PROBLEM

#LocalShops don't have a PoS to record sales and generate data

#Brands don't have access to formal data on sales

EXISTING ALTERNATIVES

#Localshops may have an existing PoS, but with no integrated financial services

#Brands currently get their sales data through big retail

SOLUTION

A fully integrated software suite that integrates PoS features, financial services and ordering/financing

KEY METRICS

Number of equipped shops

Usage index (% of features being used)

Data quality and quantity

UNIQUE VALUE PROPOSITION

A free software that immediately unlocks access to high margin financial services as well as ordering and financing while providing PoS features to the local shop

HIGH-LEVEL CONCEPT

Our software is like Shopify for local retailers, offering a comprehensive suite of financial and PoS tools tailored for small businesses.

UNFAIR ADVANTAGE

Wafacash is a top tier and solid brand for financial services amongst businesses and the public.

Easy access to financial services will ensure fast adoption and a network effect

CHANNELS

#LocalShops direct sales (We already have leads in place across Morocco)

#Brands direct B2B sales

CUSTOMER SEGMENTS

#Brands

#LocalShops

EARLY ADOPTERS

#LocalShops with an existing computer that want access to better software and to financial services.

#Brands and distributors that are willing to help with financing the activity of some local shops

COST STRUCTURE

Salaries fixed(Sales team, software team, admin)

Server costs (Scalable, depends on usage)

REVENUE STREAMS

Direct commission on financial services

Direct commission on orders processed through our software

Revenue from monetising data