



# Reinventing Subscription Management for South Africa

The power of Kill Bill, customised for  
South African business success

Presented by: [Your Name], [Your Title]

Date: [Current Date]

**rock8**



# Executive Overview



## Value Proposition

Open-source Kill Bill platform adapted for SA payments, VAT, and POPIA compliance



## Target Industries

SaaS, media, telecommunications, insurance, fitness, utilities



## Our Promise

Own your billing. Control your growth.

# Market Opportunity

\$3.5B → \$10B

African SaaS Market by  
2030  
~25% CAGR

\$530M → \$820M

SA Subscription  
Economy by 2025

\$6.46B → \$17.19B

Global Subscription  
Software Market by  
2030  
15% CAGR

## Key Market Trends

- Accelerating recurring revenue business models
- Rapid digital payments adoption across South Africa
- Growing demand for localised financial solutions
- Increasing regulatory compliance requirements

*Sources: [1] Subscriptionflow, "Challenges of Ecommerce Startups in South Africa," 2023. [2] Breedj, "SaaS Companies in Africa: A Rapidly Expanding Market," 2023. [3] Verified Market Research, "Subscription Management Software Market," 2023.*

# The Problem

## Global Solution

### Pain Points

- Lack of integration with local payment methods (PayFast, Ozow, SnapScan, EFT)
- Poor handling of South African VAT complexities for recurring billing
- Inflexible pricing models that don't match local market needs
- High costs of proprietary systems with limited customisation
- Currency conversion challenges and multi-currency support limitations

## South African

### Business Needs

- Seamless integration with local payment gateways and methods
- Automated VAT compliance and reporting for recurring transactions
- Flexible pricing models adapted to local market conditions
- Cost-effective solutions with local support and expertise
- Robust ZAR handling with multi-currency capabilities





# The Solution & How It

## Works

Our platform combines **subscription management**, **invoicing**, and **payment orchestration** built on Kill Bill's open-source flexibility and scalability.



### Customer Signup

Seamless onboarding with POPIA-compliant data collection



### Subscription Creation

Flexible plan configuration with custom pricing models



### Invoice + Tax Calculation

Automated VAT handling and compliant documentation



### Payment

Orchestration  
Native SA payment gateway integration



### Analytics

Comprehensive reporting and business intelligence

South Africa-specific features include local payment gateway integration, VAT compliance, ZAR/multi-currency support, and POPIA-ready data handling.

# Differentiators & Competitive Edge

Features	Our Platform	Global Competitors	Local Solutions
SA Payment Integration	Native	Limited	Partial
VAT Compliance	Automated	Manual	Basic
POPIA Readiness	Built-in	Add-on	Varies
Open Source	Yes (No lock-in)	No	No
API Flexibility	High	Medium	Low
Total Cost of Ownership	Low	High	Medium

Our Kill Bill-based platform delivers the perfect balance of global best practices with local market expertise, offering unmatched value for South African businesses.

# Target Segments & Use Cases

## SaaS Startups

- Quick go-live with minimal development
- Flexible pricing experimentation
- Scalable as business grows

## Media & Streaming

- Tiered subscription pricing
- Content access management
- Seamless payment experience

## Insurance & Financial Services

- Premium billing automation
- Regulatory compliance
- Secure transaction handling

## Utilities

- Usage-based billing
- Flexible payment schedules
- Customer portal integration

## Fitness & Memberships

- Automated renewals
- Membership tier management
- Seamless upgrades/downgrades

# Proof & Pricing

## Pilot Results



Reduction in Billing Errors

Automated processes eliminate manual mistakes



Increase in Payment  
Collection

Better retry logic and payment options

## Pricing Tiers (ZAR)

<b>Starter</b>	R3,500/month
Up to 500 subscribers	Basic integrations
<b>Growth</b>	R8,500/month
Up to 2,000 subscribers	Advanced features
<b>Enterprise</b>	Custom pricing
Unlimited subscribers	Full feature set + SLA

Optional integration services available



Time Saved on Billing  
Operations

Streamlined workflows and automation



# Go-to-Market & Roadmap



## Sales & Marketing Strategy

**Direct Sales:** Enterprise and mid-market focus

**B2B Partnerships:** Payment gateways, ERP vendors

**Channels:** Industry events, webinars, LinkedIn, FinTech meetups

**Incentives:** Early adopter discounts, referral programmes

## Product Roadmap

1

### Current Features

- Core subscription management
- SA payment integrations
- VAT compliance

2

### 6-Month Goals

- Advanced analytics
- Additional payment methods
- Enhanced API documentation

3

### 12-Month Vision

- AI churn prediction
- Mobile app
- Expanded African markets



# Why Us & Call to Action

## Let's power your subscription business

### Our Expertise

#### FinTech & Payments Specialists

Deep understanding of the South African financial ecosystem

#### Regulatory Knowledge

Experts in SA payment regulations, VAT, and POPIA compliance

#### Kill Bill Implementation Masters

Certified specialists with proven implementation success

#### Scalable Solution Architects

Track record of building high-performance billing systems

### Contact us

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