



WAZOBIWAKA

MOVING NIGERIA FORWARD, TOGETHER

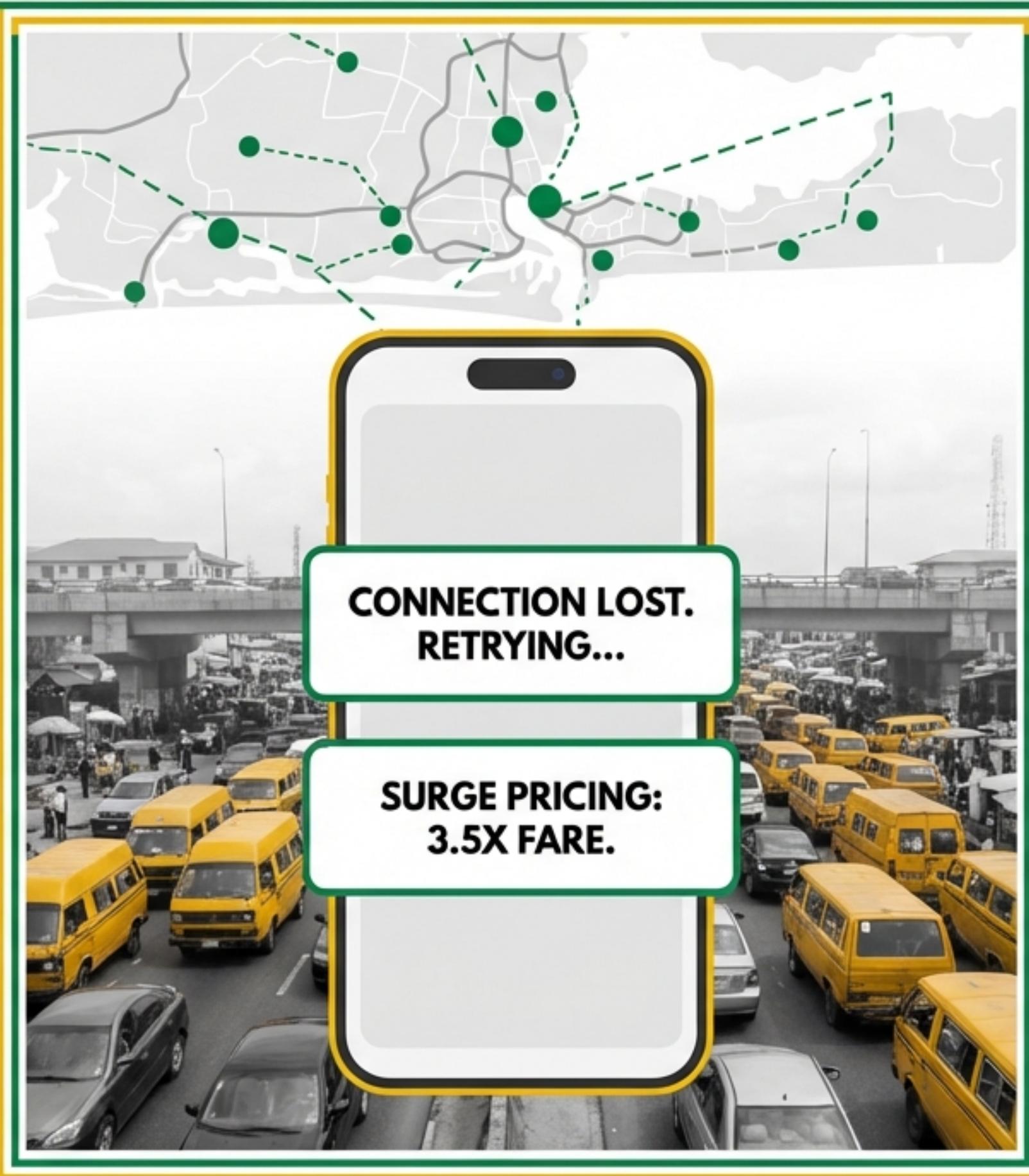
The Hyper-Local Ride-Sharing
Platform Built for the Realities
of the South West.

The Name Story:

- 'Wa' (Yoruba) + 'Zo' (Hausa) + 'Bia' (Igbo) = 'Come.'
- 'Waka' (Pidgin) = 'Walk/Travel.'

A name that signals unity, movement, and local ownership in a market wary of outsiders.

Built by Nigerians, for Nigeria.



GLOBAL MODELS STUMBLE ON LOCAL NUANCES

While giants like Uber and Bolt have a footprint, they lack the 'Naija' context required to dominate.



- **The Infrastructure Gap**

Foreign apps fail when 4G drops. They lack robust offline capabilities for areas like the Ogun rural-urban fringe where connectivity is erratic.



- **The Pricing Clash**

Rigid algorithmic pricing conflicts with the deep-seated Nigerian culture of negotiation and haggling.

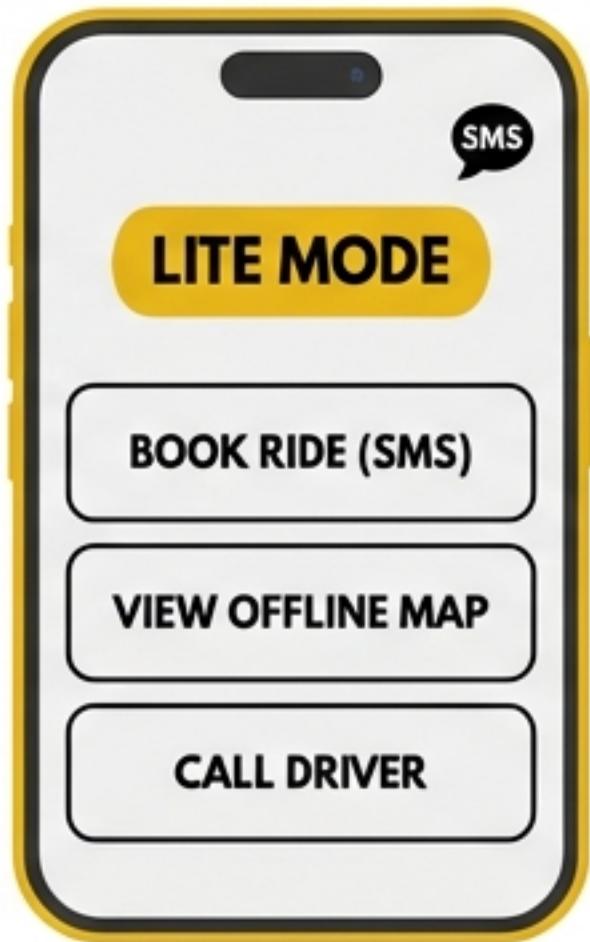
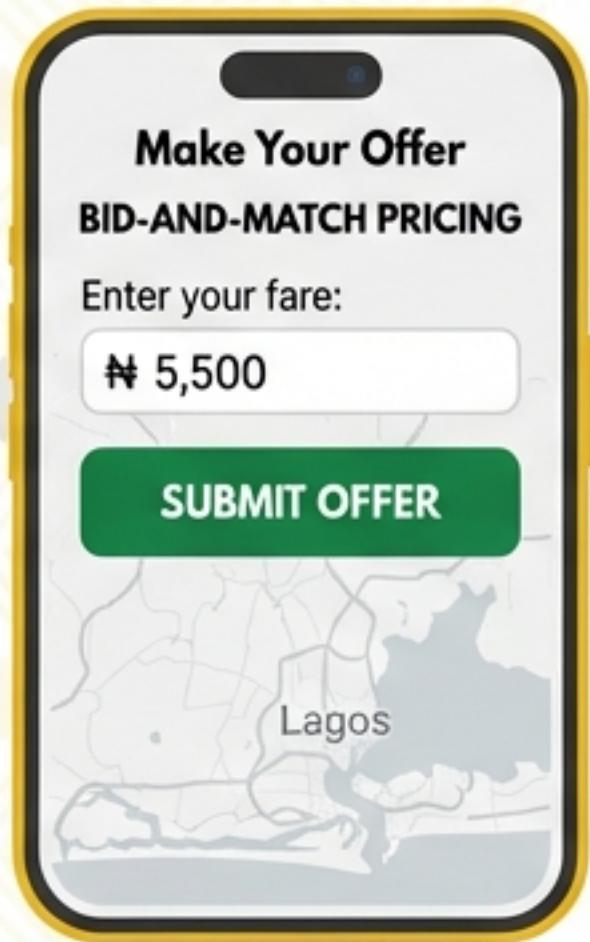


- **The Trust Deficit**

With **30% of women** reporting harassment in rides and drivers churning due to high commissions (**25%+**), the market demands a safer, fairer alternative.

ENGINEERED FOR THE REALITIES OF THE SOUTH WEST

WazobiaWaka: The Indigenous Solution



Feature 1: 'Bid-and-Match' Pricing

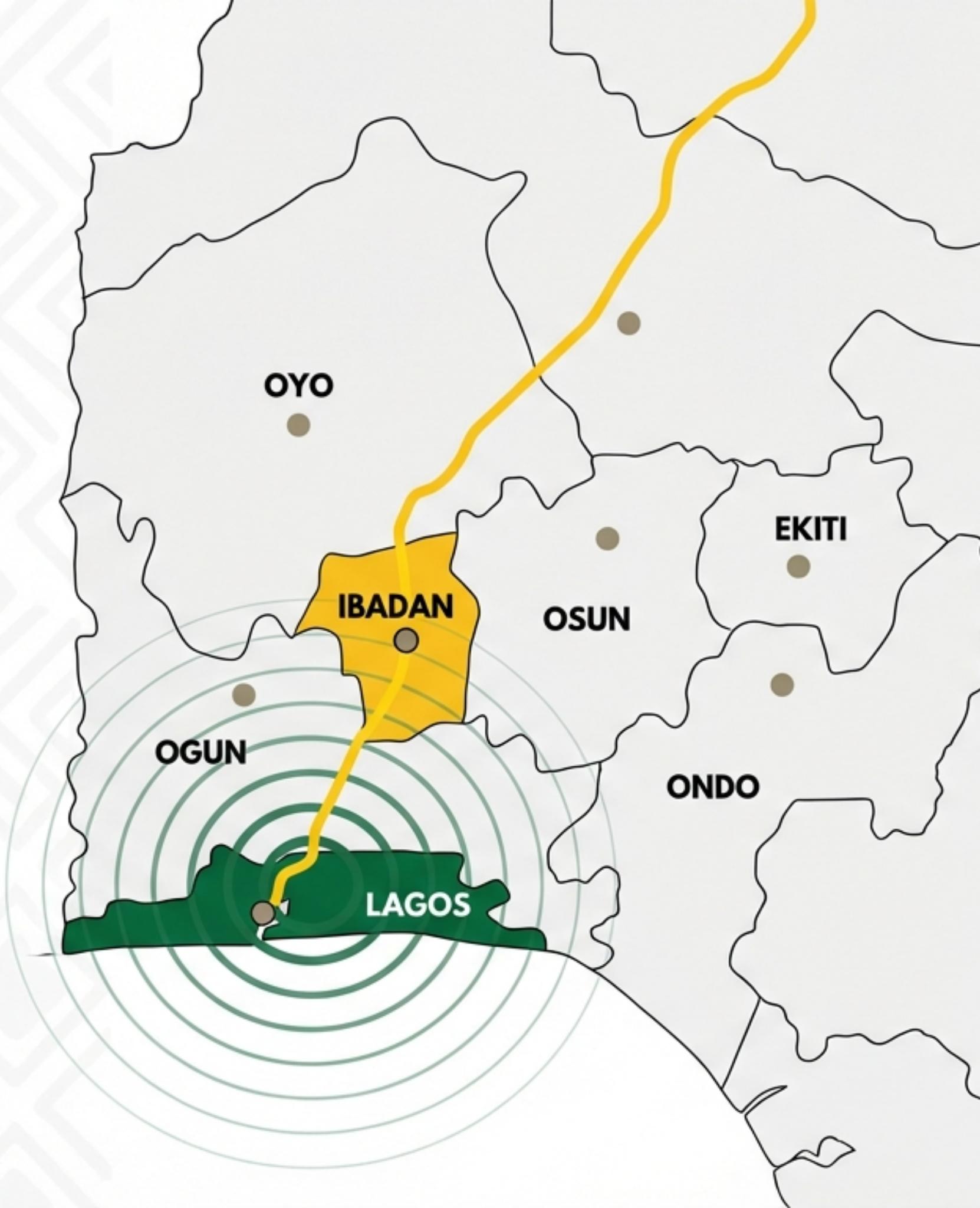
A hybrid model blending the haggling culture with AI-optimized minimums. It respects the local preference for negotiation while protecting driver earnings.

Feature 2: 'Always On' Connectivity

Built for erratic internet. Includes SMS fallback for booking and lightweight bandwidth usage for low-connectivity zones.

Feature 3: Safety Ecosystem

Addressing the harassment statistic with Women-Only ride options, community-verified drivers, and direct SOS links to Lagos State Emergency Services.



DOMINATING NIGERIA'S ECONOMIC ENGINE

\$477M

Projected Total Addressable Market for Nigerian ride-hailing by 2029 (12.56% CAGR).

The Beachhead: South West

- **Lagos:** 21M+ people, 30% of National GDP.
- **Ibadan:** 3.5M people, key secondary hub.

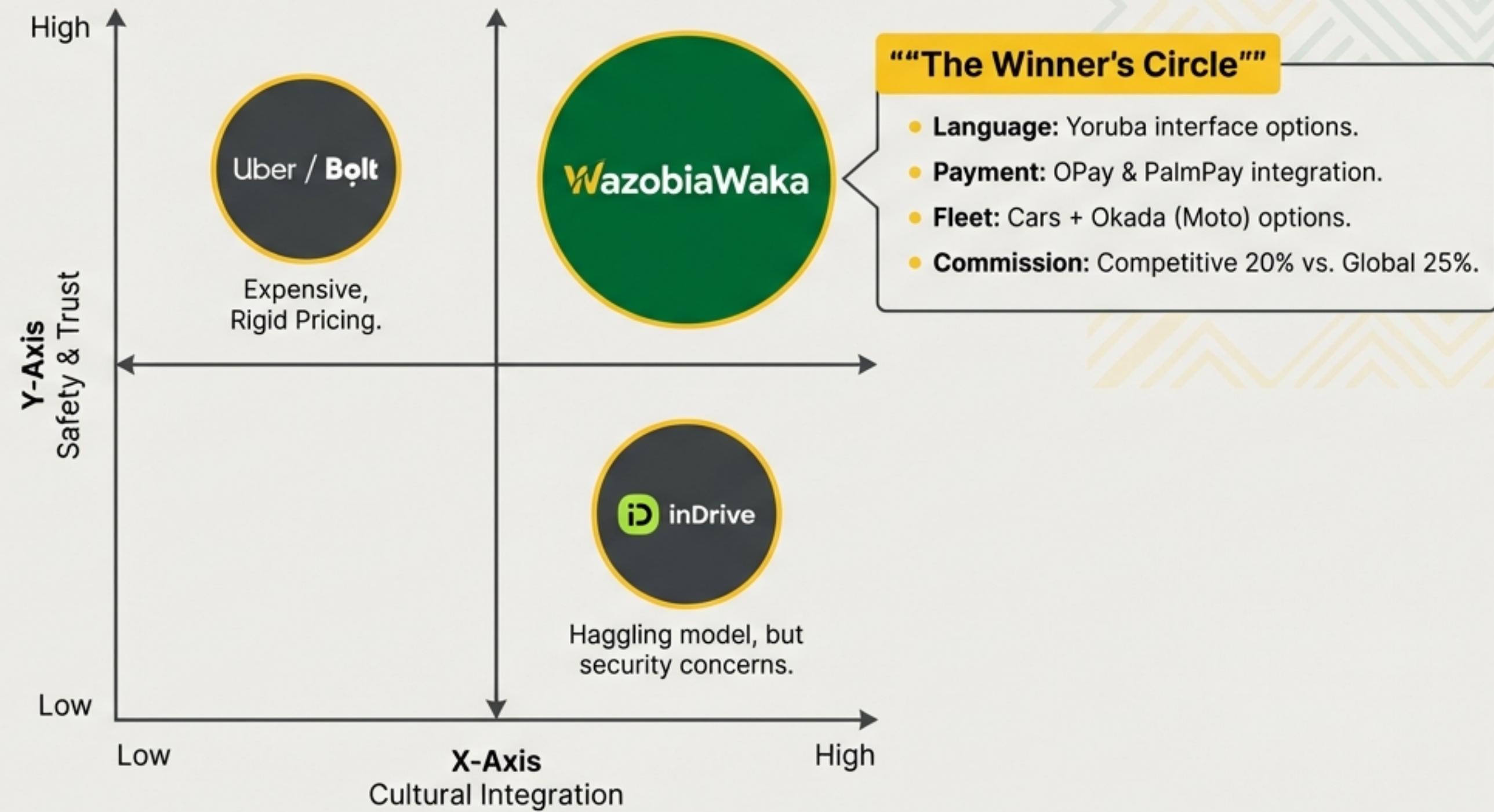
Demographics

- 60% of population under 35.
- Rapid smartphone adoption targeting 70% by 2030.

High traffic congestion in megacities creates non-negotiable demand for efficient mobility.

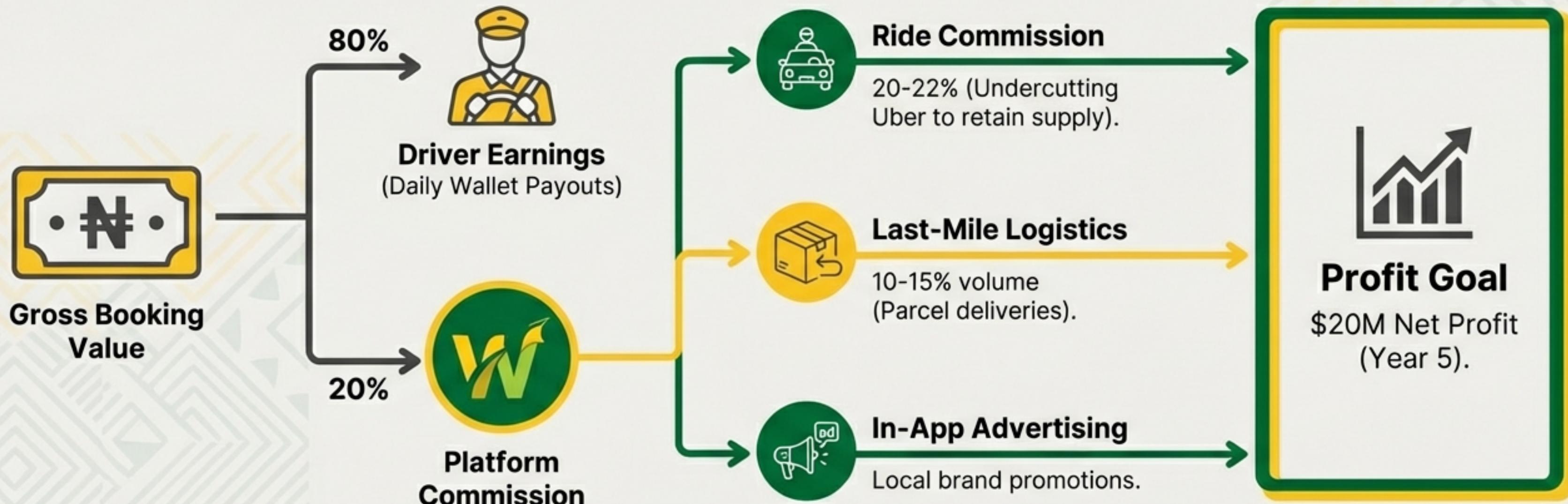
WINNING WHERE OTHERS COMPROMISE

The Competitive Sweet Spot



SUSTAINABLE UNIT ECONOMICS

Path to \$20 Million Net Profit by Year 5



Driver Retention Strategy: Lower commissions + Daily payouts = Lower churn.

GO-TO-MARKET: SOUTH WEST FIRST

Winning Hearts and Roads through Hyper-Localization

Phase 1: Lagos & Ibadan

- **Hyper-Local Marketing:** Influencers on TikTok/Instagram; partnerships with Driver Unions and Universities.
- **Incentives:** ₦500 referral credits; Zero-rated data partnerships with MTN.
- **Branding:** 'Made for Naija' – Leveraging the Wazobia name to build instant trust.

Expansion Phases

- **Year 2-3:** Broader South West (Abeokuta, Akure).
- **Year 4+:** National expansion (Abuja, Port Harcourt).



ROBUST TECH, HUMAN TOUCH



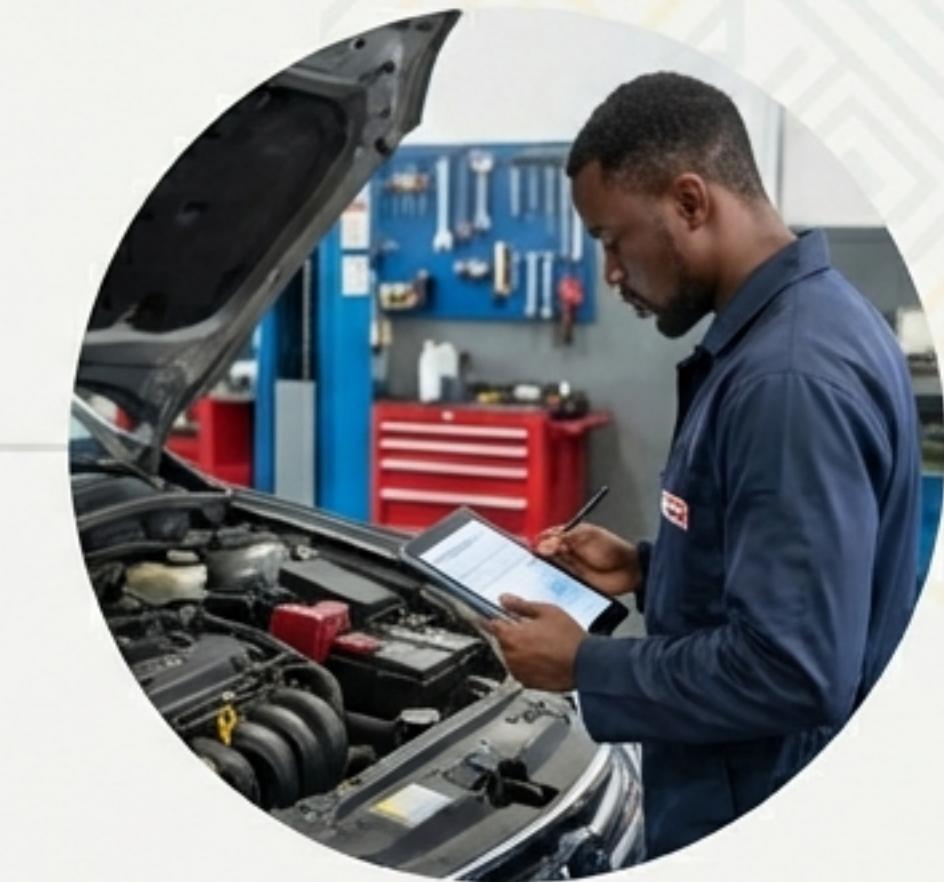
Driver Academies:
Physical training
centers in Ibadan.

AWS AFRICA REGIONS
Low latency hosting.

TRAFFIC AI
Optimized for Lagos 'Go-Slows'.

Seamless Local Payments

The central column features three distinct service offerings. At the top is 'AWS AFRICA REGIONS' with a green cloud icon, followed by 'TRAFFIC AI' with a yellow brain icon, and at the bottom is 'Seamless Local Payments' with icons for Flutterwave, OPay, and PalmPay.



Vehicle Compliance:
Automated checks for
Lagos State VIS.

FUTURE-PROOFING MOBILITY WITH EVs

The EV Strategy

- **Economic Resilience:** Pilot program for Electric Vehicles to mitigate the volatility of petrol subsidy removal.
- **Partnerships:** Collaborating with Chinese suppliers (e.g., BYD) for vehicle leasing.

Social Impact

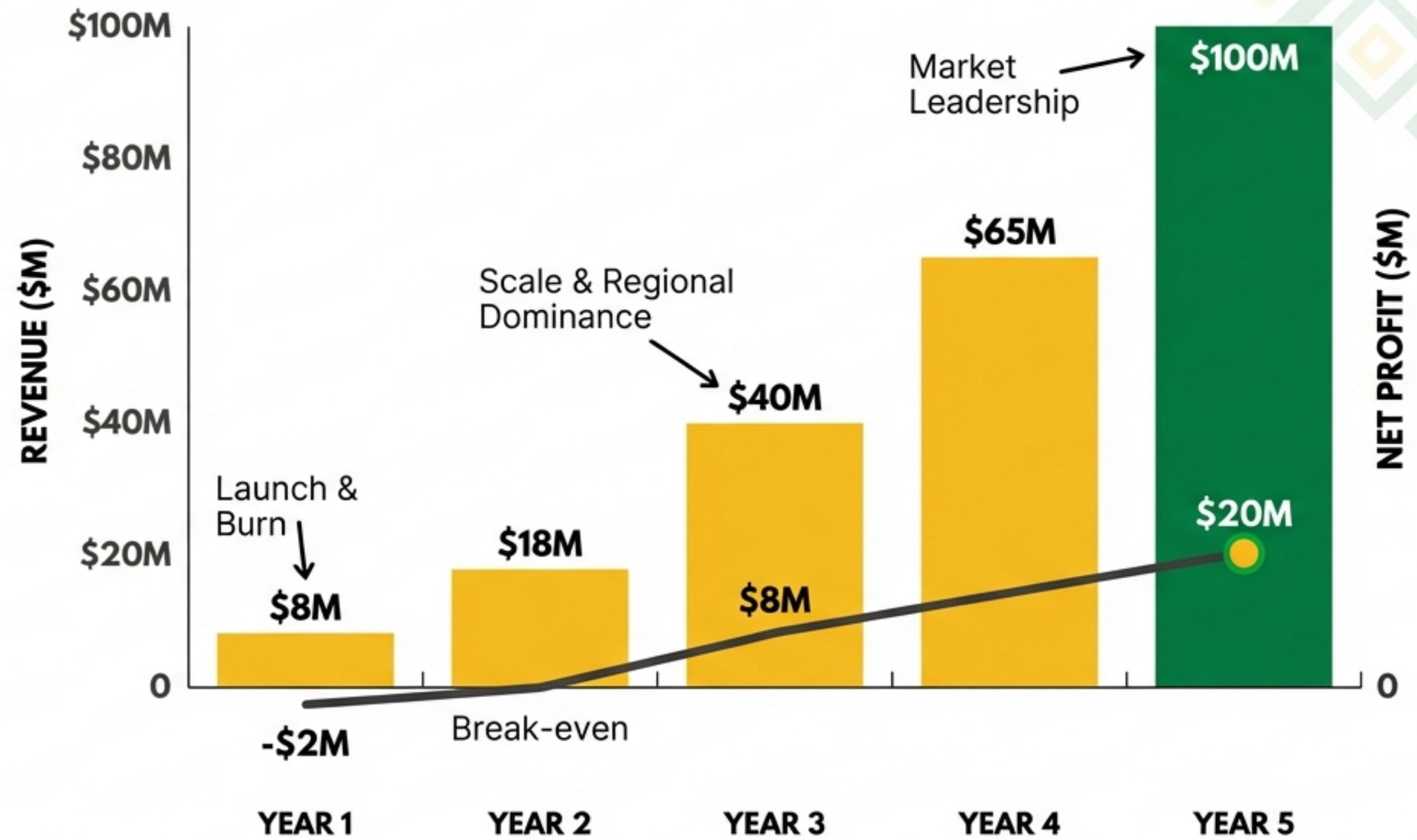
- **Job Creation:** Aiming to create 50,000 jobs for youth.
- **Financial Inclusion:** Micro-finance opportunities for drivers to upgrade vehicles.



ROADMAP TO \$100M REVENUE

KEY ASSUMPTIONS

- 30% YoY User Growth.
- 15% Inflation adjustment.
- Margins expanding to 20% via AI.



NAVIGATING THE LANDSCAPE

Proactive Risk Mitigation Strategies



Regulatory Shifts

Risk: Okada bans or transport policy changes.

Mitigation: Proactive lobbying, strict compliance with Lagos State transport guidelines, and tech-enabled regulation.



Currency Volatility

Risk: Naira Devaluation.

Mitigation: Hedging USD reserves, dynamic pricing algorithms to match inflation, and localizing operational costs.



Safety & Trust

Risk: Security incidents.

Mitigation: AI monitoring of rides, heavy insurance coverage, and 'Women-Only' product lines to build unshakeable trust.

BUILT BY NIGERIANS, FOR NIGERIA



Neague Spartan Bold
CEO

Experienced in African startups and local market dynamics.



League Spartan Bold
CTO

App development expert with a focus on localization.



League Spartan Bold
CMO

Expert in marketing to the 'Naija' demographic and Yoruba markets.



League Spartan Bold
COO

Operations and logistics specialist with deep knowledge of SW routes.

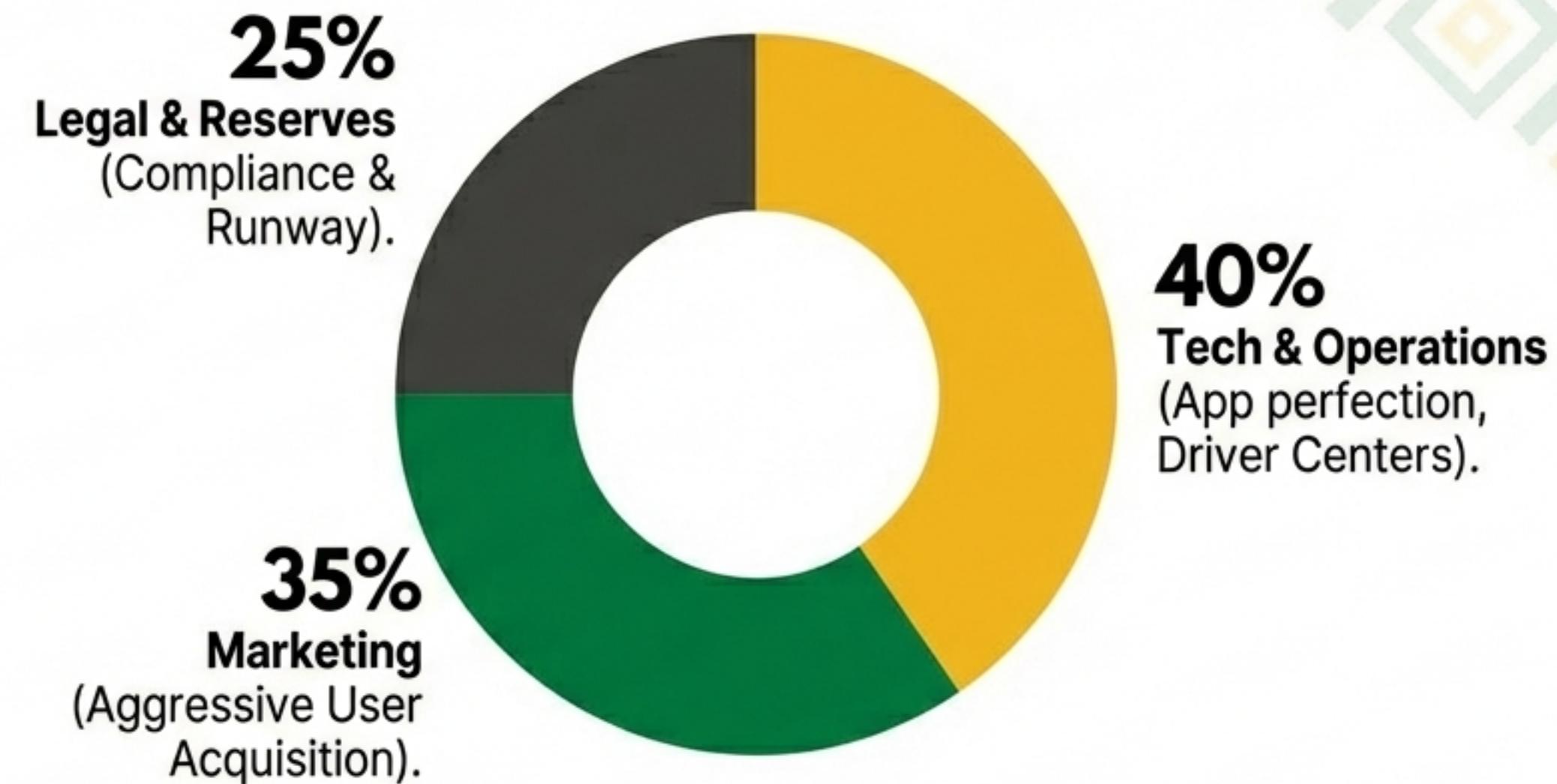


Advisory Board: Includes connections to Lagos State regulatory bodies and leaders from TLcom Capital.

FUELING THE REVOLUTION

**\$15
MILLION**

Seed / Series A Raise



Primary Goal: Achieve product-market fit in Lagos/Ibadan and secure the South West beachhead. Target 1M active users by Year 2.



JOIN THE JOURNEY

"We are not just building an app; we are defining the future of African mobility starting with its most vibrant economic engine."

Partner with WazobiaWaka to capture the \$477M opportunity.

[Email Address] | [Website URL]