



EAZI
THENGA

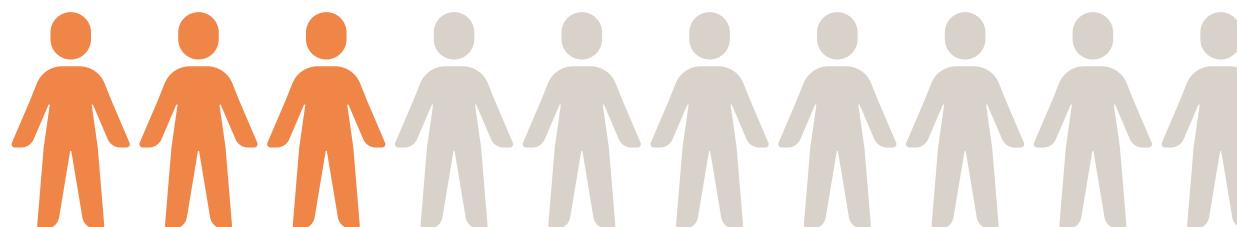


Digitizing Informal Markets

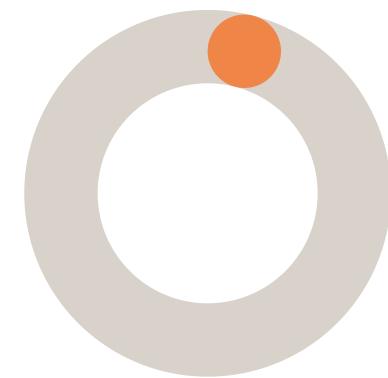
Introduction



Between 2020 and 2021, the number of social media users increased by 14% or 3 million users. That and the fact that, 34% of South Africans follow social media accounts they currently purchase from, creates the opportunity to streamline the process for informal entrepreneurs. The informal entrepreneurship industry in South Africa is comprised of about 2.5 million of the population contributing to 5.1% of the GDP, making the service Eazi Thenga provides a perfect fit. Eazi Thenga is an online platform that is founded on the current practice of clothing informal entrepreneurs to trade on WhatsApp and the need for an easily accessible space to showcase all their products



**34% of RSA follow accounts they purchase
from**



5.1% of GDP

Problem Statement

Informal entrepreneurs face many challenges while selling on social media platforms.

Dispersed nature of selling through social media

Vulnerability to payment fraud

Limited digital marketing

Few customer interaction points after initial buy to try and establish a repeat customer



User Persona

Thandiwe



About

- 👤 25 years old
- 🎓 Grade 9
- 📍 Cape Town
- 💻 Low - Medium Tech Proficiency

Reason to use Eazi Thenga

Price
Admin
Efficiency
Digital platform
Design

Motivation

She has grade 9 education. She has been running a clothing store for a few years but she has no skills with marketing or any digital/website development. This leaves her with a small market as there are 2 other stores like her own in her area.

Pain points

- Developing a sophisticated digital storefront
- Avoiding payment fraud
- Managing order administration
- Growing a customer base

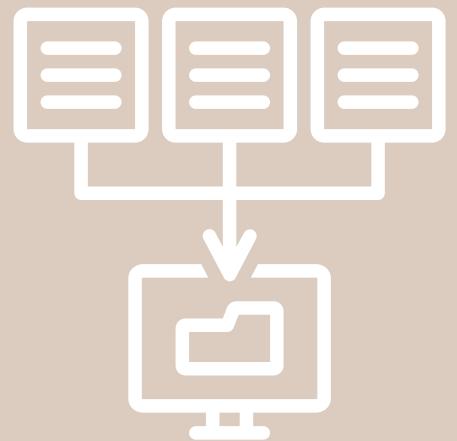
Our Solution

Mission

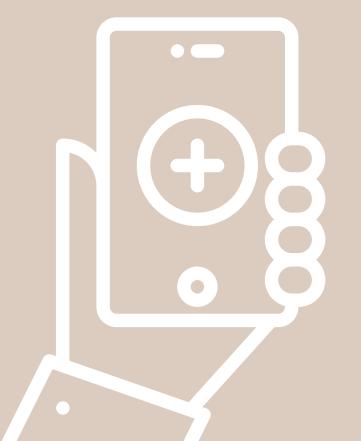
Enable informal entrepreneurs to build digital storefront business via WhatsApp

Vision

Allow customer to congregate on the Eazi Thenga app easily while also facilitating a simple process by which entrepreneurs can set up their digital store



One platform



Accessibility



Payment portals



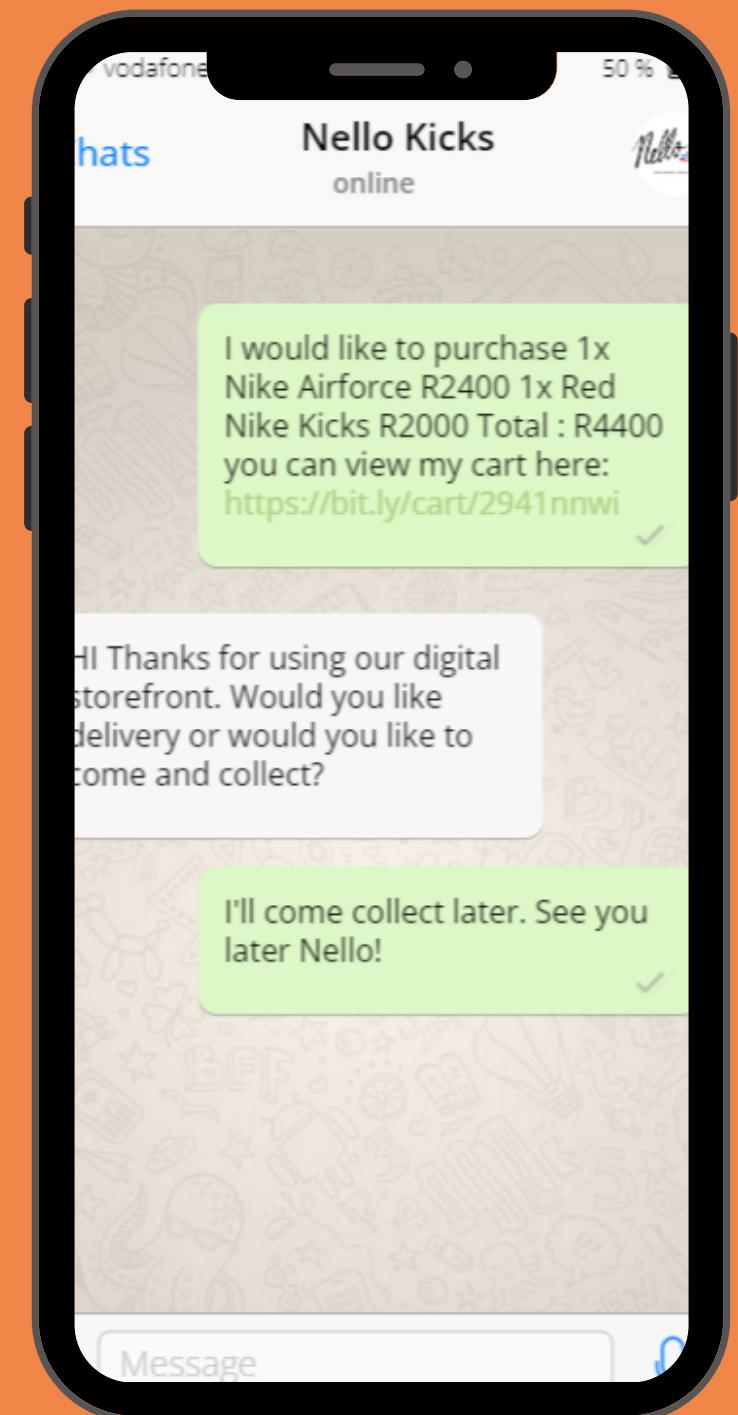
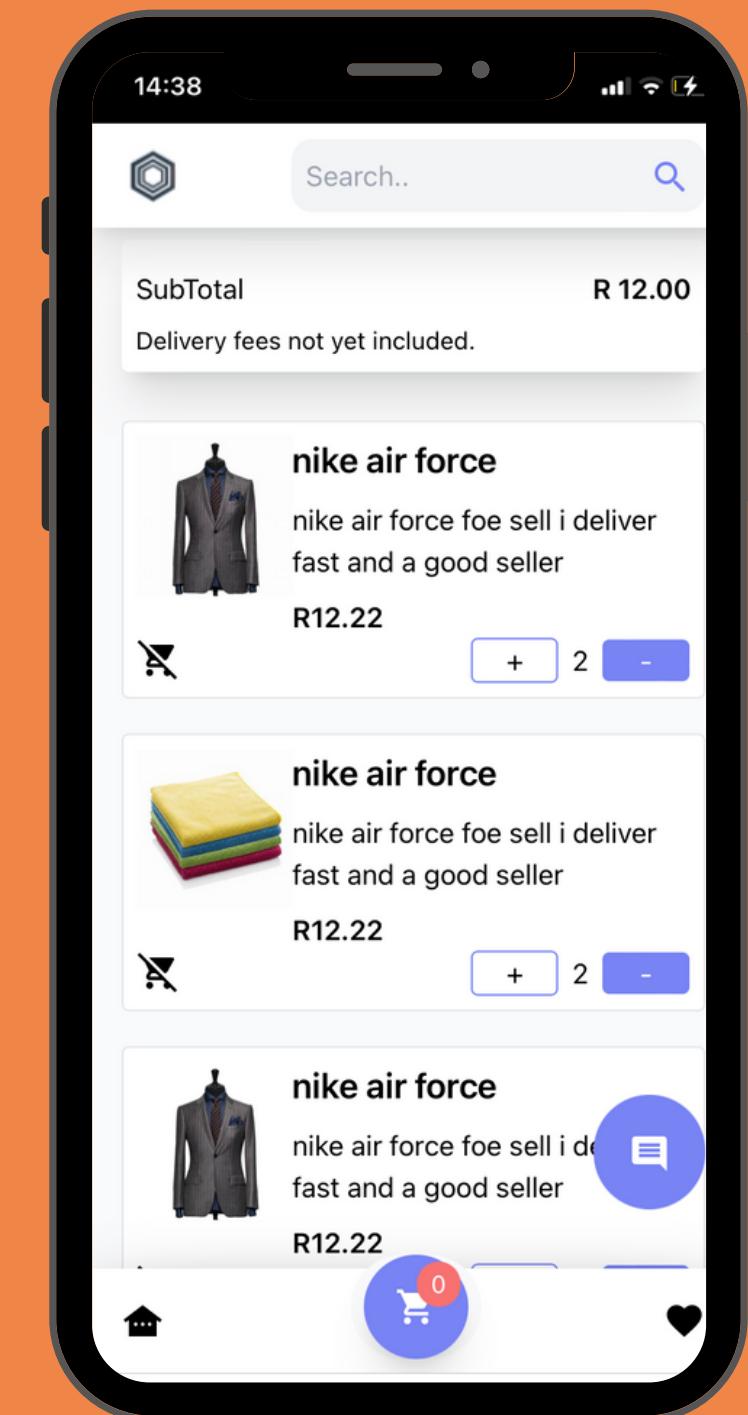
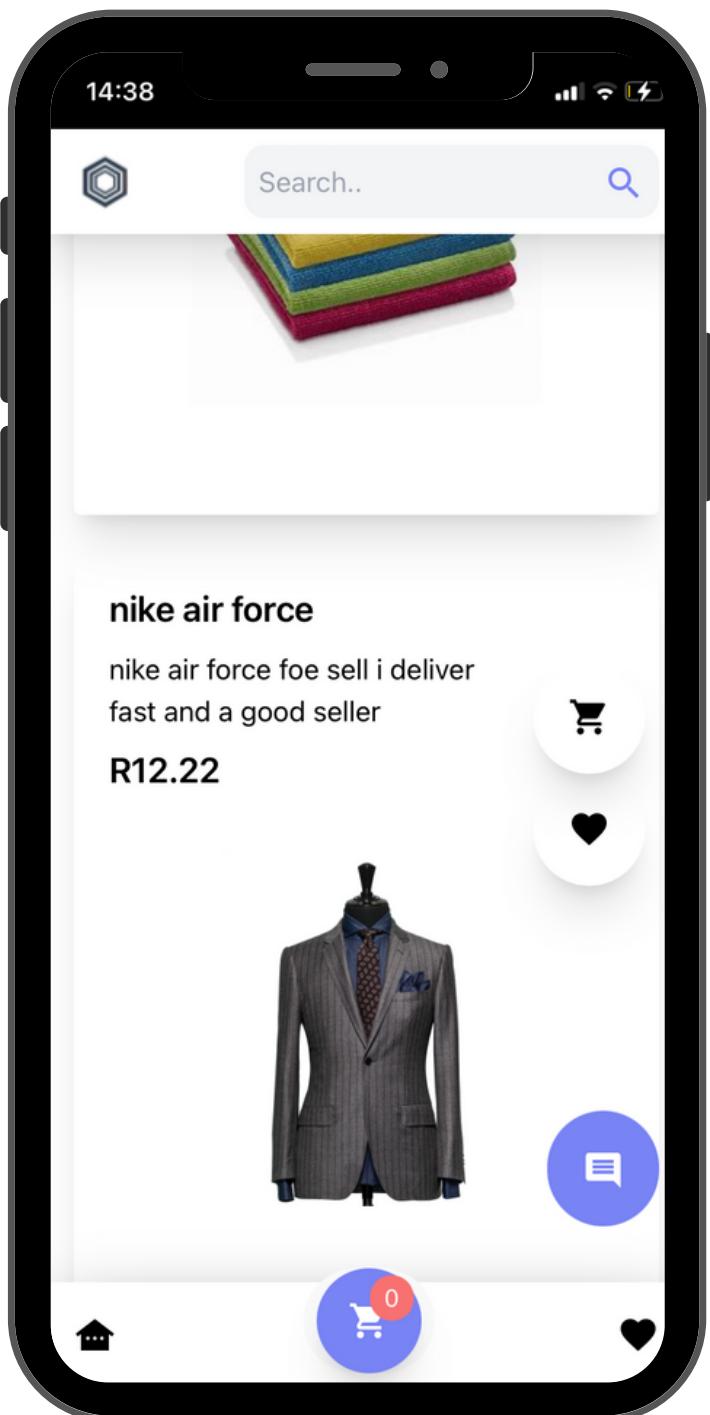
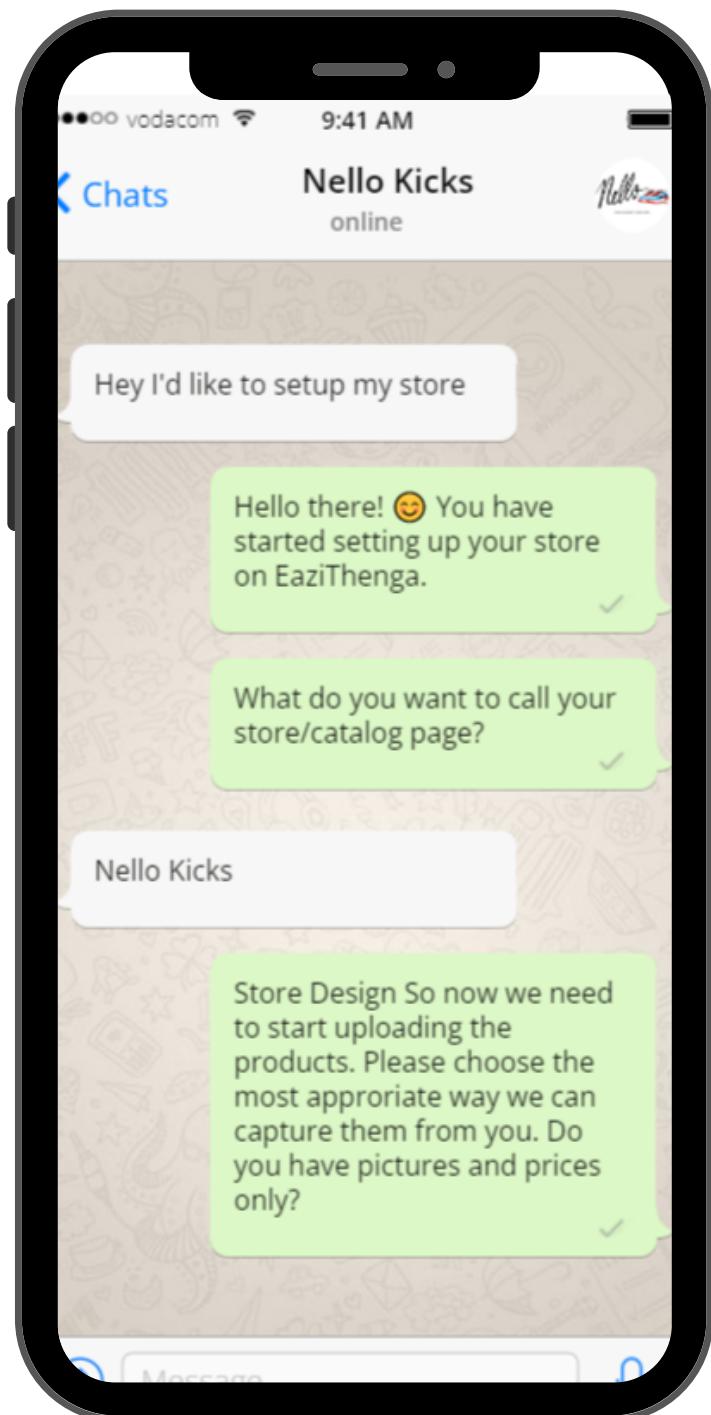
Marketing



Complete Social Integration

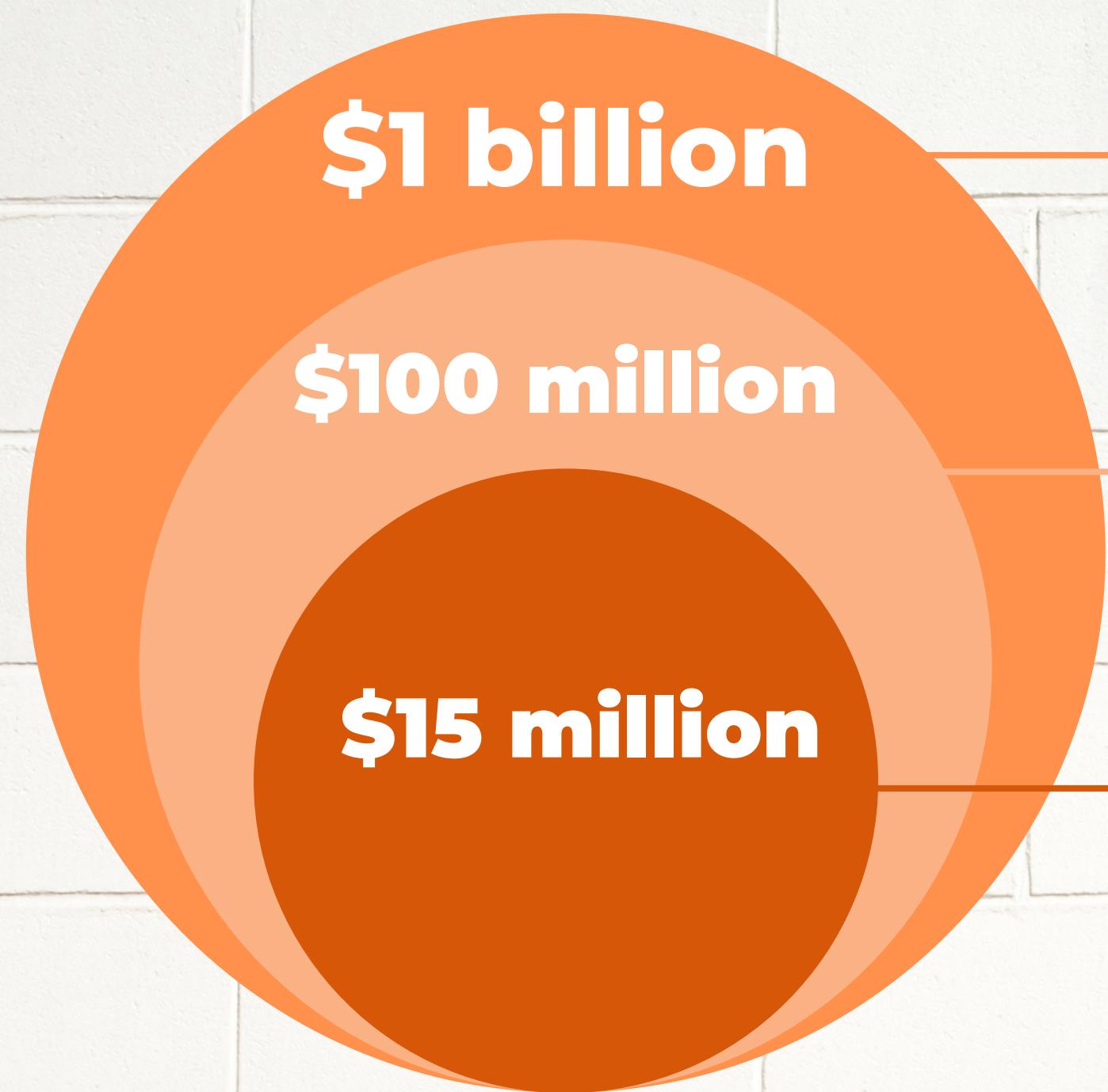
Our Solution

By developing a digital storefront templates any business is live while they're offline



Opportunity

Market size



Total Addressable Market

Serviceable Available Market

Serviceable Obtainable Market

Tested

Without any marketing we have over 15 interested traders in a month.

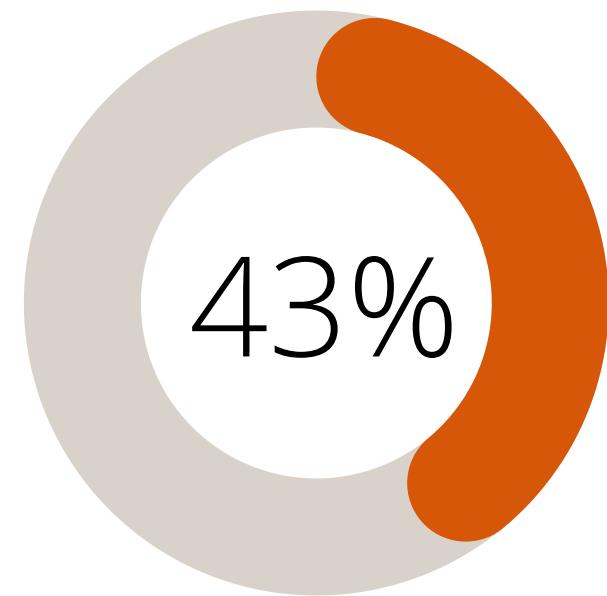
First to market

First to help get social media and online presence to our market.

True to Market

Designed with the help and input of experts and target market.

Stakeholder Value



43% of RSA discover brands from social media



WhatsApp is the most used social media platform in RSA



Fashion e-commerce is 8.5% of e-commerce sales

The growth offered through EaziThenga for informal entrepreneurs benefits all parties involved:

- Informal entrepreneurs consolidate and streamline existing processes, while also passively expanding their client base;
- Customers who peruse EaziThenga have a wider range of products at a more affordable prices and
- EaziThenga stakeholders reap the reward of both a b2b service as well as b2c service.



Business Model

Research: Most solutions are based on time required to manage. Ranging from \$29-\$250/month (Fiona O'Connor, edesk)

SAAS model: R200/pm and a Reduced Annual R2000



Features



Digital storefront



Receive orders



Facilitate payment

Tools



Marketing avenues



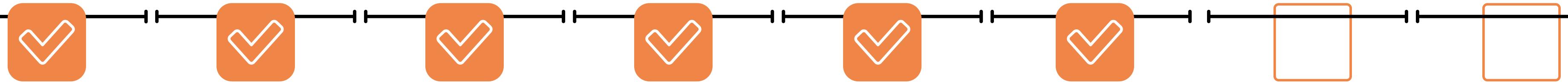
Chatbot Store Admin

Competition Analysis

Reviewing the key features from current competitors on the market

Eazi Thenga	BrownSense	Shopify	Bikayi
<ul style="list-style-type: none">• Seamlessly Onboard via WhatsApp• Digital storefront• Receive orders• Facilitate payment• Message automation• Marketing avenues	<ul style="list-style-type: none">• Merchant and customer rating system• Warehousing and Logistics• Secure payment• Access to a large community	<ul style="list-style-type: none">• Online store• Shopify organization admin• Customisable checkout• Specialised apps and channels• API resources• Launch team support• Blog• Carrier-calculated shipping• Competitive transaction fees	<ul style="list-style-type: none">• Shareable Catalogs for the various product• Vendors can offer discount• Analysis of statistics report• Free images for grocery store• Review function• Online payment gate

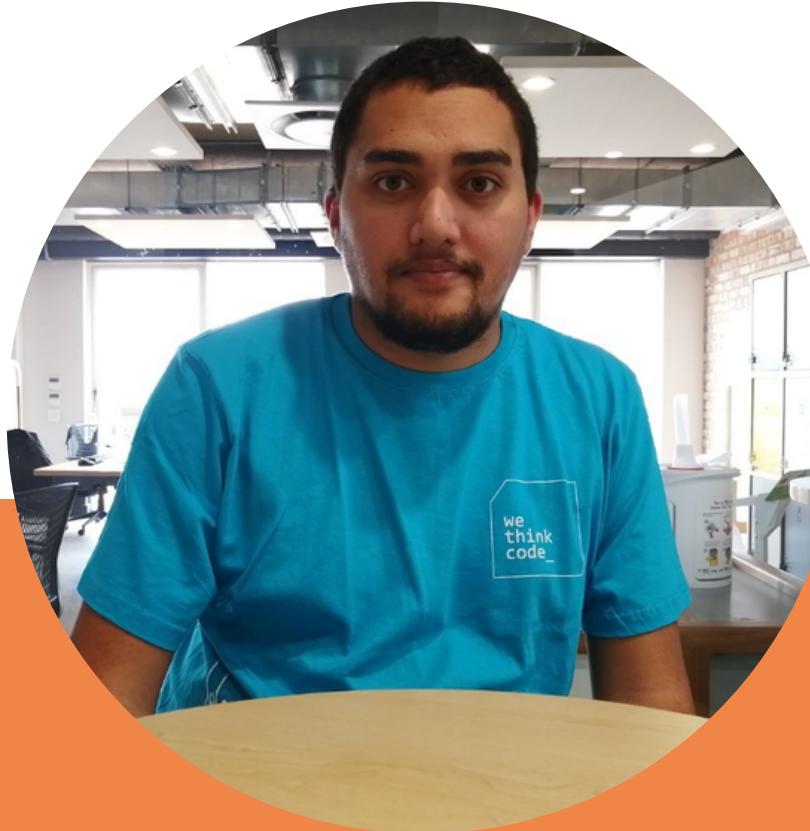
Our Milestones



Phase 01	Phase 02	Phase 03	Phase 04	Phase 05	Phase 06	Phase 07	Phase 08
Build a low fidelity MVP	Sign up 25 entrepreneurs with low fidelity MVP	Interview sign ups to determine critical features	Build high fidelity MVP and launch with sign up	Streamline Store with social media Integration	Create Funnel for early Adopters with Strategic Partners	Partner with Paygate	Adopt Multi-lingual Chatbot Ai



Our Team



Naeem Thomas

CEO and Lead Developer

2 Early Startup Dev Roles

5 years engineering experience

2 years IT security experience

Graduate from WeThinkCode



Kiandra Bintcliffe

COO and Head of Finance

Operational Specialist &

software engineer

Funding experience

Graduate from WeThinkCode



Vunene Somo

CMO & Head product design

1 startup

4 years communication design

6 months social media management
experience

+4 others

Positions / Skills Needed



Marketing agent



Community champion



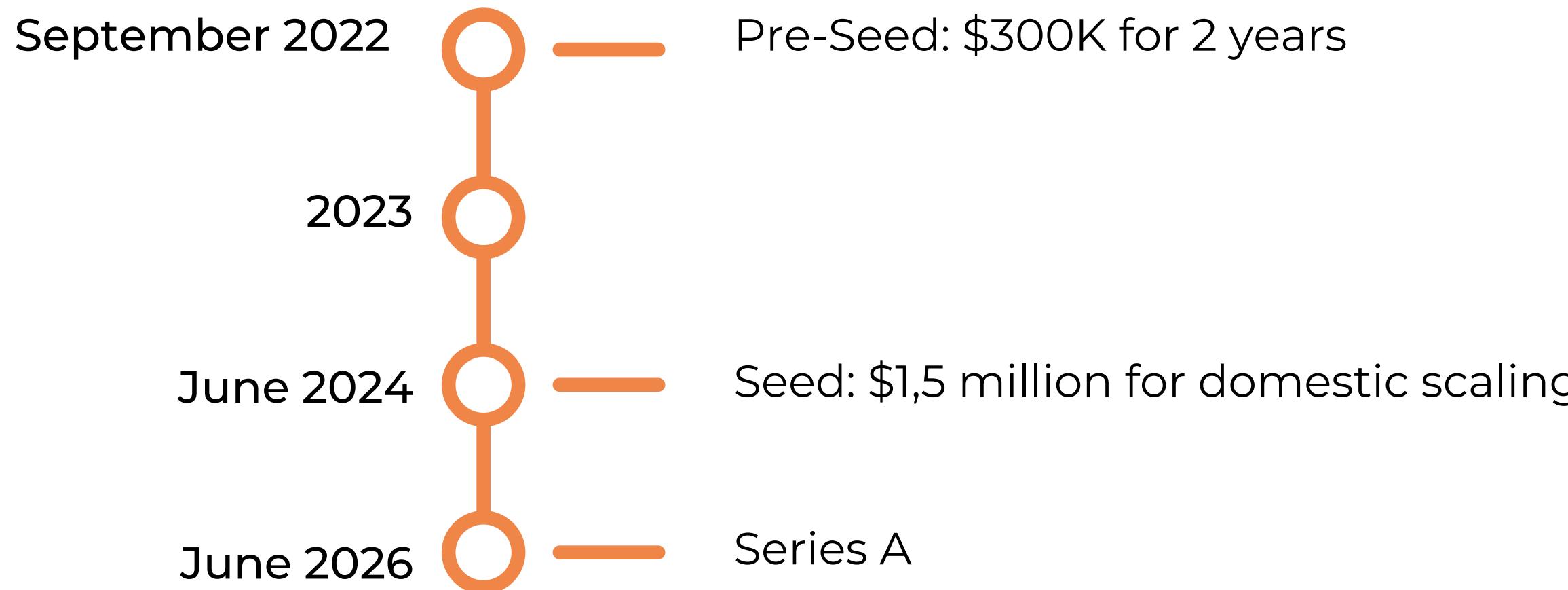
Legal
consultancy



Server Architect

Funding Timeline

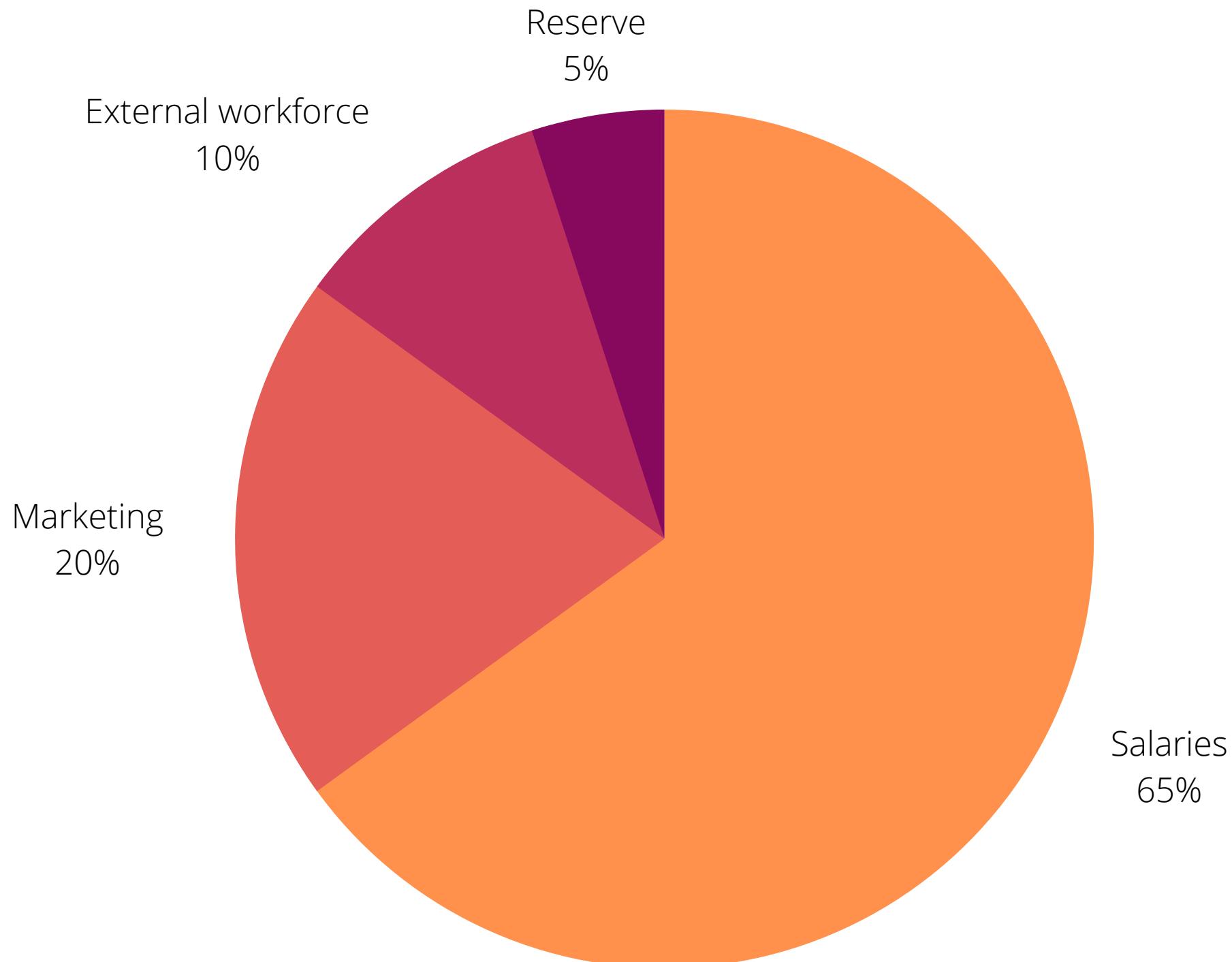
When will we need additional investment



Pricing Model Comparison

Eazi Thenga	BrownSense	Bikayi
R 200 p/m	R 200 p/a to be a member	Free
R 2000 p/a	R 320 p/m	VIP: R 11 451 p/a
		Unlimited: R 19 631 p/a

What will the Money be used for?

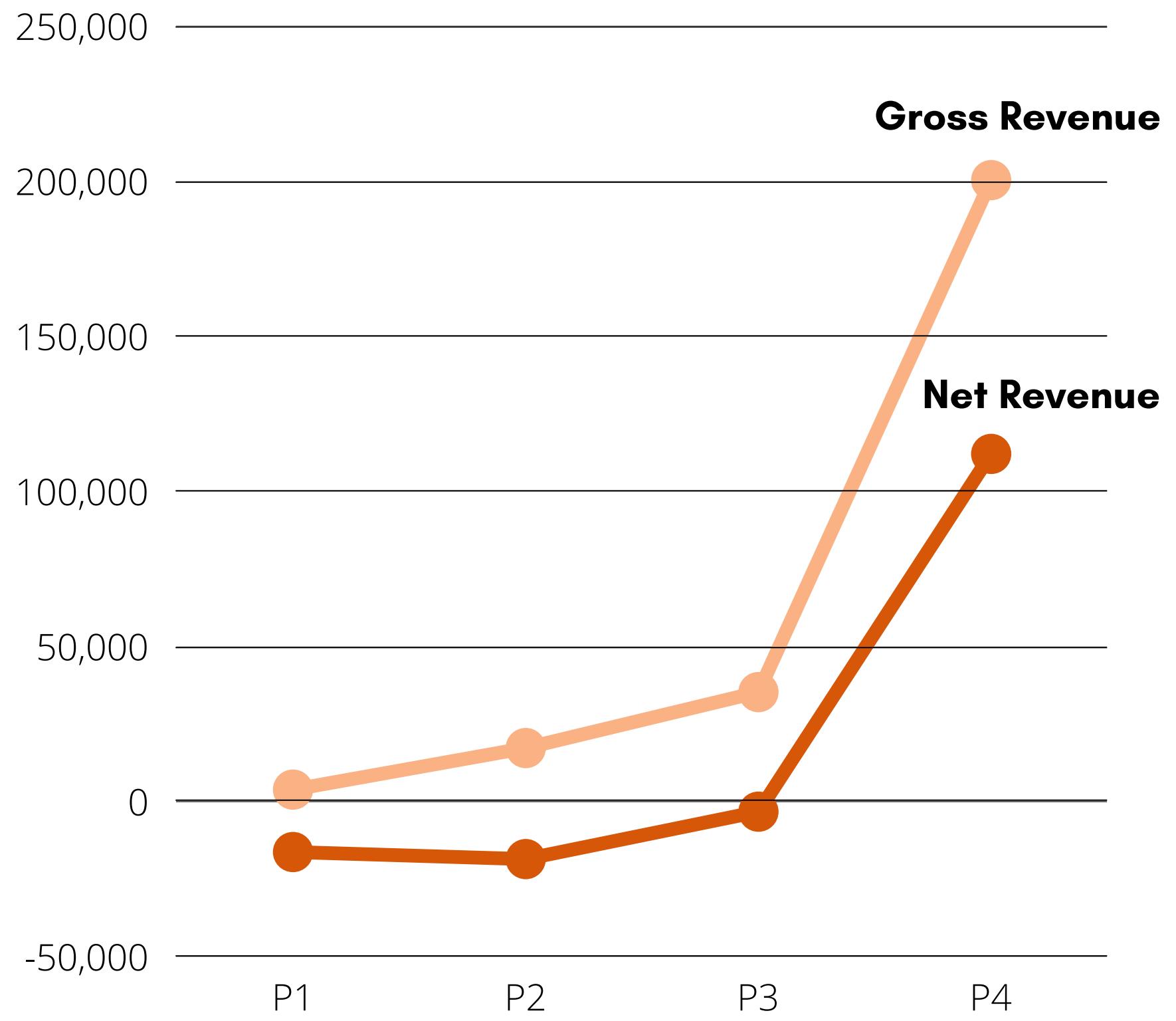


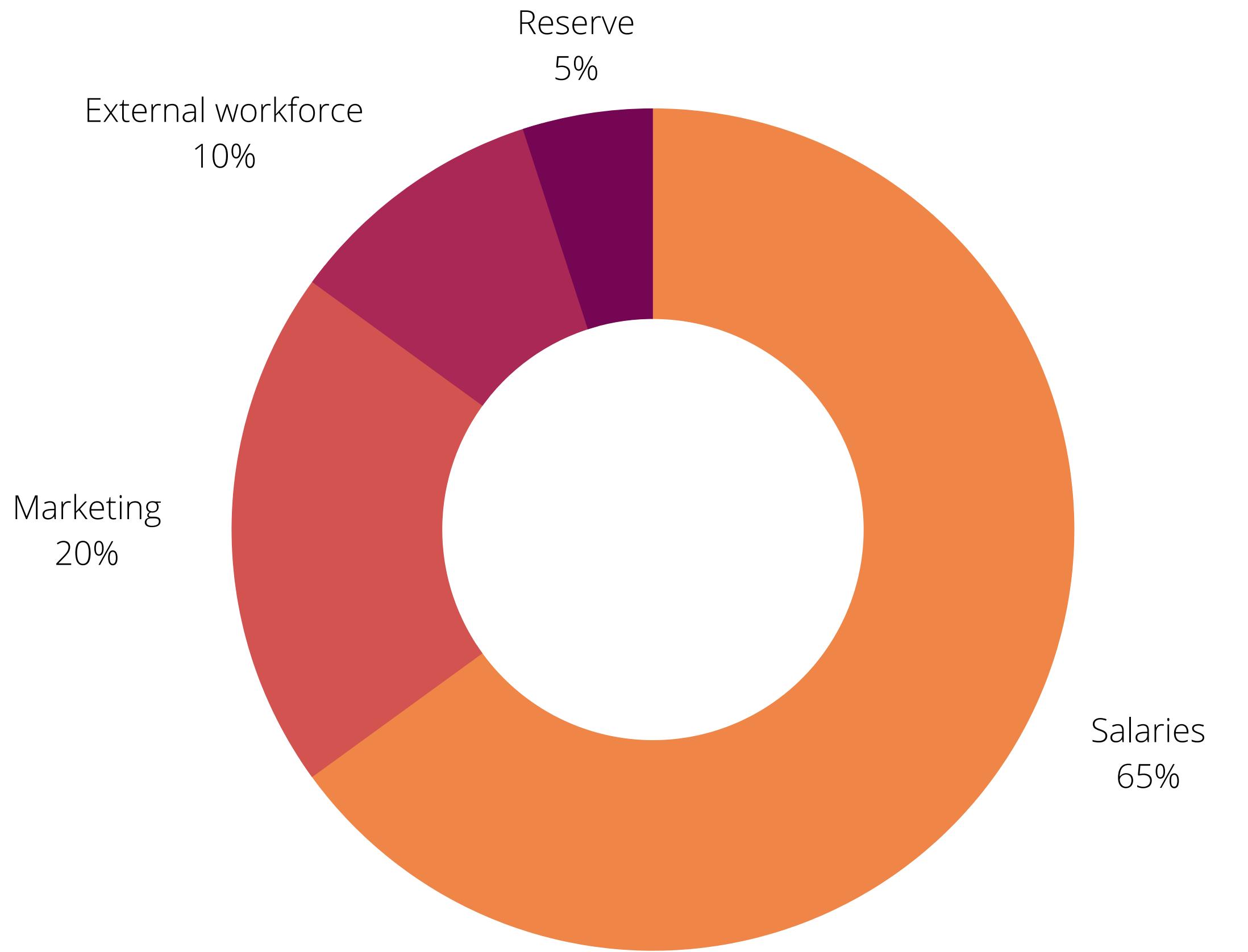
Revenue Forecast

*P representing semi-annual projections

	Clients	Gross Revenue	Net Revenue
P1	83	\$4 033	- \$16 078
P2	300	\$17 423	- \$18 348
P3	570	\$35 443	- \$3 072
P4	1410	\$200 367	\$112 174

*forecast on base offering alone





The Ask

We are looking for
\$300 000 for 15%
equity





GET IN TOUCH

-  +27 60 074 8715
-  info@eazithenga.com
-  eazithenga.com

