



Africa-first, next generation mobility platform

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

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



Rule of one Beachhead strategy

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



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

Core Problem: Limited premium transport for tourists.



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

Technical Differentiation

Timo combines several emergent technologies, giving us a tech stack that focuses on interoperability, identity, and robustness.

Also notable is our focus on deep integrations with local businesses and government.

Works offline



Timo doesn't need a constant internet connection to function - and can even operate via bluetooth connection.

Mobile money / stablecoins



Rides are cashless, enhancing safety and convenience and allowing people without bank accounts to benefit from the platform

Highly scalable



Timo utilises auto-failover and auto-load balancing - ensuring the app has zero downtime and smooth, reliable service

Identity + Trust Layer



All riders and drivers are credentialled using an interoperable identity layer - improving trust and safety incrementally.

Web2 + web3 interoperable



Timo uses Abstraction Layer technology, giving seamless access to both blockchain and database systems.

Local partnerships + Government Integration



We bring PathPulse to Africa, creating a road intelligence layer that transforms every vehicle into a live data node with just a smartphone and dashcam.

Next-generation integrations

Timo capitalises on emergent systems in AI and Zero Knowledge proofs, to generate additional revenue and added layers of protection for users.



Data-as-a-service

Timo rides generate real time traffic data, informing AI models and generating new revenue streams

Zero Knowledge KYC

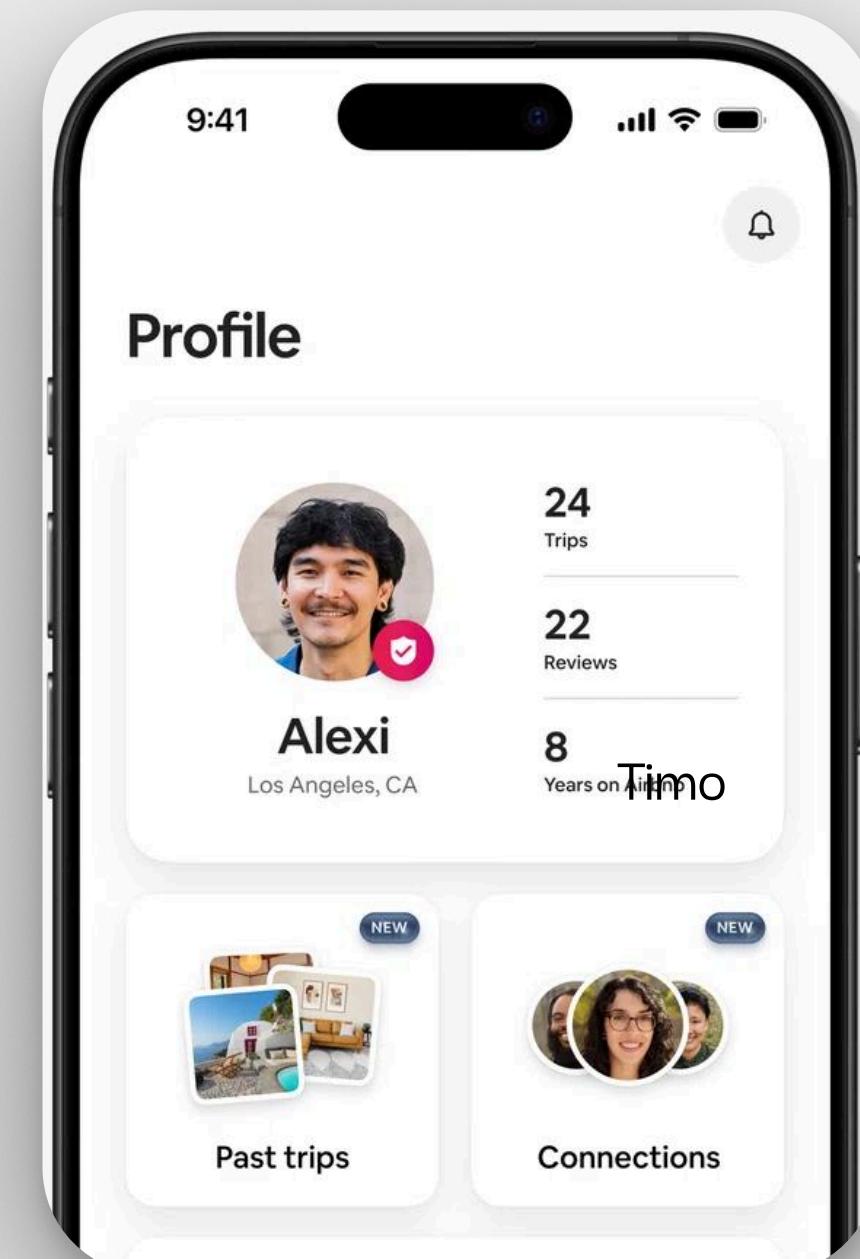
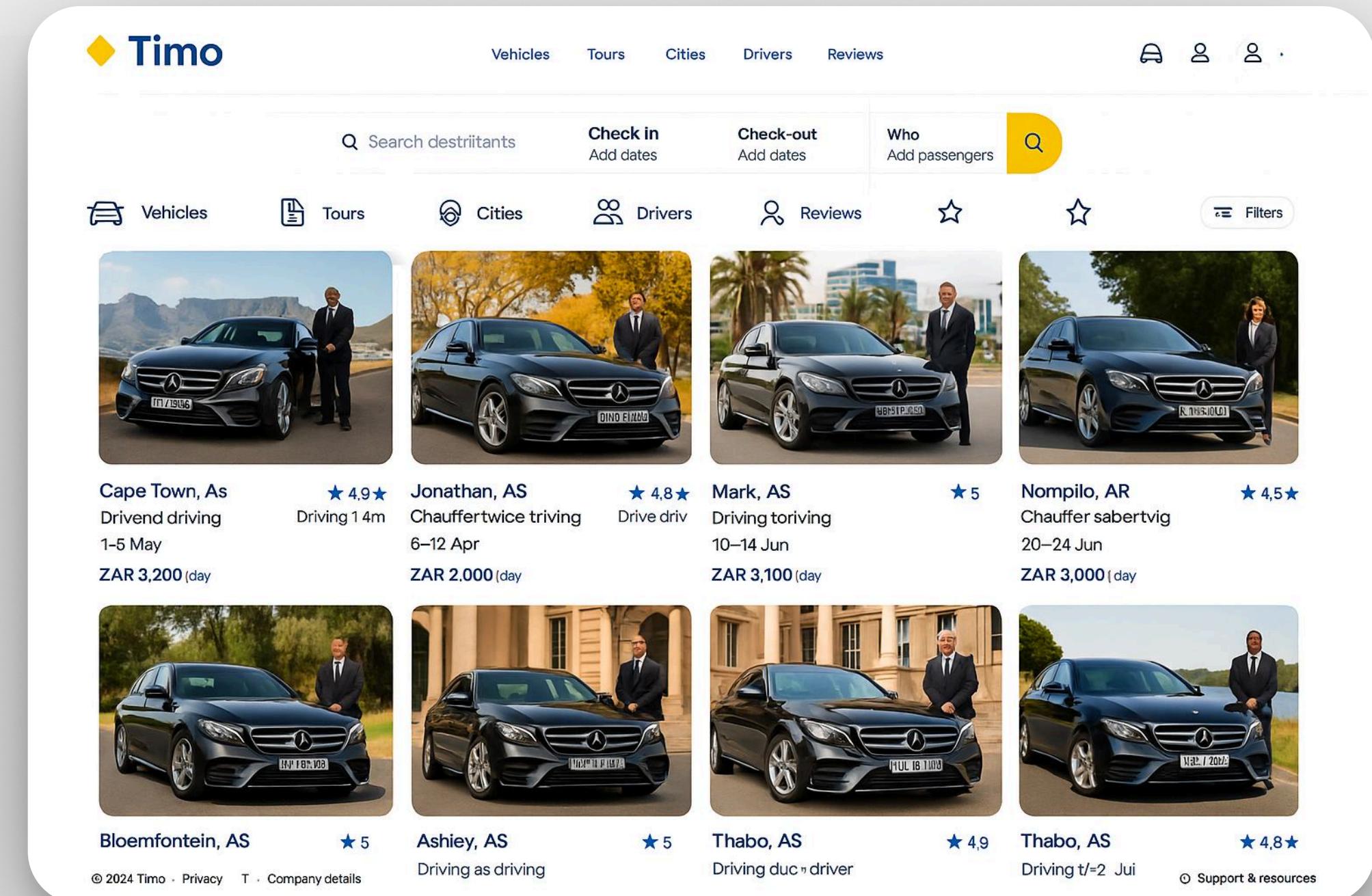
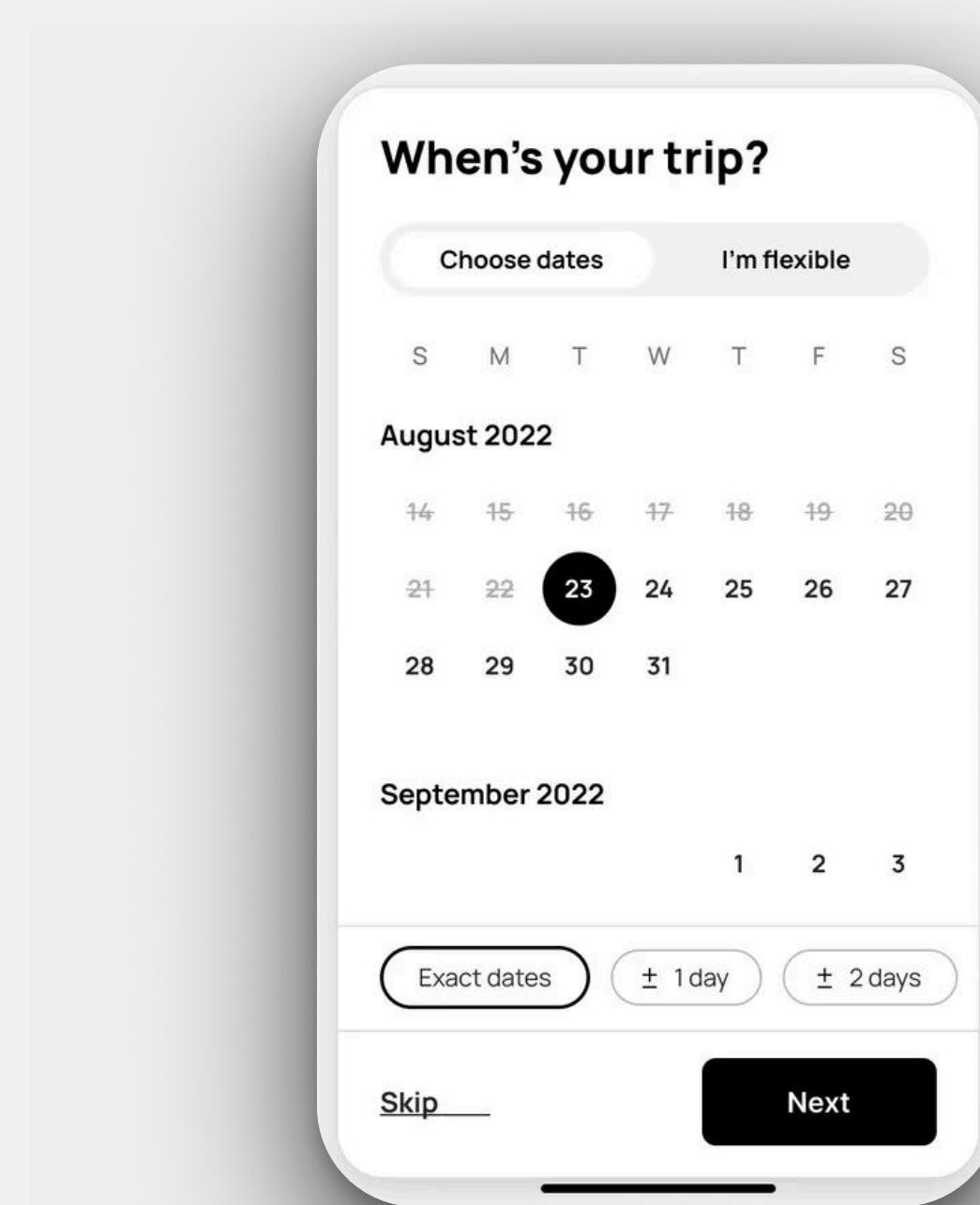
ID Verification is managed securely, preventing fake accounts while preserving user privacy.

Product: Full choice + customisability

We give users the ability to choose everything about their ride, down to the smallest detail.

This unlocks trust for tourism operators and corporates who wish to know who they are riding with ahead of time.

In addition, Timo embeds into partner portals for a seamless experience, with revenue sharing options.



Schedule your ride

Book in advance, just like you do on Air Bnb

Choose your vehicle

Find the ride that suits your exact preference

View your driver

Check their reviews, ratings, and personal traits

KEY DIFFERENTIATORS

TIMO

OTHERS

WHY IT MATTERS

Choice	Scheduled rides with personalized features (vehicle type, driver, comfort).	Focus on on-demand with little customisation	Tourists and professionals want reliability
Tourism focus	Partners with hotels, airports, airlines, and tourism boards.	Focus on B2C only.	We access institutional demand with lower CAC.
Interoperability	Connects to hotel systems, event apps	Closed systems, limited API access.	Enables rapid scaling via partnerships
Commission-Based Ecosystem	100% cashless; partners earn via affiliate QR codes.	Transactional; no partner incentives.	Aligns incentives – makes Timo worth promoting.
Local Ownership & Trust Layer	Community-based fleets, trained drivers, ratings, ID, feedback.	Centralized driver onboarding.	Builds safety, cultural sensitivity, and reliability.
Focus on Underserved Markets	Africa-first; built for low-signal, fragmented regions.	Struggles in these areas.	Timo unlocks latent demand – gains first-mover advantage.
Enterprise & Events Ready	Ride bundles, corporate billing, branded guest services.	Minimal or no enterprise features.	High-LTV B2B market with repeat demand.

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).

Tourism market Penetration

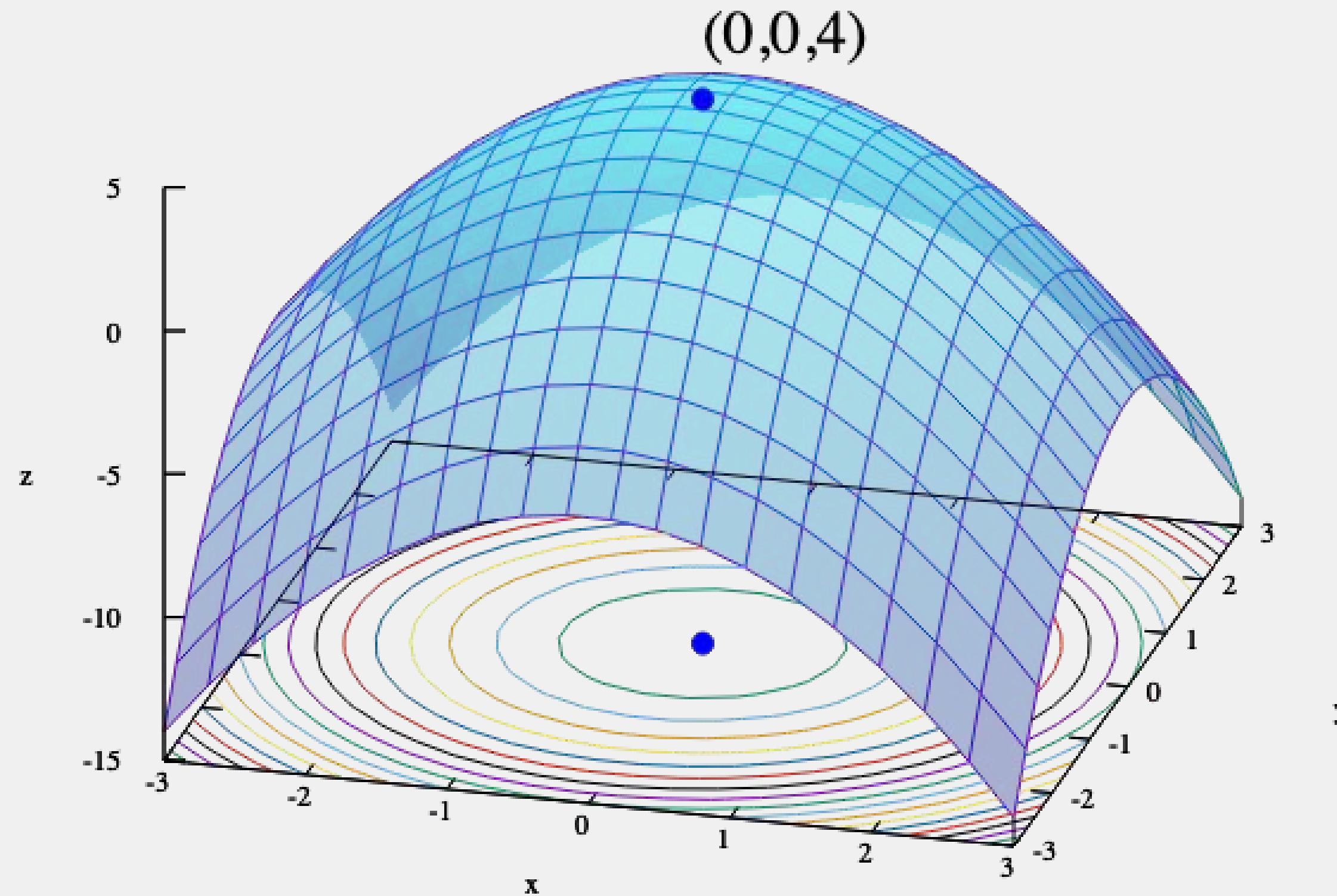
MOUs signed

Airport & Hotel

Tourism Board

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

Unit Economics Optimization



Pilot → Next 6 Months Targets:

Driver Utilization: 10 → 80 rides/month (8x)

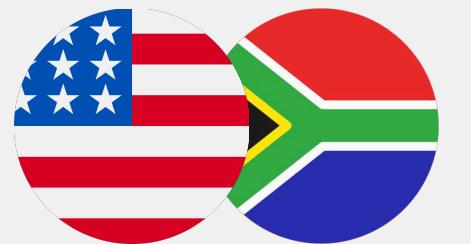
- Revenue per Ride: \$3.6 → \$7–\$10 (2.5x)
- Gross Margin: 8% → 25%+

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

Cross Border Scalability & Risk Mitigation



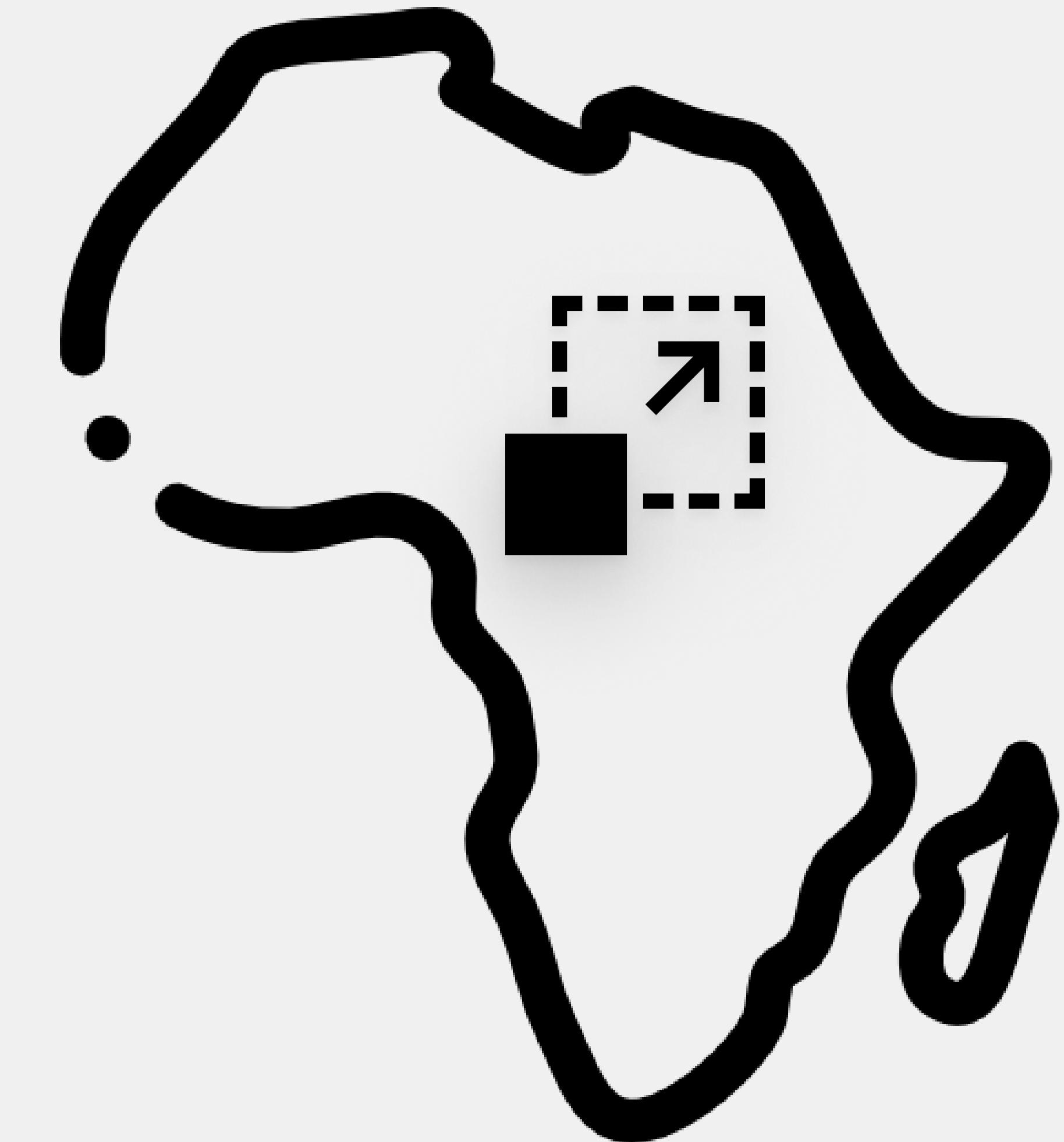
Local partnerships → 60% licensing risk reduction



**Multi-currency wallet
(ZAR/USD/ZMW)**



Compliance templates → <45 days new market launch.



Market Opportunity

\$40B

Tourism spend Southern Africa

\$5B

Mobility SAM

\$200m

Timo SOM

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

Revenue: \$35K → \$1.8M (break-even).

CORE TEAM



Eddison Shumba

CEO

<https://www.linkedin.com/in/eddison-shumba-356a2166/>

Entrepreneur, VC fellow, and startup ecosystem builder with 10+ years' experience. At TIMO, he leads innovation in tourism and mobility across Africa. He's also co-leading ProtoSeed Ventures, backing student-led tech startups. Eddison has mentored 1,000+ founders, contributed to early-stage capital programs, and received recognition from UNDP, ILO-GIZ, and the Ford Mobility Fellowship.



Max Gershfield

CSO

<https://www.linkedin.com/in/max-gershfield>

4 years' experience working for Uber's Global Creative Team, 4 years experience working inside web3 with OASIS Web4, and award-winning web3 marketing agency Flight3. Max is a highly experienced strategist with a broad understanding of emergent technologies and startups.



Cordy Joseph

CMO

<https://www.linkedin.com/in/cordy-joseph-2ab8a1a9/>

Strategist at the intersection of crypto, mobility, and frontier markets. With 8+ years of experience in decentralized identity, payments, and ecosystem design, Cordy is the founder of HNDL (Bitcoin-based identity) and CEO of FameGuild (AI agents + creator economies). At Timo, he leads growth and platform strategy—integrating trust layers, mobile money, and web3 infrastructure to position Timo as Africa's category-defining mobility network.



David Ellams

CTO

<https://www.linkedin.com/in/david-ellams-77132142/>

David is the architect of OASIS Web4, an interoperability layer spanning web2 and web3. David has over 18 years in professional IT, contracting for companies including Nokia, HSBC, and KPMG.

TECH TEAM



Faridun Berdiev

Tech Lead

<https://www.linkedin.com/in/christineheiss/>

Faha is a highly experienced .NET developer, and the founder of the .NET Academy - a school which produces high quality professional Software Engineers. He has over 5 years as a professional software developer, focusing on back-end and distributed systems, as well as web3 technologies, smart contracting and token bridging.



Qurbanali Nazarov

Back-end developer

<https://www.linkedin.com/in/qurbanali-nazarov-8837b2310/>

Backend Developer with expertise in .NET Core, Entity Framework Core, and ASP.NET Core. Proficient in building robust backend solutions to support scalable applications.

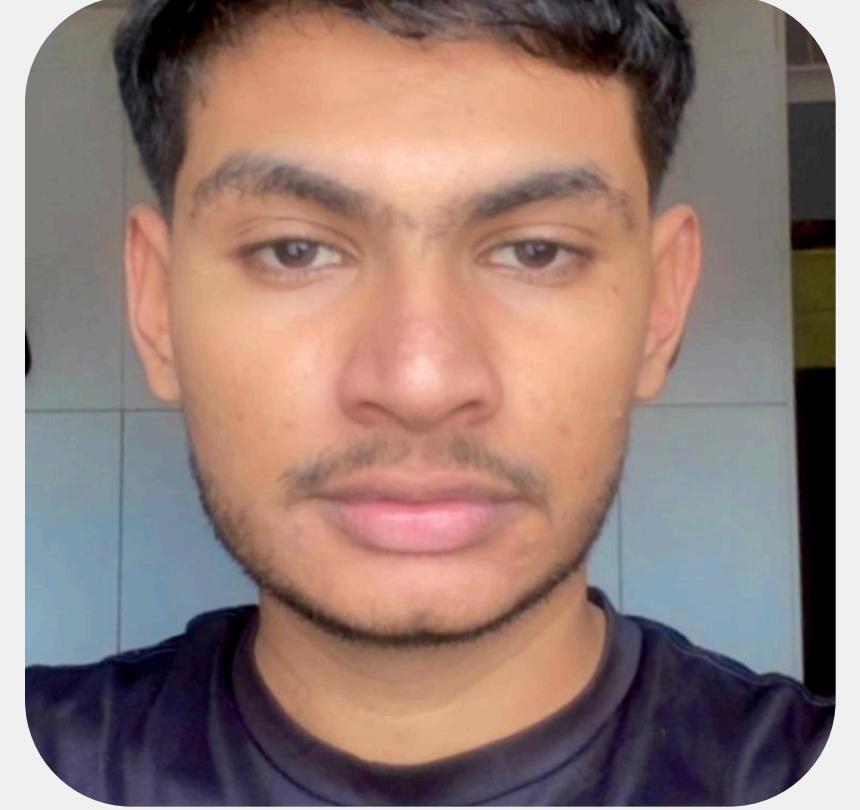


Aziz Bobokhujaev

Front-end

<https://www.linkedin.com/in/aziz-bobokhujaev-245bb2229/>

Aziz focuses on UX / UI, He is familiar with HTML, CSS, and Tailwind CSS. Dedicated to delivering efficient and reliable software solutions.



Sahil Jada

Full stack

<https://www.linkedin.com/in/david-ellams-77132142/>

South African-based full-stack developer focused on building real-world web applications using the MERN stack

BOARD OF ADVISORS



Eric Osiekwan
Board Member

Eric is a renowned entrepreneur and investor with over 25 years of experience in the ICT sector across Africa and beyond. He has worked in 32 African countries, leading the establishment of Internet Service Providers (ISPs), Internet Exchange Points (IXPs), and high-growth tech startups. Eric is the Co-Founder of Angel Africa List and Angel Fair Africa, and currently serves on the board of Farmerline, among others. As an active investor and ecosystem builder, his influence spans across infrastructure, innovation, and capital—making him an invaluable asset to Timo's strategic direction and growth in African markets.



Anna Ressa
Board Member

Anna is an experienced EU Project Manager at TECNOPOLIS Science & Technology Park in Puglia, Italy. With over two decades of expertise, she specializes in designing and managing funded projects across sectors such as culture, business development, agriculture, territorial promotion, youth empowerment, technological innovation, and international cooperation.

Anna combines strategic thinking with hands-on project execution, working with programs like Interreg, Horizon Europe, and UIA. She is also an independent consultant in European project planning and a former lecturer in EU project design. Anna actively contributes to sustainable growth through collaborative initiatives at the local, national, and EU levels.



Tinyiko Valoyi
Board Member

Tinyiko is a seasoned technology executive and telecoms entrepreneur. He was most recently the CEO of iBurst Africa, a pioneering wireless broadband group, where he led the company's first expansion into West Africa by establishing operations in Ghana. Under his leadership, iBurst raised over \$33 million to scale its footprint across Ghana, Mozambique, Kenya, and the DRC. Prior to this, he served as Chief Technology Officer at RMB Private Bank, where he spearheaded critical modernization efforts—integrating legacy mainframe banking systems like Hogan and Phoenix into modern service-oriented architectures. Tinyiko brings a rare blend of strategic vision, fundraising experience, and deep technical expertise to the board.

Traction Signals

5K+

Rides completed
During pilot phase

500+

Registered Drivers
Across Africa

4

Key Partnerships
Tunisia King Events, AMC Chauffeur,
SATC, Durban networks

And recognition from:



Unlocking the next
startup opportunity



TIMO



**International
Labour
Organization**



**THE TONY ELUMELU
FOUNDATION**

Term sheet:

Raise amount:
\$500,000

Instrument:
SAFE
Discount: **20%**

Valuation
\$2,500,000

WHICH WILL BE USED ON ↓

30%

Product development
PathPulse integration

25%

Tourism Partnership

20%

Marketing &
Incentives

10%

Legal &
Compliance

15%

Reserve &
Contingency

REVENUE MODEL

PROFIT MECHANISM

Ride Fares	Base fare: R30 Price per km: R17 Price per minute: R1.60 Minimum fare: R60	Cost structure	Driver commission: 20% (Timo rides retainer) Driver payout: R179.20 (80% of R224) Operational Costs: R30 Total Cost per ride: R209.20
Average ride assumptions	Average distance: 10km Average time: 15 minutes	Profitability Metrics	Contribution margin per ride: R14.80 Monthly fixed costs: R100,000 Net profit per month at breakeven: R100,000 Profit Margin Percentage: ~15.6%
Total fare calculation	Distance charge: R170 (R17/km x 10km) Time charge: R24 (R.16/min x 15 min) Total fare: R224 (Base + Distance + Time)	Breakeven analysis	Breakeven point: 6,757 rides/month Estimated rides needed per day: 225.2 Number of drivers needed: 23
Projected revenue growth	Average Total Fare per ride: R224 Total Rides Needed (Breakeven): 6,757 rides Estimated Monthly Revenue at Breakeven: R1,511,568	Path to profitability	Growth Strategy: Increase user base and ride frequency Cost management: Optimise payouts and operational costs
Customer Segments	Daily commuters, Tourists, Corporate clients	Risks and mitigation	Key risks: Regulatory changes, competition Mitigation strategies: Adapt pricing and services
Competitive Pricing Strategy	Competes with Uber Black and Uber Premium		

SUMMARY

Timo presents a venture-scale opportunity in Africa's rapidly evolving mobility sector. We have the partners, infrastructure, and ambition to build a category-defining platform. This pre-seed raise will position us to launch, scale rapidly, and deliver on a vision that global platforms have yet to realize across the continent.