

1. PLATFORM OVERVIEW

BIG BROTHER is a Kenyan-based investment platform that allows users to invest money into verified business sectors and earn monthly returns.

Investment sectors include:

Transport

Agriculture

Furniture

Rentals

Investors earn returns monthly based on the amount invested.

2. TARGET USERS

Investors (Users)

Kenyans

Invest between KES 20,000 – 100,000

Receive monthly returns

Admin

Manages investments

Approves payments

Manages users & businesses

3. INVESTMENT RULES

Minimum investment: KES 20,000

Maximum investment: KES 100,000

Returns:

Base return + 0.5% depending on investment amount

Payouts:

Paid monthly

Payments:

Done inside the system (MPesa)

4. SYSTEM FEATURES (HIGH LEVEL)

User Side

Sign up / Login (Email + Password)

View investment opportunities

Invest money

View monthly returns

View transaction history

Admin Side

Secure admin login

Approve investments

Manage businesses

Manage payouts

View system reports

5. BRANDING

Brand name: BIG BROTHER

Theme color: White (clean & professional)

Target market: Kenya

 6. PLATFORM TYPE

SaaS (Software as a Service)

Web-based (works on phone & computer)

Future mobile app possible