



PROVIDING E-TICKETING AND
DIGITAL TRANSFORMATION
SERVICES IN AFRICA

FROM
PASSION
TO REALITY

BUSINESS DEVELOPMENT PLAN



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> BUS TICKETS > EVENT TICKETS > AIRLINE TICKETS

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OUR MISSION

To transform Africa's E-ticketing industry, starting with Ghana

OUR OFFER

My Ticket Africa BV is seeking to raise a minimum of \$75.000 development capital, giving away 15% equity in our Ghanaian operation, to grow the business over the next 12 months. The pre-money valuation of the company is at \$500k. Besides the offer for the Ghanaian market, we offer investors the first rights to invest in operations done in new markets across Africa.





My Ticket Africa is founded by the Dutch entrepreneur Younes Douari, and Ghanaian transport IT entrepreneur Samuel Opoku Agyemang. The story started with My Ticket Ghana: providing consumers the opportunity to buy tickets for busses, airlines and events online and helping operators and event promoters with internal processes. The company is legally registered in The Netherlands as a BV (limited company) to evade Ghanaian foreign ownership policies that practically make it impossible for foreigners to start a new business. My Ticket Africa has a license agreement with MyTicketGH Ltd, who works as an agent for us on the ground.

The strength of the partnership between Douari and Agyemang the ability to think of innovative solutions to turn problems in opportunities, and the power to connect parties who have the knowledge, infrastructure and or clients who are in need of these innovate products and services.

A message from Younes Douari

"Samuel and I met each other on a very peculiar basis. I tried to sell him an idea he already tried to develop himself. When we met each other we quickly found out that we could rather work together in achieving our goal: to transform Ghana's e-ticketing industry and transport sector".





CEO – SAMUEL OPOKU AGYEMANG

Being born in a transport family, his career within OA Travel and Tours was somehow inevitable. But Samuel did not only had a passion for transport, but for IT as well. In his time as General Manager of the OA Travel and Tours company, he continuously tried to develop IT systems that could contribute to OA's processes. He developed an app that allows consumers to buy tickets for OA's busses online and he developed software that helps operators digitalize their internal records like sales, expenses, planning and reporting.



MANAGING DIRECTOR/BUSINESS DEVELOPER – YOUNES DOUARI

When Younes set foot in Ghana, his fascination for transport lines and background in urban mobility made him question the contemporary state of Ghana's public transport sector. Younes saw a lot of opportunities in what he calls 'the sector that is one of the cornerstones for development'. Inspired by how the Dutch organized their public transport sector, Younes started doing research, providing solutions and grasping opportunities in Ghana's public transport sector.



in Younes Douari



LEAD DEVELOPER – **PHILIP DJOKOTO**

Philip has been on Samuel's side since day one. Philip single handedly developed the MyTicketGH application and the MyBes software. His skills in front and back end developing, and dedication to the company have sincerely contributed to the current status of the company.

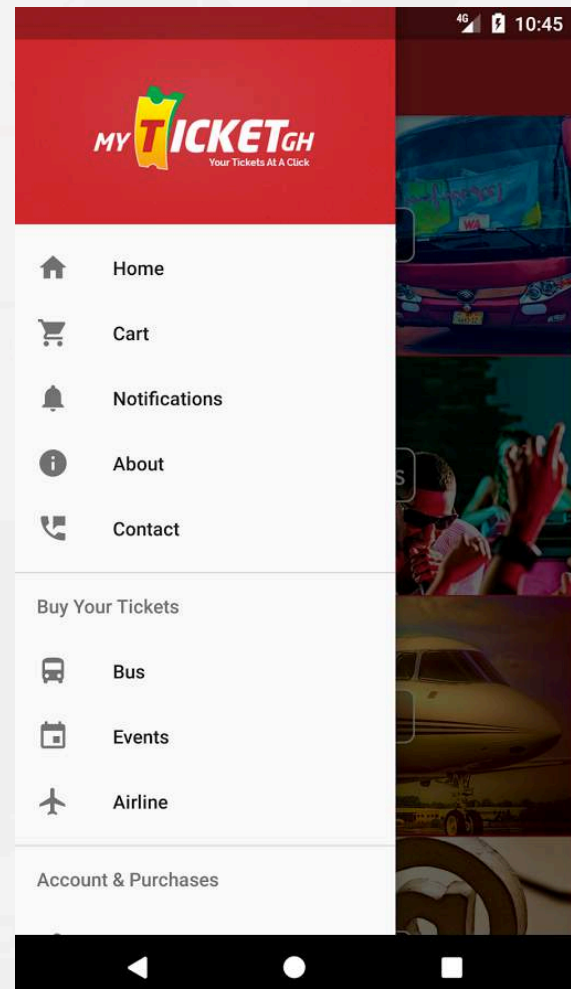




MyTicket is an interactive online ticketing platform owned by My Ticket Africa B.V. where high quality inter-city bus operators, airlines and event organizers are linked with commuters, travellers and consumers who are looking to buy a ticket for a journey or event. As stated, MyTicketGH Ltd is a controlled agent that works as a subsidiary of the mother company. In the Ghanaian market, The **OA Travel and Tours** operator was the first party to agree to sell their tickets on our platform and digitalize their sales using our IT system. Other operators (**STC and VIP**) have also stated to sell their tickets on the platform, but have not signed on using our IT back office system yet. **African World Airlines** also agreed to use our platform as a selling point.

By offering bus seats on our online platform, operators can:

- ✦ Ensure income and occupancy rate, days ahead,
- ✦ Increase exposure and positioning within the market as respected player in the public transport sector.
- ✦ Allowing to quantify structured growth by increase of market share because of operators' enhanced value proposition.
- ✦ Improve customer relationships by offering clients an interactive way of dealing with operator (i.e. Customer Liaison Programmes)
- ✦ Gather data on customer preferences and behaviour
- ✦ Use data to better strategize routes and stations



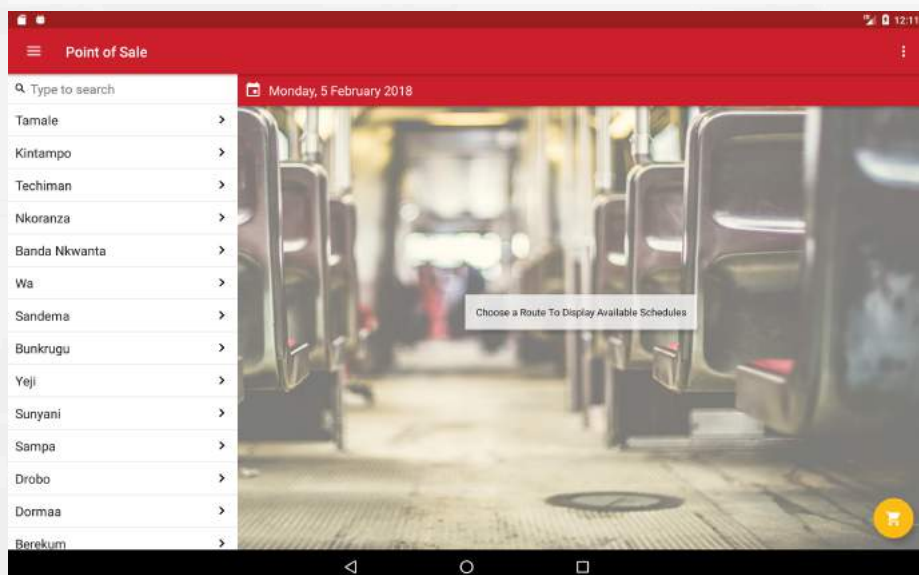
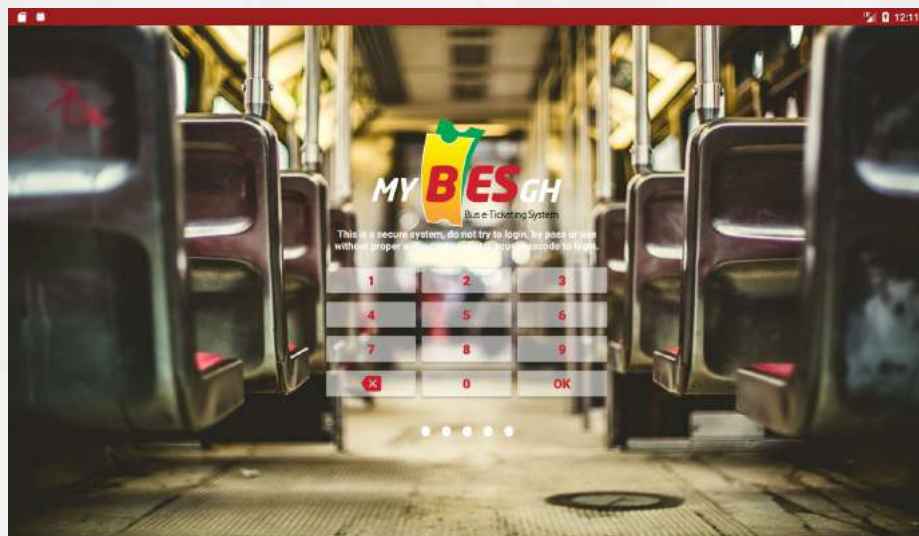


MyBES

For bus operators MyTicket will be their **online market place** where they can offer their seats of particular busses going to particular places and where travellers can ensure a seat in one of those busses by making a transaction via **e-booking**. But besides that service we also have a product called **My Bus E-ticketing System**, or **MyBES**, where operators can **track, monitor** and **control** their sales **on the ground**.

By using MyBES at bus stations operators can:

- ✦ Monitor, track and control sales streams
- ✦ Request for pinpointed data on occupancy rates and consumer behaviour
- ✦ Decrease fraud by diminishing use of paper tools
- ✦ Increase efficiency in material and staff allocation
- ✦ Data available on line with day to day results (revenue)





OUR (PONTENTIAL) CLIENTS

BUS



AIR



EVENTS



AND
MANY
MORE





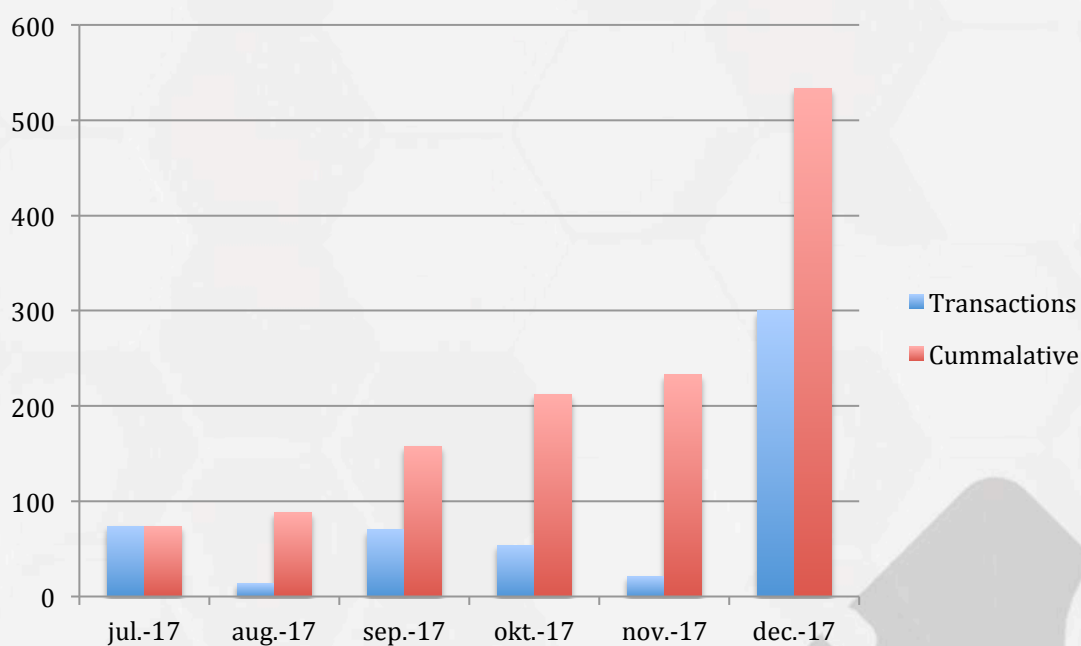
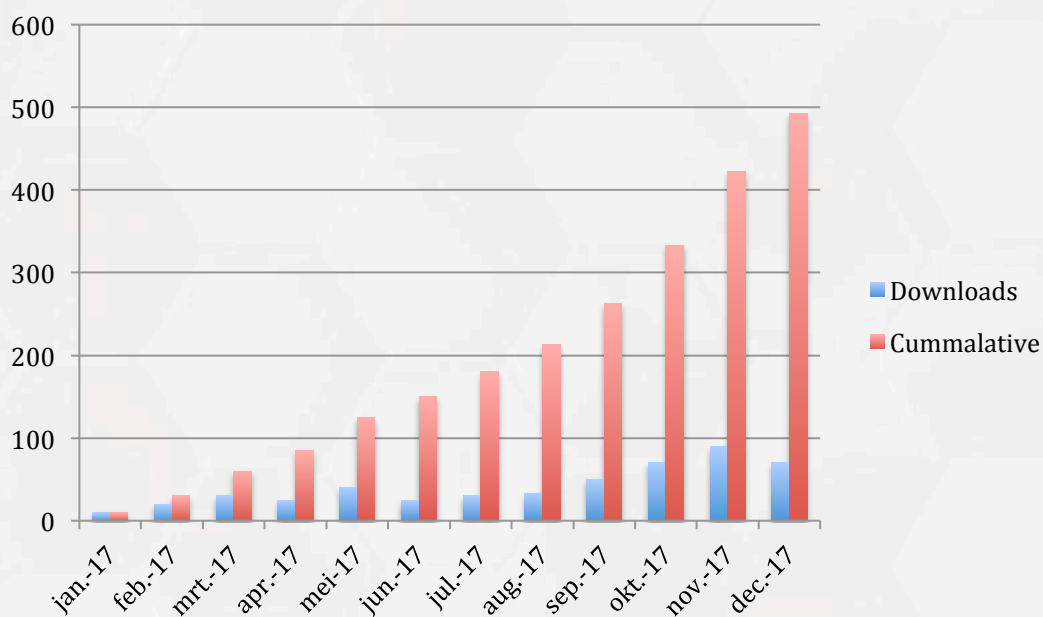
- ✦ signed on **OA travel and tours** as first client
- ✦ Got **VIP** (the biggest player in the market) interested in running pilots with **MyBES**
- ✦ soft launching our application on Google play store
- ✦ reached more then 500 downloads without any marketing
- ✦ running test pilot with live sales made from app
- ✦ finishing development of **MyBES**
- ✦ preparing for hard launch mid-march 2018
- ✦ signed **Africa World Airlines** as first airliner
- ✦ Made contact with almost all operators, with high interest in running pilots
- ✦ got support from Dutch government through Making Africa Work programme, s
- ✦ Won 'Best Business Pitch' at the concluding event of the Making Africa Work Programme





SALES & DOWNLOADS

Below is a graph of the number of downloads and transactions we did through the online platform since we launched. We have continued to grow at an appreciating rate month-on-month, with minor hick-ups because of updates. A priority for us is to employ a dedicated sales team member, which will significantly increase our numbers.





Reviews from Google play store

Helpfulness ▾ All Devices ▾

User reviews



Ato Baffoe January 8, 2018

★★★★★

Great app very easy to use



Alpha love January 27, 2016

★★★★★

Easy This app is so easy to use and convenient



Samuel Opoku Agyeman

January 15, 2016

★★★★★

E-ticketing Best e-ticketing app in Ghana



Anastasia Koranteng January 15, 2016

★★★★★

Marvelous I absolutely love this app.



Bashara Ahmed October 13, 2017

★★★★★

Great work guys!! I use it all the time..works perfectly..and reliable too 😊



Akwasi Agyarko January 16, 2016

★★★★★

Absolutely brilliant This is a brilliant app for purchasing tickets in Ghana



Dj Cobby GH

★★★★★

The best, fast and safest

Press

“

Together with my team in Ghana, we are making travel arrangements easy and help everyone save time. Easier access to travel is an important step towards better infrastructure, and thus creates a boost for the local economy.



Making Africa work programme



- ✦ Providing a real solution to a day to day and serious problem: If a commuter or traveller is planning to go to another city, in this example from Accra to Tamale, then he needs to plan his trip very carefully. The things the consumer needs are options in terms of bus and air routes and station locations. Next the consumer needs to assure he or she has a booked and reserved seat at the desired bus/plane. The end result is that there is basically no information he is able to obtain from the bus operators on the Internet. For airlines there are some consumer unfriendly websites.
- ✦ For bus operators our unique selling point is that we offer a total package: not only linking operators to consumers for e-booking, but also offering a system where operators can easily track their sales and offering them a chance to leverage on data that has been collected through the system.
- ✦ When successful in Ghana, opportunities in other African markets are huge: Nigeria, Kenya, Morocco and Ivory Coast are all markets on the rise.

Market trends GHANA

- ✦ Digital penetration is explosively growing in Ghana. Not only smartphone penetration but also internet connectivity.
- ✦ With increase of economic growth, demand for urban mobility increases as well.
- ✦ Due to a lot of factors (congestion, increase demand for transparency) both consumers and companies are looking for digital services to contribute to their lives and business.
- ✦ Usage of online services has been on explosive rise in Ghana

Market numbers GHANA

- ✦ 10.000+ people go from Accra towards another city in Ghana every day.
- ✦ The majority of the (bus) market is supplied by VIP, VVIP, STC, OA Travel and Tours, GH Express and Vision Travel.
- ✦ The average ticket price is about 10\$.
- ✦ Total intercity bus transport sector in Ghana averages about \$100 million annually.



- ✦ Yearly domestic flight passengers: 500.000

Other African countries

- ✦ Nigeria has an economy almost 10 ten times the size of Ghana
- ✦ Morocco has a very developed economy with a big transport industry
- ✦ Kenya is also on the rise, heavily investing in railway infrastructure for transport of commuters





COMPETITION

In the event ticketing industry there are two players in Ghana who have substantial reach: EventBrite and EgoTicket. MyTicketGH's unique selling point will be having the possibility to use mobile money and having other services on the platform. There is not a single player on the Ghanaian market who offers e-tickets for busses and airlines except MyTicketGH. So we will have the first mover advantage. STC is planning to create their own application, with similar features. But because that's only going to be a sales point for STC, our service will be more attractive to a wide range of consumers.





MAIN CHALLENGES

Because of our challenges with our cash flow we are behind on making the following investments:

- ✦ Setting up planned legal structure from the Netherlands is proving to be a good idea but it's costly. Not only has everything be done through a notary, for the set-up, one of the shareholders has to actually be there.
- ✦ Providing **OA Travel and Tours** with needed equipment for their **Kumasi** station and, as well as capacity building training
- ✦ A suitable office
- ✦ paying our staff
- ✦ budget for marketing and PR
- ✦ Time constraints of running everything ourselves; this includes managing customer relations of independents including courtesy calls, invoicing, delivery/fulfilment and. Also sales, production runs, social media etc.



My Ticket Africa is entirely self-funded, with some small contributions from the Dutch Government aside

We have already completed software development of the android app and are now in the process of finishing the iOS and web development

MyBES has also been developed and is ready for it's first trials.

We already paid for 4 POS systems to be used for the OA Accra station as a pilot.

Use of new funds

Setting up operations: getting a proper office and getting our staff in order for training, marketing and sales

Finishing developing of the modules within the app

IT maintenance and hosting: making sure that the app is updated with new possible operators that want to be part of the platform

Procurement of new equipment: delivering POS equipment with the My BES software on to operators and stations

Sales: signing as many of the operators

Marketing: getting our marketing plan in place

Method of funding: milestone financing

We offer investors the possibility of milestone financing. Besides being a shareholder, we offer investors a seat on the directory board of both the Dutch as the Ghanaian agent to give investors control over their investment. This works best for both parties: investors have their desired control, we get out desired knowledge and guidance. Our key performance indicators are:

- ✦ signed operators on e-ticketing platform
- ✦ signed bus operators to MyBES software
- ✦ number of transactions a week
- ✦ revenue



FINANCIAL PROJECTIONS

This section will elaborate on the financial forecast for 2018 and beyond for GHANA and the needed capital injection for our business case.

Expenses: 5 year forecast

For the first five years, we estimated the following expenses:

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
IT	\$15.000	\$20.000	\$45.000	\$55.000	\$65.000
Personnel	54.500	67.000	67.000	64.500	64.500
Equipement	17.000	16.750	21.750	21.500	19.500
Location/administration expenses	22.000	22.000	22.000	22.000	22.000
Advertising/promotional expenses	25.000	32.500	40.000	40.000	45.000
Other expenses	7.500	7.500	5.000	3.500	3.500
Contingency fund	25.000	23.000	24.000	26.000	25.000
Total Startup Expenses	\$166.000	\$188.750	\$224.750	\$232.500	\$244.500

Revenue and profit 5 year forecast

For this business plan, a market investigation is performed in the form of a survey at several bus stations in the centre of Accra. On the basis of the results an overview of the expected turnover for the MyTicketGH activities in the first five years can be found in the table below.

	Year 1	Year 2	Year 3	Year 4	Year 5
Total expenses	\$166.000,00	\$188.750,00	224.750,00	\$232.500,00	\$244.500,00
Total revenue	\$91.000,00	\$219.972,44	\$452.277,78	\$591.084,22	\$761.277,78
Profit	\$-75.000,00	\$41.772,44	\$260.327,78	\$396.384,22	\$557.077,78

Return of investment: back to our offer

Our offer of 15% equity is mainly based on the fact that the Ghanaian market entry is already set in motion. There have been made heavy investments in development on both IT as the business development side, resulting in our first big contract with **OA Travel and Tours**. The investment will solely be used for setting up operations in Ghana, where we will draft new plans for expanding near the ending of this year when our market



entry and set up of operations have been stabilized.

The return will be based on two aspects: dividend and market value. Where we expect our Ghanaian operation will give back a stable dividend flow at the end of year 3, we are also looking at exit opportunities when our market value will be over \$10 million. Interested parties would be mainly private equity funds or as part of a consolidation play by established players in the IT platform economy like Rocket (Jumia).





PARTNERS



Summary

- ✦ Great parts of Africa are ready for My Ticket Africa B.V.
- ✦ My Ticket Africa is already generating revenue
- ✦ My Ticket Africa strives to be a international platform positioned as providing the best e-ticketing services and software solutions for companies within the commuter transport sector
- ✦ Our pre money valuation is based on sales and profit projections from 2017 to 2020
- ✦ Invest in a healthy business and decrease your risk by using our phased funding option

Disclaimer

This document was produced by My Ticket Africa in February 2018. This document contains forward-looking statements pertaining to the Company's future strategies and plans. Results are dependent upon a number of variables and are strictly hypothetical. Actual results may vary materially and negatively from figures contained herein. Whilst we certainly strive to make the information in this report as accurate as possible, we make no claims, promises, or guarantees about the accuracy, completeness, or adequacy of the contents of this report, and expressly disclaim liability for errors and omissions in its contents. No warranty of any kind is given with respect to the contents of this report. Investors are responsible for making individual and independent investment decisions, both as to suitability of an investment and as to amount, if any, invested based on their own individual evaluation of the merits of a proposed investment.