



Solving Broken Distribution Channels across Africa

Hadi.



Best in class operators with deep on ground experience



Saeed Seghosime
Chief Executive Officer

- 6-year Investment Professional
- Ex-EchoVC and Verod Capital
- Led transactions in fintech, education and commerce with a total ticket size north of \$150 million
- Extensive tech ecosystem network
- Formerly on the board of Shopex TV, Nigeria's first teleshopping company
- Overseen 10+ portfolio companies across Africa, Europe and Asia



Bidemi Adebayo
Chief Operating Officer

- 4-year Project Manager
- Oversaw CrowdForce's 3,500+ agents leading to an annual GTV of \$128 million
- Managed 3,000 agents under Trader Moni with 3m+ retailers enumerated
- Experienced professional working in the logistics and supply chain
- Grew up in Bwari market with deep community ties



Awwal Seghosime
Chief Technology Officer

- 4-year Product Manager
- Developed the payment and project tracking product deployed by Kaduna state
- Established and led the POS product team at Crowdforce and managed the technical operations for over 10,000 Terminals processing \$123 million in transactions per year
- Introduced biometric processing during the Trader Moni project for more than 2 million entries



Essien Etuk
Head of Logistics

- 7 years experience in Logistics and Transport Management
- Served 30+ B2B customers and 100+ B2C Customers in Nigeria with 15,000 deliveries monthly
- President of the Association of Abuja Logistics Operators with over 250 member companies
- Served customers such as Omnibiz, 54 gene, Jumia Food and Shopex TV



Offline Retail is a huge yet largely untapped opportunity



Distribution is broken! Highly fragmented and expensive

Supply chain inefficiencies are punctuated by a host of unnecessary middlemen



This fragmented distribution network has led to...



Manufacturers



- Low market penetration
- Inflated product prices
- No informal trade intelligence
- Inconsistent demand

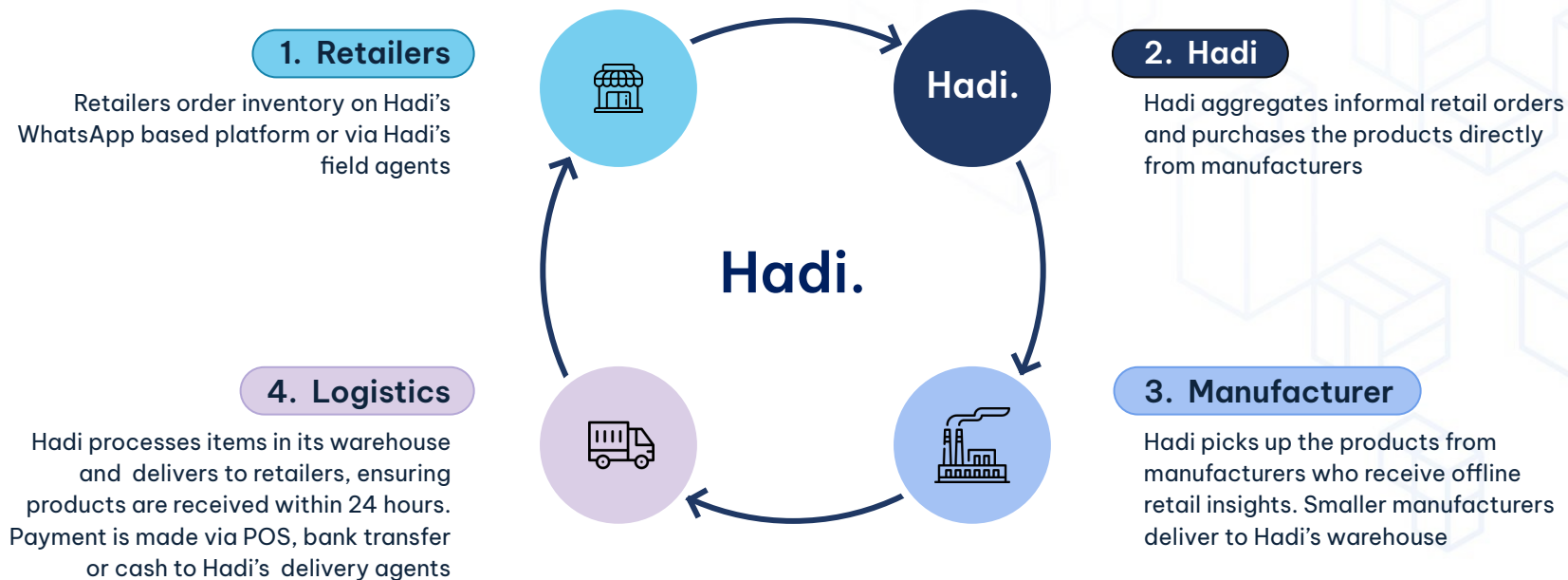


Retailers

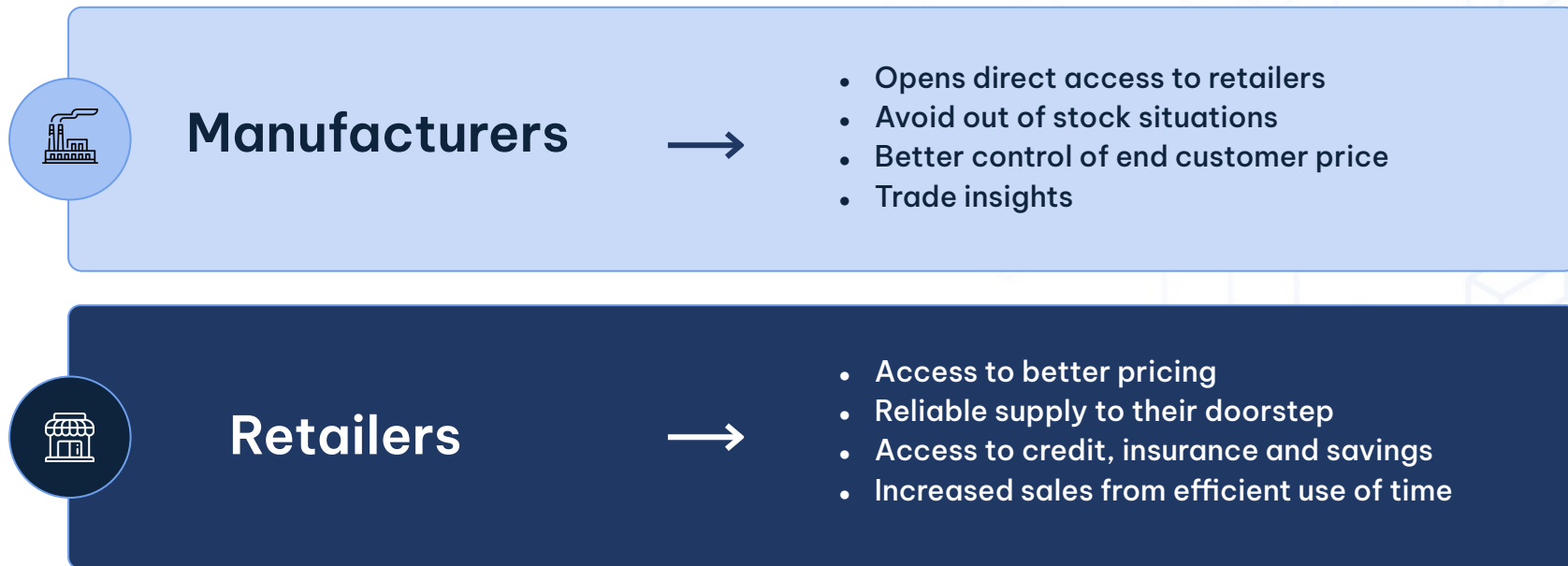


- Low margins
- Low to no access to credit
- Inconsistent supply
- No access to insurance or savings products

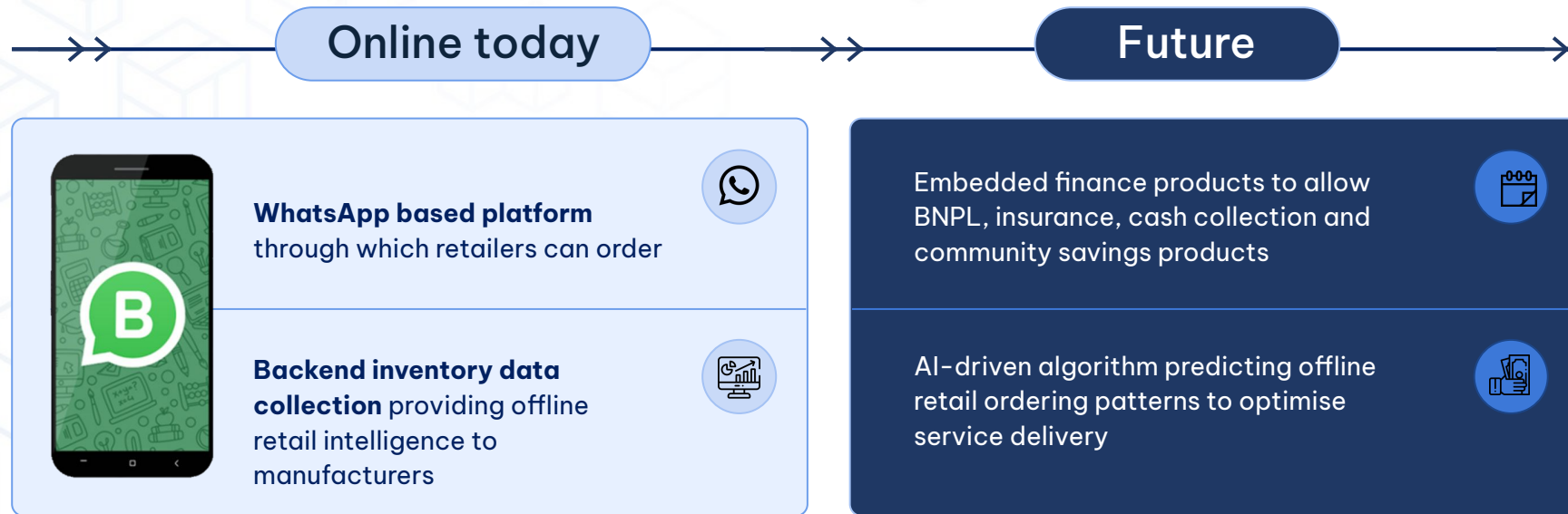
HADI's platform connects manufacturers directly to retailers



HADI enables efficiency on both ends of the marketplace



One stop shop to enable commerce and financial services



charging a **5% transaction fee** on gross merchandise value to retailers

Launching in Abuja in May 2022 with 2 manufacturers, 100 retailers and 200 more on the waitlist

Bwari Market



100
Retailers

+



200
on the waitlist

Onboard retailers

Leverage existing agent network to capture retailers in identified market clusters
Draw on relationships with market leaders to onboard retailers



Build logistics capacity

Hadi has acquired a delivery van with a capacity of 900+ deliveries a month
We have also acquired a warehouse close to our retailers for \$1,000 a year
Real time matching of retailers' demand and manufacturers' stock



Launch products

Hadi has built a strong relationship with both Unilever and Dufil
Launch with 8 dry product SKUs with high order frequencies in northern Nigeria
with manufacturers and distributors we have established relationships with
Widen product offering over time



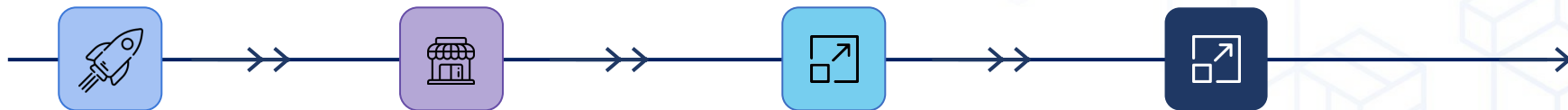
Hadi is on track to acquire 2,000 retailers and achieve \$500k in monthly GMV by Q4 2022

May 2022

- Pilot test with 100 Bwari retailers
- Onboard relevant manufacturers

Q3 2022

- Expand to identified markets across Abuja
- Onboard 1,000 retailers and achieve \$250,000 GMV



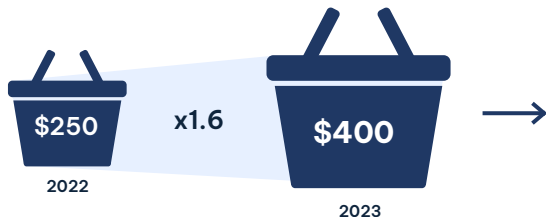
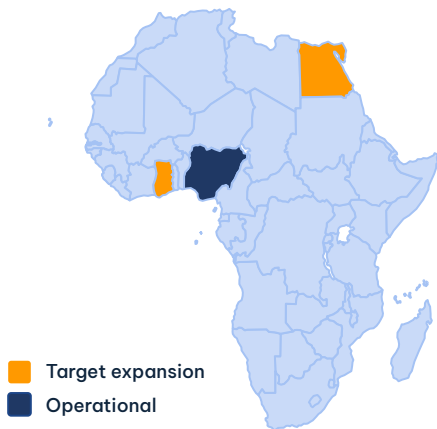
July 2022

- Expand to 300 retailers in Bwari
- Close out pre-seed round
- Achieve \$75,000 in monthly GMV

Q4 2022

- Onboard 2,000 retailers
- Begin seed raise
- Implement BNPL and insurance products

Expand rapidly across northern Nigeria with Ghana and Egypt in view



Increase the number of retailers we serve

Hadi has identified 3 million+ traders across Nigeria alone we can onboard unto our platform to increase our customer base rapidly



Expand from 1 city in May'22 to 4 cities by Q1'23

Whilst Abuja is ground zero, Hadi has identified Kano, Kaduna and Zaria as large opportunities with over 300,000+ retailers

Data driven approach to explore expansion opportunities in Ghana and Egypt



Increase retailer basket share and size

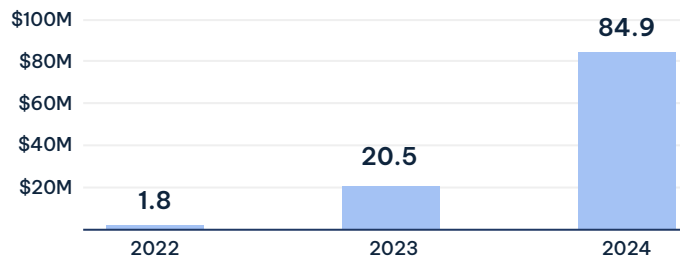
By increasing the number of SKUs we offer, we can increase our basket share and GMV serving the same number of retailers

Offering BNPL via our financial partners will also increase the Average Order Values of our retailers

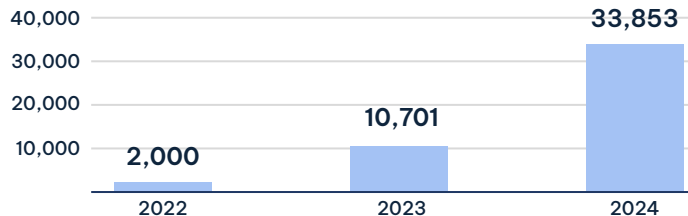


Hadi's existing waitlist of 300 retailers has a starting GMV of \$75,000

Gross Merchandise Value (US\$'M)



Number of traders (#)



Line Item	Number
Number of SKUs served	8
Number of orders per retailer per month	1
Average monthly order value	\$259
Annual order value	\$3,108
Take Rate	5%
Annual net revenue per retailer	\$155

Raising a \$500,000 pre-seed

\$500k



to achieve the below by Q4 2022

- Onboard 2,000 retail stores
- Establish key distribution partners
- Achieve \$500,000 in monthly GMV
- Hire key engineering & logistics talent

\$400k
Working
Capital

\$50k
Tech build
out

\$50k
Onboard
talent



Thank You

Contact

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