

MAKA

MAKA is founded by ex-Jumia leaders with in-depth understanding of eCommerce across Africa



Diana Owusu-Kyereko

CEO

Diana was previously the CEO of Jumia (NYSE: JMIA) in Ghana. She has **over 10 years experience building marketplaces** at several Rocket Internet-backed startups, across Africa (Nigeria, Ghana, Kenya) & Europe.



Onome Uwhuba

COO

Onome was previously the Head of Commercial Planning for Jumia in Kenya. She has worked at several high-growth startups in **roles across Product Management, Operations & Sales.**

The African fashion opportunity is massive & growing



Apparel in Africa



Apparel Addressable
Market



18.1% CAGR

Fashion eCommerce
Africa

Fashion eCommerce in Africa is **chaotic** with no fashion aggregator & no easy vetting

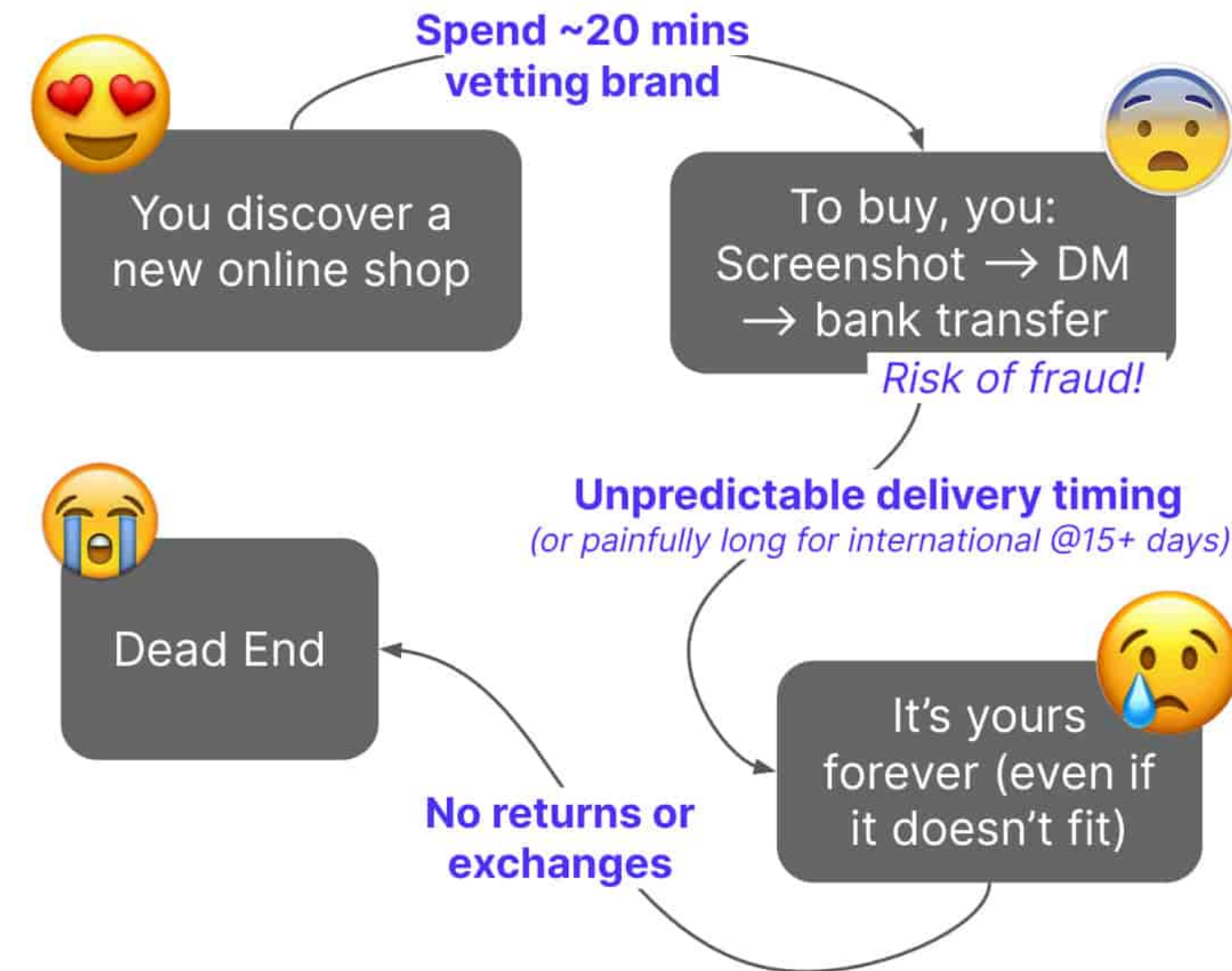
No at-scale local apparel brands



Offline experience is chaotic & stressful



eCommerce (mainly Instagram & WhatsApp) is cumbersome, risky & unpredictable

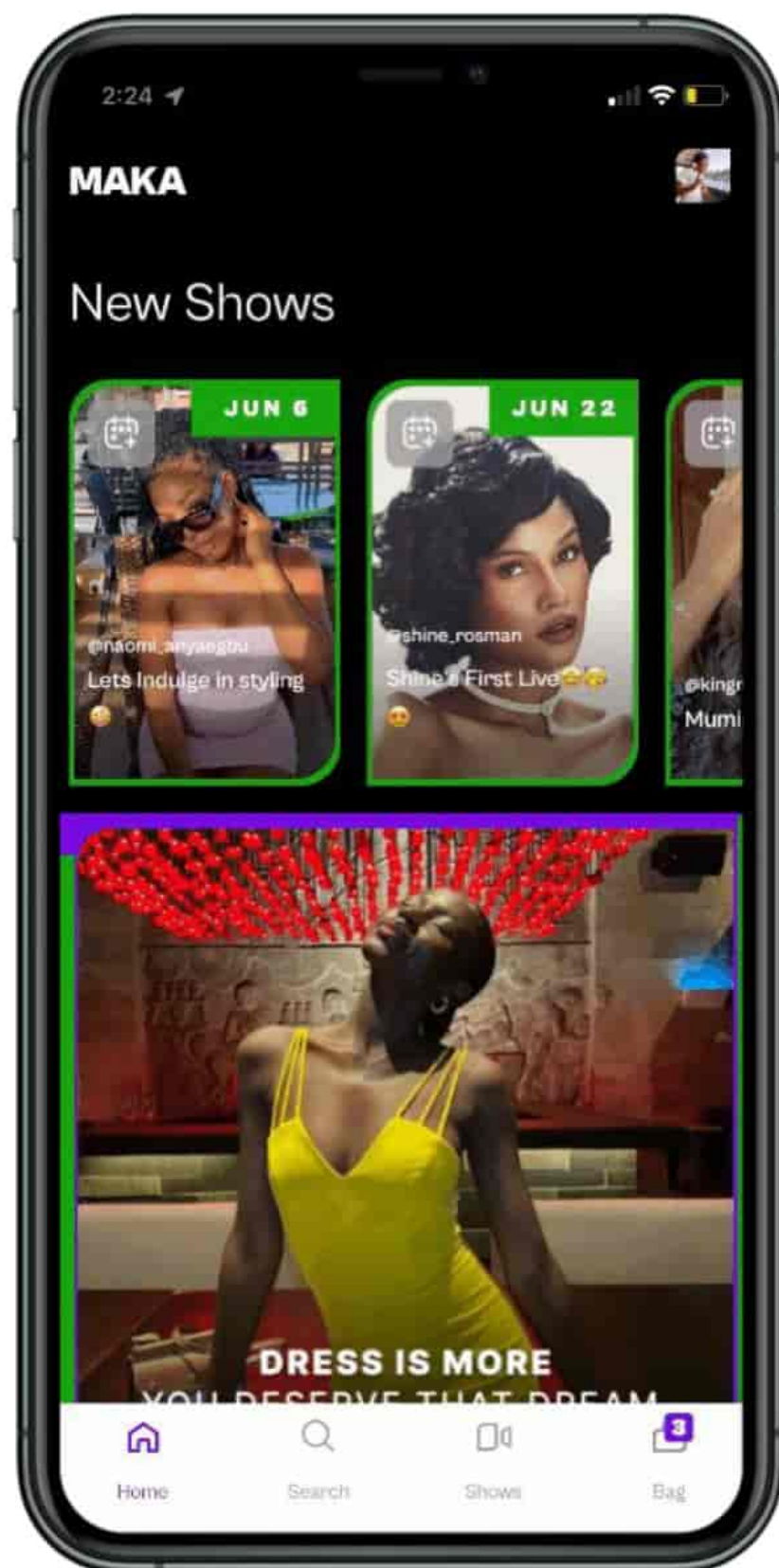


Long delivery times, high delivery cost & payment hurdles complicate international orders for shoppers



MAKA is the solution

Video commerce for the African fashion shopper - using **video to drive trust**, whilst **aggregating key brands** under one roof



FOR SHOPPERS

One-stop shopping
(selection)

Pre-vetted brands
(quality)

Fun with live video
try-ons and Q&As

FOR BRANDS

Market access

Targeted consumer

CREATORS

Seamless
monetization

Fun & engagement

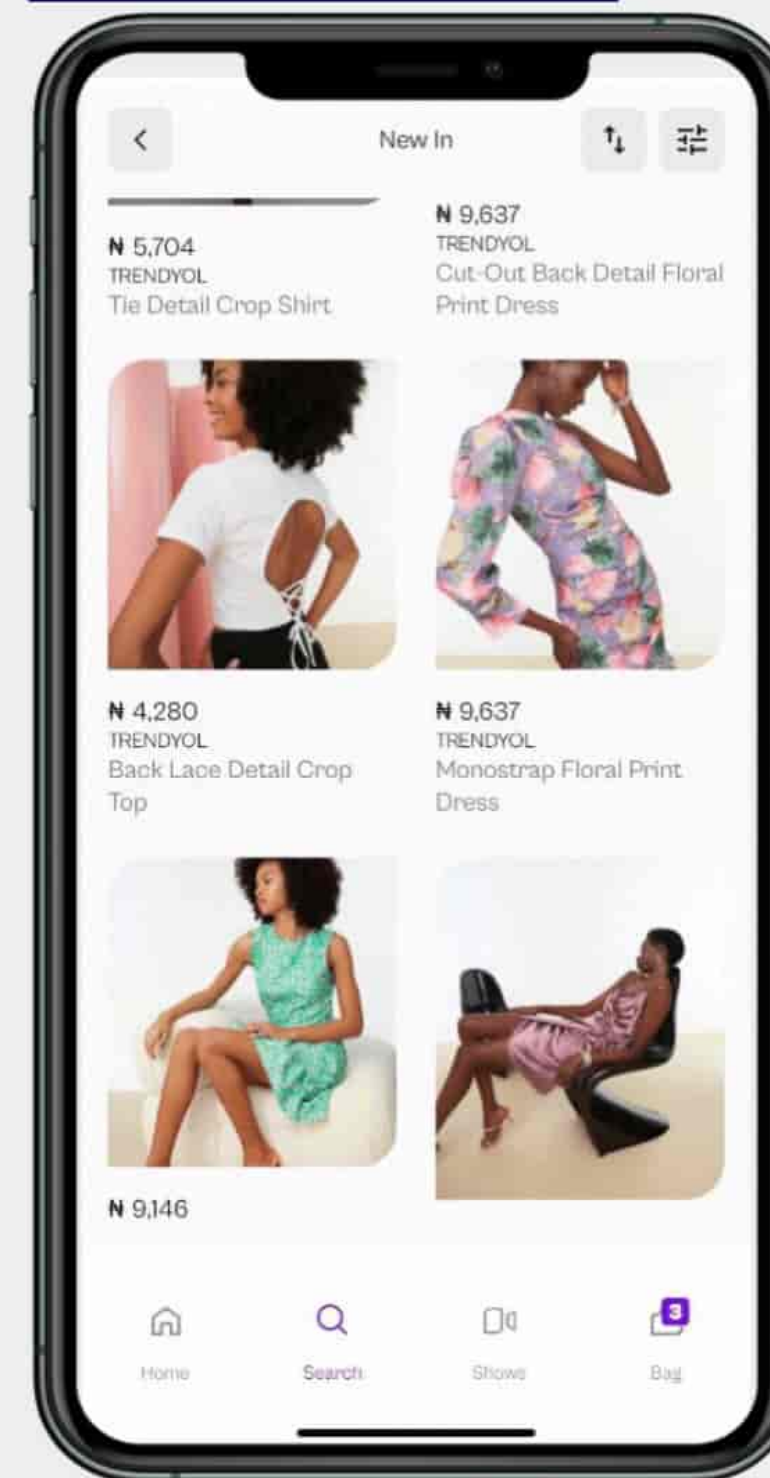
MAKA Creators earn a % of products sold during their live shows

MAKA allows customers to shop during a live show or on-demand via our product catalog

Live-shopping on MAKA



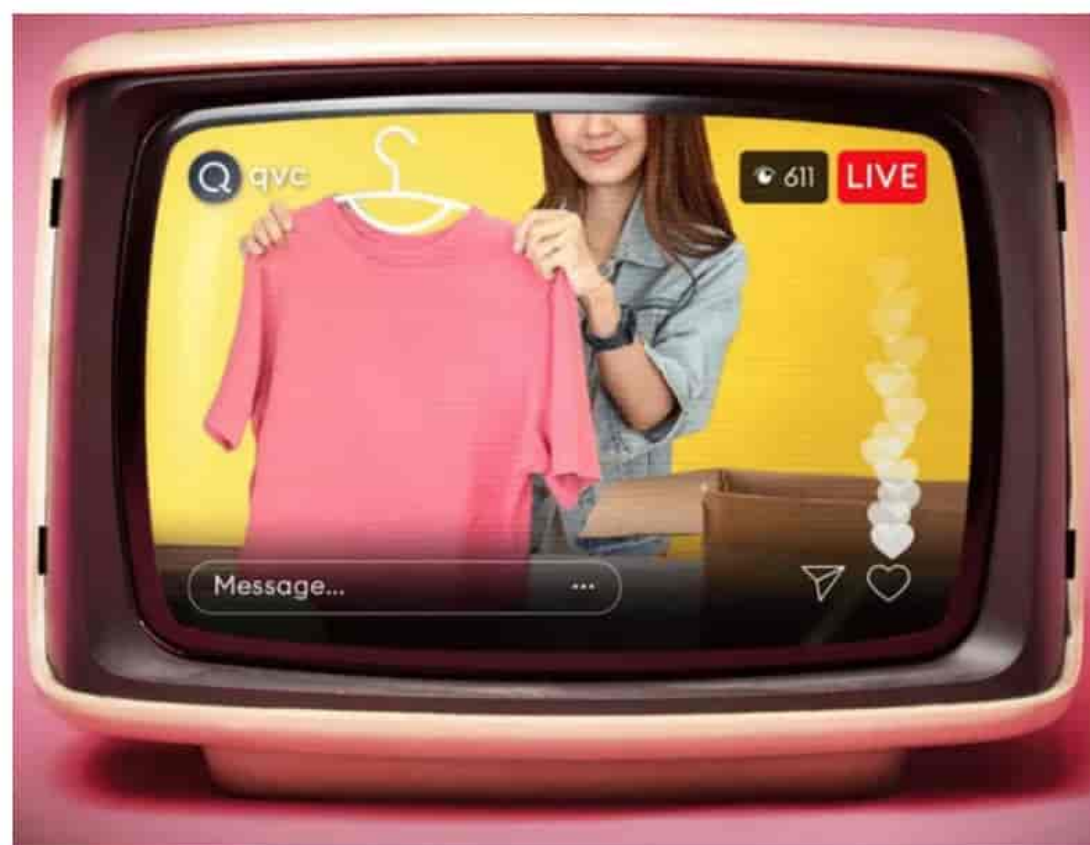
Browsing the MAKA Catalog



MAKA: The No.1 home of “retailtainment” across Africa

QVC meets LTK for Africa, an addressable market of \$29Bn & growing

The Opportunity



'21 Valuation: \$2bn

'21 Revenue: \$14.2bn

Market Conditions



960Mn+
Under 35



500M+
Smartphone
subscriptions



25% CAGR
Smartphone data
usage

Meet the team: We have built a strong team and advisors over the last 7 months to build MAKKA

Our Team *Full Time*



Diana Owusu-Kyereko
Co-founder & CEO



Onome Uwhuba
Co-founder & COO



Paulo Nonaka
Eng Leader (Mobile)



Opeyemi Akinawo
Eng Leader (Backend)



Robert Ebafua
Engineering



Ebele Nwankwo
Operations



Kingsley Usoro
Engineering

Our Advisors



Simon Perryman
ex-VP Engineering @ Twitch

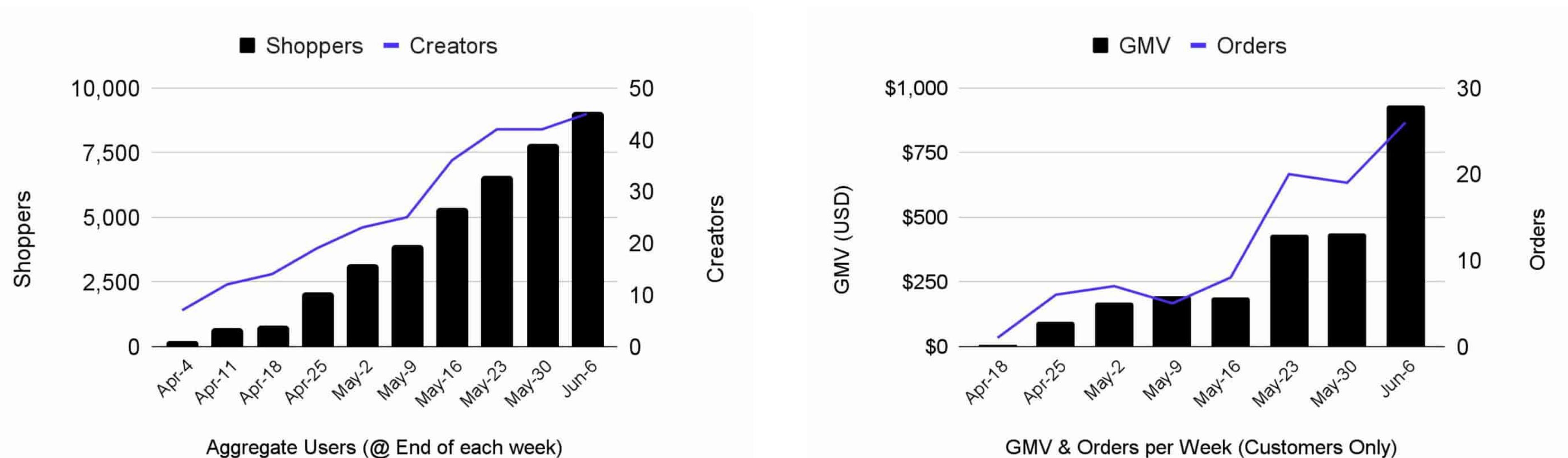


Douglas Weiss
Head of Creator
Commerce @ Instagram



Michelle Weiss
Head of Brand @ Son of
a Tailor

Strong GMV & orders growth (2x in last 2 weeks) with happy shoppers (average product rating >4.5 stars)



9000+

Registered Users

45+

MAKA Creators

20

Average # of live viewers

<2

Avg. Delivery Speed (Biz. Days)

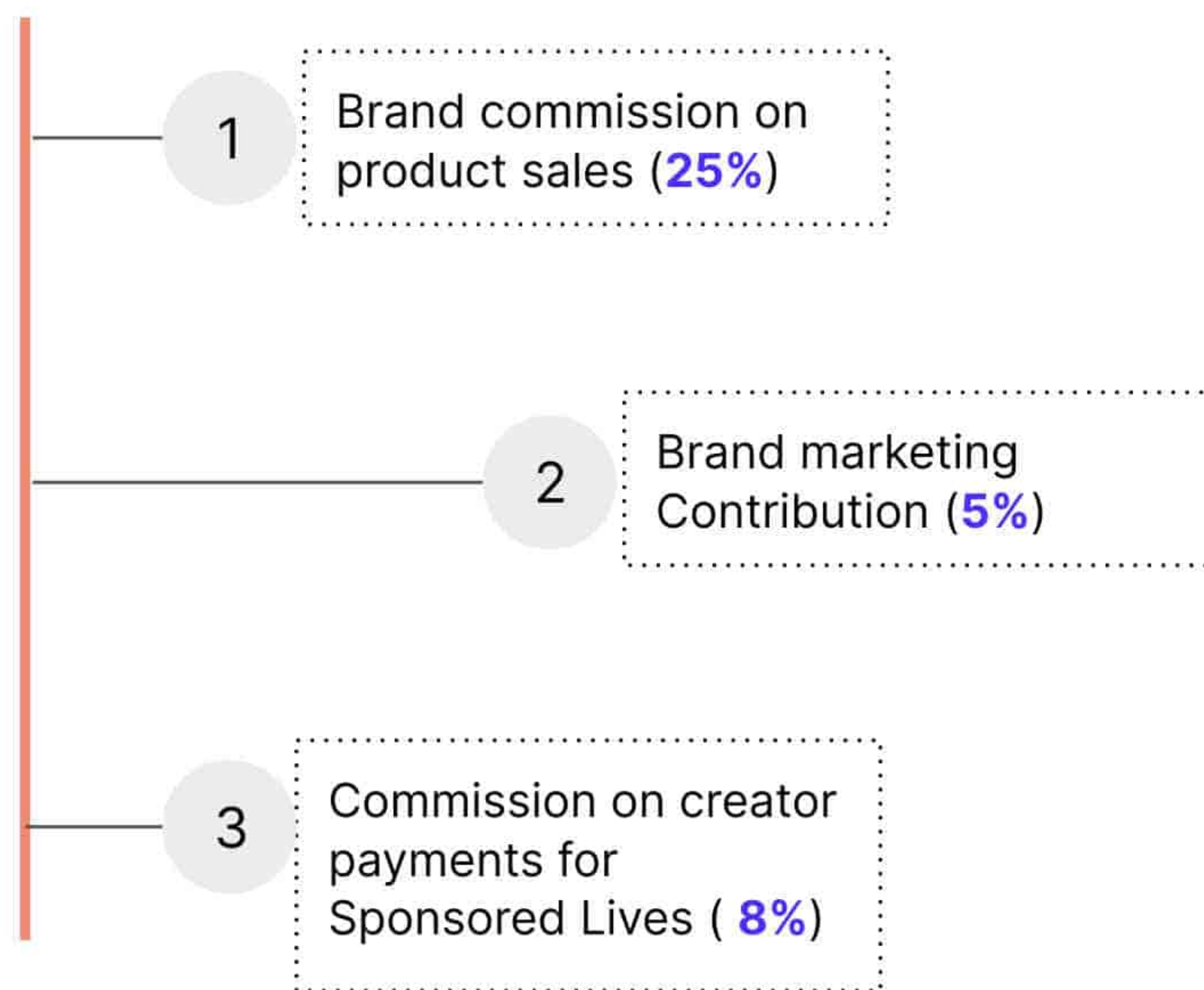
<6%

Return rate

Our Business Model

45% of all items sold on MAKKA have been reviewed on a live-show!

How we make money



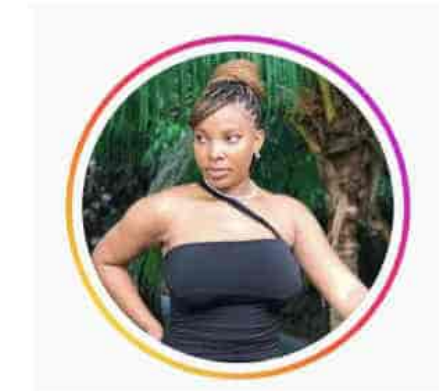
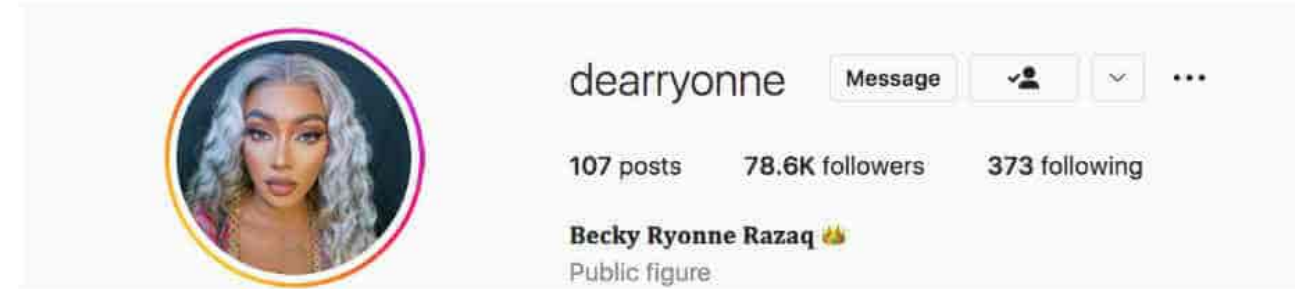
As of June 5, 2022

Per-Order economics

Average Item Value	\$7.85
Average Basket Size	3.3
Average Order Value	\$25.95
Commission (25%)	\$6.49
Shipping Fee	\$3.30
Payments Fee (1.5%)	(\$0.39)
Delivery Costs	(\$3.29)
Warehousing, Packaging & Returns	(\$1.28)
Margin (% AOV)	\$4.83 (18.6%)

Brands, creators and shoppers have all been incredibly positive about their experience on MAKA

DeFacto



Brand

“We are backing MAKA because ...when you back the right pure player they can perform 3x the revenue of cross-category players”

- Account Director,
International Online
Marketplaces

Creator

“MAKA is the next big thing tbh...I’m a pioneer creator! You have no idea how much I love MAKA”

- @dearryonne

Customer

“I was scared it wasn’t going to fit but WOW ... and honestly arrived earlier than expected”

- Iyenemi G.

What's next for MAKA: Product

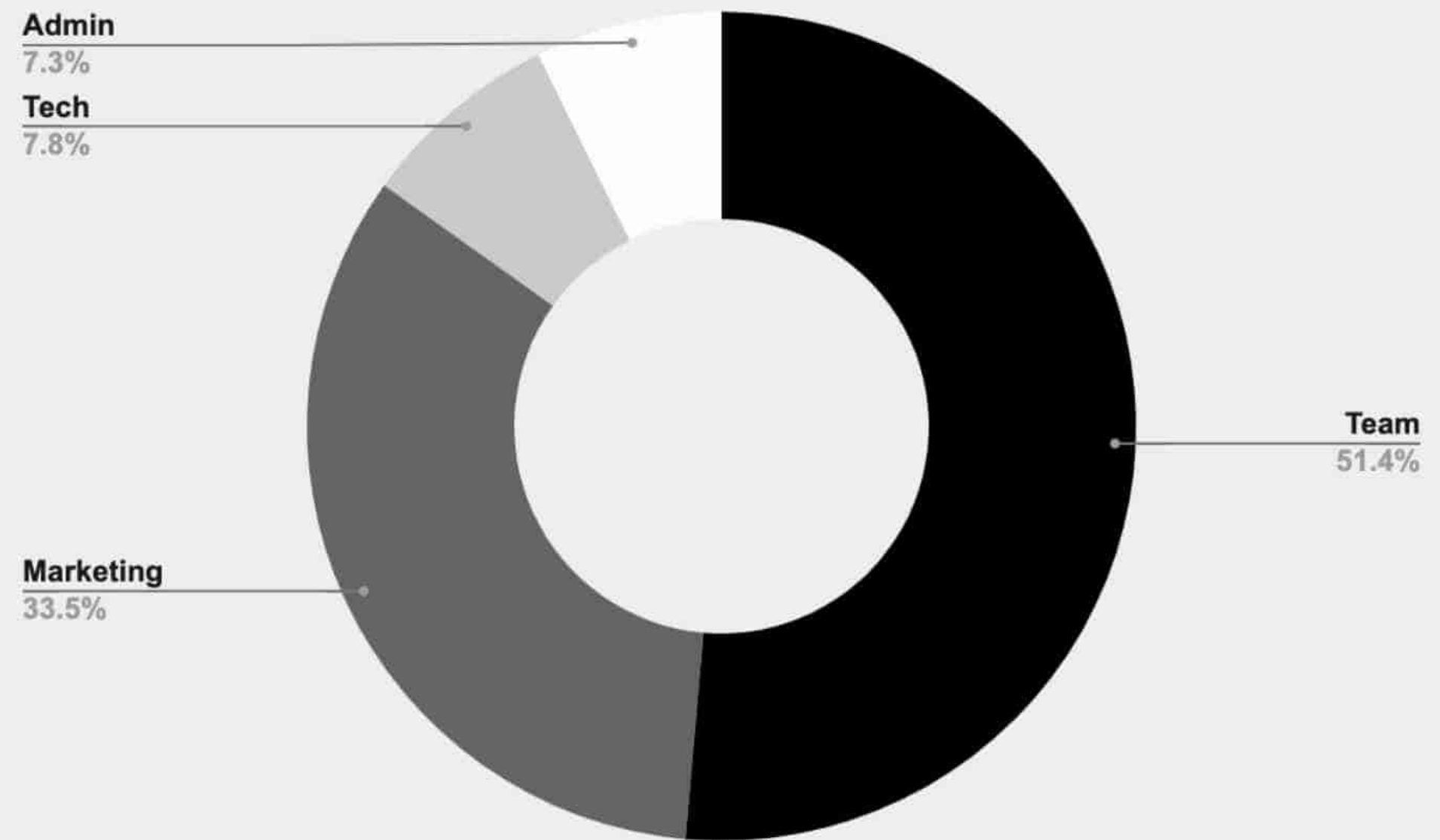
Consumer trust & creator monetisation are the bedrock of winning medium to long term

MAKA Product Pillars	Q3 '22	Q4 '22	H1 '23	H2 '23
World-class Shopping Experience	Personalization & Rewards	Thrift / Second-hand	Launch MAKA on Web	Internationalisation & Cross-border
Happy Creators	Content Moderation	Creator Dashboard	Tipping	Creator Digital Services
Seamless Seller Experience	Seller APIs (Integrations)	Vendor Dashboard	Brand<>Creator Marketplace	

What's next for MAKA: we are raising \$1.5M for our Seed round

Our key objectives:

- ❑ Make key hires
 - ❑ Head of Buying (Fashion)
 - ❑ Operations/General Manager
 - ❑ Grow Engineering team
- ❑ Launch Beauty
- ❑ Drive user acquisition
- ❑ Reach \$200K monthly GMV
- ❑ **Win fashion e-commerce in Nigeria**



MAKA Discover. Shop. Go live

Contact us: team@makalive.com

Download the App: bit.ly/get-MAKA