



HAIYA

● PITCH DECK



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Chalala, Lusaka

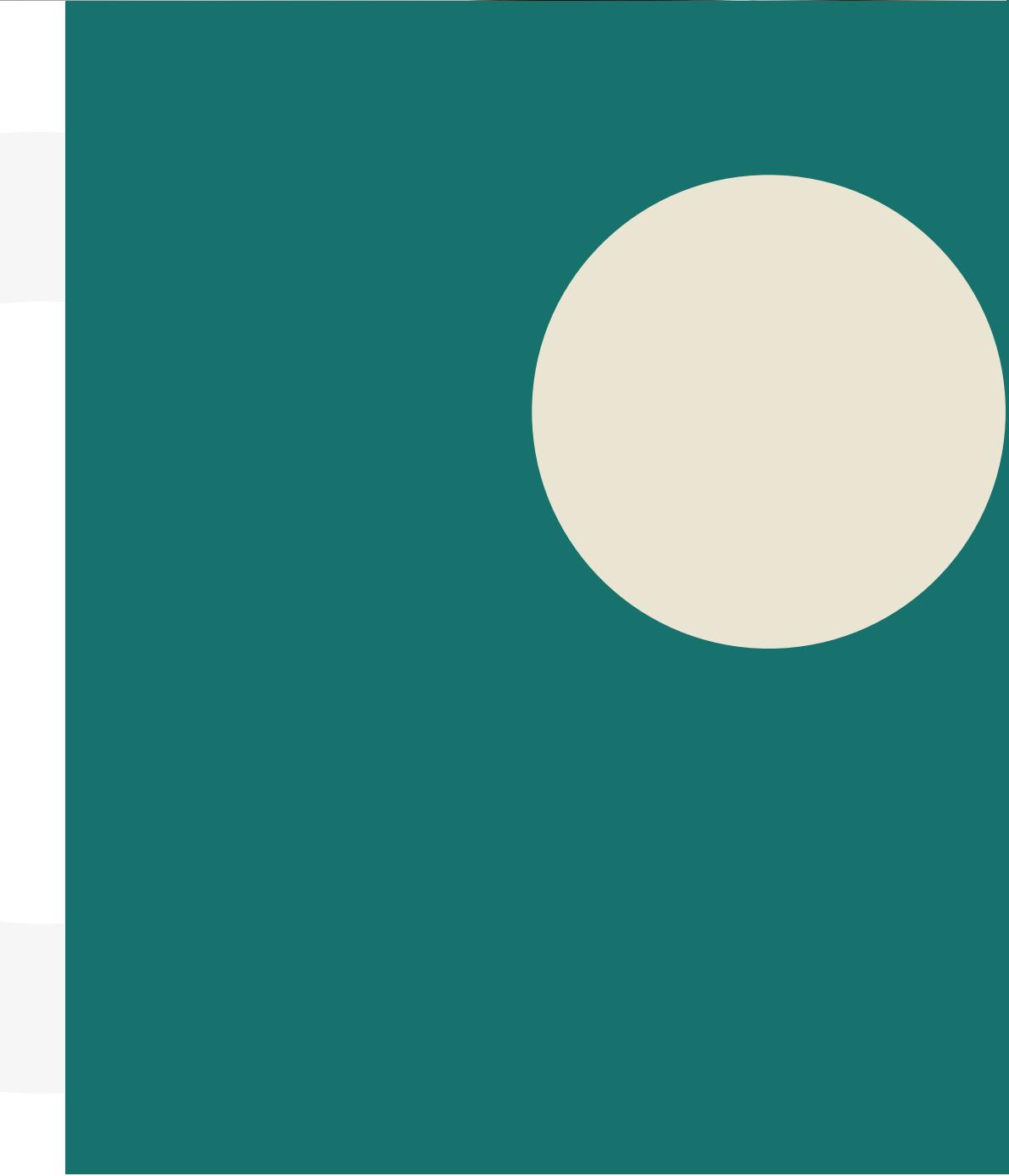
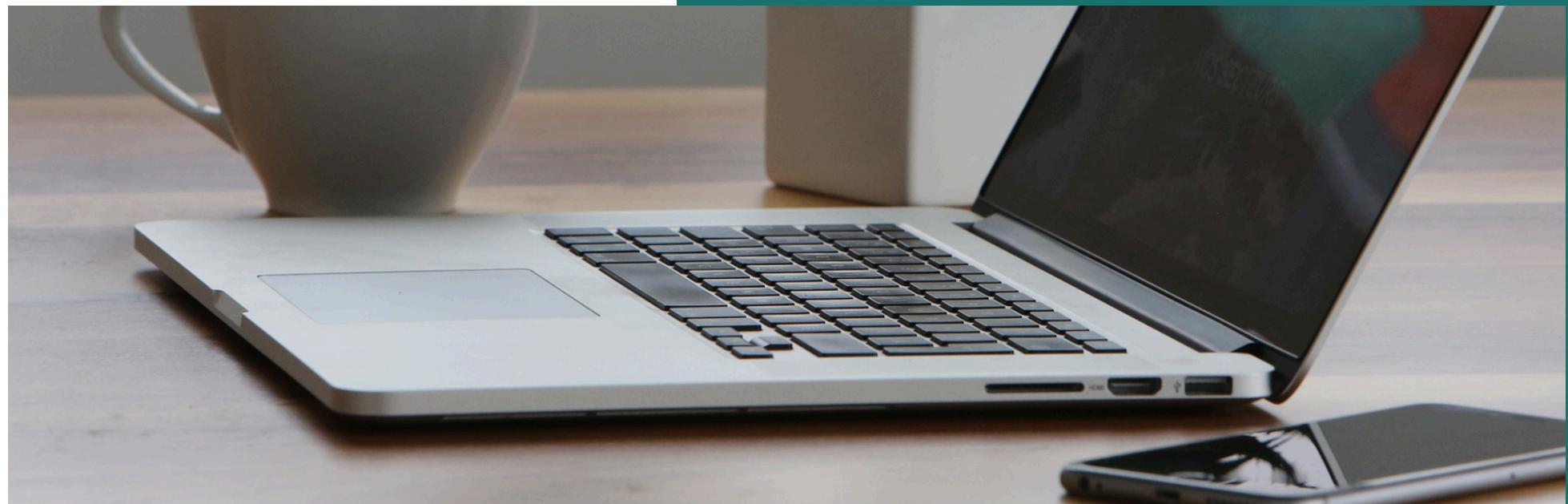
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September 23

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WELCOME

PROBLEM STATEMENT

HAIYA PITCH DECK



For Local Professionals and Service Providers

Local professionals and service providers often struggle with visibility and reaching potential clients in their area, leading to missed opportunities and underutilized skills. This disconnect results in inefficiencies and a lack of trust in the service market.



Customers and Businesses

In today's fast-paced world, finding reliable and skilled professionals and service providers such as electricians, mechanics, hairdressers, cleaners, and tutors can be a time-consuming and frustrating process for customers.

SOLUTION

HAIYA PITCH DECK



01

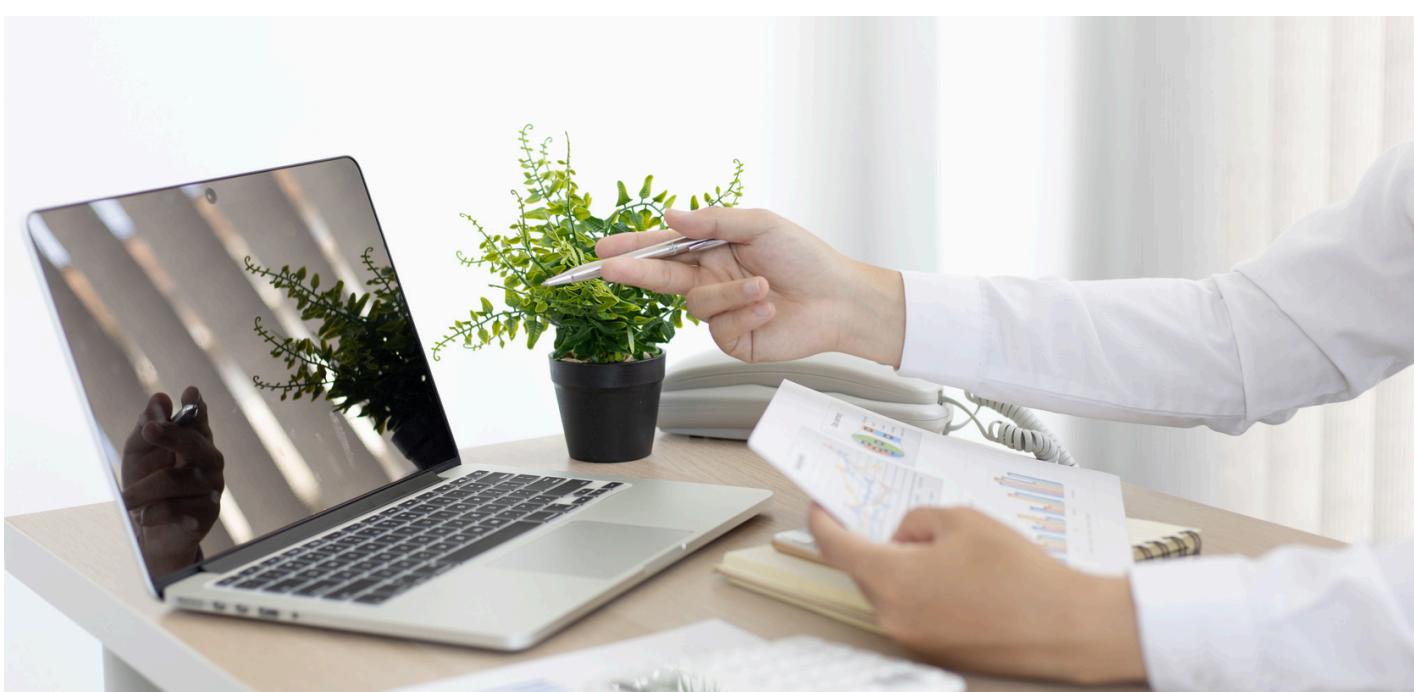
Increased Visibility

Haiya boosts the visibility of local professionals by offering lead generation tools and location-based listings, helping them showcase their skills, gain reviews, increase opportunities and expand their client base.

02

Efficient Search Process

Haiya allows customers and businesses to quickly find and book top local services through a user-friendly interface, reducing search time and ensuring access to high-quality, nearby service providers.



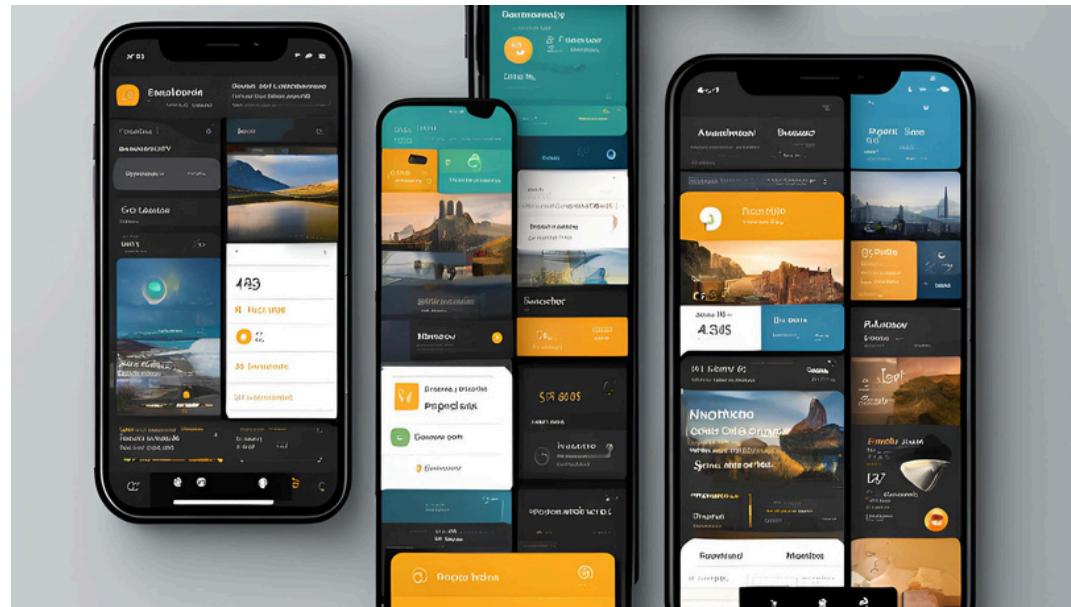
PRODUCT FEATURES

HAIYA PITCH DECK



User-Friendly Interface

Haiya features an intuitive and easy-to-navigate interface that allows users to browse, compare, and book services effortlessly. This seamless experience ensures that both customers and service providers can interact



Location Based Listings

Haiya provides curated listings of professionals and service providers based on the user's location. This ensures that customers can easily find and connect with the best local services, reducing search time and increasing convenience.



Lead Generation Tools

For service providers, Haiya offers powerful lead generation tools that help them reach more potential clients. These tools enhance visibility and allow professionals to showcase their skills and receive reviews, ultimately growing their client base

TARGET MARKET



01 500M+ INTERNET
USERS IN AFRICA

02 OVER 40 MILLION
SMES IN AFRICA

03 HOME AND PROPERTY
OWNERS



COMPETITORS



01 FIVERR

02 UPWORK

03 TASKRABBIT

04 FREELANCE.COM

UPWORK

fiverr.



TaskRabbit



freelancer.com

COMPETITIVE ADVANTAGE

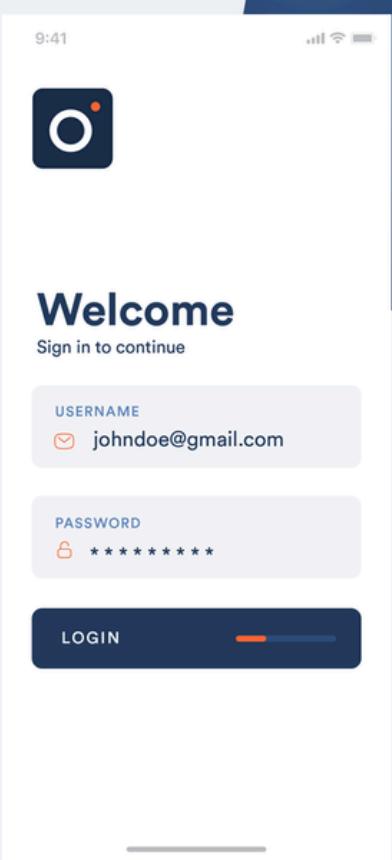
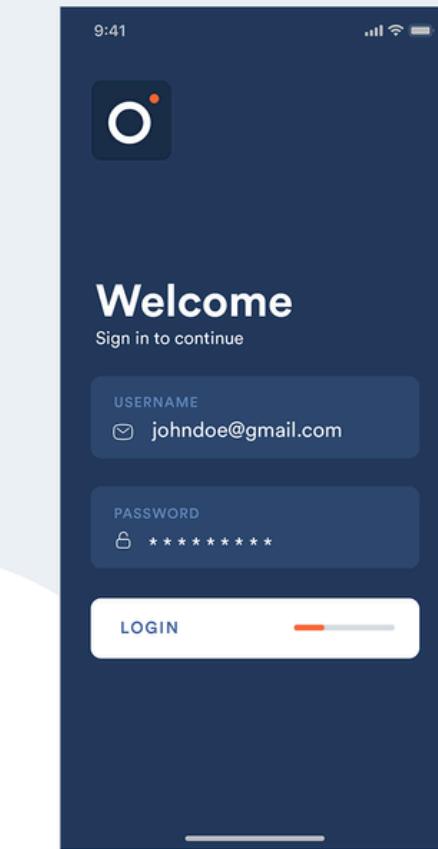


01 USER-FRIENDLY
INTERFACE

02 FOCUS ON AFRICA

03 EMPHASIS ON LOCAL
SERVICES

04 MOBILE PHONE
APPROACH



REVENUE GENERATION

01 SUBSCRIPTIONS

02 SERVICE FEES AND COMMISSIONS

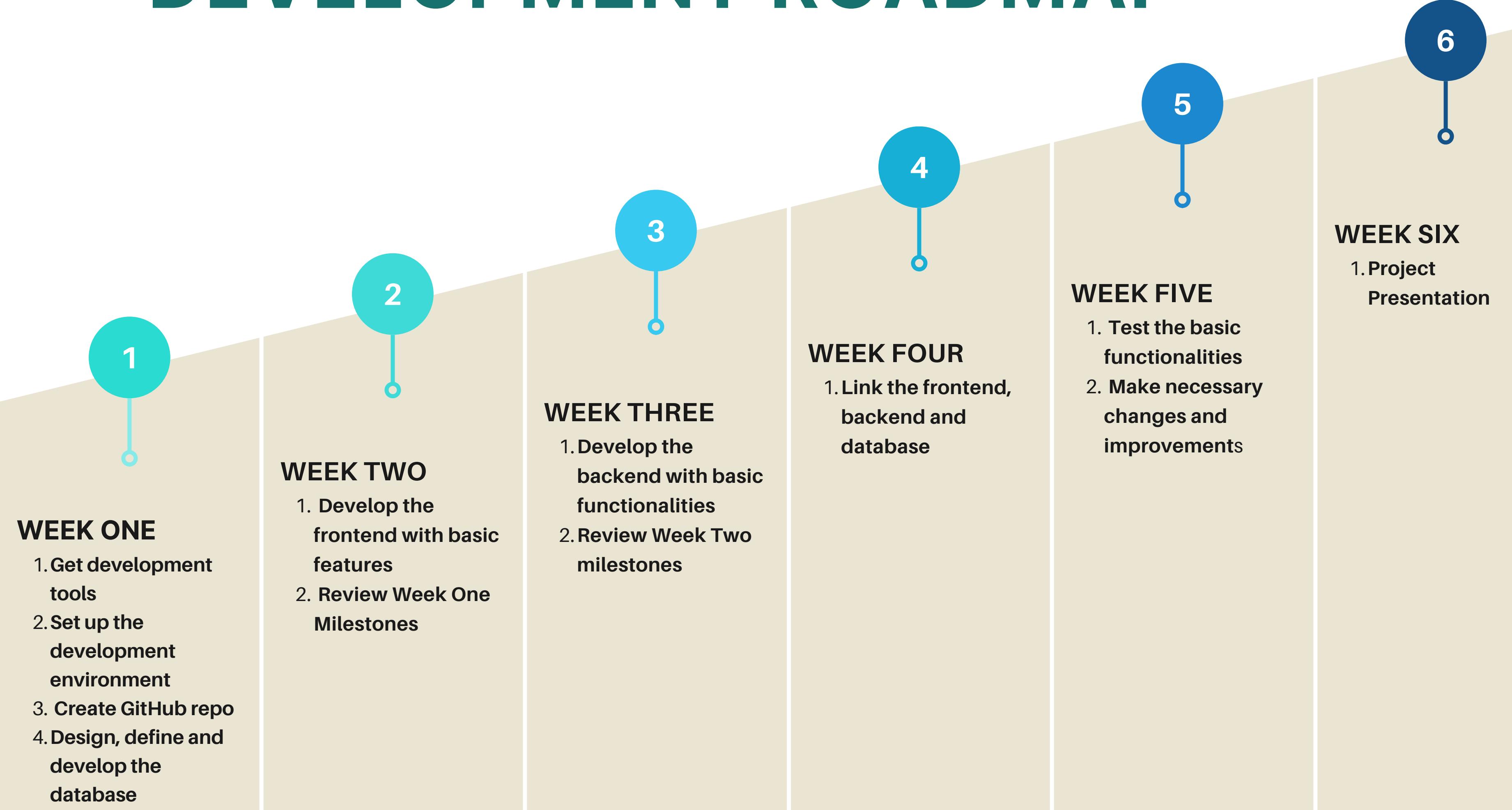
03 ADVERTISEMENTS

04 SPONSORSHIP AND PARTNERSHIPS

05 DATA MONETIZATION



DEVELOPMENT ROADMAP



TECHNOLOGY STACK

01 VISUAL STUDIO CODE

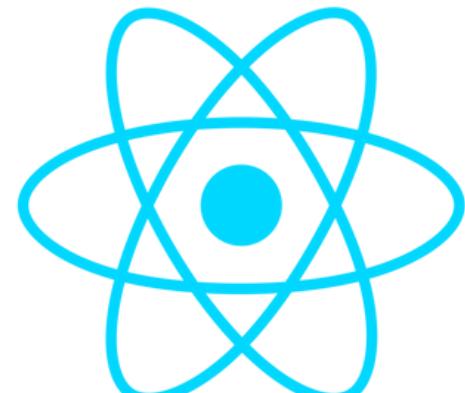
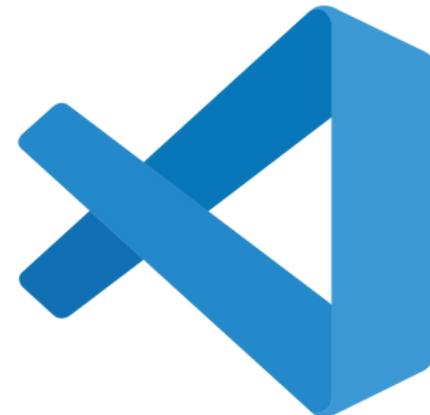
02 REACT NATIVE

03 MySQL

04 NODEJS

05 GIT & GITHUB

06 CANVA



React Native





Haiya presents a unique opportunity to invest in a rapidly growing market and make a significant impact on local communities. With your support, we can accelerate the development and launch of our innovative platform, connecting customers with trusted professionals and creating a more convenient and efficient marketplace. By investing in Haiya, you're not just supporting a business; you're empowering individuals and businesses alike. Join us in revolutionizing the way local services are discovered and delivered."

THANK YOU