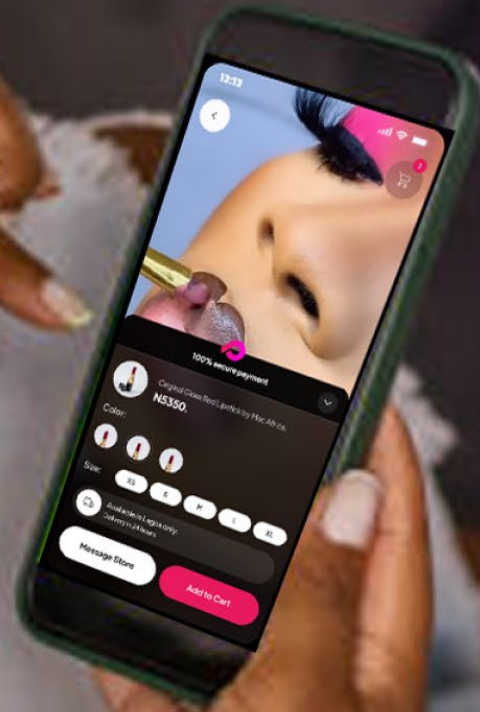




Revolutionizing E-Commerce in Africa





Over **400 million** Africans shop online.

Our **mission** is to make their shopping experience more social, interactive, and enjoyable by blending traditional African market vibes with modern digital commerce.

Traditional Trade Dynamics

Buying and selling in Africa has traditionally been built on **community and trust**. Traders connect, negotiate, and transact with customers in a vibrant and open marketplace.



E-Commerce Challenges

But, existing e-commerce platforms have failed to replicate this personalized experience, leaving many Africans feeling **disconnected** and **distrustful** of online shopping.



Our Solution

Penda aims to revolutionize online shopping in Africa by creating a social marketplace where buyers and sellers can interact and transact **in real time**.



App Features

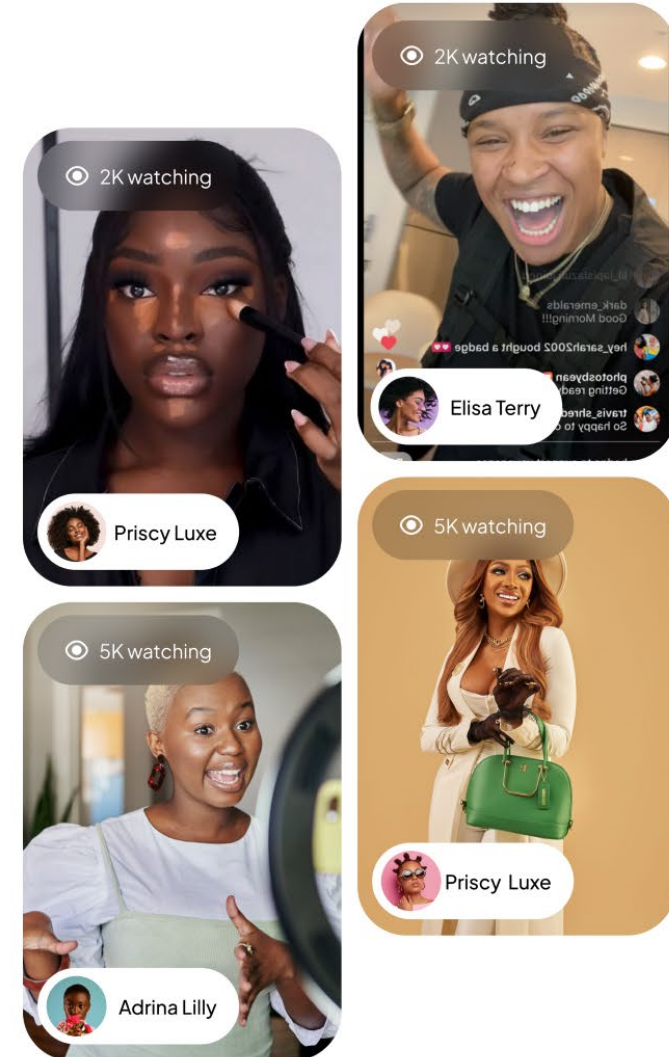
The platform enables businesses to:

- Open Stores
- Post video reels
- Sell on livestreams
- Chat with customers



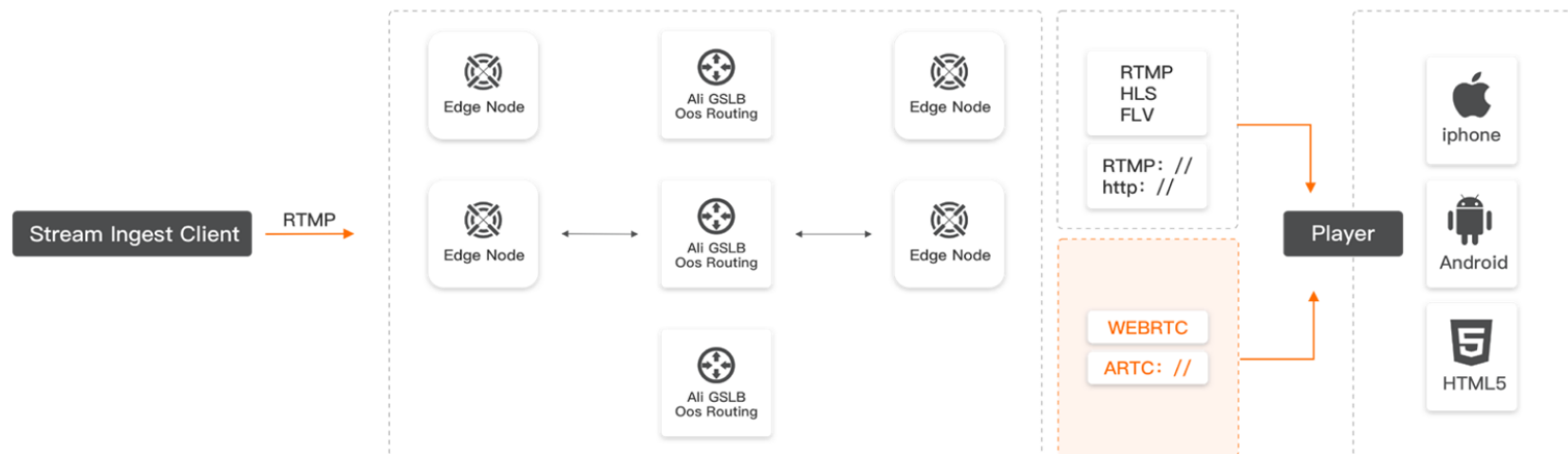
USP

Our **USP** lies in our utilization of advanced live-streaming and video sharing tools that enable sellers to build **trust** and boost **sales** through direct interactions with their customers.



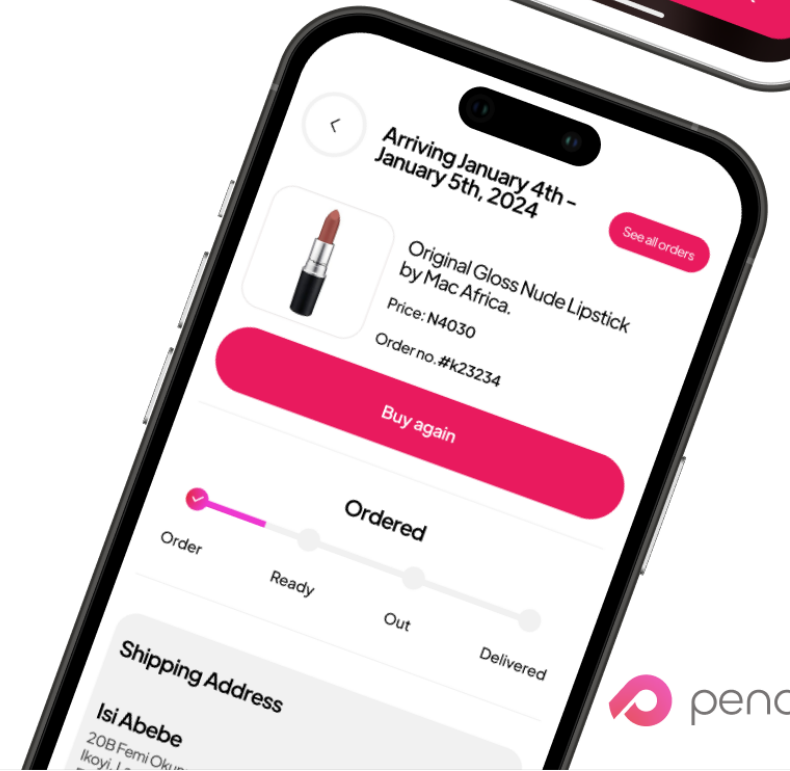
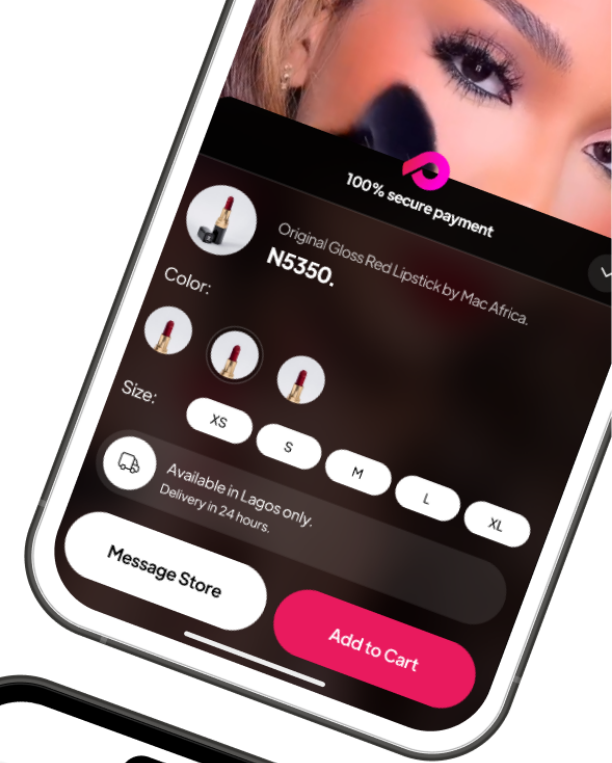
Scalable Infrastructure

Brands can conduct promotional livestream campaigns to thousands of viewers using the platform's advanced streaming protocols and intelligent scheduling, capable of handling up to **300 million streams** across Africa.



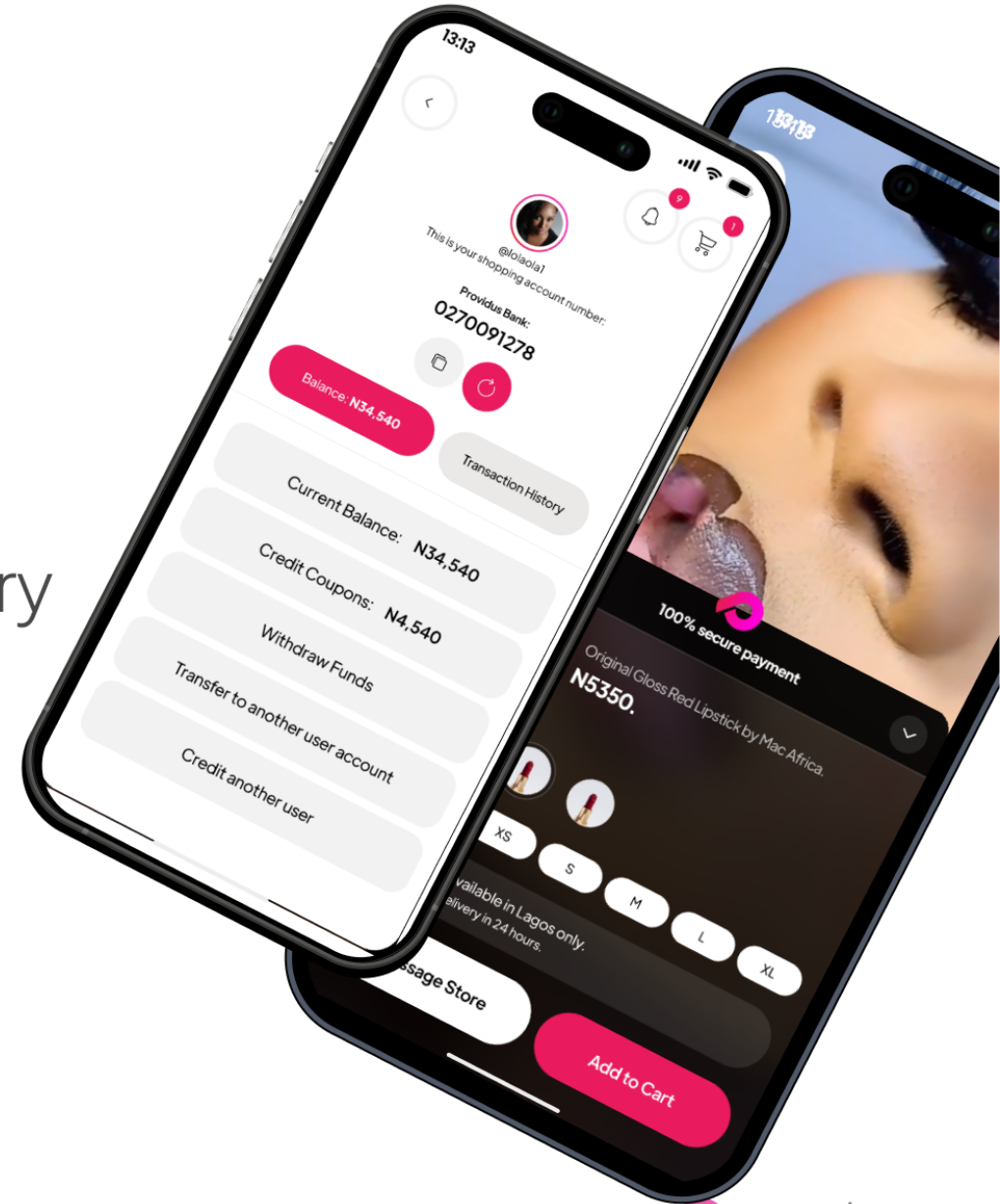
Fully Integrated Platform

The platform's fully integrated solution optimizes the buying process for viewers, allowing them to **shop** and **watch** without leaving the app.



Secure 

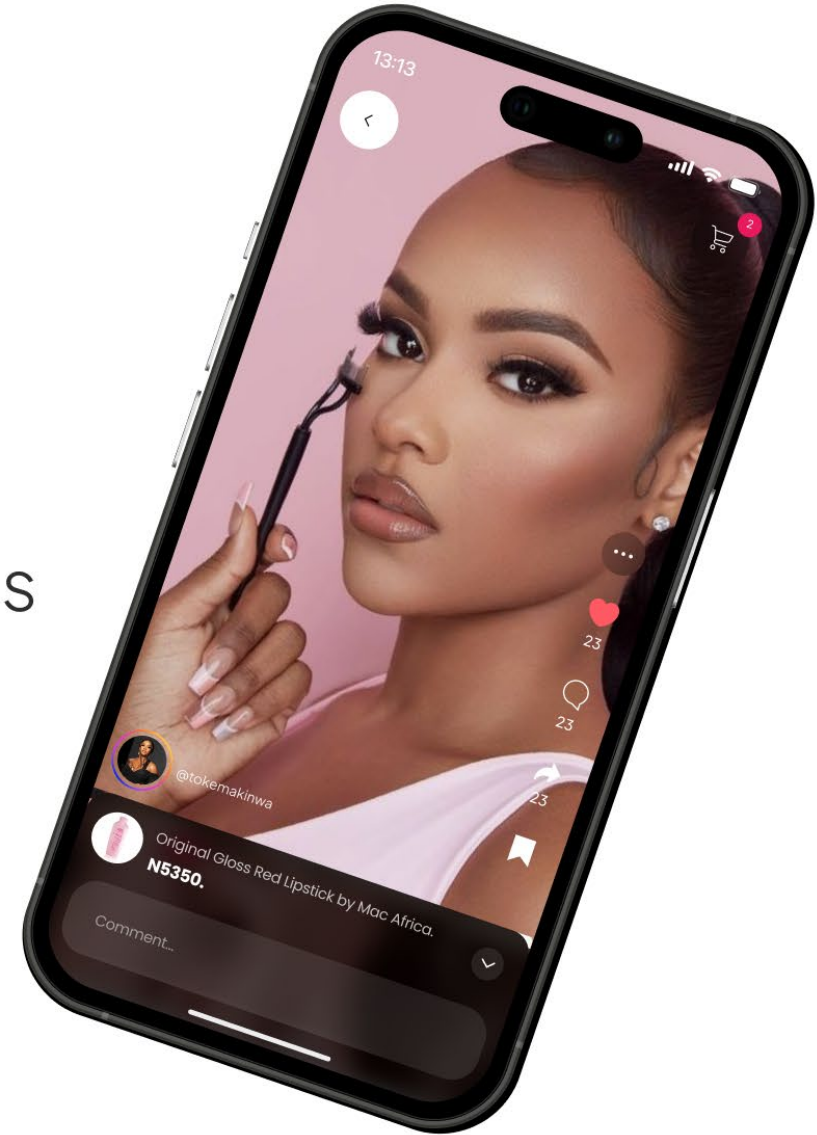
All transactions are processed through a **secure escrow system**, designed to eliminate fraud and guarantee the delivery of goods to customers.



Growth Marketing







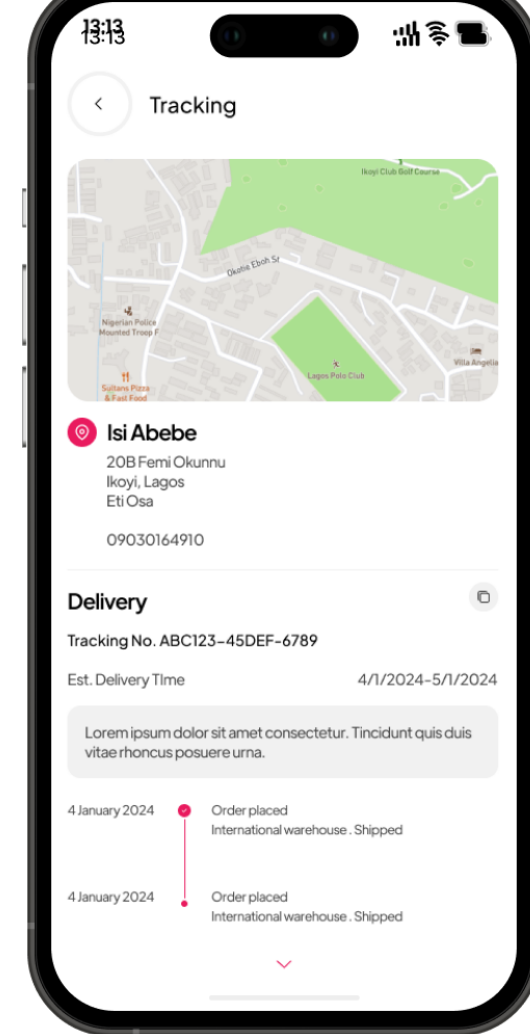
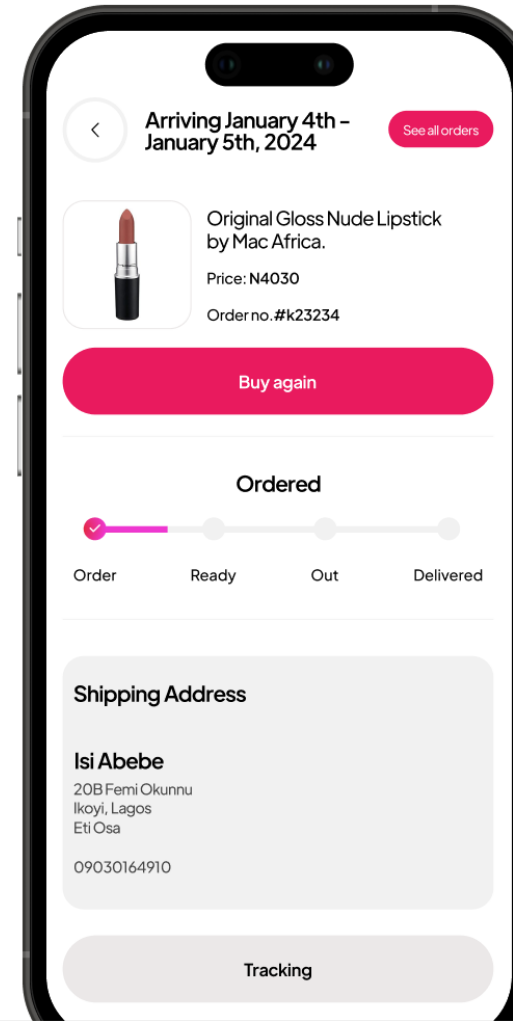
Popular **Influencers** and **content creators** can also earn money by partnering with brands to sell products over livestreams, utilizing Penda's ability to process orders in large volumes instantly.



App Features

Penda provides additional business tools, including:

-  Tracking & delivery
-  Business analytics
-  Order management
-  Inventory management



Revenue Model

The business will generate revenue through:

- Commission on transactions
- Featured listings
- Advertising services
- Subscription charges
- Premium Store services



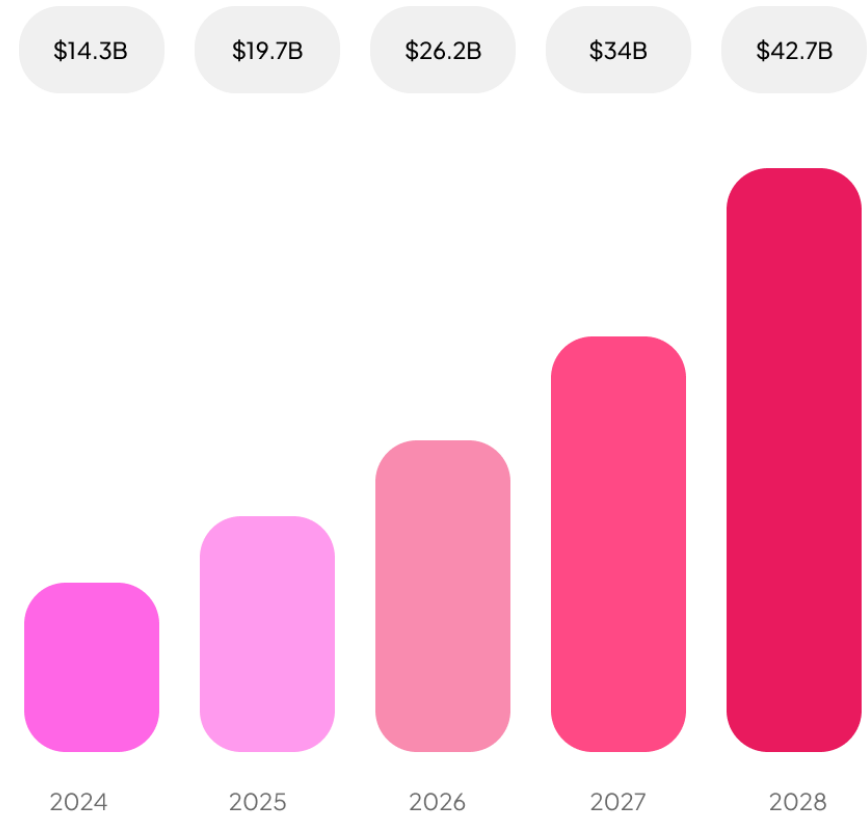
Competitive Analysis

	JUMIA 	Instagram 	Penda™
User-Seller interaction	✗	✓	✓
In-App payment	✓	✗	✓
In-App delivery	✓	✗	✓
Livestreaming	✗	✓	✓
Livestream shopping	✗	✗	✓
Customized store design	✗	✗	✓
Video posts	✗	✓	✓
Inventory management/Book-keeping	✓	✗	✓

Market Potential

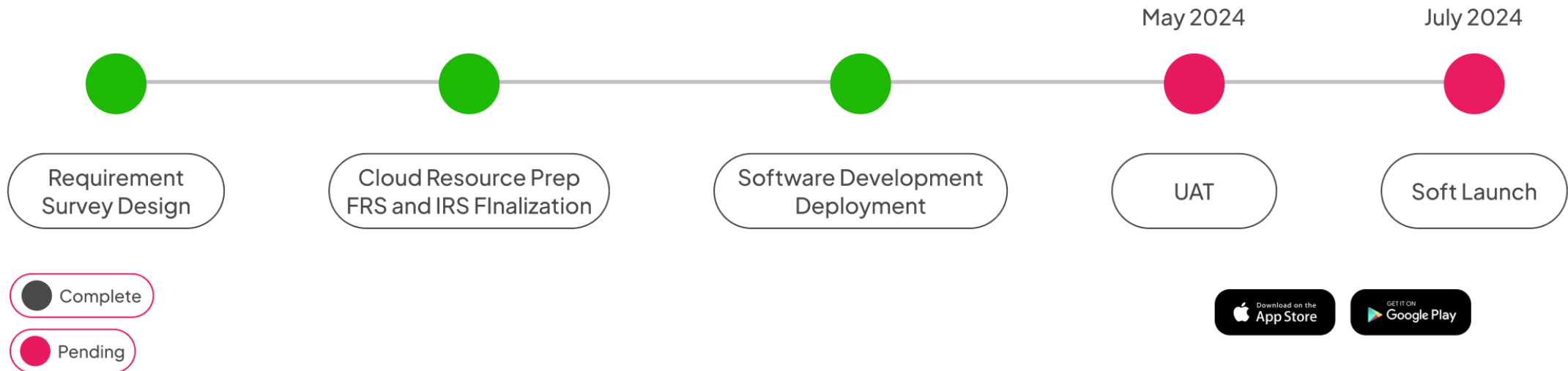
Social commerce in the Middle East and Africa is projected to reach **\$42.7 billion** by 2028, indicating immense growth potential.

The social commerce model aligns well with Africa's predominantly informal market, valued at **\$567 billion**.



Upcoming Launch

Penda is scheduled to launch in August 2024.



Founding Team



Lola Oladunjoye

7 years experience in Africa e-commerce holding strategic roles as Chief Commercial Officer and Chief Operating Officer in Jumia-Africa's largest e-commerce platform, listed NYSE: JMIA.



Hugo Conceicao

Over 8 years experience in Africa e-commerce technology holding strategic roles as Group CTO, CTO Payments, CTO Logistics in Jumia- Africa's largest e-commerce platform, listed NYSE: JMIA.



Isi Abebe

3 time founder with over a decade's experience in TV and mobile shopping. Founder, CEO of ShopEX, West Africa's largest TV-shopping company.

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