

# Opportunities in Online Ticket Sales in African Markets



**EticketSolutions**

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# Deal Summary



## Nature of Business

Online ticket sales in African markets in hospitality, entertainment, transport and retail industries.

## Opportunity

Absence of major online ticket sales companies or platforms amidst sixty seven (67) million consumers who frequently purchase items online in Africa

## Business Model

Ticket pre-purchases in the transportation and entertainment industries for online ticket sale exclusivity and advert sharing to ensure adoption, ticket sales and mind share

## Investment Offer

US\$3.4 million in equity for 10% shareholding towards projected sales of US\$1.24 billion with returns of US\$19.6 million – ROE of 378% and IRR of 68%

## Exit

Company buy back of shares or sale to strategic investors at the end of the business plan period of five (5) years

# Goals and Objectives



The business of EticketSolutions is the sale of tickets in hospitality, entertainment, transport and retail industries through its website and mobile application

## Ownership

EticketSolutions is a trade name of AOA Windstream Limited, a company incorporated in the United States, the United Kingdom and Nigeria, involved with project management in diverse fields that include Energy, Information technology, Retail, Manufacturing and Finance.

EticketSolutions is to be incorporated, owned by its investors and AOA Windstream

## Vision and Mission

EticketSolutions intends to become synonymous with online ticket sales in African markets and a significant global player. It intends to:

1. Be the first online ticketing experience for 80% of African online consumers
2. Lead online ticketing in value and volume in all African markets.
3. Dominate the sectors of value in online ticketing in markets entered.

## Key Goals

Key goals of EticketSolutions over the business plan period include:

- Industry leader by value, with 80% market share in all fifty-four (54) African markets
- Achieve creative and innovative team representing the different aspects of the organization
- Achieve user friendly, consumer facing architecture for aggregation of tickets in multiple industries

# Country Entry Plan



Countries Present: Nigeria (1)

Online Users: 98 million

Ticket Sales: US\$ 19.7 million

Expected Profit: US\$ 1.8 million

Raised Equity: US\$ 3.5 million

Raised Debt: US\$ 2.7 million

Countries Present: Fifty-One (51)

Online Users: 452 million

Ticket Sales: US\$ 361.8 million

Expected Profit: US\$ 37.9 million

Raised Equity: N/A

Raised Debt: US\$ 12.3 million

Countries Present: Fifty-Four (54)

Online Users: 452 million

Ticket Sales: US\$ 452.5 million

Expected Profit: US\$ 48.2 million

Raised Equity: N/A

Raised Debt: US\$ 15.4 million

Year 1

Year 2

Year 3

Year 4

Year 5

Countries Present: Twelve (12)

Online Users: 356 million

Ticket Sales: US\$ 142.3 million

Expected Profit: US\$ 15.3 million

Raised Equity: N/A

Raised Debt: US\$ 4.8 million

Countries Present: Thirty-Nine (39)

Online Users: 440 million

Ticket Sales: US\$ 264 million

Expected Profit: US\$ 28.2 million

Raised Equity: N/A

Raised Debt: US\$ 9 million



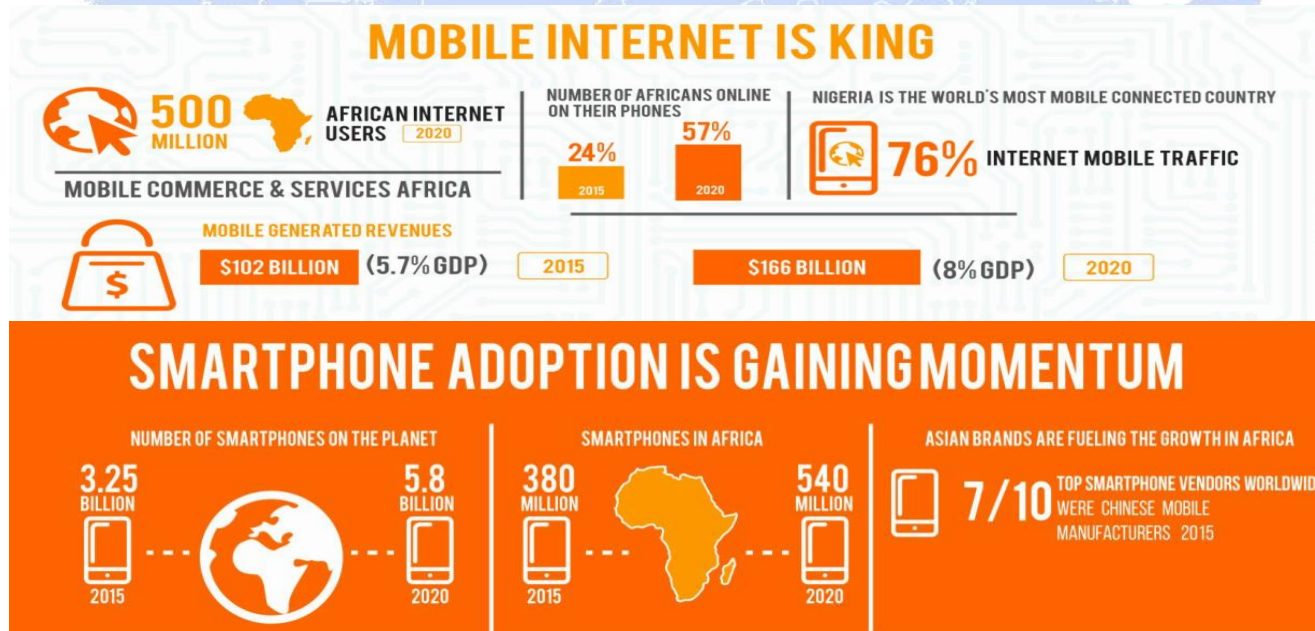


# Market Characteristics

1

## Large Underserved Markets

- Over sixty-seven (67) million consumers who regularly purchase items online through mobile phones
- Absence of a significant online ticket sales platform -



ICT firms in Africa continue to focus on fintech, e-commerce and more recently, logistics (as alternatives to Uber) to take advantage of the relatively new African online audience. This creates opportunities in more neglected areas such as online ticket sales and work force solutions



# Market Characteristics (continued)

2

## Growing Potential

- African markets are characterized by young ICT prone consumers, with the fastest population growth rate, at 2.5%

### The rise of the middle class

2010



In 2010 the population of Africa was 1bn.  
**355m** were considered middle class.

2060



By 2060, the population will more than double to 2.6bn with **1.1bn** expected to be middle class.

2030

321m Africans will be aged between 15-24

Now

205m Africans are aged between 15-24

Young Africans will form a large share of the rising middle class and will seek access to a wider choice of food, entertainment and connectivity.



### The young African consumer: mobile ready

Young Africans surveyed use their mobile phones as the main source of access to the Internet

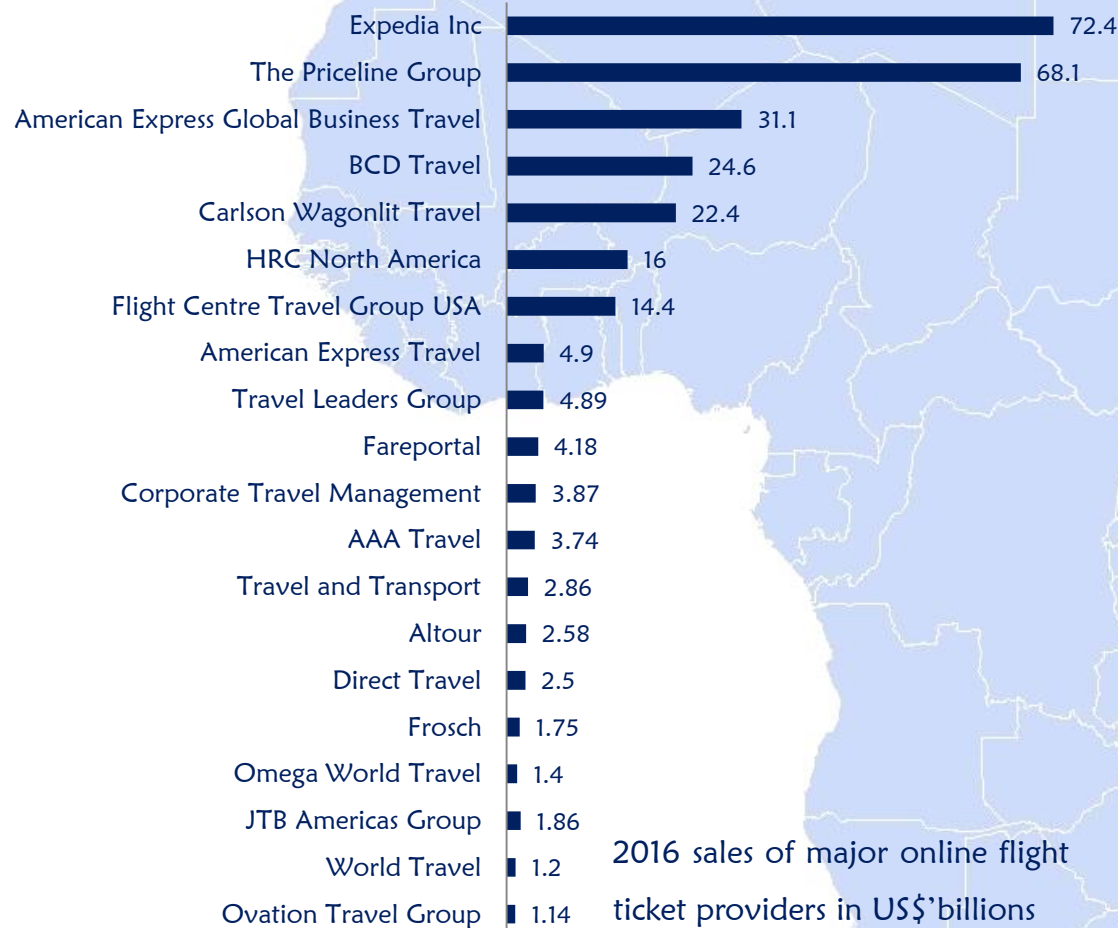


Around one in five young Africans surveyed have bought a product or service with their mobile phone



Seven in 10 young Africans surveyed use social media sites on their mobile phones

# Global Opportunities



2016 sales of major online flight  
ticket providers in US\$'billions

The online ticket market globally is fragmented, though with clear leaders. However, the large size and high growth of the sector (as more users purchase items of greater value) provide opportunities for entrants to command niche markets. For example, mobile applications and the encroachment of social media firms continue to fragment the already fragmented industry.

In African markets where online ticket sales are relatively free of large players, the opportunity is available for any player with focus and capital.

Globally, online ticketing is a multi-billion dollar industry, with over a billion purchases annually. Online travel tickets and events are the most valuable segments at above US\$700 billion and US\$45b respectively, growing at double digit rates of 15.4% and 10.4% annually.



# Chief Executive Officer



## Cole Adeboyejo

As the CEO, Cole is responsible for the governance where he provides leadership, vision and strategic direction. He also works with the senior management team on business development, contract negotiations and client relationship management.

Cole's experiences stem from over 10 years of project management in Information and Communication Technology industry. He has successfully managed and develops relationships with both local and international stakeholders.

Cole has developed a reputation of building strong, cohesive teams; promoting high standards of quality and performance; emphasizing the value of the company as well demonstrating a commitment to integrity and ethics.

With Cole's business development and interpersonal skills, AOA Windstream was able to enter a joint venture and partnership agreement with other international companies in various industries.

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# Chief Operations Officer



## Lanre Alarape

As COO, Lanre drives the vision and business strategy of the company from an operational and managerial point of view. He has had sufficient experience in project management in Information Technology and Power industries from diverse firms such as Fortis Construction Company (a telecom infrastructure development firm), Shoreline Energy International (a power infrastructure development company in Nigeria) MTN, Airtel, Etisalat, Ericsson, Nokia-Siemens and Huawei. He is also a member of the Nigerian Society of Engineers (MNSE)

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- B.Tech, Electrical and Electronics Engineering, Ladoke Akintola University, Nigeria.

His responsibilities include business operational improvements through the management of business processes and relationships with customers and suppliers in Africa and globally. Lanre has participated in a number of conferences and courses, including African Business Conference 2013 at the Pan African University (Lagos Business School) and Advance Leadership programmes at Daystar Leadership Academy both in Nigeria.

Outside work, Lanre loves Polo, swimming and meeting new friends.