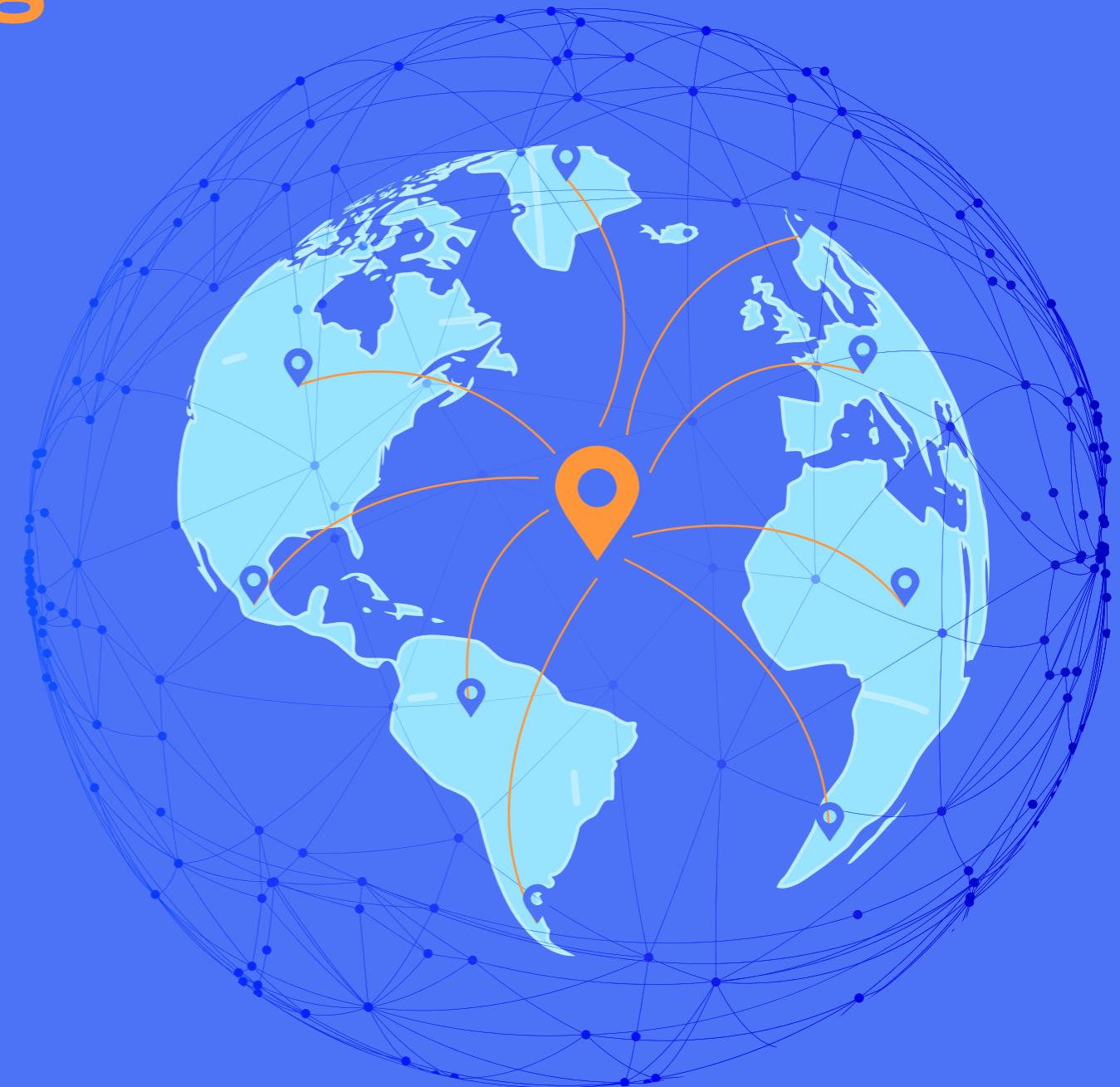


# **Addressing for Universal Access and Exchange**

# **Addressing for Universal Access and Exchange**

Creating a global addressing infrastructure for universal access, verification, control, and exchange of crucial information, goods, and services. Helping to solve the last mile issues in developing countries by providing safe, secure, reliable, and cost-effective solutions



# The Problem

While most of the world counts on affordable and reliable postal delivery for the “last mile,” developing countries do not. They lack this service, and most shift towards expensive third-party delivery operators, scarce and expensive PO Boxes or go without access to crucial goods and services.



## E-commerce Companies

Ecommerce companies can't offer consumers enhanced selections at reduced costs because they can't effectively and efficiently deliver goods and services to the right person on time, everytime



## The Legal system

The Legal System can't ensure fair and equitable treatment to all without being able to communicate, share and provide documents to the right people in a timely way



## Governments

Government can't distribute passports, birth certificates, and licesnes to the right people as they lack the physical and costly addressing infrastructure to do this.

# Pain Point:

## 1. Low Address Penetration

### Problem:

In sub-Saharan Africa and other developing countries, less than 1% of the population has a verifiable address.

### Impact:

Lack of reliable, affordable, and timely delivery of goods, documents, and essential items causes unbearable expense and delays to consumers and citizens. For example in Kenya;

**400K**

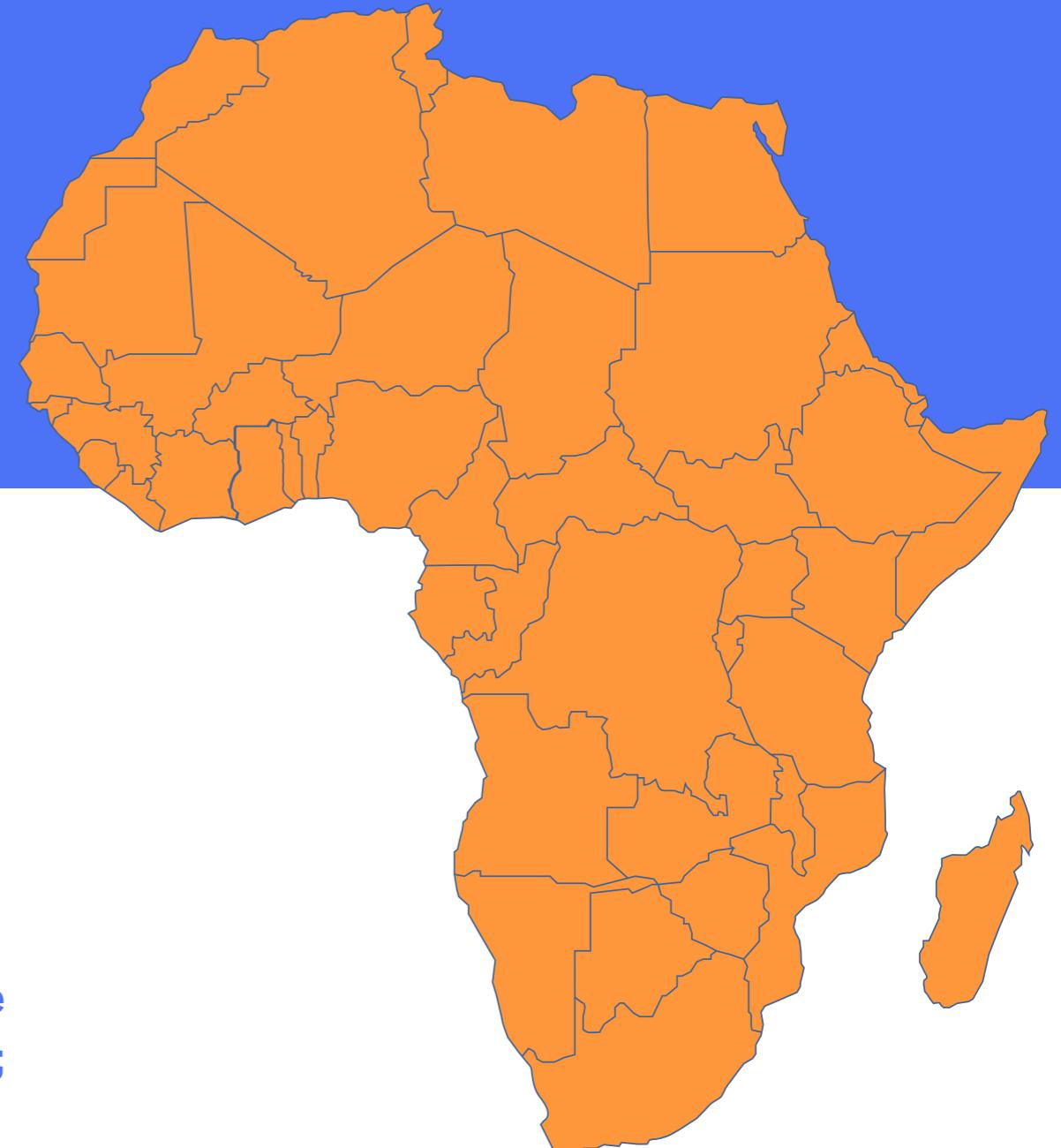
Number of PO Box in Kenya

**50M**

Adult Population in Kenya

**1%**

Population with a verifiable address



## Pain Point: 2. Lack of KYC (Know your Customer)

### Problem:

There is no verifiable and affordable way for senders of goods, documents, and information to know who they are communicating with and who is on the receiving end of transactions.

### Impact:

- Without knowing who is on the receiving end of sent items;
- Governments force in-person pickups to ensure safe secure, verifiable deliveries
- E-commerce Companies avoid transactions where safe, secure, reliable and affordable deliveries cannot be made
- Insurance companies and Banks can't be compliant without KYC and the verification of end customers



## Pain Point:

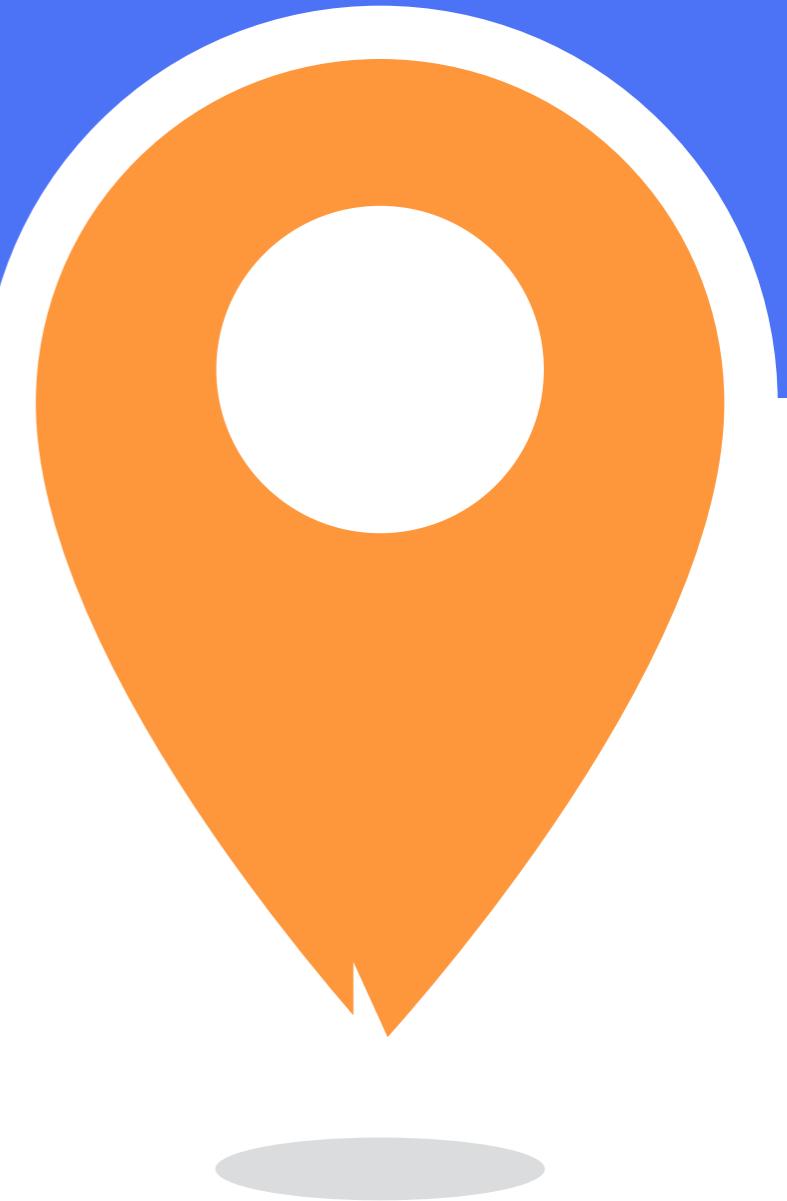
### 3. Lack of Verified, Secured and Deliverable Address

#### Problem:

Without verified, safe, and secure addresses, many items are not eligible to be shipped or go missing, causing delays, more significant expenses and wasted time.

#### Impact:

Costs related to delivery to the last mile have become prohibitive to most consumers and citizens as far too many deliveries go unfulfilled. This causes business losses, undeliverable government and legal documents, and frustration for consumers.



# Current Solutions fall short



## Post offices and P.O Boxes:

- Don't deliver to homes and business
- Can't scale to provide enough boxes for the population (<1% of the needed number)
- Are not affordable for the average person
- Are unreliable, unsafe, and unsecure
- Can't bridge the last mile



## Courier Companies are:

- Expensive
- Unreliable due to lack of building names and street names, and workforce
- Harder to coordinate as many are not embedded within either side of the transaction
- Prone to theft and missed deliveries



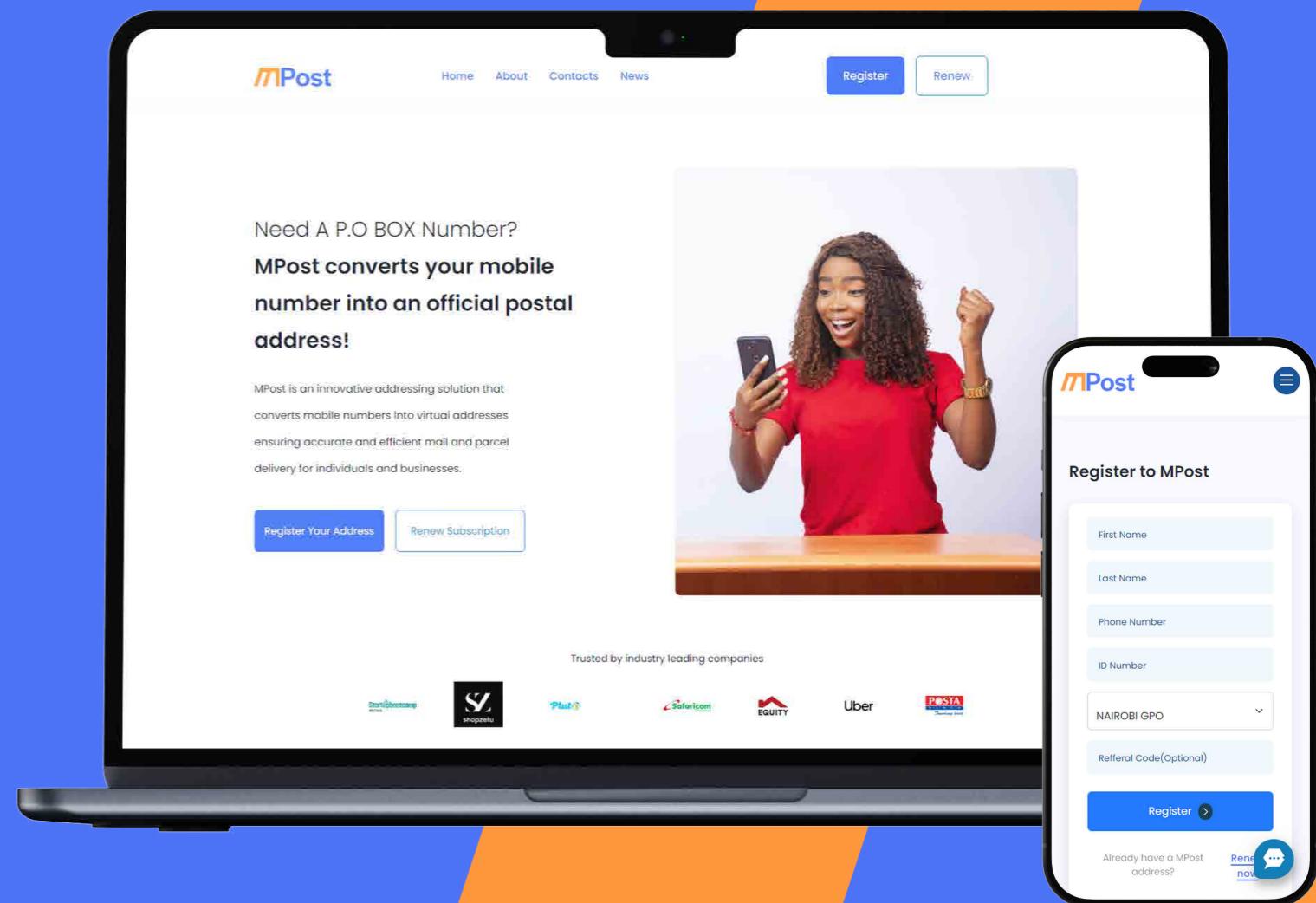
# The MPost Solution

MPost has created a cutting-edge, proprietary solution that creates a virtual address while verifying and validating the holder's identity by turning the mobile phone numbers into a digital address.

## How it Works:

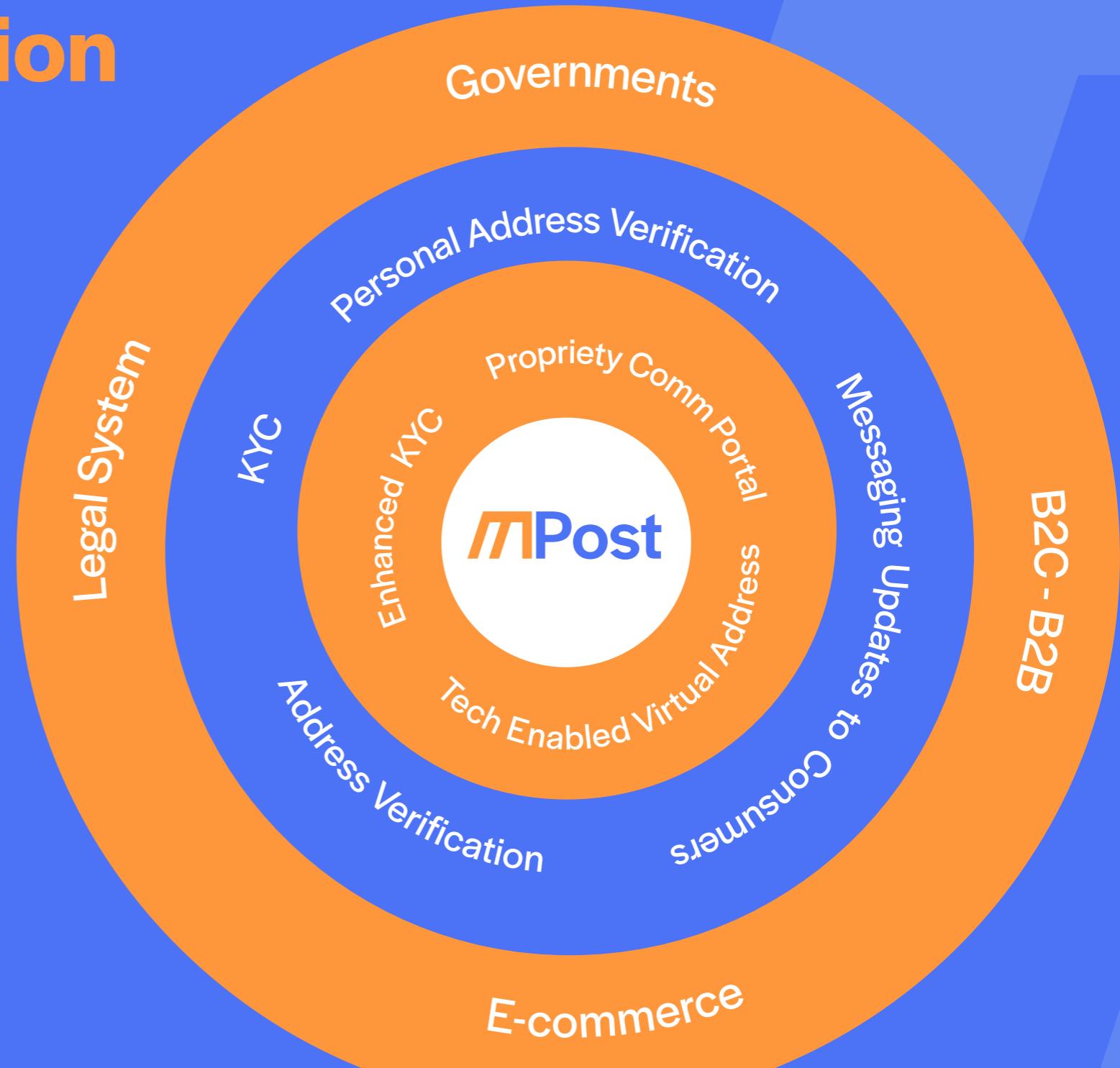
Clients can register through the web platform, USSD, WhatsApp bot, pay an annual subscription fee and get a confirmation of their MPost address.

Through a communication and notification system, people receive notifications, communications and direct deliveries, where and when it's convenient to receive them, saving time and effort, increasing delivery success, and reducing fraud, theft, and costs.

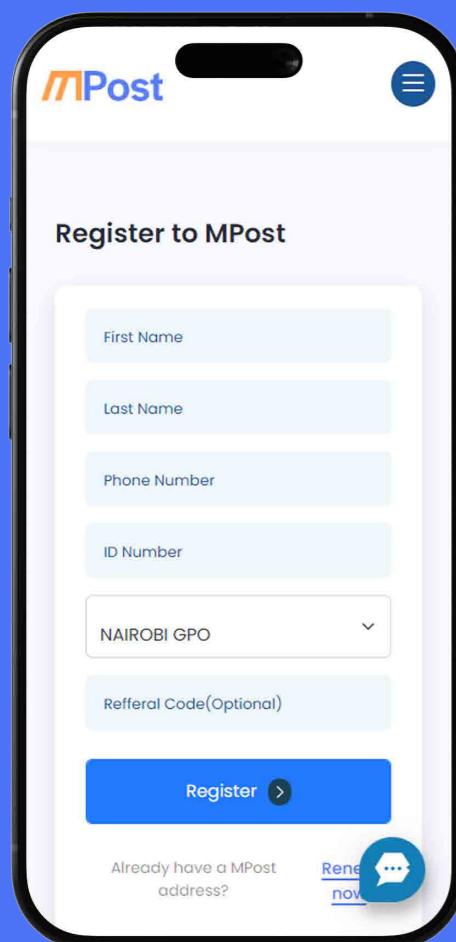


# The MPost Solution Ecosystem

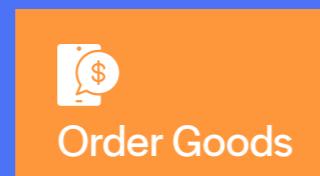
Bringing value to governments, retailers, B2B partners and legal systems by validating and verifying the identity of the consumer as well as providing a safe, secure and cost effective solution in resolving the last mile nightmare



# Using MPost is Easy as



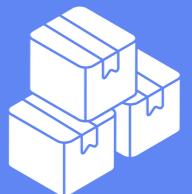
## 1. For eCommerce



Use Proprietary Comm  
Portal



Get Items delivered  
to your Address



## 2. For Governments



Use our Tech Enabled  
KYC System



Use Proprietary Comm  
Portal



Pick up passport at  
local partner



## 2. For Address Verification (KYC)



Bank request for  
address



Use API to verify  
address on MPost



Bank gets confirmation  
of address



# MPost Expansion RoadMap - Phase 1

Software built with MVP features. East Africa-Kenya, Rwanda, and Burundi (2020-23)



## Funding

Mpost has raised  
\$2.5 million



## Revenue Streams

Yearly subscription,  
messaging fees and  
percentage of  
delivery surcharges



## Partnerships

with the National  
Postal Services

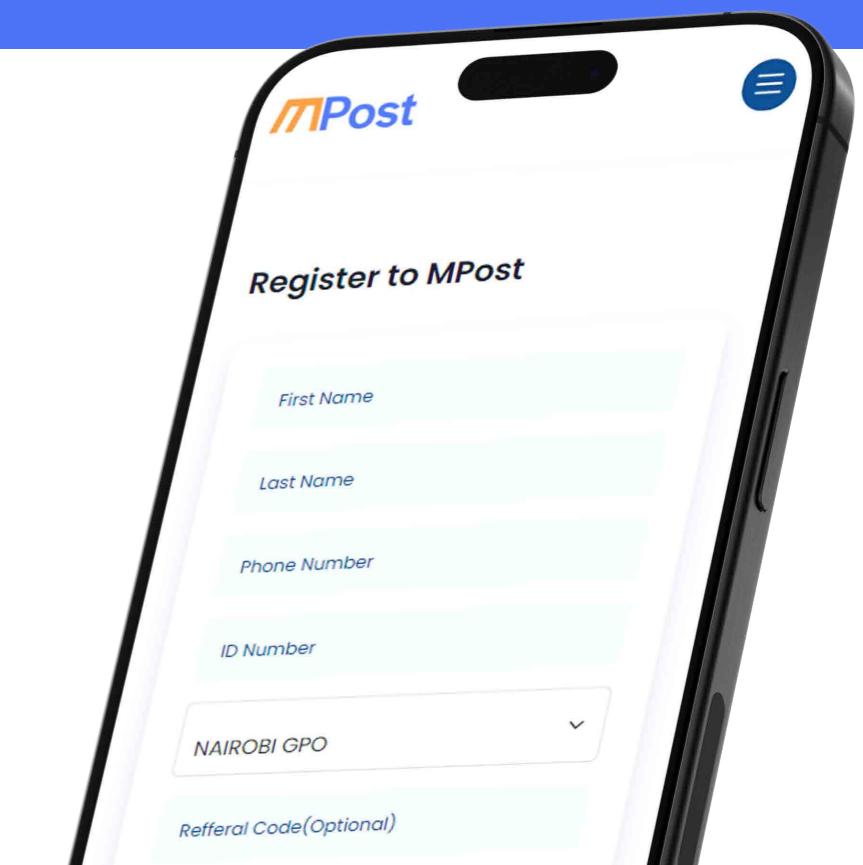


## Total Cusotmers

Over 700,000 onboarded  
customers

**MPost has built out its web and app  
software allowing customers to**

- Enroll and create a virtual PO box
- Manage the where, when and how critical documents and parcels traverse the last mile through its communication portal
- Receive status and delivery updates



# MPost Expansion RoadMap - Phase 2

Address Verification, E-commerce, Banks, courier services, insurance companies (2024-2025)



## Revenue Streams

Smart Locker fees, enhanced delivery surcharges, eCommerce revenue share, API Calls for KYC



## Partnerships

with Total Energies and other retail establishments to expand physical delivery network through smart lockers



## Total Customers

Over 2M projected to be onboarded

## Mpost is enhancing its software with the following features

- API calls for verification
- Integrating and deploying smart lockers
- Receive status and delivery updates
- Integrating to government portals, e.g Irembo, eCitizen
- Integrating with eCommerce and courier companies for address verification



# MPost Expansion RoadMap - Phase 3

Expansion into North America, South East Asia for address verification for parcels into Africa (2025-2027)



## Revenue Streams

International partner revenue sharing



## Partnerships

with large retailers such as Shien, Jumia, Amazon, Mackro and 3rd party delivery services to facilitate last-mile solution options

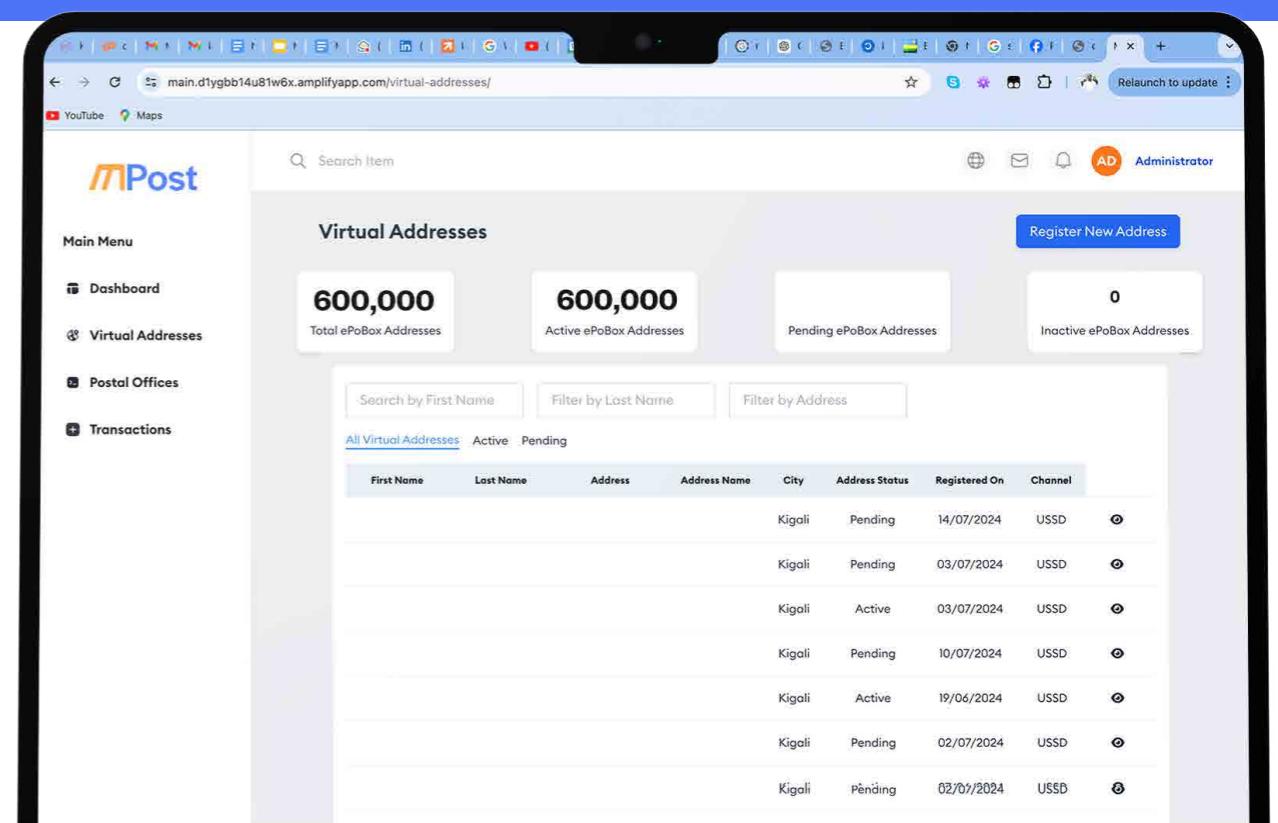


## Total Cusotmers

Over 5M customers to be onboarded

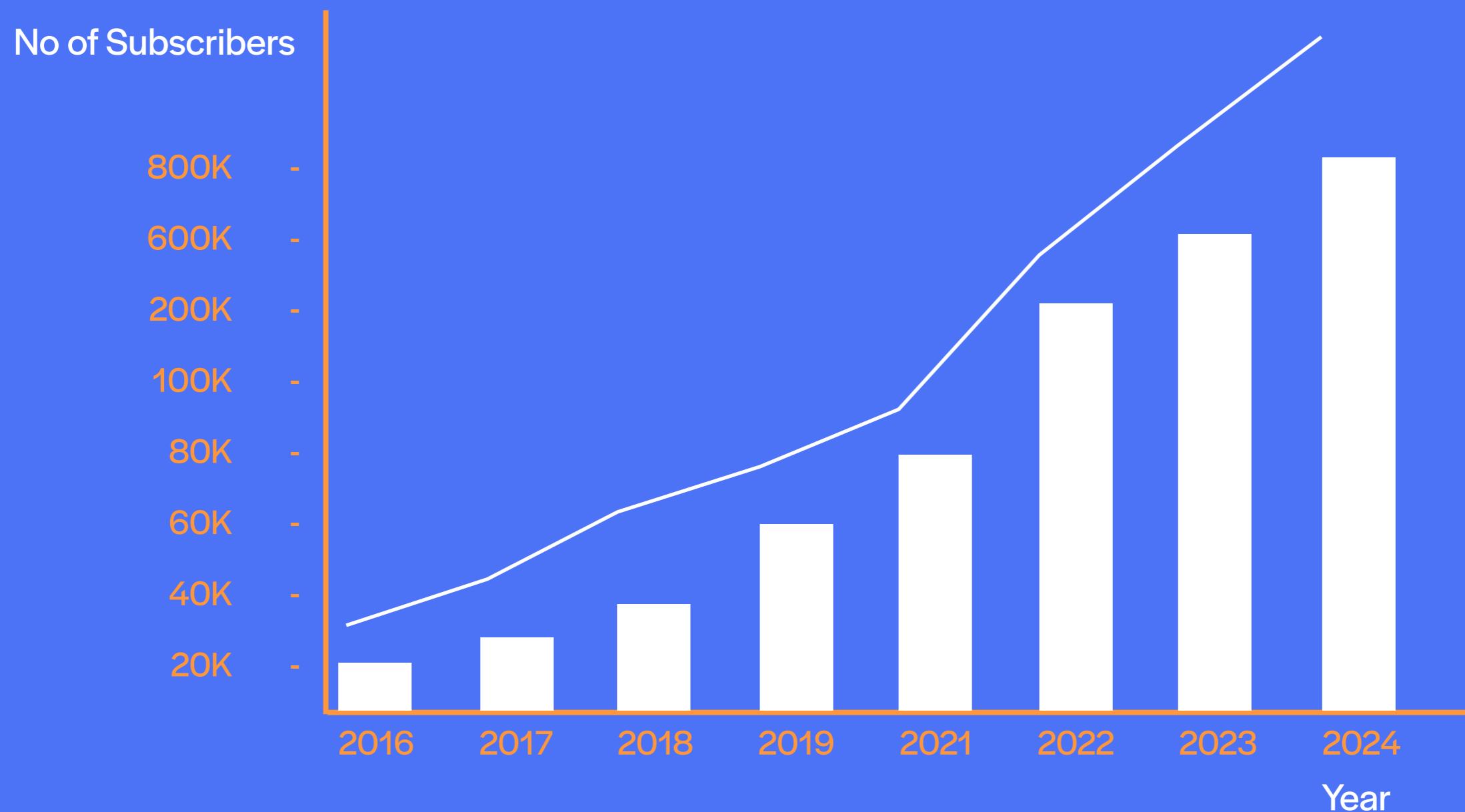
## Mpost will enhance its software with the following features

- Deployment of technologies to North American eCommerce companies
- Integration with international postal and shipping services



First Name	Last Name	Address	Address Name	City	Address Status	Registered On	Channel
				Kigali	Pending	14/07/2024	USSD
				Kigali	Pending	03/07/2024	USSD
				Kigali	Active	03/07/2024	USSD
				Kigali	Pending	10/07/2024	USSD
				Kigali	Active	19/06/2024	USSD
				Kigali	Pending	02/07/2024	USSD
				Kigali	Pending	02/07/2024	USSD

# MPost Customer Growth - (2016 to 2024)





## MPost Team

Our Founder, Twahir brings strong technical expertise in tech with a passion for building innovation solution for public good. He was a consultant with the World Bank and built Kenya's first Craigslist.

We have a great team and an executive team with over 40+ years of experience in various industries in tech, government and telcom sectors.





Backed By

**techstars**



**HAVAÍC**

**StartUpbootcamp**

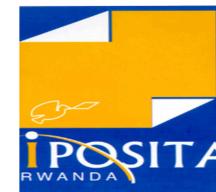
**RENEW  
CAPITAL™**



**SABUNI &  
PARTNERS**



**Partners**



**irembo**



**Roseview  
Global Incubator**



# Thank You!