

TIMO

# Elevating Travel for Tourists & Corporates

Premium Mobility Today. Intelligent Infrastructure Tomorrow.

Move with intelligence.

## What Timo Is

# Timo Is a Premium Mobility Marketplace

- Online marketplace for pre-booked transportation
- Built for **tourists and corporate travelers**
- "Airbnb for Taxis" — choice, trust, and quality
- Focused on **experience, not price wars**

Choice Trust Quality

**Key Insight:** Premium travelers value reliability, safety, and control.

## The Problem

# Urban Transport Fails Premium Travelers

### Corporates

- Difficulty booking reliable rides in advance
- Inconsistent vehicle quality
- Safety and accountability concerns

### Tourists

- Unfamiliar cities and transport systems
- Random driver assignment and cancellations
- No transparency on drivers or vehicles

**Bottom Line:** Existing ride-hailing optimizes for speed...not confidence.

# The Solution

## Timo Rides: The Premium Experience

### Advance Bookings

By date, time, and route

### Driver & Vehicle Selection

Choose your preferred driver and vehicle

### Verified Standards

Verified drivers and road-worthy vehicles

### Transparency

Transparent pricing and real accountability

# **Timo's Unique Advantage**

## **Why Timo Is Different**

### **Customer Choice**

Customers choose their driver and vehicle

### **QR-Code Booking**

At hotels, airports, events

### **API Integrations**

With hotels, airlines & tourism platforms

### **Revenue Sharing**

Partnership model

## Traction (Validated Demand)

### Pilot Results — Durban, South Africa

Oct 2024 – May 2025

Verified Drivers

500

Registered Riders

10,000

Completed Rides

5,000

Gross Revenue

ZAR 350K

**15% month-over-month growth**

## Unit Economics

### Premium Can Scale Profitably

Average Fare

\$6.80

Driver Take-Home

\$5.44

20% commission

Gross Margin

25–30%

vs. 15–20% industry avg

Tourism Premium

+15–20%

# Market Opportunity

## A Focused, High-Value Market

### Target Customers

- Tourists (25–45)
- Corporate & business travelers (30–55)

### Market Size

- Africa Tourism Spend: \$40B
- SAM: \$5B (Southern Africa mobility)
- SOM: \$200M (target corridor)
- Growth: 10K → 50K → 120K riders (2025–2027)

**Strategy:** Win distribution through partnerships, not ads

# **Strategic Evolution**

## **From Premium Rides to Intelligent Mobility**

### **Core Business**

Premium ride marketplace remains the foundation

### **Intelligence Layer Enhances:**

- Safety
- Routing
- Driver quality
- City credibility

This is not a pivot — it's an upgrade.

# **PathPulse Integration**

## **The Intelligence Layer Behind Timo**

### **PathPulse Provides**

- AI-powered traffic and mobility analytics
- Real-time violation and risk detection
- Proven government pilots globally

### **What This Means for Timo**

- Smarter routing for drivers
- Predictive safety and quality scoring
- Data-backed trust for corporates & cities

## Second Revenue Engine (B2G)

### Same Platform. New Customer: Governments

#### South Africa Market

- Traffic fines: ~7.2M annually
- Total value: ~R2.9B
- 10% digitization target in pilot cities

Timo Upside

10%+

Minimum share of PathPulse profit pool

Annual Potential

R72M–R90M

# Business Model

## Two Engines. One Platform.

### Engine 1 — Premium Rides (Core)

- Commission-based marketplace
- Tourists and corporate travelers
- Partner-led customer acquisition

### Engine 2 — Mobility Intelligence (Expansion)

- AI analytics & enforcement
- City dashboards and licensing
- Long-term institutional contracts

Result: Balanced growth + strong defensibility

## Team & Vision

# Building Africa's Trusted Mobility Platform

## Leadership Team

- **Eddison Shumba** (CEO) — 10+ years tourism & startup ecosystems
- **Cordy Joseph** (CMO) — Crypto/mobility strategist, HNDL founder
- **Max Gershfield** (CSO) — Ex-Uber Global Creative Team
- **David Ellams** (CTO) — OASIS Web4 architect, 18+ years enterprise IT

## Vision

Timo becomes Africa's premium mobility layer, trusted by travelers and institutions alike.