



# MAZI MOBILITY

Facilitating Africa's eMobility transformation through smart, efficient and clean shared mobility

[www.mazimobility.com/](http://www.mazimobility.com/)

Sourced  
Interviewed  
Diligence  
Choice

76  
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# The Problem = Polluting & Unreliable Transportation in Africa



4.5M Petrol Bikes in East Africa by 2030

10x more polluting than SUVs

4 Tons of CO2/motorcycle each year

Expensive to Fuel & Operate

Climate, Health & Economic Impacts



1.2B to 2.4B Africans by 2050

2.5% growth per year

78% Urban

Rural to Urban access

Growing Population = Increased  
Transportation Demand



# The Solution = Mazi Mobility

Mazi's mission is to drive the decarbonization of mass transport in Africa and the transition towards a smart, efficient, and clean form of shared mobility



24 month  
Lease-to-own  
eMotorcycle:  
Reliable and  
affordable



Network of battery  
swapping stations to  
reduce downtime



Battery-as-a-Service  
(BaaS)  
Subscription model and  
fee-per-swap  
alternatives for drivers



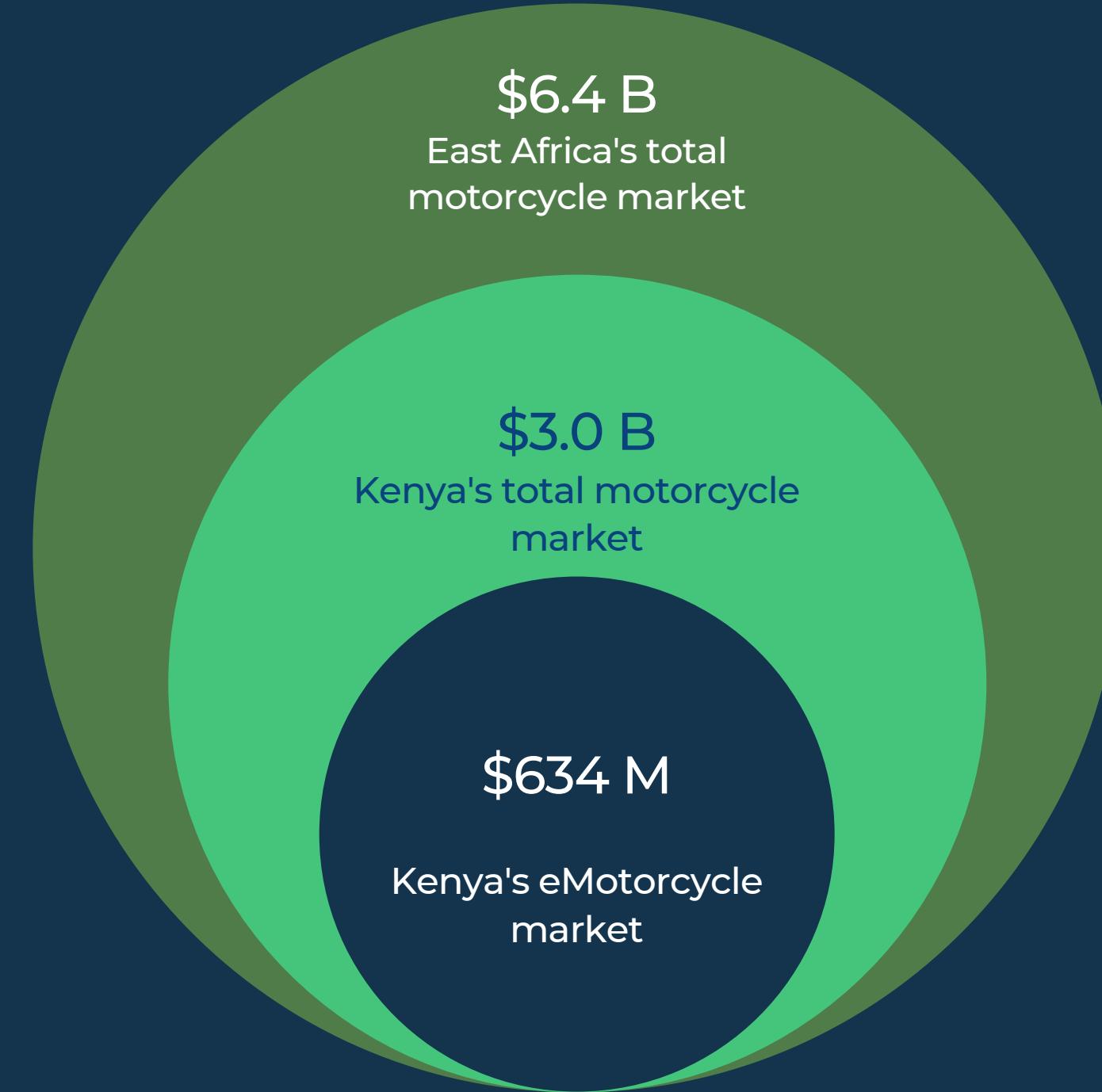
Improved climate, health,  
and economic outcomes  
  
UN SDGs 1, 3, 8, 9, 11, 13



**But...**  
**Is there a Market there?**



# Exponential Market Growth to Reach \$634M/yr



## eMotorcycle Market Growth

**2x / yr**  
growth  
until 2025

**30% CAGR**  
2025+



# Fragmented Landscape - Few Direct Competitors

## Nascent eMotorcycle Market in Africa



Kenya/Rwanda  
2018  
25 units



Kenya  
2020  
\$150k in funding



Kenya/Rwanda  
2019  
50 units



Kenya  
2019  
10 units



Ghana  
2018  
Electric Cars



Benin  
2021  
Retrofitting Model

## International Players



Taiwan  
Founded 2011

\$2.35B SPAC  
merger in 2021

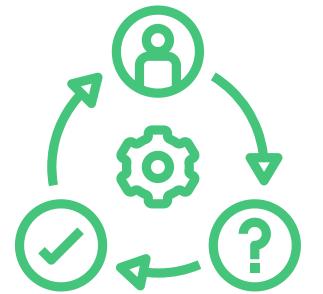


India  
Founded 2017

So, WHY ?



# Why MAZI?



## Attractive Unit Economics

Financials align to market  
Very strong financial model



## Early-Stage Traction

6-months of operation  
10 eMotorcycles  
\$350k funding



## Influential Partners

Critical business and Technical standardization partnerships



## Local Team

Transparency  
2x Founders  
Fundamentally believes in the solution





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Yeah, all good...  
**But, can you make money with it?**

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# Go-to-Market Built on Attractive Unit Economics



eMotorcycles

\$1,600 retail price  
16% margin

**4x profit**  
as Assembler  
vs. importer



Stations

Up to 8 batteries  
44% margin per Swap

**1 year payback**  
incl. additional batteries



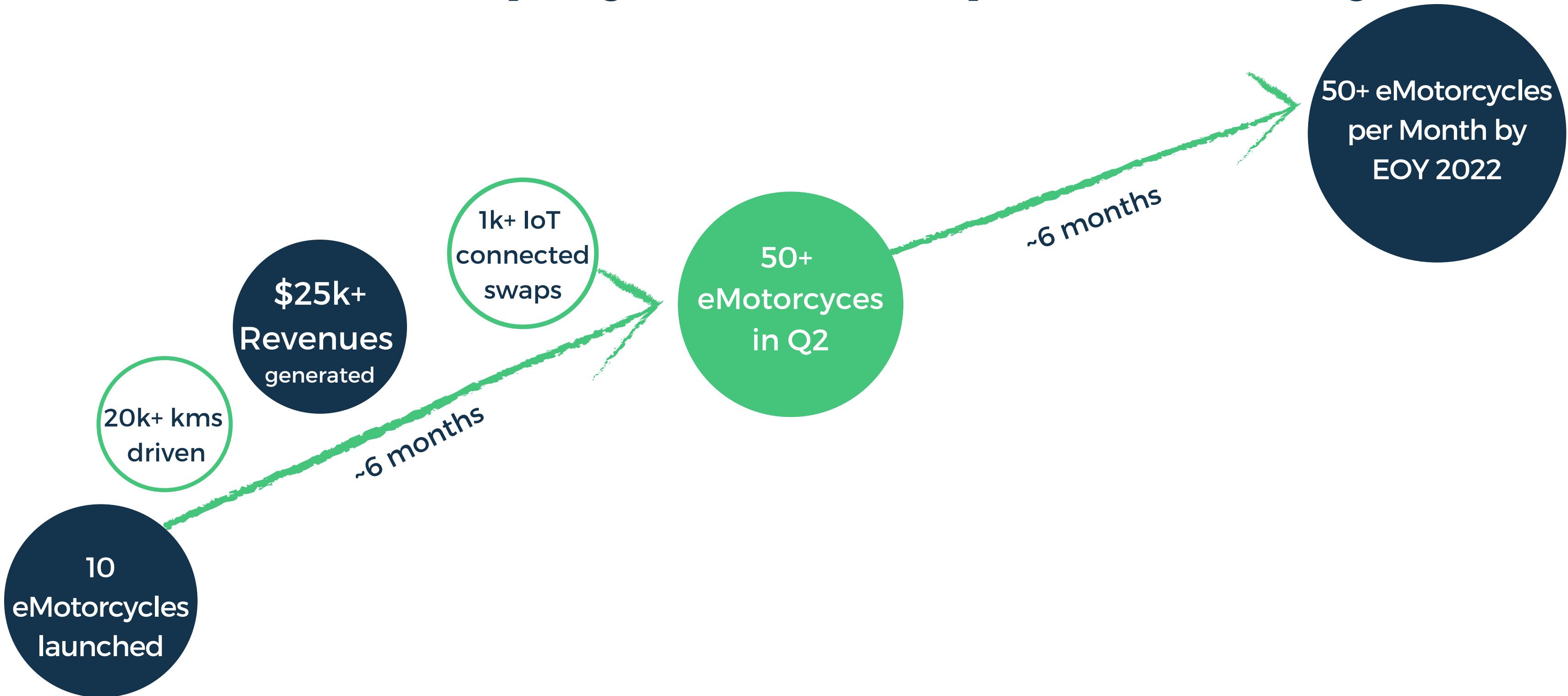
Drivers

Lease-to-own: \$130 + \$4/day  
unlimited: \$3/day or \$1.25/swap

**2x profit**  
vs. Petrol Motorcycles



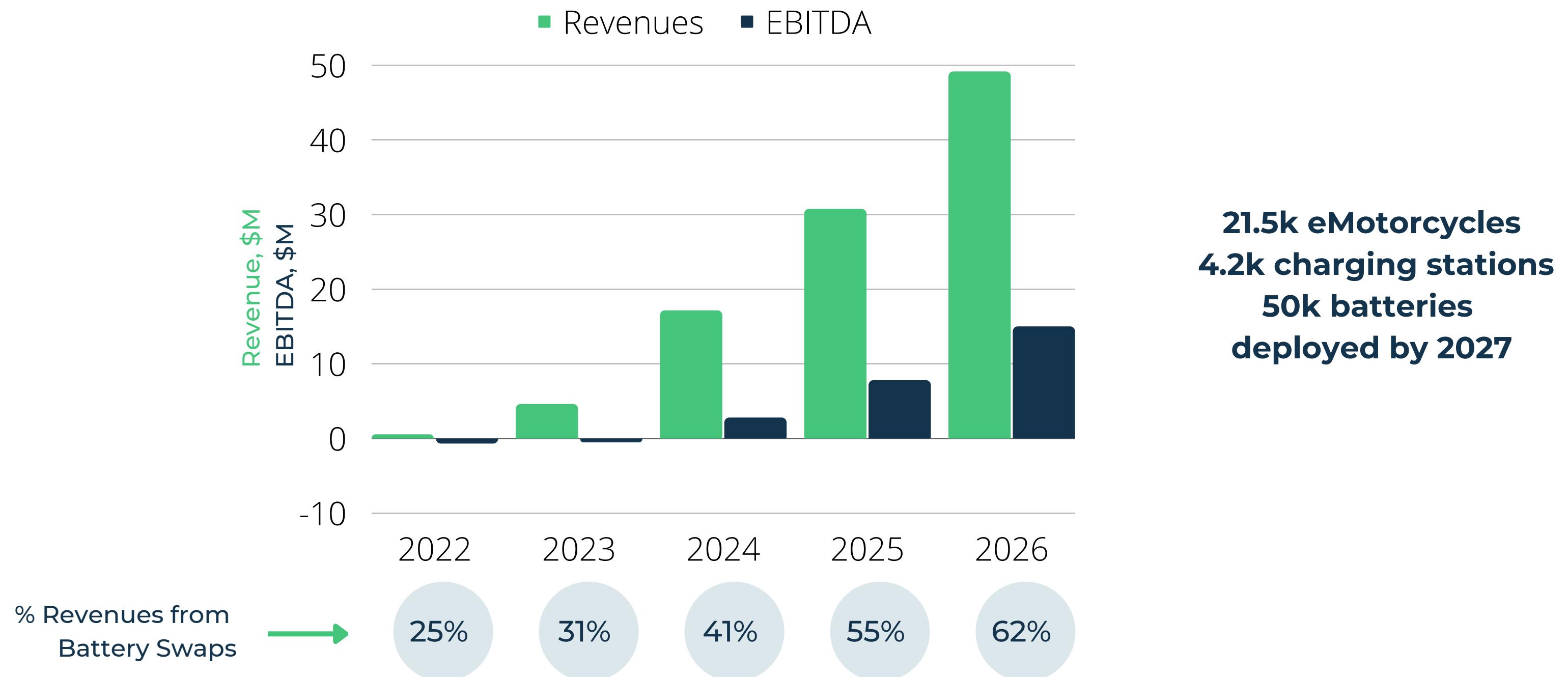
# On Track to Deploy 50+ Units per Month by EOY





# Solid Growth Based on Recurring Revenues

EBITDA-positive in 2024, runway of ~15 months with Seed Round Financing





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OK, cool...  
So what sets Mazi apart?

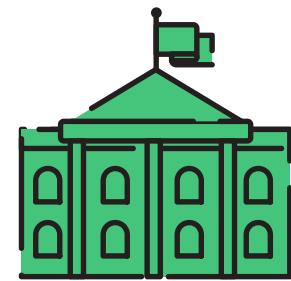
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# Early Traction Boosted by Influential Partners

Early pilot with Jumia launching Mazi into market lead

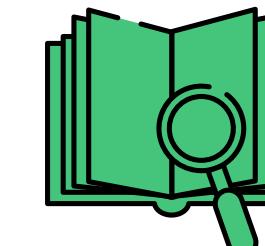
Mazi has secured 15+ trusted Commercial, Financial and Government partners to ensure the future of eMobility in Kenya & East Africa



Government  
Ministries &  
Regulators



Local commercial  
partners



Universities &  
Research Providers



Lending & Asset  
Financing  
Institutions



**JUMIA** ⭐

Africa's Amazon  
\$800M Market cap



**UNTAPPED**





# The Amazing Mazi Team

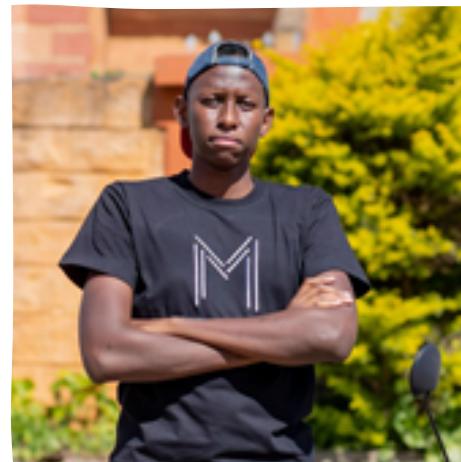
Local team with global experience who are committed to transform mobility in Africa



**Jesse Forrester**

Founder & CEO

2nd time startup founder in Africa, Entrepreneur in Residence at Satgana



**Mark Maloba**

Head of Data & AI

Developer of exclusive Mazi AI software and sensor tech



**Pascal Aloo**

Chief Engineer

5 years experience in prototyping and product commercialization



**Troy Barrie**

Founding Investor/CTO

15 years experience in battery systems and solar industry



CEO & Founder of Satgana  
Advisor



Venture Builder  
Advisor



# Impact Valuation & Measurement





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**Awesome!**  
**So how do we get involved?**

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# Investment Opportunity

Join Satgana to co-invest in Mazi's \$2M seed round

Follow on with a SAFE note with pre-money valuation cap of \$10M and no discount.

Valuation Cap

Raise \$2M in seed round; first close \$500k

\$10M

Committed Investors

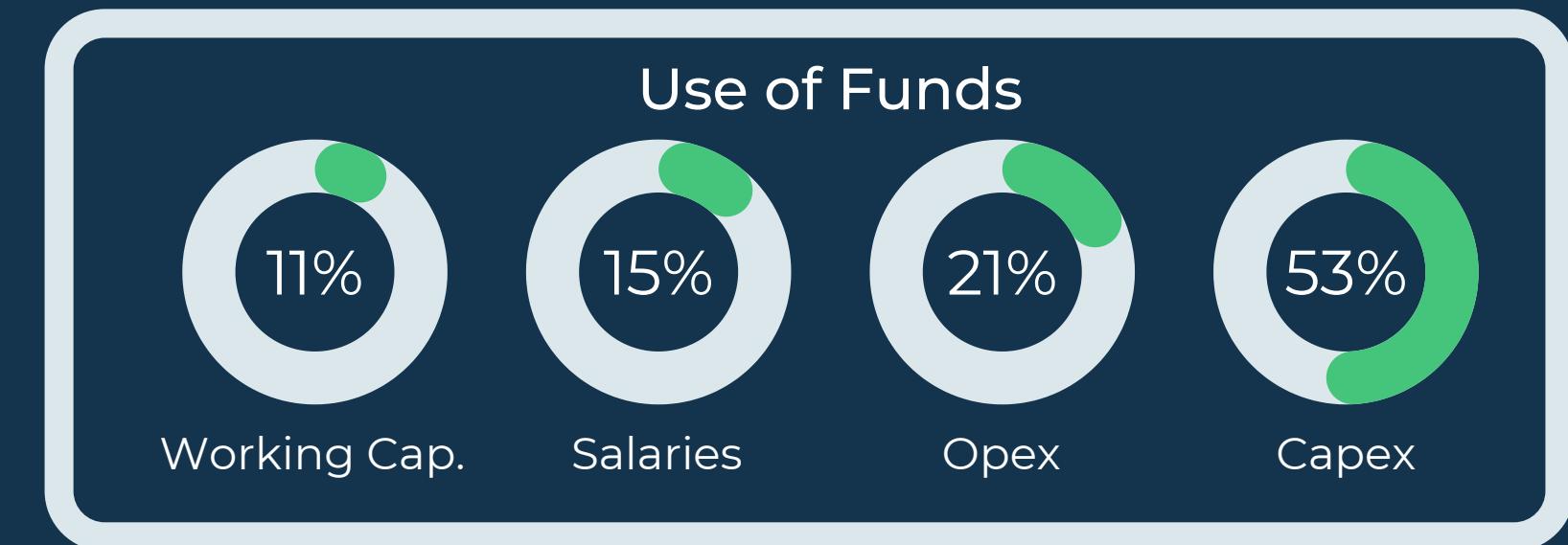
.satgana.

UNTAPPED

\$300k

\$50k  
Asset Financing

+\$100k  
from Climate Philanthropist in last 2 weeks



Seed Round Financing for 18 months

1. Hire full-time CTO
2. Assemble 3,000 eMotorcycles to satisfy demand
3. Assess new East African Markets



# Mazi = The Right Stuff



Founders &  
Team

Tech + Business strong  
Local + 100% committed  
Transparent to the core  
Committed, Coachable Team  
Plan for CTO gap closure



Market Size

SOM: \$634M  
140k new bikes/year  
5k+ mom-and-pops  
Attractive unit economics  
10x+ exit potential



Product &  
Revenue

Viable product  
10 bodas in the market  
50 more in deployment  
1000+ waitlist



Impact Value

Impact integrated into business  
2.6M Tons CO2 avoided/year/bike  
50% fuel savings  
Women's empowerment



Impact  
Measurement

Tracking usage, CO2 savings, and  
drivers' economic impact  
through IoT device and  
proprietary AI



# Thank You

**Build the Future of Sustainable  
Mobility with Mazi**

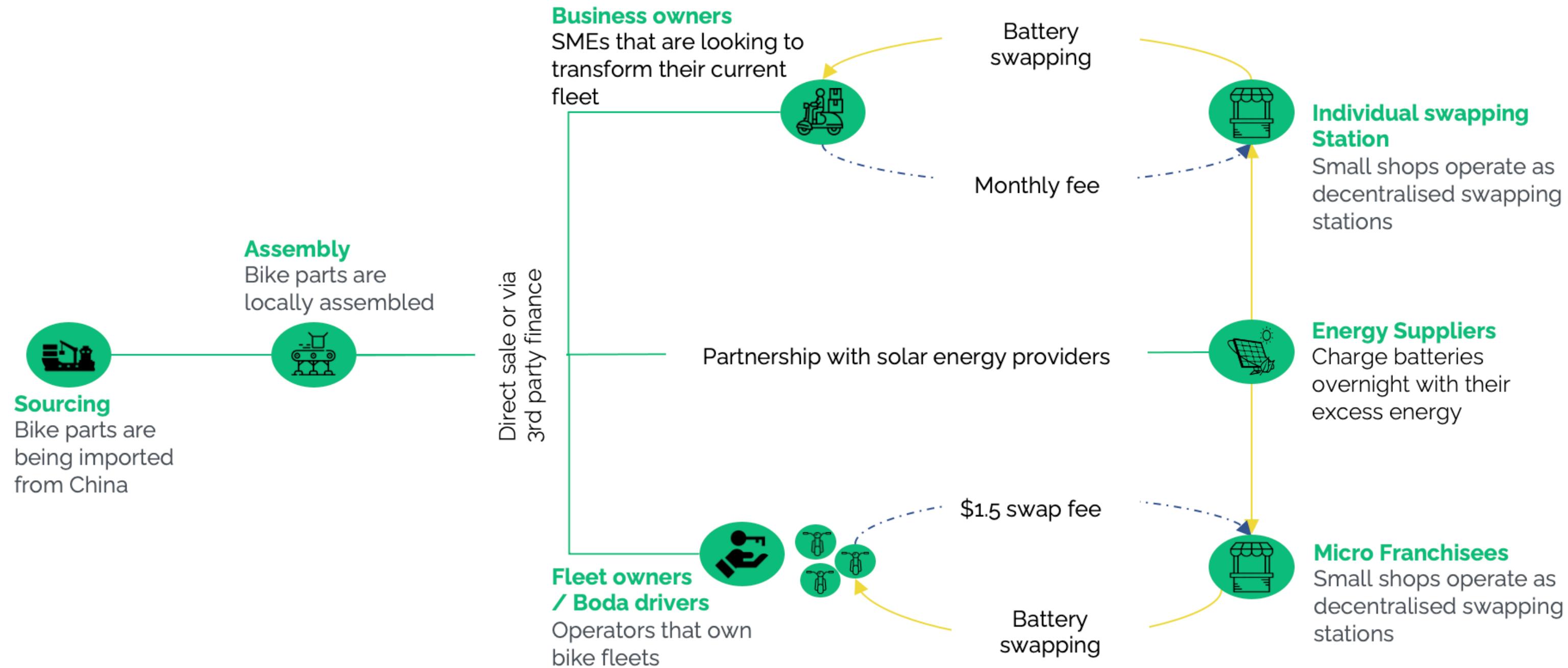
Eastland College of Technology,  
Lunga Lunga Rd  
Kenya

[www.mazimobility.com](http://www.mazimobility.com)





# Business Model





# Risks + Mitigations



## Supply Chain

Diversify supply to China and India with future local sourcing



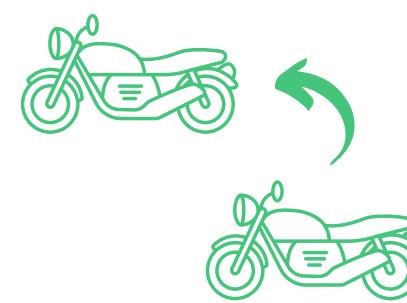
## Battery Life Cycle

Operational optimization through controlled charging  
Down-cycle for other uses when <70% efficiency



## The Grid

Partnering with solar providers to ensure cleanliness of grid during expansion



## Retrofitting Model

2-5 models  
Create swap kits and sell refurbish



## Regulation

Technical standardization partnerships  
Working with Government to go from capital intensity to BaaS



## Second Hand Import

Government relations and lobbying



## Hidden Opportunities

Carbon Credits  
Potential \$4M revenue