

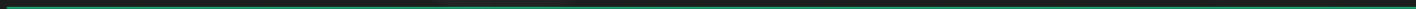
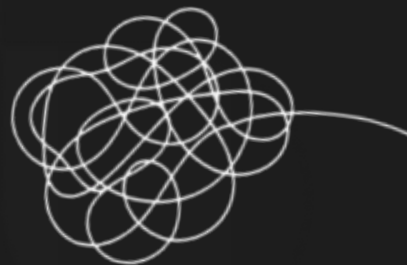
Do More, Stress Less

TOLUPE AGBEBI - FOUNDER & CEO

The Problem

Across Africa, individuals and small businesses face a major challenge when hiring reliable, skilled professionals. Clients often waste time searching for trustworthy artisans, digital freelancers, and service providers. The process is informal, fragmented, and filled with uncertainty.

On the other side, skilled workers lack visibility, structure, and stable job opportunities. The result is a broken system where talent and opportunity rarely meet effectively.



The Solution

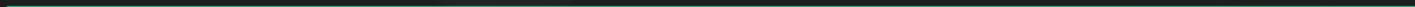
Workdistro is a digital bridge that connects clients with verified, skilled professionals in one secure ecosystem.

Post a task, receive multiple bids instantly.

Hire trusted, verified professionals with transparent ratings.

Track job progress and complete secure in-app payments.

Everything — from discovery to payment — happens within one modern, mobile platform.



Market Opportunity

Africa's gig and informal economy is a \$100B+ industry growing rapidly with mobile adoption. Over 60% of the workforce operates informally or independently. Smartphone and internet penetration are unlocking new digital work platforms. There's a clear gap for a *localized, trusted, African-first marketplace built for this audience. Workdistro's opportunity:
become the go-to platform for skilled professionals and service seekers across the continent.



Product Overview

Workdistro's MVP is live and undergoing internal testing.

Core features include:

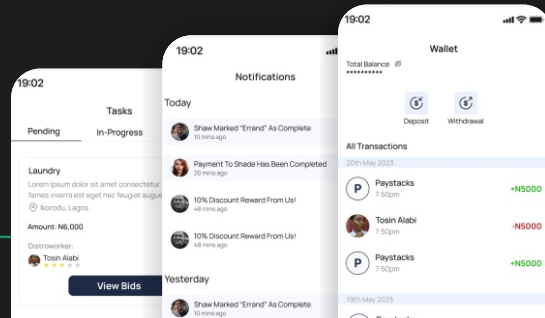
Task Posting & Bidding: Clients post jobs, professionals respond in real time.

Verified Profiles: Each worker verified via BVN/NIN and skill proof.

In-App Wallet: Secure transactions and escrow-style safety for both sides.

Notifications & Chat: Real-time communication and job updates.

Cross-Platform: Built with React Native and Expo for seamless mobile/web experience.



Early Traction



200+ community members and waitlisters ahead of launch.



10+ verified professionals enrolled as brand ambassadors.



MVP live with internal testing in progress.



Early partnerships forming through ambassador network.

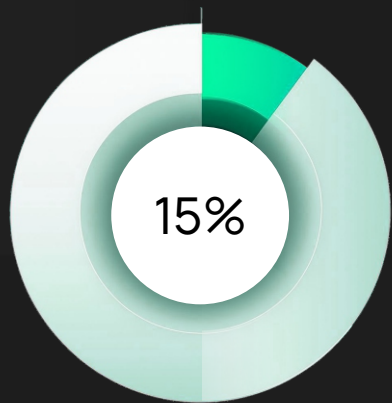


Strong organic community interest on social media.

Business Model

Workdistro earns revenue through:

- 15% commission on completed tasks
- Premium visibility tiers for verified professionals
- Future subscription plans for agencies and top-rated workers



Go-To-Market Strategy

Workdistro's approach combines digital reach and local trust-building.

1. Field Agent Marketing: Deploy trained field agents to onboard skilled workers in target cities — building trust through personal contact.
2. Ambassador Program: *Partner with respected professionals to promote Workdistro within their communities.
3. Digital Marketing: *Leverage social media, influencers, and referral programs to attract users.
4. Community Events & Partnerships: *Collaborate with skill hubs, training centers, and unions to build local visibility.

Target rollout: Nigeria (Q1) → Ghana (Q2) → Kenya (Q4)

Competitive Landscape

Workdistro		Typical Competitors	
Physical + Digital Workforce	✓	Physical + Digital Workforce	✗
Verified ID (BVN/NIN)	✓	Verified ID (BVN/NIN)	✗
Real-Time Hiring & Offers	✓	Real-Time Hiring & Offers	✗
Local Payments Integration	✓	Local Payments Integration	✗
African Market Focus	✓	African Market Focus	✗

Our Edge: Unlike global freelancing platforms, Workdistro merges the offline and online workforce — optimized for Africa's unique mix of informal and digital labor markets.

Financial Snapshot

Funding Goal: \$150,000 pre-seed at \$1M valuation

Use of Funds:

- 40% Marketing & User Acquisition
- 30% Product Development & QA
- 20% Operations & Onboarding
- 10% Legal & Compliance

Projected 18-Month Growth:

- 14,400+ users
- 720+ active professionals
- \$48,000 monthly revenue by Month 18

- Break-even expected between Month 18–24.
 - Sustainable model built for scale with reinvestment into growth.
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Vision & Roadmap

"We're building Africa's most trusted platform for everyday work."

Year 1:

Launch in Nigeria, onboard 5K+ professionals, refine UX.

Year 2:

Expand to Ghana and Kenya, strengthen partnerships, scale marketing.

Year 3:

Introduce fintech tools (wallet savings, microcredit), AI-based job matching, and business partnerships.

Vision: To empower 1 million Africans with verified digital income opportunities.

Team & Closing

Tolulope Agbebi	-	Founder & CEO
Kam	-	Project Manager
Abigail	-	Marketing
Zainab	-	Social Media Manager
Toluwalase	-	Operations Manager
Taylor & Nelly	-	Community Managers
Aaron & Bolu	-	Design
Winifred	-	Content Creation



Let's build Africa's future of work together.