

KudiGo™





# Why KUDIGO?

## +1.5M

ORDERS PROCESSED

We have built and deployed a storefront solution which today empowers over 20,000 micro and small retail businesses in Ghana & Nigeria with a mobile-first tool; giving them a complete solution to manage, grow and scale their business in-store & online with verifiable data and an africa-centric logic & design.



Their Success Is Our Success



The Reason Why for our Product

# Digital Commerce Adoption In Africa Is At An All Time High!



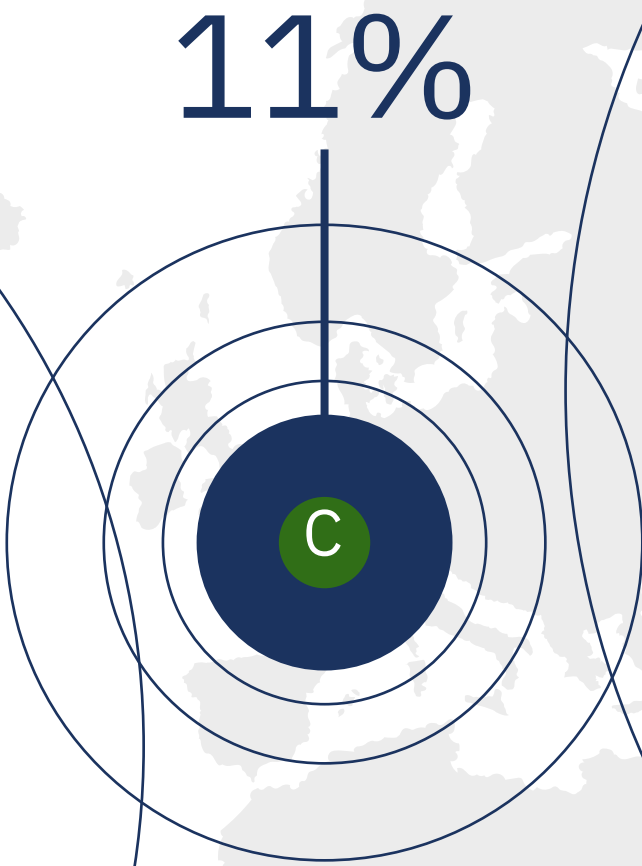
Projected Number Of Africans Shopping Online by 2024



E-commerce Market Potential In Africa as at 2020

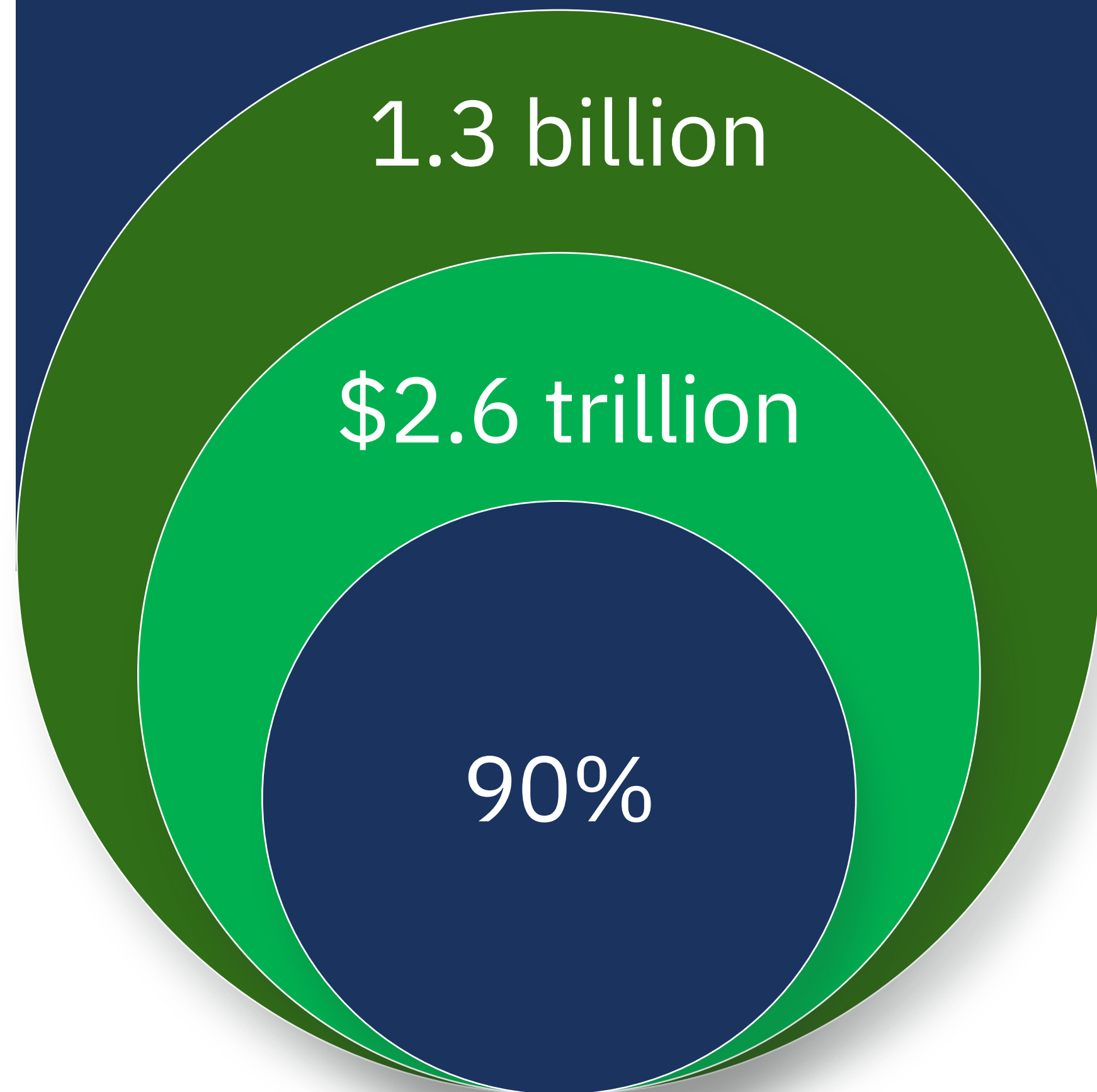


Percentage of E-commerce transactions that conclude online



A Delaware C Corp

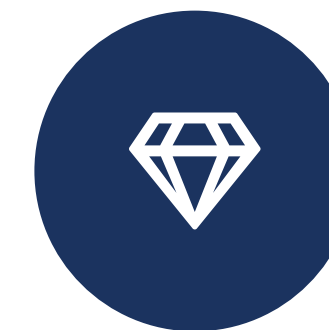
The AfCFTA element  
can't be ignored!



AfCTA has the potential to unite a market of 1.3 billion people



With a combined GDP of \$2.6 trillion



Tariffs for products moved across borders will decrease by 90%

# We Have Built The Platform & Infrastructure To Tap Into This Market!

“Our Storefront Solution provides a one-stop shop for a complete omni-channel digital commerce experience for retailers, consumers & stakeholders in retail across Africa”



In-Store Retail  
Solution



E-commerce  
Marketplace



Customized E-  
commerce store



Integrated Payment  
Processing



# TRACTION

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Storefront(Retail)

Storefront (E-Commerce)

Storefront (Enterprise)\*

\$25,000,000+

Total Transactions Value (In-Store)

16,220

Total Transactions Volume (E-Commerce)

\$247,000+

Total Non-Cash Transactions Value (In-Store)

20K 1.5M \$420K

Merchants  
Onboarded On  
Storefront

Orders Processed In-  
Store

Orders Processed via E-  
Commerce



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# REVENUE

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- Storefront(Retail)
- Storefront (E-Commerce)
- Storefront (Enterprise)\*

\$32,800

Subscriptions (Software As A Service) – 2020-2021

\$79,000

Licenses (Infrastructure As A Service)- 2020-2021

\$28,410

Non-Cash Transactions Commission (In-Store & E-commerce) 2020 - 2021

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1.2K      04      3.2K

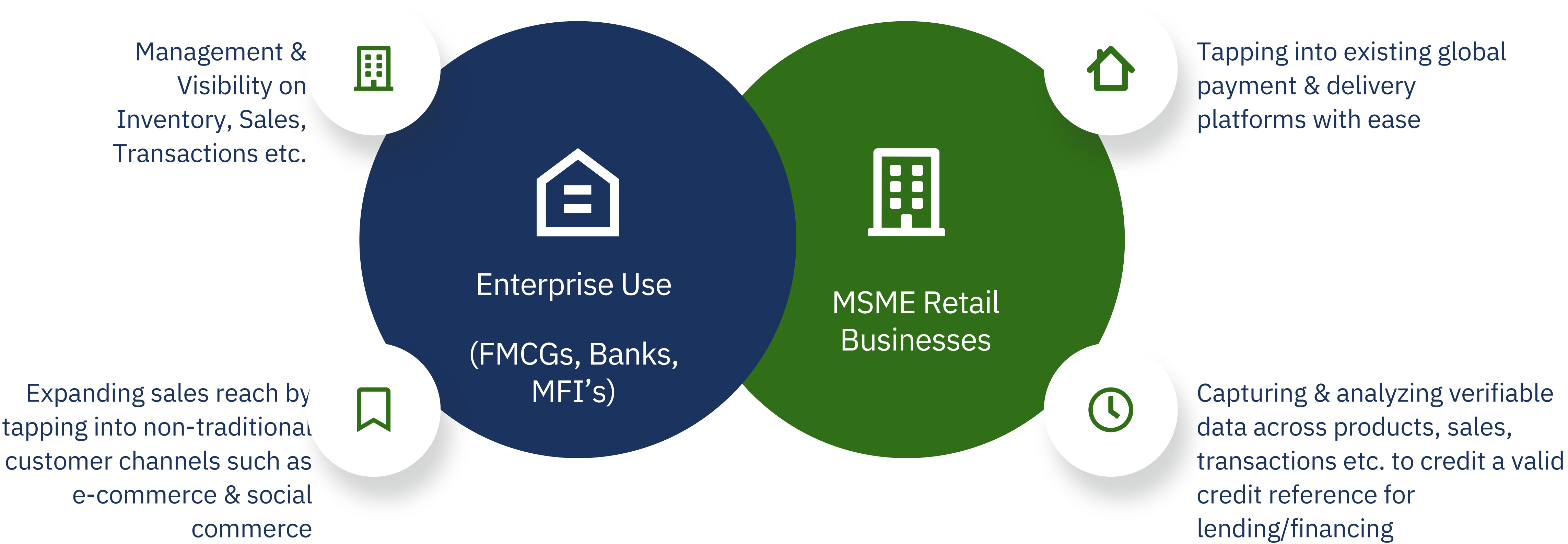
Paid Subscriptions  
(Storefront Retail)

Paid Licenses  
Storefront Enterprise

No. Items Listed On E-commerce



# Our Storefront Infrastructure Solves four(4) pain points for two(2) customer segments



Problems on both Sides



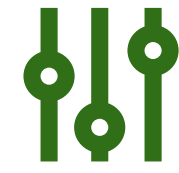


# Our USP Defines The Needs Of The Market



## White-labelled Infrastructure

The consumer retail market in Africa post-covid is ripe for digital commerce revolution by all stake-holders within the value-chain. We proven traction with our whitelabelled solution infrastructure for enterprise clients such as banks, FMCGs and other stakeholders looking to leverage on digital commerce for value creation within their own niche



### Omni-Channel Solution

Our integrated omni-channel approach offers the convenience and flexibility of having one solution that extends your reach from in-store retail, to e-commerce and social commerce with ease.



### Big-Data Focus

Built on a python architecture, we have arguably the largest data-set of compliant & verifiable records on FMCG products, sales, payment transactions, customers records, supplier records across a variety of industries in consumer retail



### Value-Chain Add-ons

Beyond retail, there is a larger un-tapped market to offer value added solution to MSME retailers & their customers across finance, insurance, pension etc.; our solutions makes that possible.



### Optimized For African Retail

Optimization for Africa means offline access, integrated payment, integrated delivery, ease of use & verifiable data; our solution offer this and more...



# Our Strategy Is A Continuation Of Current Wins...

## Social Commerce Capabilities

We have been approved for WhatsApp Commerce API extension which in-effect makes our social commerce offering complete



## Open APIs

By building & expanding upon our system architecture; we are able to offer seamless integrations for for any potential partner to tap into our ecosystem and extend our reach



## Big Data Use Validation

Our conviction in the validity of our data has been confirmed by interest from UNILVER AFRICA to leverage on our platform for effective product sampling & distribution



## Cross-border Integration

With seamless integration with fintech partner in Ghana Nigeria, our platform offers the most effective means of cross-border trade facilitation for retail in Africa



## Trust For E-commerce

By building our e-commerce platform to be a NON-CASH platform, we have proven and built trust for consumers buying online in Africa



## Engage & Validate Interest

We have Two(2) Signed Enterprise contracts worth \$100k annual and 3 others set to close by end of Q2 2022





Thank You & Welcome Onboard!



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