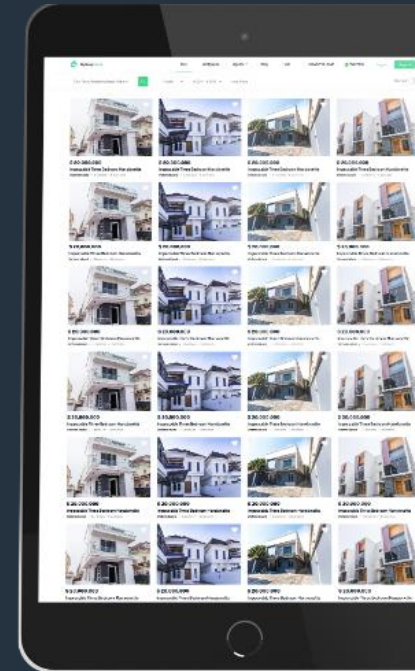




Creating a Path to Homeownership for Millions of African Consumers

\$1,000,000 Pre-Seed
Extension Equity Round



Bongalow is a home buying marketplace expanding accessibility to homeownership in Africa by leveraging alternative financing in solving Africa's broken mortgage market


Current Traction

>4K Users acquired Jan-to-date, growing at average 20% m-o-m

<\$2K Monthly spend on marketing

>\$17.5M Pre-approved mortgage pipeline Jan-to-date growing at an average 15% m-o-m

\$2.5M Cash guaranteed debt term sheets to finance 50 property purchases by Q1-22

 **10** Mortgages brokered to date → **30** Mortgages brokered by Q4-21

\$330k+
In pre-seed VC funding

Go-to market (Next 12 months)

Agency and Referral Led Marketing

We leverage our agent, developer, and banking network to maintain a low-cost customer acquisition strategy. We rely on these partners for leads as we provide alternative financing and liquidity solutions to their underlying customers, allowing us to address common challenges derailing transactions in the home financing process.

300 → **1,000+**
Agents and developer partner as at Q2-21 Agents and developer partners by Q2-22



15+

Banking partners in Nigeria who will rely on our rent-to-own solution to address customers facing challenges with down payment and property documentation issues

Deploy end-to-end home buying app

- Expand current product offering beyond mortgage brokering, rent-to-own and property listing on web/mobile to include ibuying, savings, payments, and agent/bank CRM solutions
- Provide deeper automation of the home buying journey by leveraging the interconnectedness of our platform to serve relevant stakeholders and harnessing data derived from our marketplace.

Company

Experienced Founding Team & Board

Founders have combined **20+ years** of international & local tech, venture building and finance experience. Advisory board is chaired by Nigeria's leading mortgage financing expert who has **raised over \$500M** for mortgage financing.

Versatile Team of 16

The operating team of 16 is vast in tech, real estate, credit, & marketing. Expanding across the credit & tech teams post raise with already identified talents.

Large Banking and Agency Network

Largest banking networking in West Africa's mortgage brokerage industry coupled with a fast growing network of agents attracted to Bongalow's upcoming rent-to-own and iBuying solutions.

Backed by Tier-1 Local Investors in Africa

We are backed by Future Africa, ARM, Kepple Ventures, Magic Fund, a Nigerian Bank CEO.

HQ in the US; Operates in Nigeria

Parent company is registered in Delaware, USA as MyAwayHome Inc. with operating entities in Africa, specifically Nigeria.

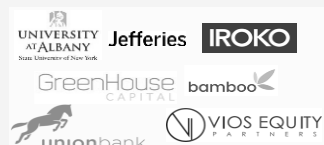
Meet the team



Kelechi Nwokocha

CEO

Diversified experiences across Wall Street, Nigeria's public sector, and operating and investing in some of Africa's leading early-stage businesses



Abdulrahman Atta

CTO

Started engineering career at Blackberry. Managed & grew tech team at Canadian AI legaltech, Blue J Legal.



Sam Haruna

CPO

Built fintech products across several of Canada's leading tech ventures, including money transfer giant Oanda



Sonnie Ayere

Advisory Board Chair

Founded the Nigerian Mortgage Refinancing Company (NMRC). Capital raising expert with over \$500M raised for the Federal Mortgage Bank of Nigeria and NMRC.



Founding team with combined

20+

Years of international & local tech, venture building and finance experience

Best in class advisory board



- Director at Nigeria's largest non-banking financial institution
- Publicly listed financial services holdco CEO
- Ex-Fannie Mae & local mortgage financing expert



16

Employees across agency, brokerage & originations, tech, marketing and corporate development units

Home buying & financing in Africa is broken and inaccessible to millions of African consumers seeking a home, as 90% of properties remain unbankable due to inadequate documentation

Key Market Problems



No Digital Tools for Accessing & Comparing Home Loans

Customers have to visit individual bank branches to apply for a mortgage or compare mortgage offers



Little to No Savings to Fund Down Payment and Closing Cost

Customers have to meet 30-40% in down payment & closing cost for properties they qualify for. Customers also get pre-qualified for loan sizes that are not enough, creating a down payment savings gap



Limited Supply of Newly Built Affordable Housing Units

Current supply of newly built affordable housing units are limited and face documentation issues. When combined, these two factors have contributed to the limited amount of supply suitable for financing



Limited Supply Due to Constraints in Secondary Market

Supply from existing homeowners is constrained by illiquidity due to inadequate documentation limiting them from selling to buyers with financing needs. Many buyers are also seeking newer/refurbished homes, but do not know what homes would cost to renovate, and therefore avoid older housing stocks



Lengthy Mortgage Origination Process

Extensive customer documentation and bureaucratic processes, leading to 3-4 months approval process



Fragmented Home Buying Experience

Fragmented home buying experience have led to customers running to separate providers to address needs/issues faced at various stages of the home buying process

Online Marketplace Leveraging Alternative Financing to make Homeownership Accessible

Live Products

Home Loan Marketplace

Find, Compare, Close Out Mortgages Online with Bongalow

Soon-to-be-released (Next 1 Month)

Rent-to-own Bridge Financing

We create runway to fix issues in securing mortgages with this financing

Inventory Purchase (iBuying)

Buy inventory of affordable housing (<\$100k), fix documentation, list for resale

Property Listing

Find and get matched with properties on Bongalow

Upcoming Products (Next 6 months)

Savings

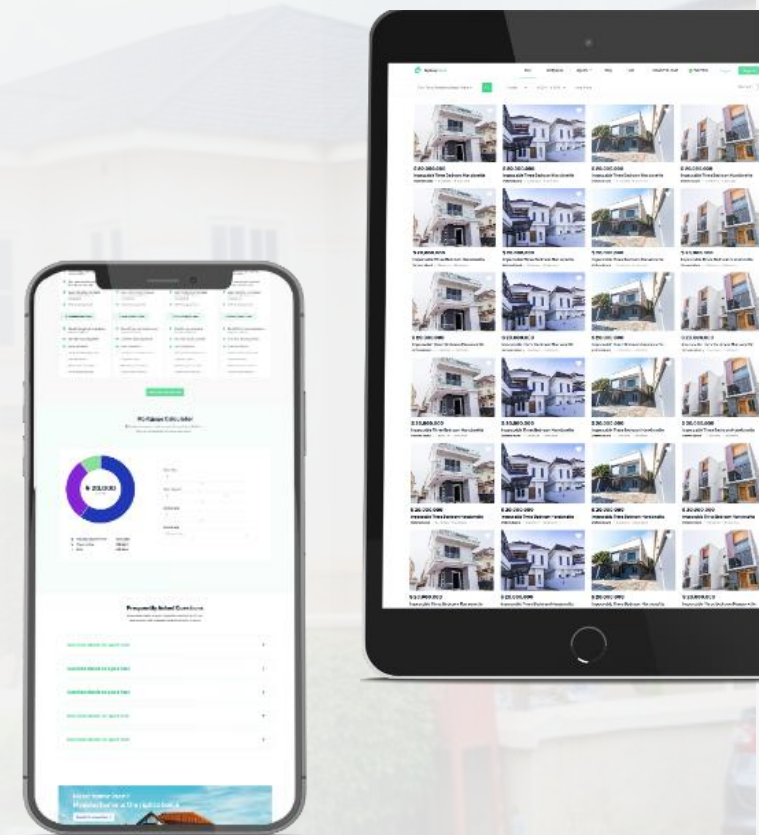
Build Savings
Towards the Property on Bongalow

Payment

Repay bills & loans on Bongalow

Agent/Banking CRM

Manage leads and inventory to close sales, list inventory, broker loans



#01

Emerging Trends Support Home Financing in Africa

- **Credit Infrastructure is now ready**
 - APIs for bank statements
 - Credit Bureaus for credit history check
 - BVN for direct debits across accounts
- Remote and hybrid work models are expected to fuel the desire to own homes in coming years
- Africa's **youthful population is expected to double population rates** in next 30 years as many young people will have families at an increasing rate
- **Internet and mobile penetration rates have doubled** in the last decade alone and is expected to maintain an exponential growth rate into the foreseeable future
- Diasporans are seeking to reconnect with their home country via homeownership. This is very well documented in countries such as Nigeria and Ghana
- Real estate is booming as **growth across vibrant cities outpace countrywide growth**

#02

Traditional Mortgages in Africa Are Ripe for Disruption

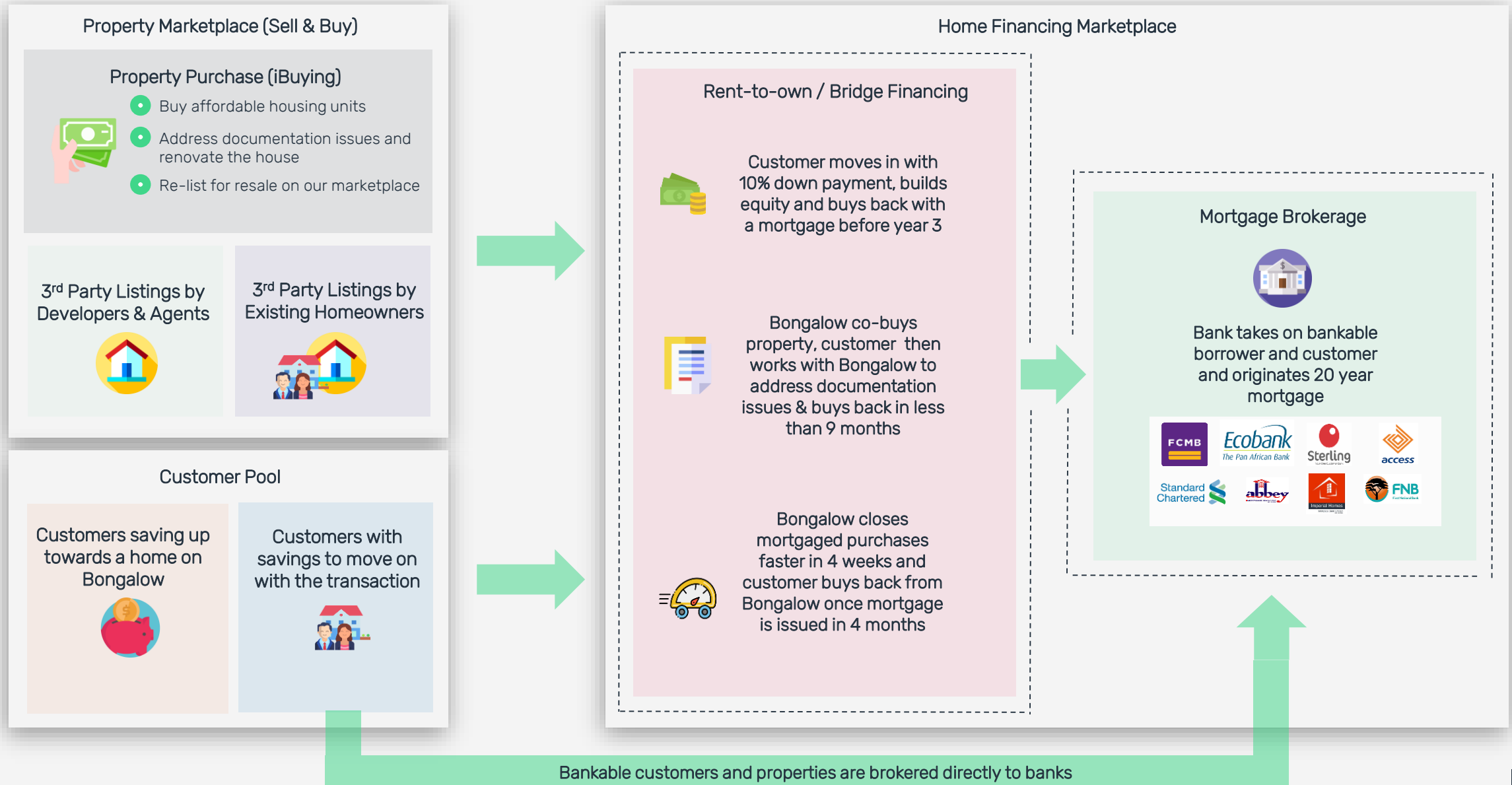
- Mortgage penetration rates in Nigeria stand at **0.5% compared to ~60%** in developed countries
- **Existing regulations and policies have created a disconnect between traditional mortgages and market realities**, specifically with respect to structural challenges concerning affordability and documentation
- **There is an urgent need to provide an alternative financing solution outside of regulated mortgages** in order to better align traditional home financing with market realities
- Growing online and mobile penetration rates help in reducing distribution cost whilst offering an improved, consolidated home buying experience

#03

Existing Home Financing Models are Highly Unscalable

- Outside of mortgages, Africans are owning homes through:
 - Land purchase and development
 - Subscribing to construction projects
- However, these models subject customers to high construction and 3rd party repayment risk. Most projects are delivered far beyond their expected due date and can take 3 to 5 years depending on the rate of default by participating subscribers (off-takers) or other factors that can delay construction
- Customers are expected to make an initial payment of 40% within the first 6 months of a construction project **whilst meeting their existing housing obligations, such as rent**

How our Solution Works (1/2) – Sell, Buy, and Finance a Home!



How our Solution Works (2/2)–We Address Frictions in the Home Buying Process!

Home Loan Marketplace Process Flow



Prequalification

Customer received multiple loan offers and accepts the best deal suitable for his/her needs



Loan size accepted

Customer receives multiple loan offers and accepts loan size



Customer has funds for down payment and closing cost

The customer has enough funds to cover for down payment and closing cost, which typically amounts to 30% to 40% of the property value



Customer finds bankable property within budget

The customer finds a property with complete documentation and is within affordability



Transaction is submitted to the bank for mortgage origination



Why transactions are not bankable in each stage

Customer does not qualify due to

- Low household income (<\$500/month)
- Unstructured income profile (sole traders)
- Property location is ineligible for financing

Loan size offered is deemed too small

- Loan size offered is not enough to meet funding gap in desired property

Down payment + closing cost are too high

- Customer does not have adequate cash to meet down payment and closing cost requirements

Property is not bankable

- Well over 50% of affordable (<\$100K) housing units have incomplete or missing documents

Bank originates in 3-4 months

- The bank accepts the deal, however due to internal bureaucracies, it is unable to move fast

Our solution is focused on creating a path to homeownership (Makes transactions bankable)

Savings/Property Listing Solution

- Subscribe to savings plan and build equity for outright purchases or for future down payment
- Browse properties for outright purchases

Savings/ iBuying/Property Listing Solution

- We purchase properties within the pricing range (<\$100K) that is suitable for home financing (ibuying)
- Alternatively, customers can subscribe to a savings plan to bridge their funding needs

Rent-to-own Bridge Financing Solution

- We lower the down payment to 10% and allow the customer build up the requisite equity & closing cost requirement over a 3-year period, then broker a mortgage to allow customers buyback the property

Rent-to-own Bridge Financing Solution

- We buy affordable housing units to address documentation issues and to ensure Bongalow builds up an inventory of bankable properties

Bridge Financing Solution

- We step in and close out the transaction in 4 weeks.
- The customer buys back from Bongalow when the bank finalizes on the mortgage

We pass on the now bankable transaction to the bank

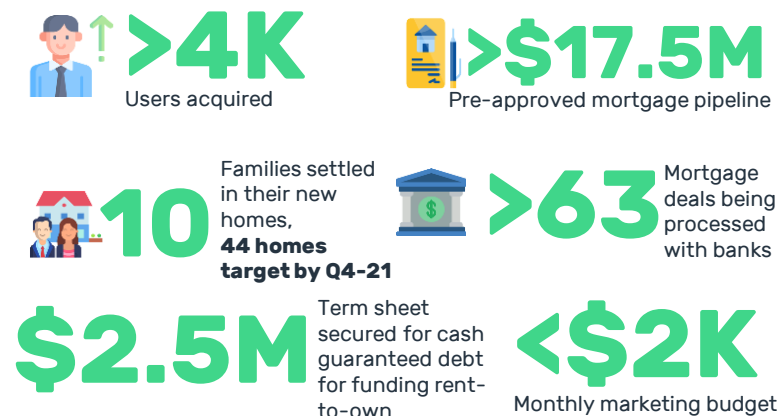


Current Traction and Major Challenges by Transaction Stage

Customer Deal Pipeline (Jan 2021 – to Date)



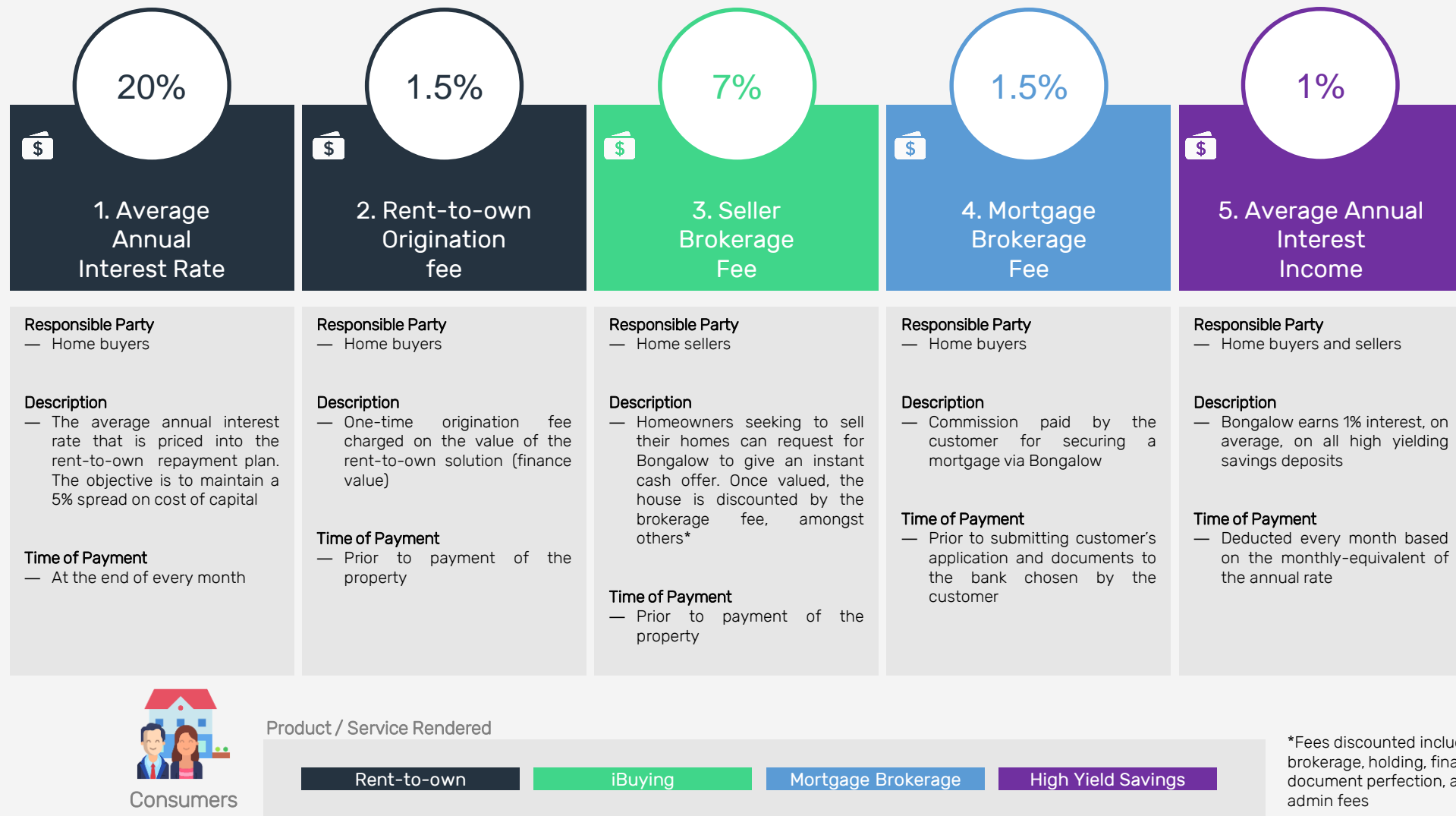
Key Traction Highlights (January 2021 – Date)



17 Banking Partners Secured in Nigeria and Ghana

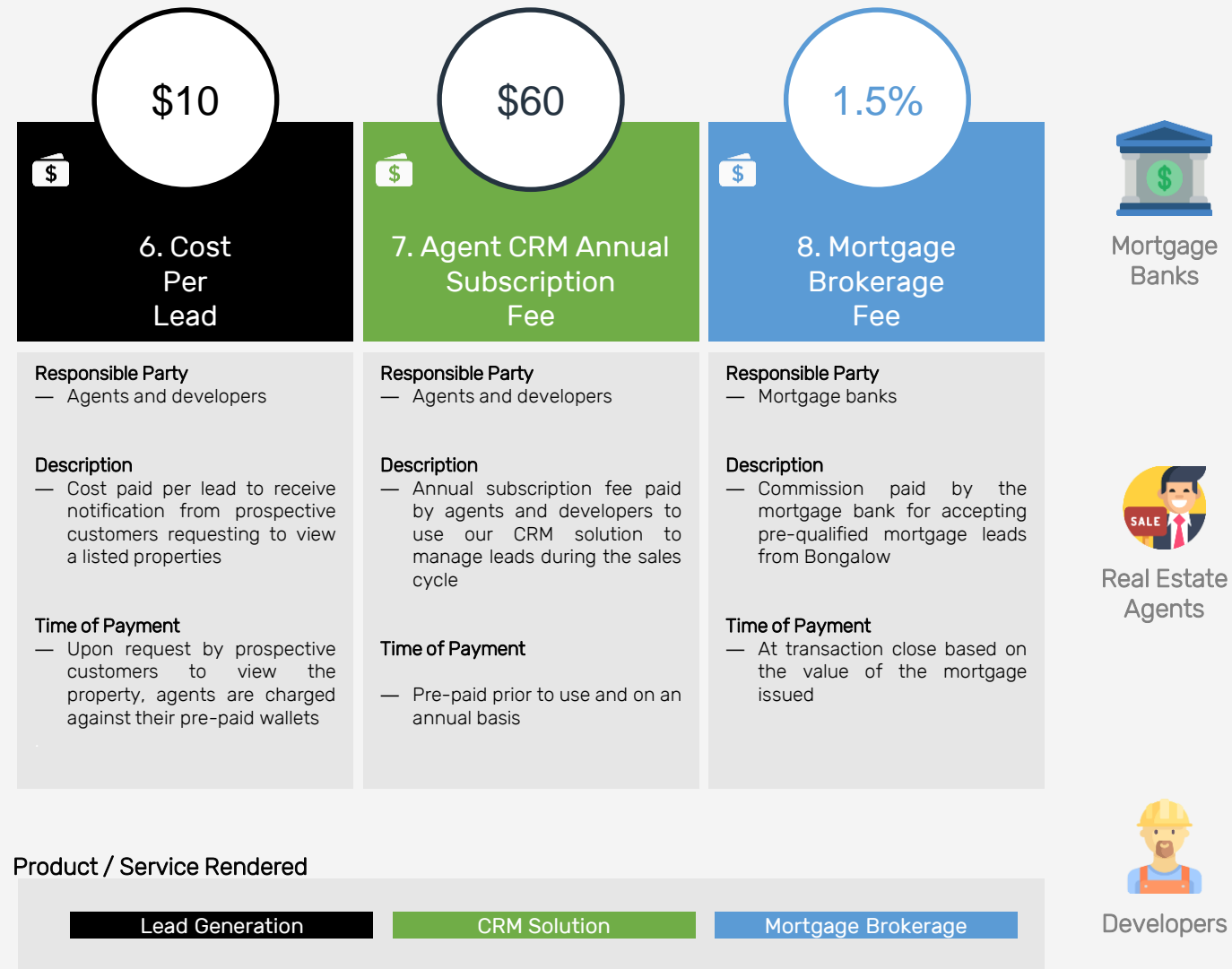


Business Model (1/2)—Here's how we monetize consumers (buyers and sellers)



*Fees discounted includes, brokerage, holding, finance, document perfection, and admin fees

Business Model (2/2)—Here's how we monetize banks, agents, and developers



How Big is this Market? – Nigeria (Launch Country)



Nigeria has a

17 Million

Housing Unit Deficit

– Centre for Affordable Housing Finance (CAHF)

Housing deficit opportunity is conservatively worth

>\$1 Trillion

– CAHF

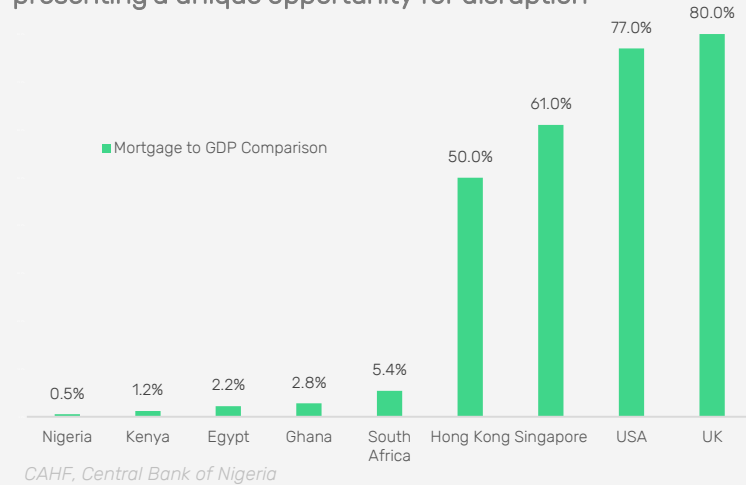


\$900 billion

locked as dead assets in residential real estate which iBuying and home equity loans can help unlock

– PWC, Central Bank of Nigeria

Nigeria has the lowest mortgage to GDP compared to peers, presenting a unique opportunity for disruption



Addressable Mortgage Population
Nigeria

5M
persons out of
200M+
Nigerians

Key Market Drivers – Nigeria (Launch Country)



Nigeria's population to double to

400M

by 2050 (3rd most Populous)

- UN Habitat



Rapid urbanization
as urban population
is expected to
by 2037

- UN Habitat

2X



Increasing globalization
and access to remote
work is improving
earnings power for
Nigeria's large labour
force



Diaspora remittances
cross \$20 billion
annually with 30%
target towards asset
acquisition majorly real
estate

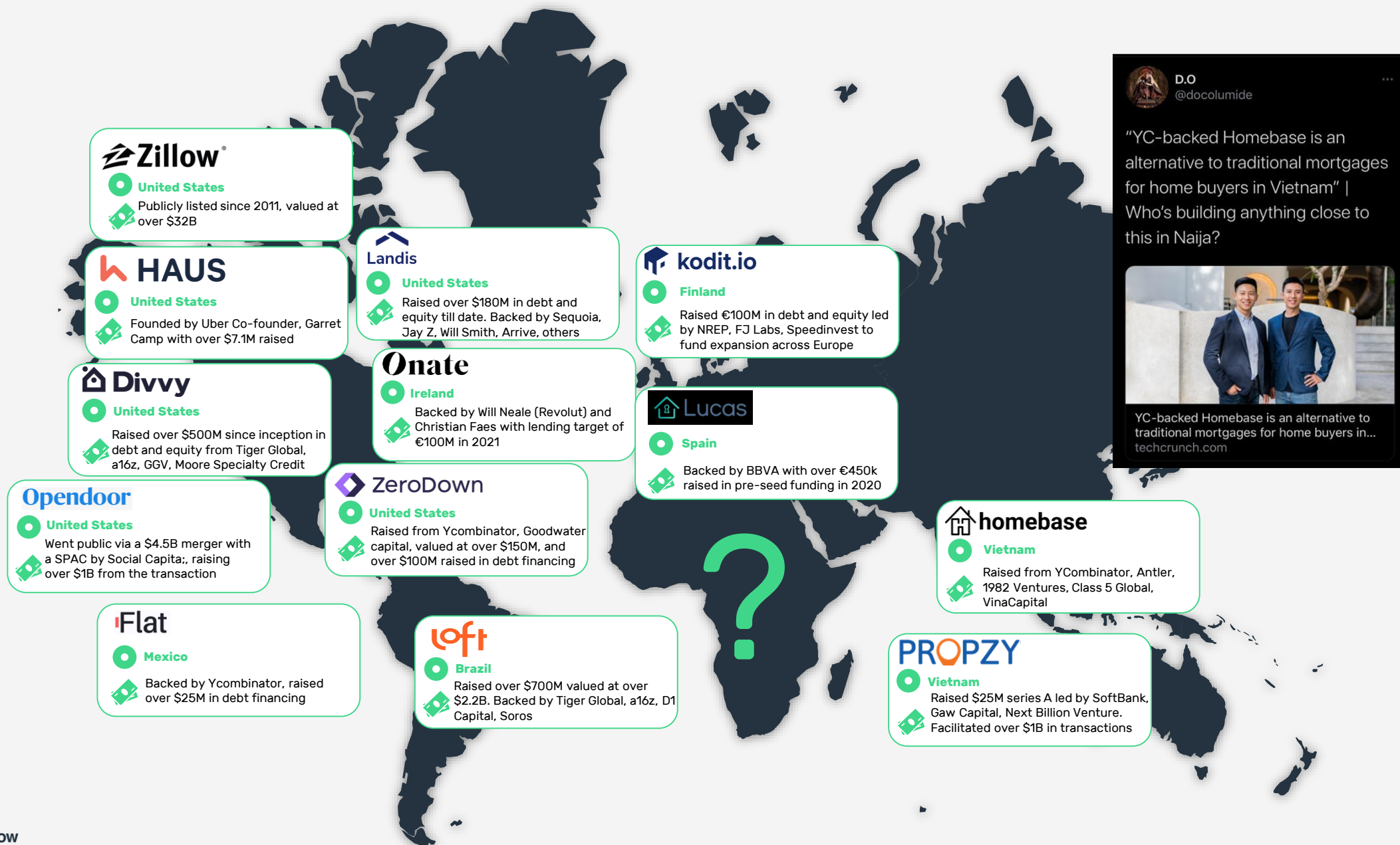


Massive Infrastructure Spend Opening New Cities

























New urban centres opening up as government increasingly spends on transport infrastructure linking less developed areas to city centres of Lagos & Abuja



Competitive Landscape – To unlock greater value, proptechs are taking on financing risk



Competitive Landscape – How do we compare with existing local players



Core Business Model	Transactional Home Financing Marketplace	Classified Ad-listing Platforms	Lead Generation	Rental Startups	Banks	Developers/Agents	Savings Apps
Key Players		   		   	      	   	  
Market Vertical							
Home buyers	✓	✓	✓	✗	✓	✓	◐
Renters	✗	✓	◐	✓	✓	✓	◐
Product Features							
Compare and pre-qualify for multiple mortgage offers	✓	✗	✗	✗	✗	✗	✗
Originate mortgages	✗	✗	✗	✗	✓	✗	✗
Lead generator for mortgage banks	✓	✗	✓	✗	✗	✗	✗
Lead generator for agents	✓	✓	✓	✗	✗	✗	✗
Digitised mortgage application process	✓	✗	✗	✗	◐	✗	✗
Alternative home loans: rent-to-own	✓	✗	✗	✗	✗	✗	✗
Hold inventory for sale (iBuying)*	✓	✗	✗	✗	◐	✓	✗
Savings	✓	✗	✗	✗	✓	✗	✓
Property listing	✓	✓	✓	✓	✗	✓	✗
Agent CRM	✓	✓	✓	✗	✗	✗	✗
Home loan repayments	✓	✗	✗	✗	✓	✗	✗
Customer Experience							
Home buying one stop shop	✓	◐	◐	✗	✗	✗	✗
Focus on real estate market**	✓	✓	✓	✓	✗	✓	✗
Online experience	✓	✓	✓	✓	✗	✗	✓

*Bongalow follows an iBuying model for holding inventory for sale

**All players under classified ads, but Jiji, have sole focus on the real estate market

 Yes
  No
  Partial

Competitive Landscape – How do we compare with existing home financing models

					
Key Features	Bongalow's Rent-to-own/Bridge Mortgage Financing	Traditional Mortgages	Pre-construction Home Sales (Off-plan)	Land Purchase & Development	Payment Plans Offered by Developers
Customer moves in right away	✓	✓	✗	✗	✓
Make monthly house payments after moving in	✓	✓	✗	✗	✓
Make monthly payments before moving in, despite other living expenses	✗	✗	✓	✓	✗
Customer does not take on construction risk	✓	✓	✗	✗	✓
Does not require all documentation	✓	✗	✓	✓	✓
Repayment tenor <i>*the longer the tenor, the lesser the regular payments on customers' income</i>	Up to 3 years in bridge financing + 10-20 years mortgage	10-20 years	2 years	3-5 years	2 years
Upfront down payment	10%	20% - 30%	40% and above	40% and above	40% and above

Our Ask & Use of Funds – Boosting traction ahead of a larger seed round

Current Raise

Transactional Home Buying Marketplace



Previous (1st) Raise

Home Loan Marketplace



Assembled banking partner network for mortgage marketplace play

Built mortgage comparison & pre-qualification infrastructure

Established developer & agency network to be leveraged in transactional marketplace play

Use of Funds



Cash Guarantees for Local Debt Facilities

\$700k

Key Deliverables

- Guarantee debt facility for up to power up to 14 home purchases under iBuying & rent-to-own/bridge financing
- Generate up to \$333K in annualized gross revenue



Powering Company Operations

\$300k

Key Deliverables

Hiring

Poach 4 already identified execs from leading mortgage banks to lead origination unit.



1 Head of Originations | 1 Head of Legal | 2 Origination/Legal Associates

Make 2 key hires in the tech team



3 Flutter Mobile Developer | 1 Additional Developer (Property Listing)



Expand core real estate team with 2 associates from leading real estate agencies

Team Growth

16 → 26

Other Deliverables



Cater for rising tech budget with additional features such as property listing hosting services



Increase marketing spend to \$10K monthly from \$2K monthly using both online and offline channels



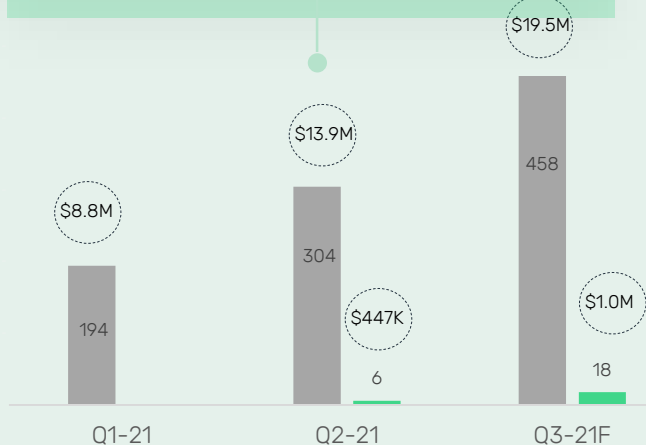
Key Projections – Impact of \$1M pre-seed extension round

Current Business Model

Home Loan Marketplace Model:
Traction prior to \$1M pre-seed extension round

Low mortgage closure rate despite strong demand from pre-approved customers due to:

- Challenges finding desirable properties within pre-approved budgets
- Funding gap between value of desired property and customer's capacity to pay (cash + loan)
- Property documentation challenges with desired property
- Lack of available funds to meet down payment and closing cost requirements
- Friction + slow origination process leading to lack of trust in the mortgage process by sellers



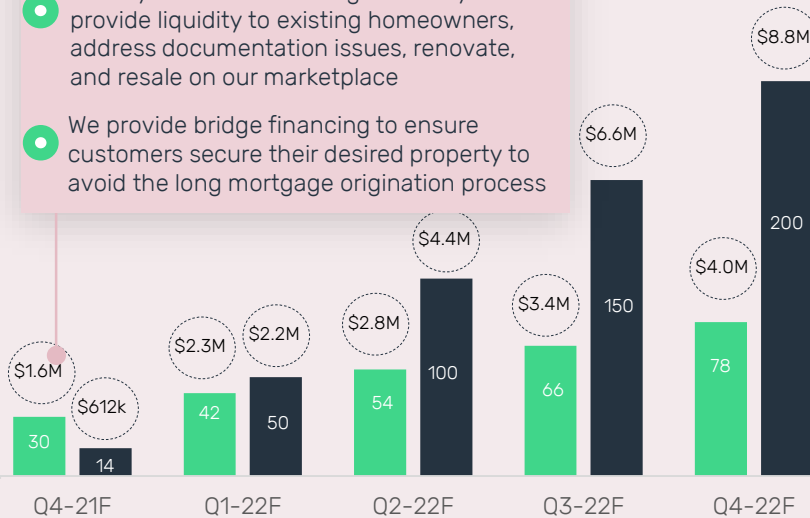
Proposed Business Model

Transactional Marketplace Model: Projected traction after \$1M pre-seed extension round

Property purchases in 2022 to be powered with \$13M* seed raise
● \$4.8M gross revenue by Q4-22

\$1M Pre-seed extension funding deployed to power property purchases in Q4-21.

- Lowers the down payment to 10% and creates runway to build equity, fix documentation issues, and buy back by year 3.
- We buy affordable housing inventory to provide liquidity to existing homeowners, address documentation issues, renovate, and resale on our marketplace
- We provide bridge financing to ensure customers secure their desired property to avoid the long mortgage origination process



■ No of Pre-Approved Applicants ■ No of Mortgages Closed ■ Number of iBuying/Rent-to-own Purchases ○ Deal Value

Source: Internal Estimates,

Data is presented on a 2 year cumulative basis

*\$10M to be deployed into property purchases in 2022, the difference in value of iBuying sales/rent-to-own purchases represents outstanding iBuying inventory unsold at end of period; \$3M to be deployed into operations

Key Customer Acquisition Channels



Agent & Developer Leads

300 → 1,000+

Agents and developer partner as at Q2-21

Agents and developer partners by Q2-22



Customer Leads from Partner Banks

15 → 20

Banking partners in Nigeria as at Q2-21

Banking partners by Q1-22



Online & Offline Marketing

<\$2K → \$10K

Monthly spend on online channels alone, pre-funding

Monthly spend on both online and offline marketing, post-funding



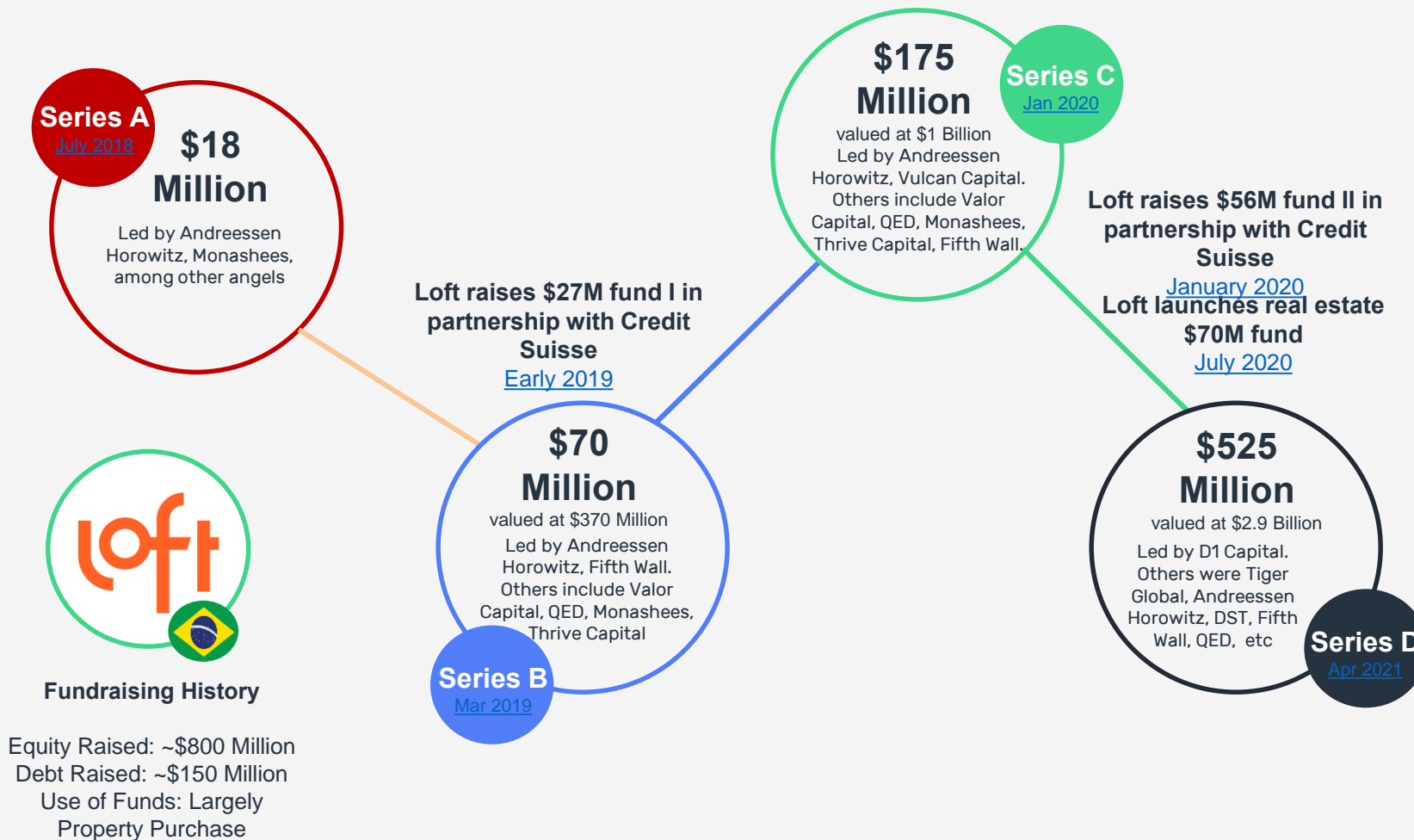
Strategic Partnerships

- Employee benefit schemes with mid - large corporates
- Partnership with other real estate platforms, e.g. rental startups
- Event Sponsorships & Features
- Partnership with local & diaspora customer groups, e.g co-operatives, associations



Our Ask & Use of Funds – The Loft (Brazil iBuying Unicorn) Case Study

Loft provides a glimpse of what the funding path for transactional marketplace business models require. Evidence supports the need for initial equity injection before debt can be accessed without stringent conditions



Source: Company Release

Why Invest in Bongalow?



Large Untapped Market Opportunity



Versatile Management Team



High Capital Requirement + Marketplace Model Creates High Barrier to Entry & Competitive Advantage



Highly Scalable and Proven Business Model



Create a Path to Homeownership for Millions of African Consumers

Join Us!

Bongalow

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