

# Timo Rides & Investment Readiness

Tim®

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

Eddison N. Shumba - co-founder & CEO

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# Executive Summary



- Focus areas: differentiation, scalability, unit economics.
- Pilot validated: 10K riders | 500 drivers | 5K rides | ZAR 350K revenue.
- Target: **\$1–2M ARR by 2027.**



# Core Team



**CEO**

**Eddison N Shumba**



**CSO**

**Max Gershfield**



**CMO**

**Cordy Joseph**

# Core Team & Investors



**CTO**

**David Ellams**



**Investor**

**Erick Osiakwan**



**Investor**

**Achumboro Ataande**

# Board Advisors



**ADVISOR**

**Tinyiko Valoyi**



**ADVISOR**

**Howard Lee**



**ADVISOR**

**Annah Ressa**

# Rule of one Beachhead strategy



**Focus Market:** Durban, South Africa –  
\$50M+ tourism mobility gap.



**Core Problem:** Limited premium  
transport for tourists.



**Beachhead Path:** Durban →  
Victoria Falls → Livingstone.

**Goal:** Capture 1% of Durban tourism spend (\$500K GMV).



# Competitive Differentiation



▶  
Tourism-first model |  
Offline Functionality |  
Driver Data  
Ownership (Web3)



Local  
Partnerships |  
Government  
Integration



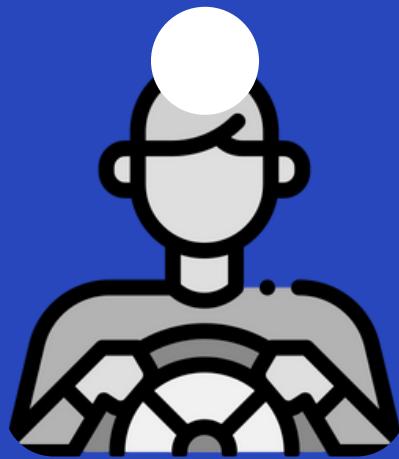
5-Layer Moat  
→ Tech, Data,  
Partnerships,  
Offline Access,  
Regulation.

# Fare Structure & Dynamic Pricing



Tourism premium adds 15–20% margin.

- Adaptive engine supports ZAR/USD/ZMW.

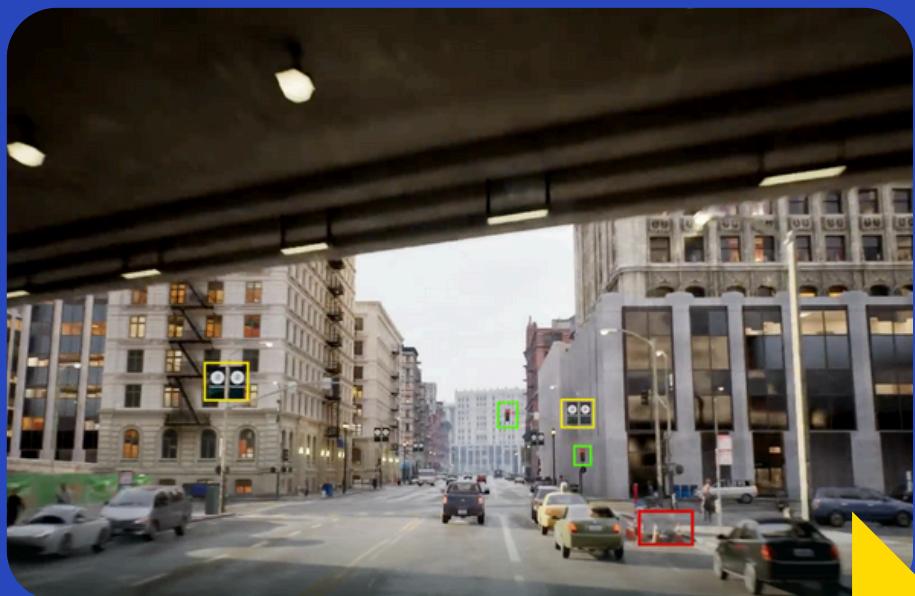


Avg. Fare: \$6.80 | Driver  
Take-home: \$5.44  
(20% commission)



Gross margin:  
25–30% (vs.  
15–20%  
industry avg).

# Unit Economics Optimization



Pilot → Next 6 Months  
Targets:

- Driver Utilization: 10 → 80 rides/month (8x)
- Revenue per Ride: \$3.6 → \$7–\$10 (2.5x)
- Gross Margin: 8% → 25%+

Levers: PathPulse routing | Pre-booked tourism rides | Driver incentives

# Tourism market Penetration



## ► Partnership Channel:

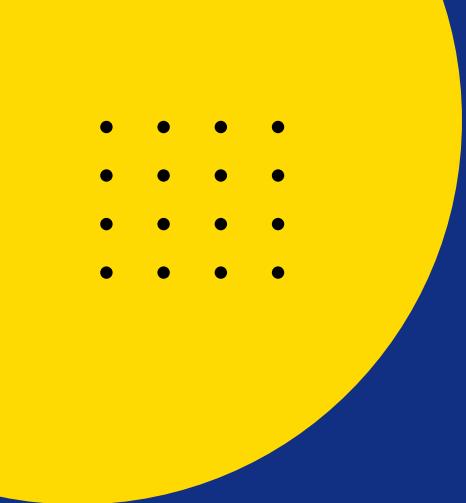
- MOUs signed (major one SATC pipeline)
- Airport & Hotel QR integrations on the pipeline Durban
- Tourism board co-campaigns in progress

Target: 50K riders in Y1 | 20% repeat rate

# Technology & Platform Defensibility

- PathPulse.ai | Offline-first architecture | Local road mapping
- Web3 driver data tokenization | Modular compliance templates.





# Market Size & Growth

- Tourism Spend Africa: \$40B | Southern Africa
- Mobility SAM: \$5B
- Timo SOM: \$200M corridor segment.



2025: 10K riders | 2026: 50K | 2027: 120K

Revenue: \$35K → \$1.8M (break-even).



## Cross Border Scalability & Risk Mitigation



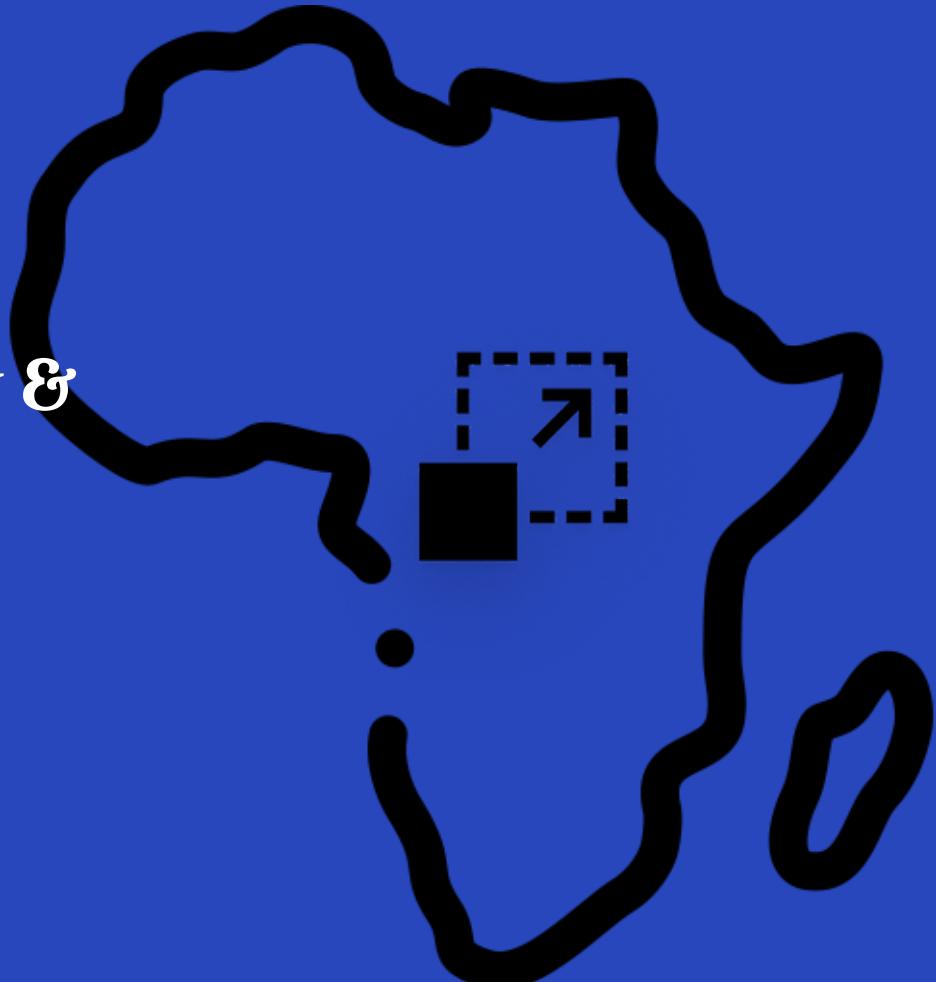
Local partnerships → 60% licensing risk reduction



Multi-currency wallet  
(ZAR/USD/ZMW)



Compliance templates → <45 days new market launch.



# Competitive readiness



## Defense Layers :

- 01** Regulatory MOUs
- 02** Tourism Integration (high switching cost)
- 03** Driver Ownership Model (2–3x retention)
- 04** Offline Model (low connectivity advantage).

# ► ESG & IMPACT ALIGNMENT



25% fewer emissions via optimized routing

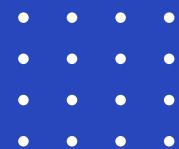


\$1,200 avg. driver income uplift/month



20% driver data revenue share.

Aligned with SDGs 8, 9, 11, 13.



# Funding Overview



Total Raise: **\$500K**  
(Pre-Seed)



- 30% Product & PathPulse
- 25% Tourism Partnership
- 20% Marketing & Incentives
- 25% Expansion



• **\$2.5M** Valuation



**"Timo Rides isn't just ride-hailing  
- it's Africa's decentralized  
mobility backbone for tourism  
and inclusive growth."**

**Thank You !**