



**STARKITCHENS**



## INVESTMENT OPPORTUNITY

# SALIENT TERMS

ISSUER	The Star Kitchens Group Inc.
SEED ROUND	US\$ 500,000
VALUATION	US\$ 3.25 million
TYPE OF SUBSCRIPTION	Equity or SAFE
USE OF PROCEEDS	Technology and Sales
CLOSING DATE	January 1 <sup>st</sup> , 2021

The background of the slide is a dark, low-key photograph of a gas stove burner. The burner is in the lower right, with its metal grate and burner head visible. The rest of the image is dark and out of focus. A white rectangular box with a thin border is positioned on the left side, containing the text "OUR OPPORTUNITY".

# **OUR OPPORTUNITY**

# AFRICA IS THE HOTTEST UNDERPENETRATED FOOD DELIVERY MARKET...



**1.2bn**

Population  
Size



**\$4.0tn**

Household &  
B2B Spending



**1.2bn**

Online food  
delivery orders  
per year



**>85%**

Year on Year  
Growth for  
online food  
deliveries







# ...WITH UNPRECEDENTED SOCIO-ECONOMIC CONDITIONS!



**50%**

of inhabitants  
under the age of  
35



**73%**

Mobile internet  
penetration  
expected by  
2022



**8 of 10**

of the world's  
largest fast food  
chains

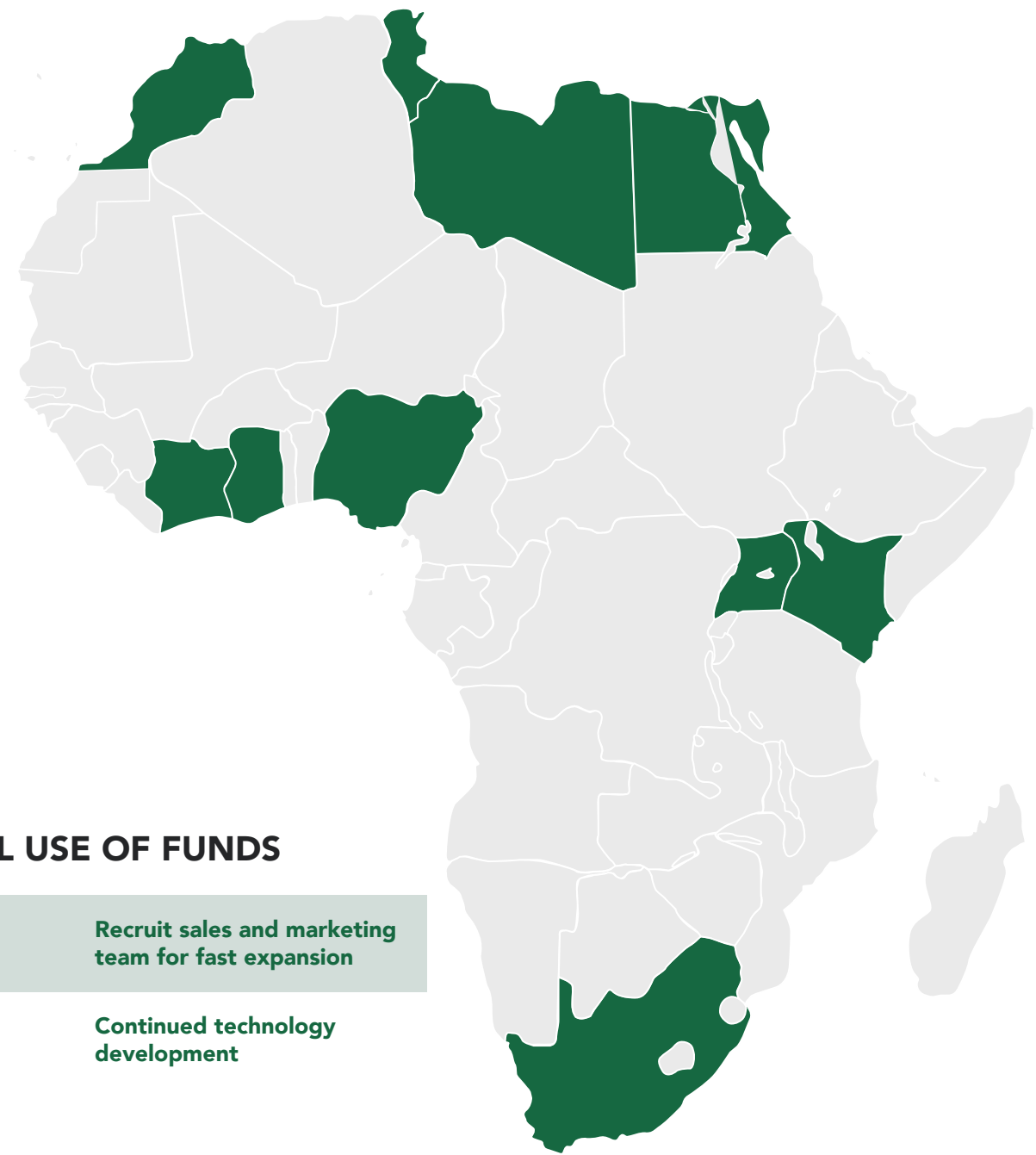


**7+**

Food delivery  
aggregators  
with >US\$ 10  
million in  
funding

# ...A USD50 BILLION AFRICAN OPPORTUNITY! BUT WE START WITH NIGERIA

	<b>NIGERIA</b>
POPULATION	<b>200+ Million</b>
Restaurants and Caterers	<b>+500,000</b>
Average order value	<b>USD10</b>
ORDER/DAY	<b>+250,000</b>
	Lagos, Nigeria is the heartbeat of Africa's financial sector. A young, educated population with a robust economy to support thousands of restaurants.
MARKET SIZE	<b>USD 1 Billion</b>
GROWTH RATE	<b>+85% YoY Growth</b> <small>*source EUROMONITOR</small>



# OUR TECHNOLOGY







# OUR TECHNOLOGY BOOSTS THE **AFRICAN RESTAURANT** GROWTH



## **ORDER MANAGEMENT SOFTWARE**

Our technology gives restaurant operators, caterers, and chefs immediate access to a digital presence by accepting and processing orders.



## **BUSINESS ANALYTICS**

Real-time access to business insights for data driven decisions that will proper your business.



## **CUSTOMER RELATIONSHIP MANAGEMENT**

Operators can engage with their clients from our technology, sending SMS, emails and PNs



# STATE-OF-THE-ART TECHNOLOGY FOR OUR CHEFS/ENTREPRENEURS



## SIMPLE

All delivery aggregators processed into a single application and simplified for the restaurant operators.



## MANAGE

Restaurants can centralize all applications, sort, handle and ensure effective operations for deliveries.



## INTEGRATION

Full integration with major local delivery providers and other leading delivery tracking applications.





# OUR REVENUE MODEL



## SUBSCRIPTION SERVICE

We charge NGN100,000 per year per restaurant per location.



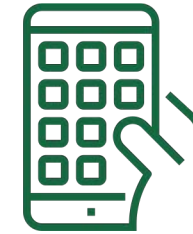
## CUSTOMIZATION

Restaurants who want their own domain or unique site.



## MARKETING

We provide tailor made marketing assistance for restaurants.



## AGGREGATORS: 5%

We collect 5% on all orders processed through our integrations (logistics + payments)

# OUR TIMELINE





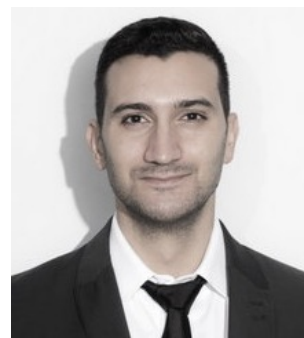
# EXPERIENCED LEADERSHIP TEAM

WE understand the complexities of the African digital economy.



**Guy Futi**  
CEO

Guy worked at Jumia Food, the leading African food delivery platform, as a Managing Director before StarKitchens. He has extensive experience in the African food delivery space and a deep understanding of the levers businesses must pull to scale delivery and pickups. Guy holds a bachelors degree from Concordia University and a Masters degree in International Relations from Harvard University.



**Namir El-Khoury**  
COO

Namir worked at Lambert, the leading EMP construction company in West Africa, as a co-owner before StarKitchens. He holds decades of experience in the African construction space. He knows the right kind of infrastructure it takes to give your business the edge. Namir holds a bachelors degree from Concordia University and a Masters of Business Administration from IE Business School.



**Adinwale "Fikayo" Akinwale**  
CTO

Fikayo has worked at KONGA, one of the leading African e-commerce platforms, as a Senior Software Engineer before StarKitchens. He has led teams of engineers building the latest and greatest technology for the fast growing company. Before KONGA, Fikayo was the CTO at Mprobability, a software company optimizing HR solutions for Africa. Fikayo holds a bachelors degree in mathematics and a Masters degree in Applied mathematics, both from the University of Lagos.





**STARKITCHENS**