online presence. Customers can't find them without walking physically.



Marketing Costs

Billboards/radio are too expensive. Small legitimate shops can't compete with loud scammers.



The Scam Epidemic

Rampant Fraud: Online shoppers are getting scammed daily by fake listings.



Trust Deficit

Customers fear fraud. They don't trust WhatsApp sellers without social proof or verification.



No Data

Businesses operate blindly without knowing what their local customers are actually searching for.



Broken Discovery

Customers buy from far away because they don't know a legit shop is just 500m away.



The BizHub Solution

A hyperlocal "Super App" for every town. We build a digital ecosystem based on **Verification**.



Hyperlocal Focus

Town-specific content. Users in Thika see Thika businesses, Thika deals, and Thika events.



Smart Discovery

AI-driven search connects immediate needs (e.g., "Plumber in 5 mins") with trusted providers.



Anti-Scam Guarantee

100% Legit Businesses. We eliminate fear. Customers buy with total confidence.



Verified Trust

We physically verify businesses ("Verified Badge"). Customers know they are dealing with real shops.



Social Proof

User-generated "Proof of Visit" photos create authentic engagement.

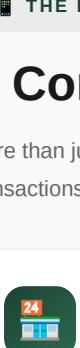


Nearby Visibility

We prioritize **closest shops**. Driving foot traffic to the verified business next door.

The "Trust" Network Effect

By guaranteeing legitimate sellers, we attract high-intent buyers. By bringing customers, we attract more legitimate businesses.

 THE PRODUCT

A Complete Digital Ecosystem

More than just a directory. BizHub is an interactive platform designed to drive daily engagement and transactions.



Smart Business Directory

Verified local businesses with rich profiles: WhatsApp direct links, operating hours, GPS location, and photo galleries.



Flash Deals Engine

"Happy Hour" for retail. Businesses post time-limited offers to clear stock. Consumers get push alerts for deals nearby.



Community Events

From church fundraisers to club nights. The central calendar for everything happening in town. Drives weekend traffic.



Merchant Analytics

A "Google Analytics" for small shops. They see who viewed their profile, who clicked "Call", and where customers are from.



Direct Engagement

One-click WhatsApp integration. No middlemen. Customers chat directly with sellers to negotiate and order.



Loyalty & Rewards

Gamified "Proof of Visit" system using QR codes. Customers earn points for visiting verified local hubs.

Built for Scale

Single codebase. Multi-tenant architecture. We spin up a new town (e.g., "NakuruBizHub") in clicks, not months.

Fast • Secure • Scalable

 BUSINESS MODEL

Revenue & Scalability

We make money when businesses grow. Our diversified revenue model ensures stability and high lifetime value (LTV).



Premium Subscription

KES 2,500/mo

Verified Badge, Analytics, Priority Support,
higher listing rank.



Promoted Ads

Pay-Per-View

Top-of-search placement and homepage
banners for maximum visibility.



Deal Commissions

Performance Based

Small fee for claiming high-value exclusive
coupons.



Rapid Traction (Prototypes & Projections)

150+

VERIFIED MERCHANTS

2,400+

MONTHLY USERS

12%

CONVERSION RATE

KES 1.2M

PROJ. ANN. REVENUE/TOWN

The "Town-by-Town" Strategy

We don't launch nationwide at once. We capture one town, dominate the market, reach profitability, and then use that cash flow to launch the next.

 Thika (Live Pilot)

Nakuru (Next)

Embu

Nyeri

Meru

Eldoret

Kisumu

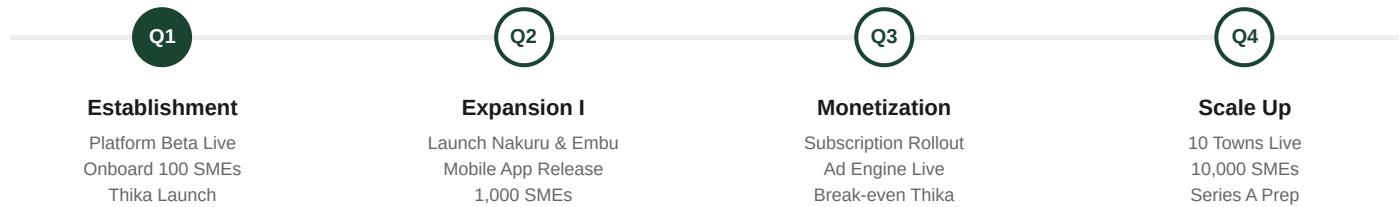
Mombasa

+ 2027 Goals



Roadmap & Vision

We are ready to scale. The technology is proven. The market is hungry. Here's where we're headed.



Ready to change how Africa shops locally?

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