



# Gist Mobile

The Worldwide You

PROBLEM

# Roaming Charges

When traveling to a new country, many of us buy a SIM card as soon as we land—but it often turns into a frustrating experience.



## EXCESSIVE ROAMING COSTS

Worried about high roaming charges when abroad.

THE TRAVELLER



## PRIVACY

Worried about privacy and security when online.

THE ONLINE USER



## MULTIPLE DEVICES

Worried about losing contact back home

THE MIGRANT



SOLUTION

## Gist Mobile eliminates roaming, so you are always local



### AFFORDABLE

You get **AFFORDABLE** mobile data and numbers for your desired destination countries.



### INSTANT

No need to **SWAP** out SIMs, just use our app and you are instantly connected, no physical contact required.



### ONE DEVICE

Multi-country telephone numbers on **ONE PHONE**



### eSIM TECHNOLOGY

We are powered by **eSIM**.



### GLOBAL

App available on app stores  
**WORLDWIDE**



### CONTROL

You can **MANAGE** your cost, time and privacy





# Gist Mobile

Gist Mobile is a global digital app providing people around the world with prepaid data plans and international phone numbers on the same platform without the need of a removable physical SIM.

STAY CONNECTED



OUR GLOBAL PRESENCE

Prepaid internet data plans and virtual number coverage in  
120 and more countries across 5 regions



We are building strong partnerships from the telecom industry and helping provide connectivity  
to travellers around the world through a reliable platform



HOW IT WORKS

## Customer Setup



5 easy steps  
to using our services

Download  
and  
Connect

Download the Gist  
App and register.



Search for your destination  
country

Make a payment

Select a data and/or number  
plan.

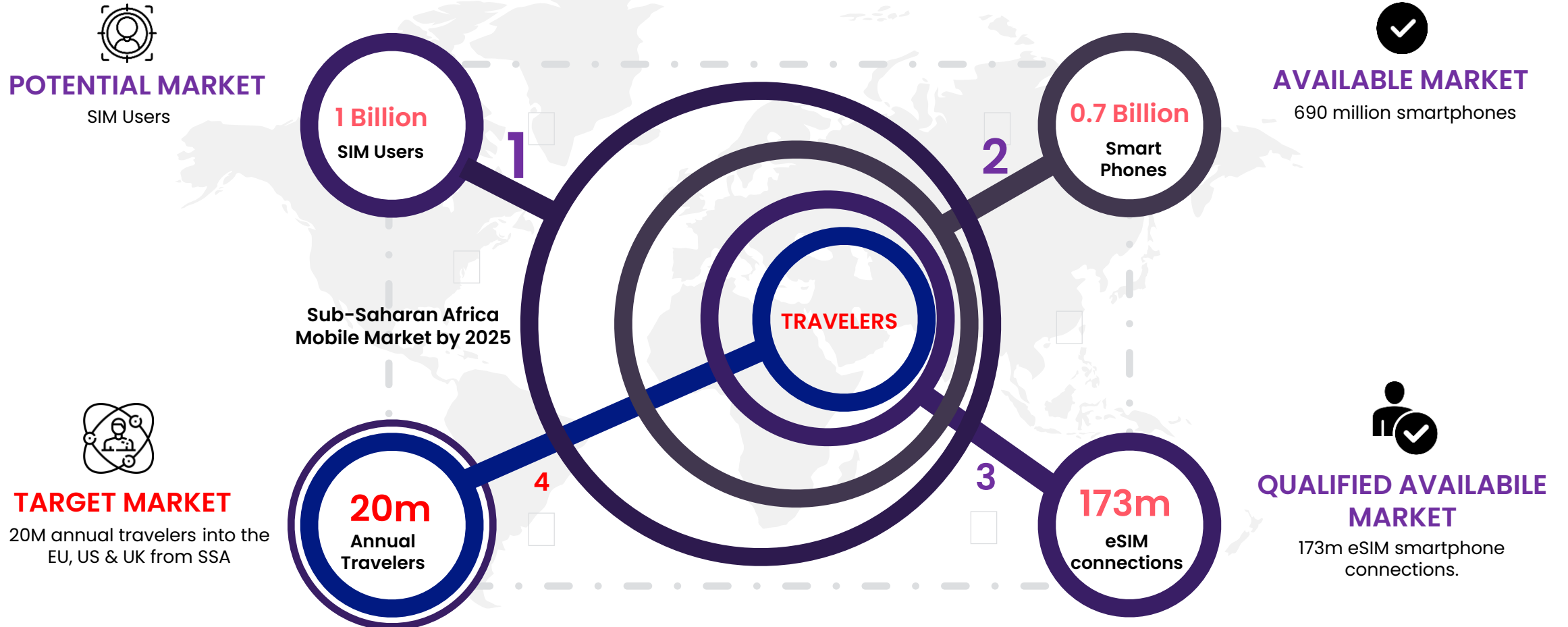
Arrive at your destination  
country and be instantly  
connected

Continue to use  
services in your  
destination  
country  
or anywhere in the  
world!









# Market Opportunity

Based on Sub-Saharan African (SSA) region.



# Gist Mobile and competitors

Services	 Gist Mobile	 DEVYCE	 xpatfone	 flymp	 airalo	 yesim
Global data plans	✓	✗	✗	✗	✓	✓
Global virtual numbers	✓	✓	✓	✓	✗	✗
eSIM technology	✓	✗	✗	✗	✓	✓
Number porting	✓	✓	✓	✓	✗	✗
VOIP calling and messaging	✓	✓	✓	✓	✗	✗
Mobile wallet	✓	✗	✗	✗	✗	✓
eKYC (Know Your Customer)	✓	✗	✗	✗	✗	✗



**OUR REVENUE MODEL****\$10****ARPU/month**

Primary revenue from data  
and number transaction  
fees

**Prepaid payments**

We will earn up to \$3 per GB from data.



We will earn up to \$4 per virtual number.



Up to \$5 from our number porting service.

# Price Comparison

Inbound prepaid data roaming in the UK/US from Nigeria

**1 GB of Data**

Source: "MNOs Website"



\$88

MTN



\$96

GLOBACOM



\$120

AIRTEL



<\$10

GIST MOBILE



OUR FORECAST

# Revenue Forecast



- ❖ 3 YR. Revenue Projection
- ❖ 5 YR. Enterprise Value Projection
- ❖ Gross Margin : up to 60%

**2023**  
\$1.1M  
revenue projections

**\$0.1M**  
EBITDA projections

**2024**  
\$5.2M  
revenue projections

**\$0.8M**  
EBITDA projections

**2025**  
\$13.4M  
revenue projections

**\$2.1M**  
EBITDA projections



**Relaunch**  
Gist app



**YR 5: \$45M Revenue**  
subscriptions and payments



**YR 5: \$80M**  
Gist Mobile Valuation



**3.1M Downloads**  
App downloads



 Committed to constantly growing our subscriber base using AI, ML & CRM tools.



Digital marketing



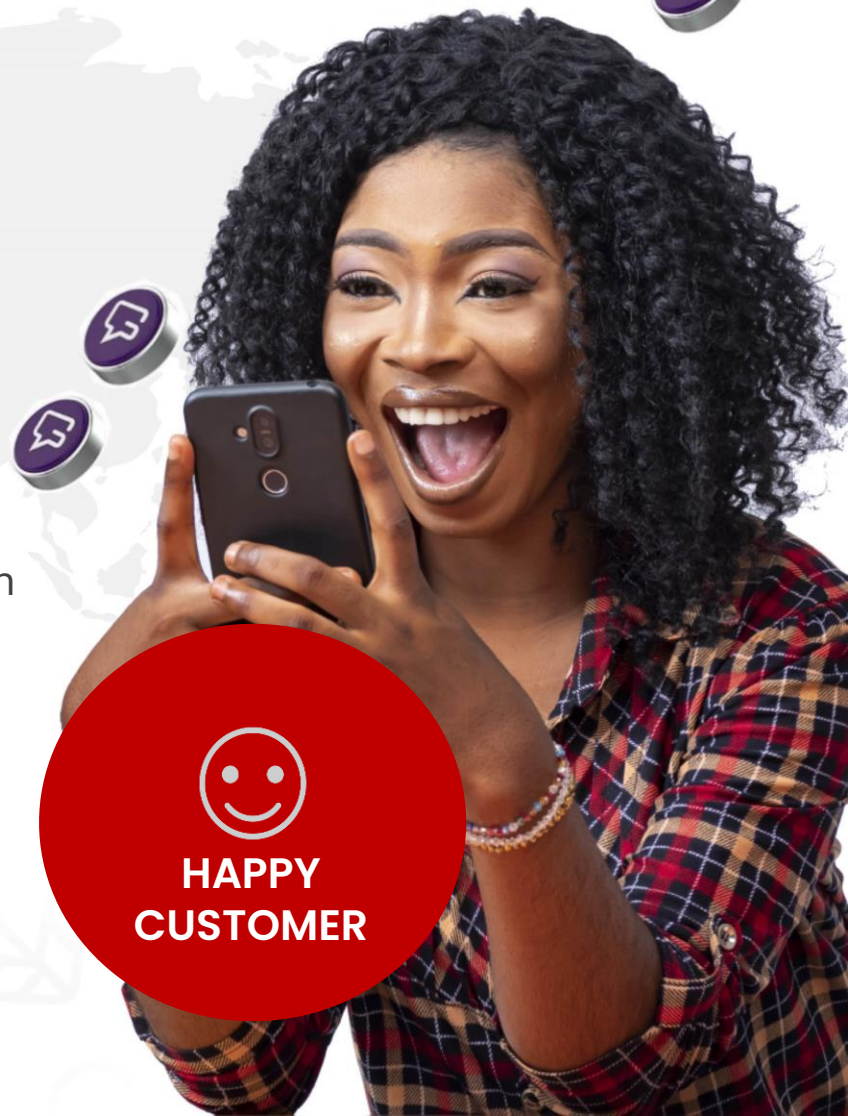
Partnerships



Advertising



Promotions and campaign



  
**HAPPY  
CUSTOMER**

OUR ROADMAP

Launch



2022

**BRAND MARKETING**

We do branding and creative awareness marketing across all digital channels

**Target:** Customers with interest in travel & business

2023



**100k active users**

**USER ACQUISITIONS & TRANSACTION GROWTH**

Press releases, free trials and exclusive offers

Focused digital marketing on customers with custom intent, custom search and remarket to them using AI, ML & online data tools

Ramp up paid user acquisition & app store optimization.

**NEW SERVICES**

Launch new exciting app features such as mobile gaming, cryptocurrency etc. to increase user engagements

Business partnerships in the tourism industry, travel hubs, Mobile Operators and expansions into more countries globally.

2024



**500K active users**

2025

**1M+ active subscribers**



**OUR TRACTION**

2020

2021

2022

2023



**Limited Launch**  
virtual numbers

**OPPORTUNITY**


 **Market Testing**  
Nigeria

**Engage**  
**15K+**  
Registered Customers  
Rev:\$20k USD



**TRACTION**


 **15K social media followers**  
across Instagram, Facebook and Twitter

 **Customer survey and feedback analysis**  
of existing app



**Full Launch**  
+ eSIM mobile data  
(Sub Saharan Africa)


**TECHNOLOGY**

 **Outreach**  
to Investors

**Pioneer**  
**FIRST APP**  
Virtual Network  
Operator (appVNO)



**PROFITABILITY**

 **1st to Market**  
Happy Investors



Proof of Concept

# Impact in Nigeria



WHAT WE NEED

## Use of Fund

### Fund Overview

**\$0.5m**

Ask



### Investor return:

We are raising \$500K in SAFE to invest in app and accelerate growth across all sectors.

OVERVIEW

### Use of Funds



**Capital Expenses ~ 32%**

App Build & Re-Platform



**Marketing ~ 41%**

Sales and customer acquisitions



**Operational Expenses ~ 8%**

Running costs



**Indirect Expenses ~ 19%**

Overhead costs (staff, admin, facilities)

USE OF FUNDS



**WHY US?**

## How we stand out

Gist Mobile will be the 1<sup>st</sup> app virtual network operator providing eSIM and virtual numbers on a single platform.



eSIM stands for embedded SIM. This means a 'SIM card' is in-built into a device for the lifespan of the device. It can then be 'programmed' remotely via an app over the air to connect to any network carrier



### **Led by** Passionate Teams

We are led by a strong, diverse and seasoned team who are passionate about executing the vision and helping eliminate the 4.6B plastic SIMs in current circulation.



### **eSIM tech** Stay Connected

We believe in a sustainable world without plastic SIMs, where you have control over your cost, time and privacy



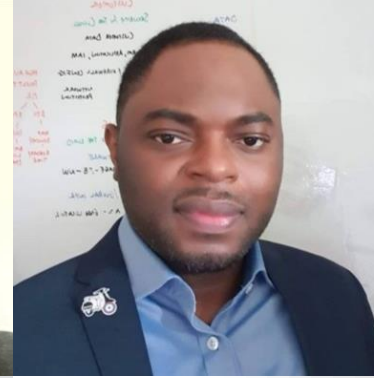
# Award-winning Founders

## MANAGEMENT TEAM

The passionate  
team behind  
Gist Mobile



**Aramide Adebajo**  
CEO, Co-founder



**Ola Ikotun**  
Co-founder



**Isabel Cassule**  
Executive Director



**Mohammed Lateef**  
Finance Director



**Dipo Olagbegi**  
Product Director



**Richard Osuagwu**  
Head of Operations





**Gist Mobile**

**Get in  
touch**

**Website**

[gistmobile.com](https://gistmobile.com)

**Email**

[info@gistmobile.com](mailto:info@gistmobile.com)