

Timo Rides

Africa-first, next generation mobility platform

- Investing in secure, trusted transportation for tourism cities
- Bridging traditional mobility and digital ecosystems across Africa

Our North Star

“Redefining how the world moves across Africa’s tourism cities.”

- Focus on **differentiation, scalability, and disciplined unit economics**
- Pilot validated: 10K riders · 500 drivers · 5K rides · ZAR 350K revenue
- Path to USD \$1–2M ARR by 2027 with a targeted beachhead rollout

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Rule of One Beachhead Strategy

- **Goal** · Capture 1% of Durban tourism mobility spend (\$500K GMV)
- **Market** · Durban, South Africa;
 >\$50M tourism mobility gap
- **Core Problem** · Limited premium transport options for visitors
- **Expansion Path** · Durban → Victoria Falls → Livingstone

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Technical Differentiation

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Interoperable Stack

- Emergent tech layers for identity, resilience, interoperability
 - Deep integrations with local partners and government
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Built For Africa

- Offline-ready, Bluetooth fallbacks, auto-failover infrastructure
- Web2 + Web3 abstraction with mobile money and stablecoin support

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Next-Generation Integrations

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Data-as-a-Service

- Real-time traffic telemetry enriches AI models
 - Monetizable network intelligence for cities and partners
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Zero Knowledge KYC

- Privacy-preserving identity verification
- Stops fake accounts while protecting user data

Product: Full Choice & Customisability

- Riders schedule in advance, select vehicles, review drivers
- Tourism operators embed Timo in their portals with revenue sharing
- Deliver trust for corporates, hotels, airlines, and events

 full-bleed

Why We Win

Dimension	Timo	Others	Why it matters
Choice	Scheduled rides with personalised features	Limited customisation	Tourists and professionals demand reliability
Tourism focus	Hotel, airport, airline, tourism board partners	Primarily B2C	Access institutional demand at lower CAC
Interoperability	Connects to hotel + event systems via APIs	Closed systems	Scales rapidly through partnerships
Commission ecosystem	Revenue share with partners	Transaction-only	Incentivises network growth

Durban Opportunity Snapshot

- 3.3M annual visitors; 60% rely on ad-hoc taxis
- >\$100 average spend per leisure tourist on transportation
- Fragmented supply, low trust, inconsistent pricing
- Timo becomes the trusted, pre-booked layer for premium mobility

Tourism Cities Pipeline

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.card[Durban

Pilot launched · 500 drivers · Key hotel partnerships]

.card[Victoria Falls

Cross-border tourism corridor · Safari and adventure operators]

.card[Livingstone

Zambia gateway · Tied to hospitality + events]

.card[Lagos (exploratory)

Business tourism · Airport + hotel network interest]

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Financial Glidepath

```
.grid-2[  
.metric[.metric-label Pilot GMV  
.metric-value $0.5M]  
.metric[.metric-label FY25 GMV  
.metric-value $3M]  
.metric[.metric-label FY27 ARR  
.metric-value $2M]  
]
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- 70%+ gross margins through commission + data services
- Capital-efficient expansion with partner-funded acquisition
- Embedded finance unlocks long-term revenue per driver

Traction & Partnerships

- Memorandums with top Durban hotels, airports, tourism board
- Channel partners: tour operators, executive transport services
- Digital alliances: mobile money providers, event platforms
- Government integration via PathPulse road intelligence rollout

Road Intelligence Layer

 full-bleed

- Every vehicle becomes a data node with smartphone + dashcam
- City dashboards improve routing, safety, congestion planning

Monetisation Stack

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.card[**Core Rides**

Commission on premium rides; subscription for enterprise clients]

.card[**Data Services**

Traffic telemetry, tourism insights, dynamic pricing APIs]

.card[**Identity & Trust**

Zero-knowledge KYC, insurance partners, safe-driver incentives]

.card[**Finance Layer**

Stablecoin settlements, corporate mobility wallets, loyalty]

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Go-To-Market Execution

1. **Secure city-level anchor partners** (hotels, airports, events)
2. **Launch curated driver guilds** with clear SLAs and ratings
3. **Deploy embedded booking widgets** across partner surfaces
4. **Activate concierge and travel agents** with revenue share
5. **Scale data services** leveraging PathPulse and API tiering

Ask & Use of Funds

- Seed round to accelerate Durban densification + 2 new city launches
- Investments into AI routing, ZK identity, and partner integrations
- Working capital for driver onboarding, insurance, and customer success

Team Snapshot

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.card[**Founder & CEO**

10+ years mobility + smart-city strategy; ex global ride-share]

.card[**COO**

Former tourism operator; scaled logistics teams across SADC]

.card[**CTO**

Built interoperable Web2/Web3 infrastructure in Africa]

.card[**Advisors**

Hospitality networks, transport regulation, fintech]

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Closing

- Building the trusted mobility layer for Africa's tourism cities
- Differentiated tech stack + data intelligence + deep partnerships
- Ready to scale beyond Durban with the right strategic capital

Let's ride the future of African tourism together.