



3rd Party Fulfillment Infrastructure for medium-sized and large Ecommerce Businesses across Africa

Backed by **techstars**



OUR GROWTH JOURNEY



Our growth Journey:



Some top ecommerce businesses we have served:



THE PROBLEM



Due to a broken and fragmented system, ecommerce businesses cannot easily access the fulfillment infrastructure required to process large volume of orders **on time** across Africa.

This results in:



72 - 96 HOURS

Fulfillment Turnaround
Time



20%

Returns / Cancelled
Orders



\$5BN

Annual Revenue loss

An all-in-one fulfillment solution that enables ecommerce businesses to get closer to their customers in order to improve their turnaround time and profitability.

With Renda, local and international businesses can store and ship their products across Africa, helping them to quickly and easily scale into new markets.

THE SOLUTION



END TO END FULFILMENT

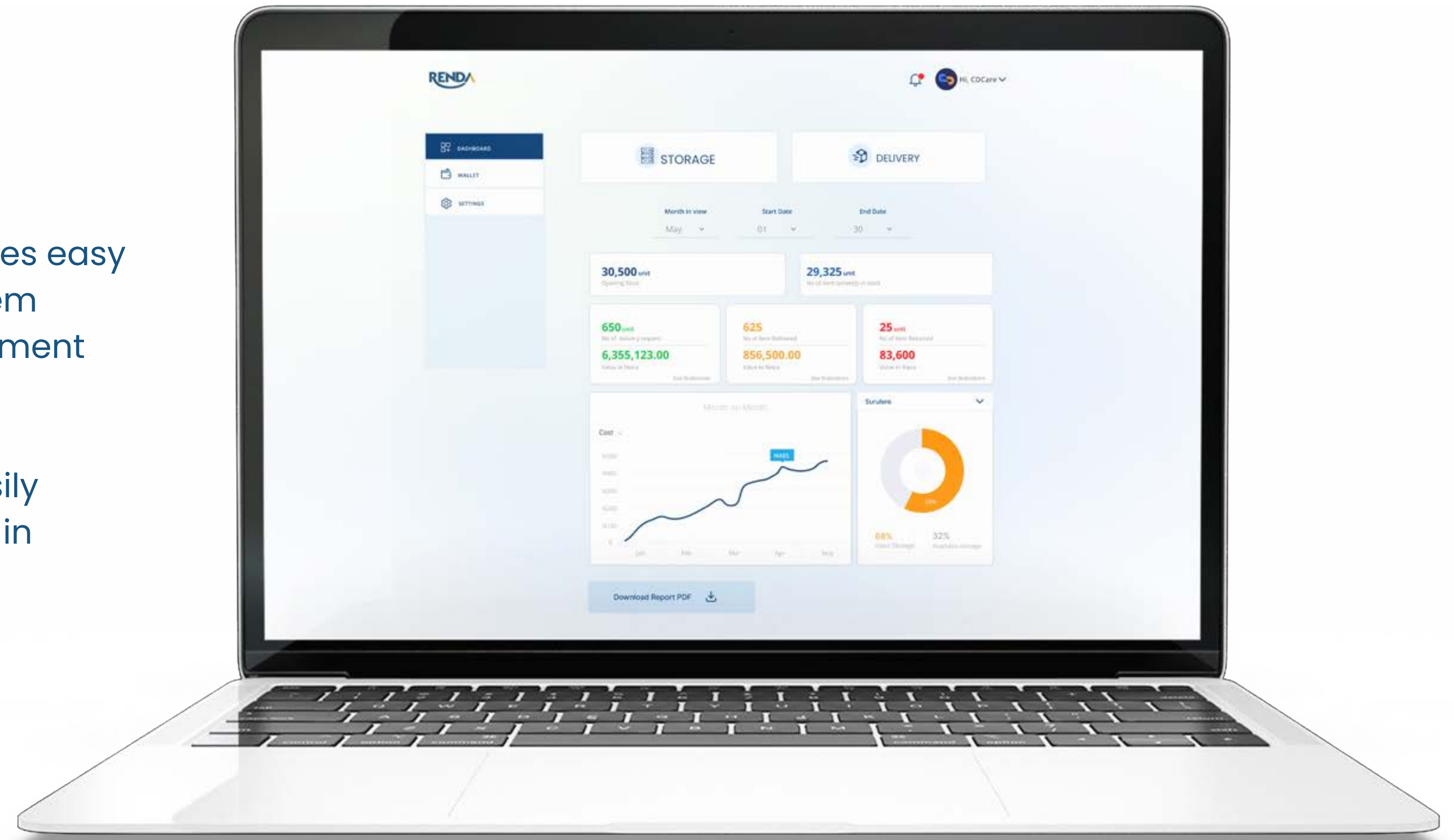


THE TECHNOLOGY PLATFORM



The Renda technology platform enables easy integration with businesses, giving them visibility across their end-to-end fulfillment processes.

They can monitor inventory levels, easily process orders and track goods while in transit.



OUR UNIQUENESS



ASSET LIGHT MODEL

Our wide network of storage and delivery partners enable ecommerce businesses to process large volumes of orders and penetrate new markets with ease.

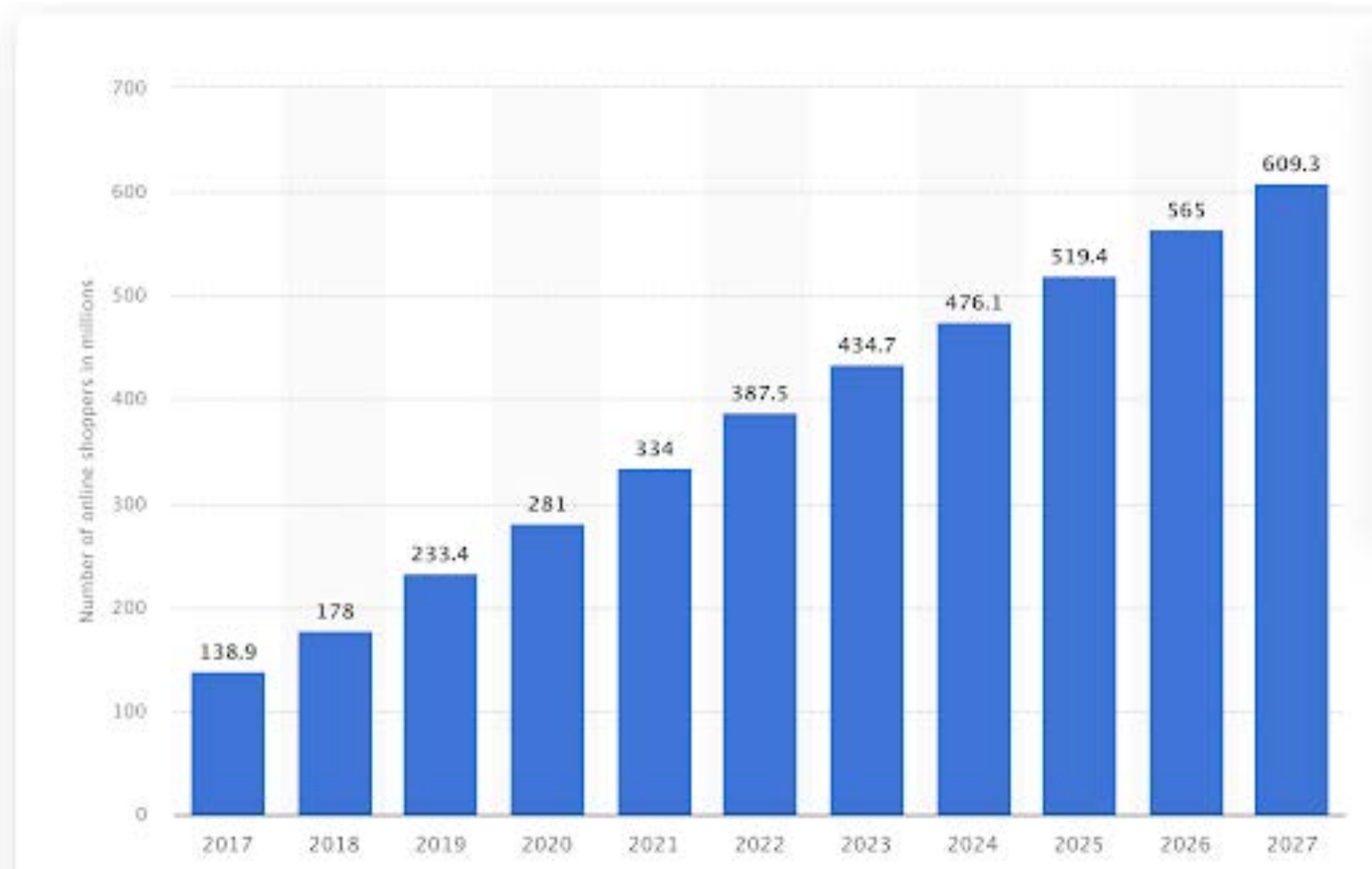
They include:

01
600
Delivery Partners

02
120
Storage Partners

03
1000
Reconciliation Partners

MARKET OPPORTUNITY



Number of Digital Buyers in Africa (Millions)

\$49.02bn

Est. ecommerce market revenue in 2023.
(CAGR 2023-2027 of 13.90%)

\$3.7 billion

Estimated Logistics Spend in 2023
(Calculated at 7.5% of total revenue)

BUSINESS MODEL

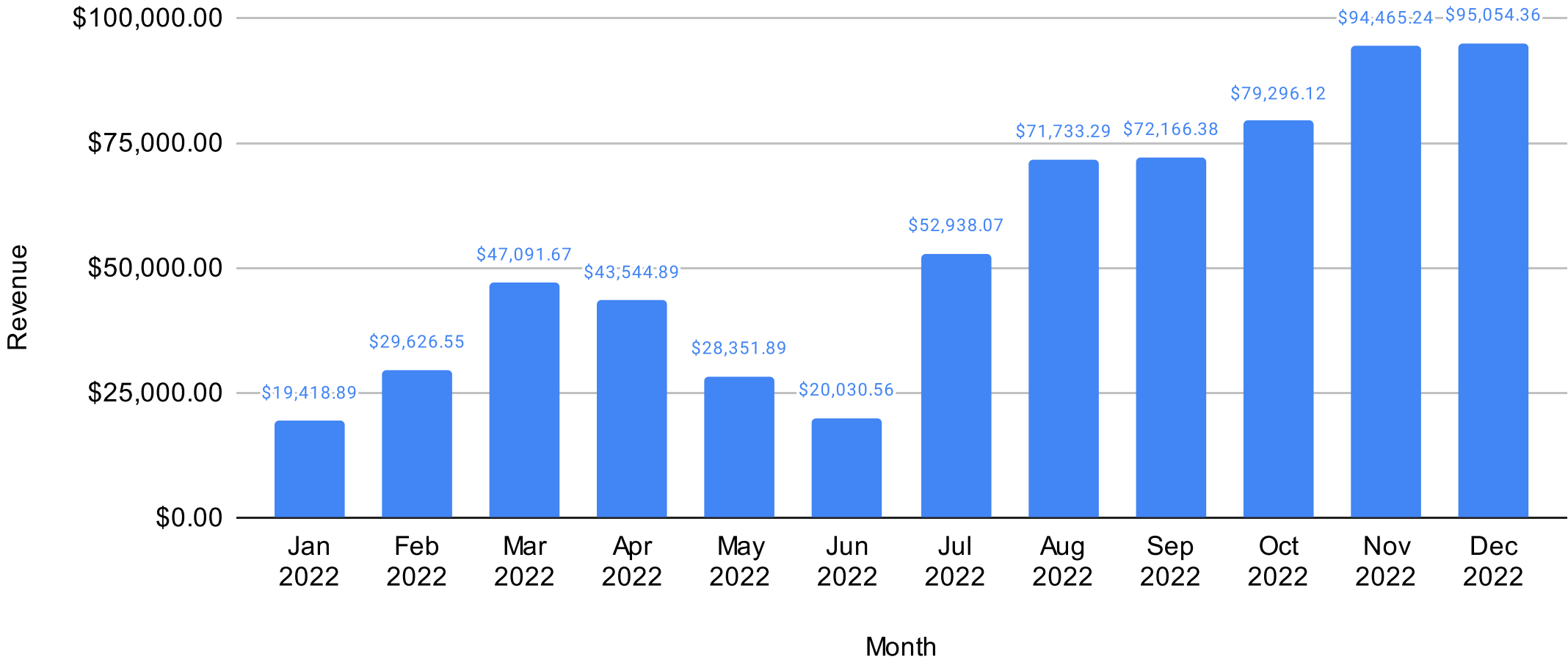


Services	Storage	Fulfilment	Delivery	Cash Handling
Pricing	\$11 per sqm	\$0.50 per order	\$5 per order	1% of Total Cash Value
Renda Take Rate (%)	15%	100%	20%	50%

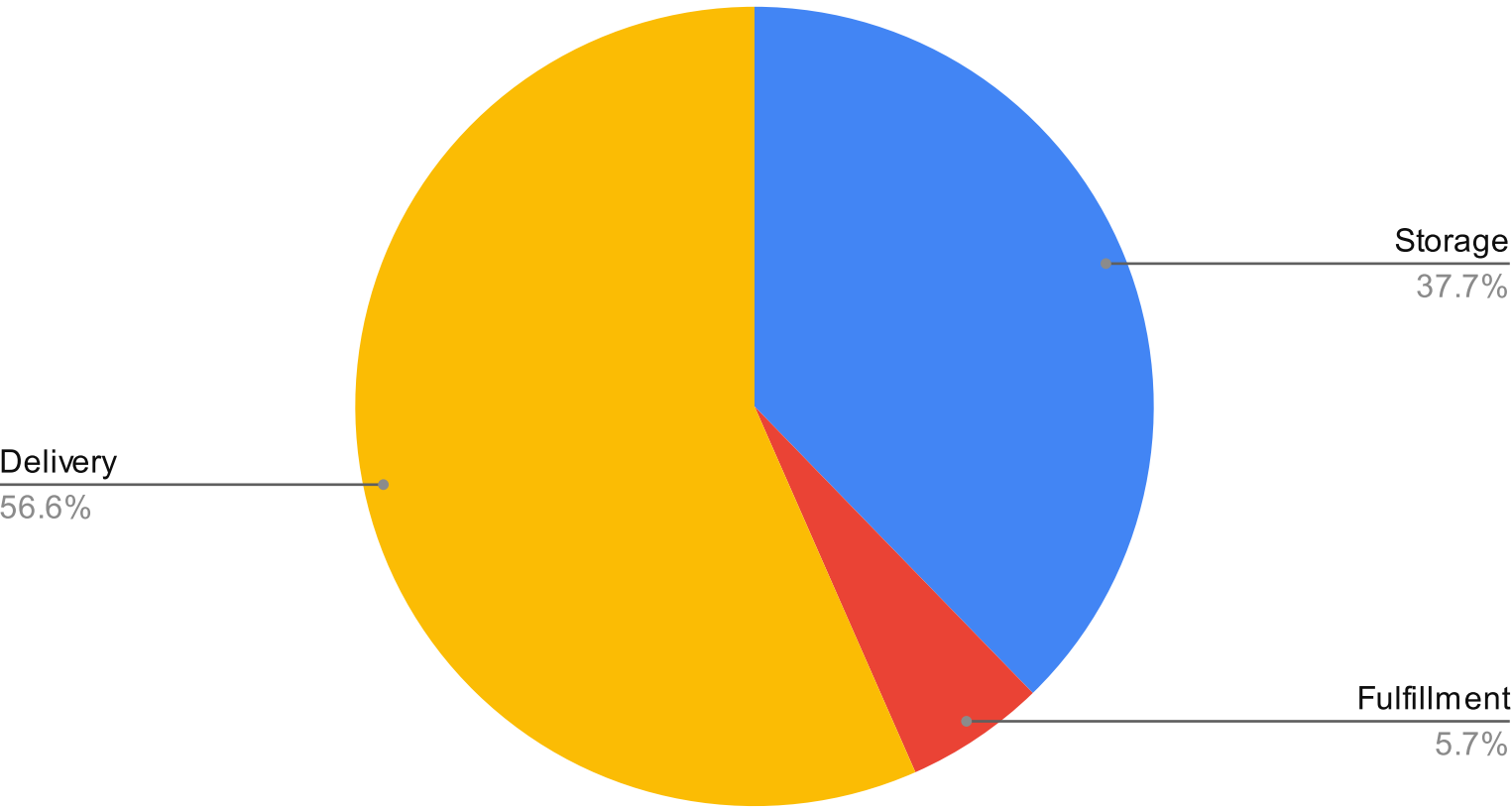
YR 2022

No of Orders Processed	120K
Revenue Y22	\$650K
ARR	\$1.1m
Average take rate %	25%
YOY Growth (Y21 / Y22)	450%

Monthly Revenue



Revenue by Service



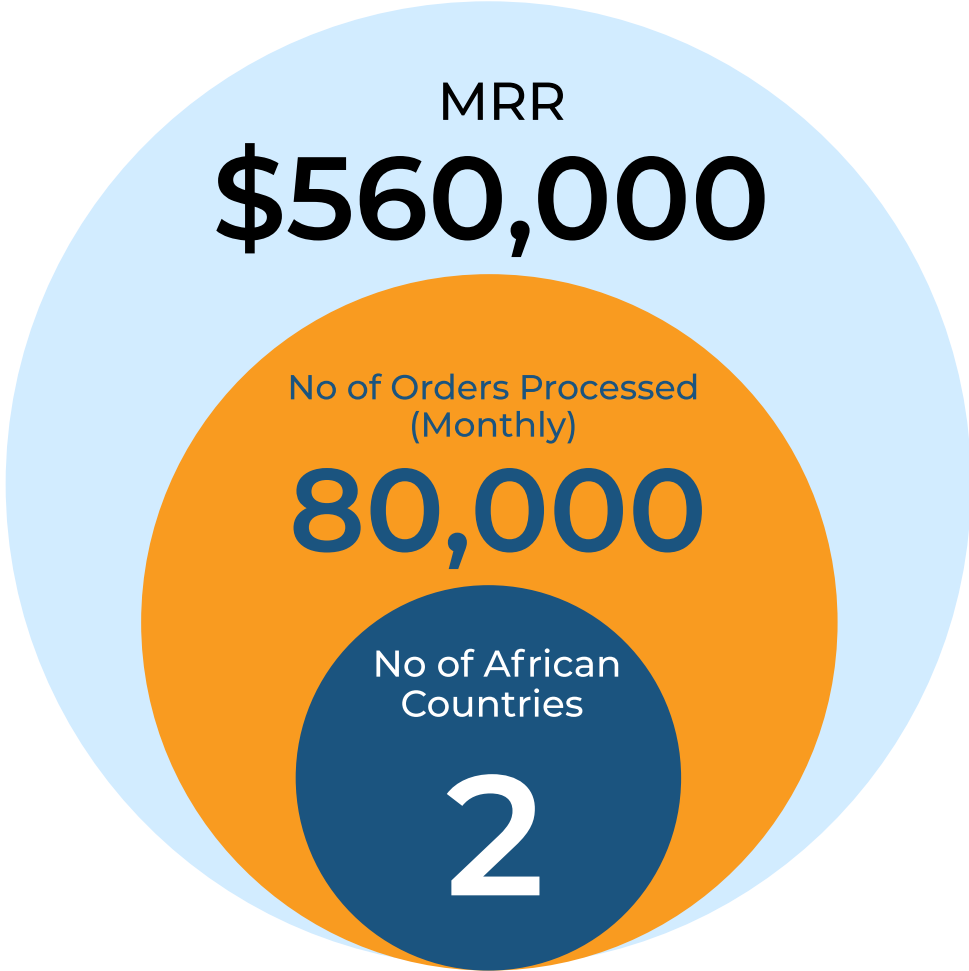
NEXT 12 MONTHS



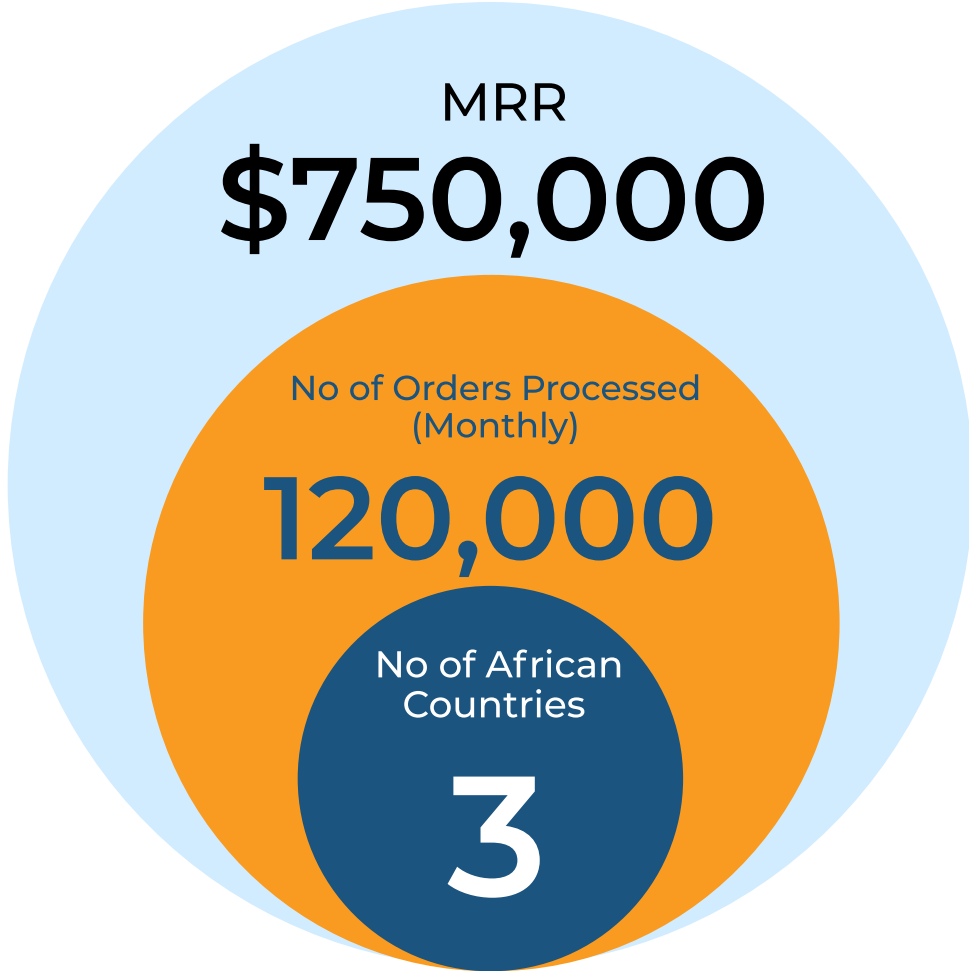
March 2023



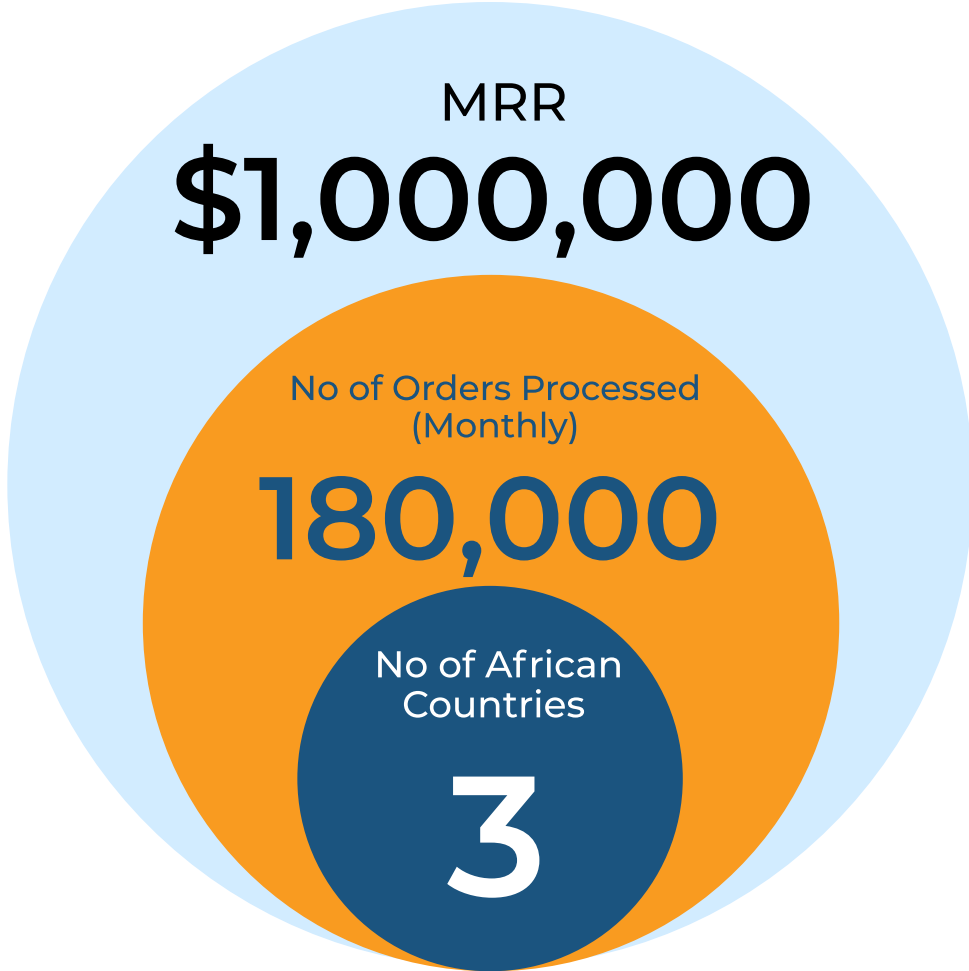
June 2023



September 2023



December 2023



GROWTH STRATEGY



Our strategy is to partner with more ecommerce businesses with high transaction volume and large geographical reach while growing and expanding our current customer offerings.

OUR CURRENT CUSTOMERS

104K

MONTHLY
VOLUME

17

CITIES

CUSTOMERS WE WILL ACQUIRE

1.8M

MONTHLY
VOLUME

5

COUNTRIES

COMPETITION



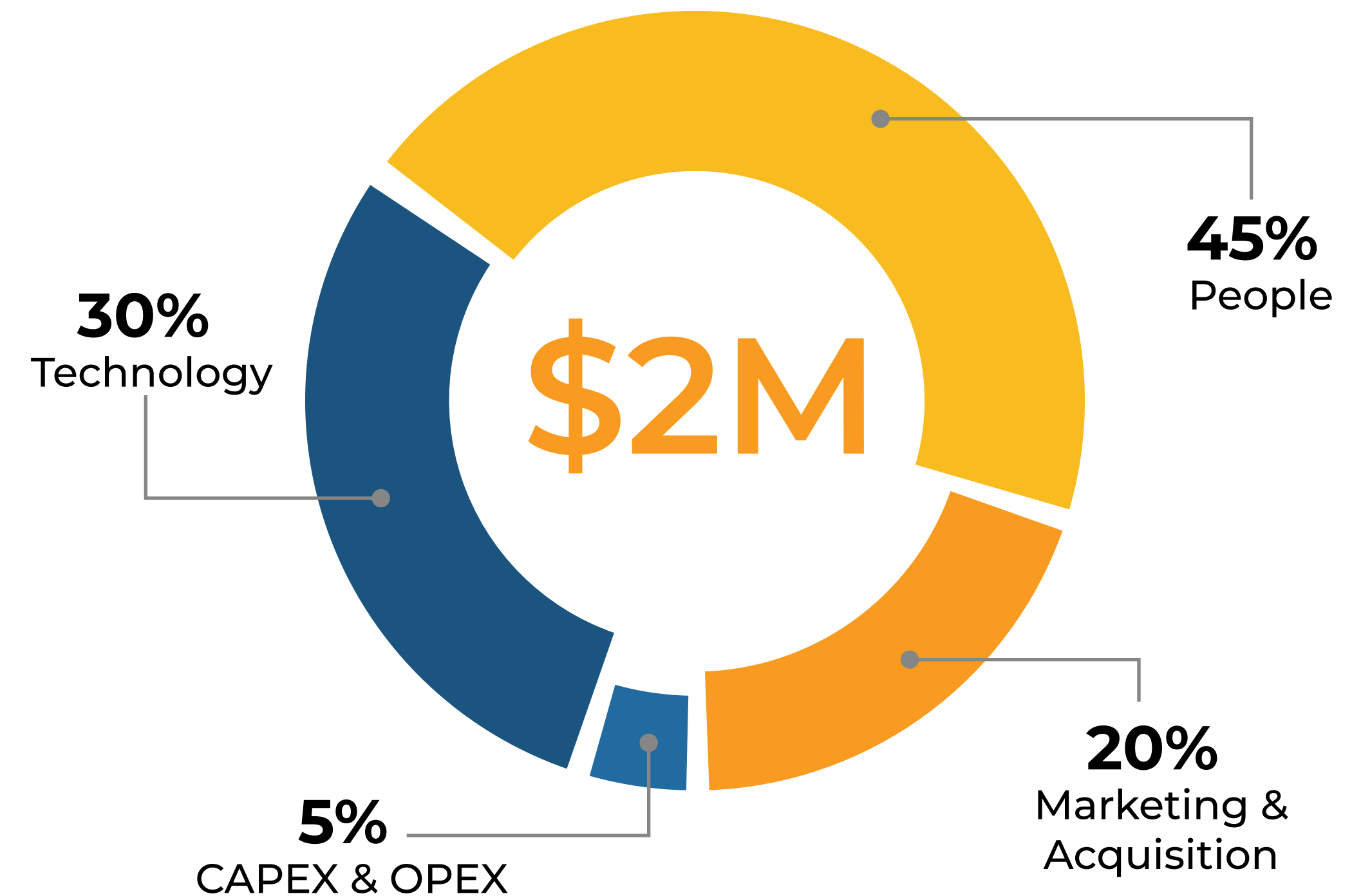
	GIG Logistics	Sendy	UPS	Renda
End-to-End Fulfillment	No	Yes	Yes	Yes
24-hour Guaranteed TAT	No	No	No	Yes
Flexible sized storage	No	No	No	Yes
E-Commerce focused	No	No	No	Yes
Asset-Light	Partly	Partly	No	Yes
Flexible Pricing	No	No	No	Yes
Cash Collection / Reconciliation	No	Yes	No	Yes

FUNDING NEEDS



We're raising a **\$2m** pre-seed round at a **\$8.5m** valuation cap via a SAFE

Use of funds



TEAM



Ope Onaboye

CEO / Co-founder

2nd time founder with 12 years experience in cross-Africa consulting.



Abimbola Sherifat

Co-founder / Product

6 years Product Management & Business analysis experience managing end-to-end business change & IT projects within transport, automobile and investment banking.



David Adele

CTO

A highly experienced software engineer, engineering Manager and CTO. Built products across the finance, logistics, education and HR sector. Former Head of Technologies at The Bulb.



Rasaq Abiala

Operations

Over 10 years operations experience with Jumia, Africa's largest e-commerce platform.

RENDA IN ACTION



Fulfilment center in Ibadan city.

Watch video on the link below

<https://www.youtube.com/watch?v=bAm7MZBQ4ak&t=4s>



Fulfilment center in Ojo, Lagos.

Watch video on the link below

<https://www.youtube.com/watch?v=-KJJLJEuzLA&t=48s>



Thank You



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