



Bitsoko

Investor Deck



In support with:



THE PROBLEM

Mobile money is synonymous with Africa. However, with **transaction fees** incurred when paying with, transferring and withdrawing mobile money - there is a huge amount of **lost value across the food value chain.**

This is a burden felt most by those living under **\$2 a day.**



KEY STATS:

29.1 million

users of mobile money in Kenya alone (59% of population)

\$629 million

of revenue made in transaction fees in last 12-months by M-Pesa (hold 80% market share)

36% of population

live below the poverty line in Kenya (\$1.90 a day)

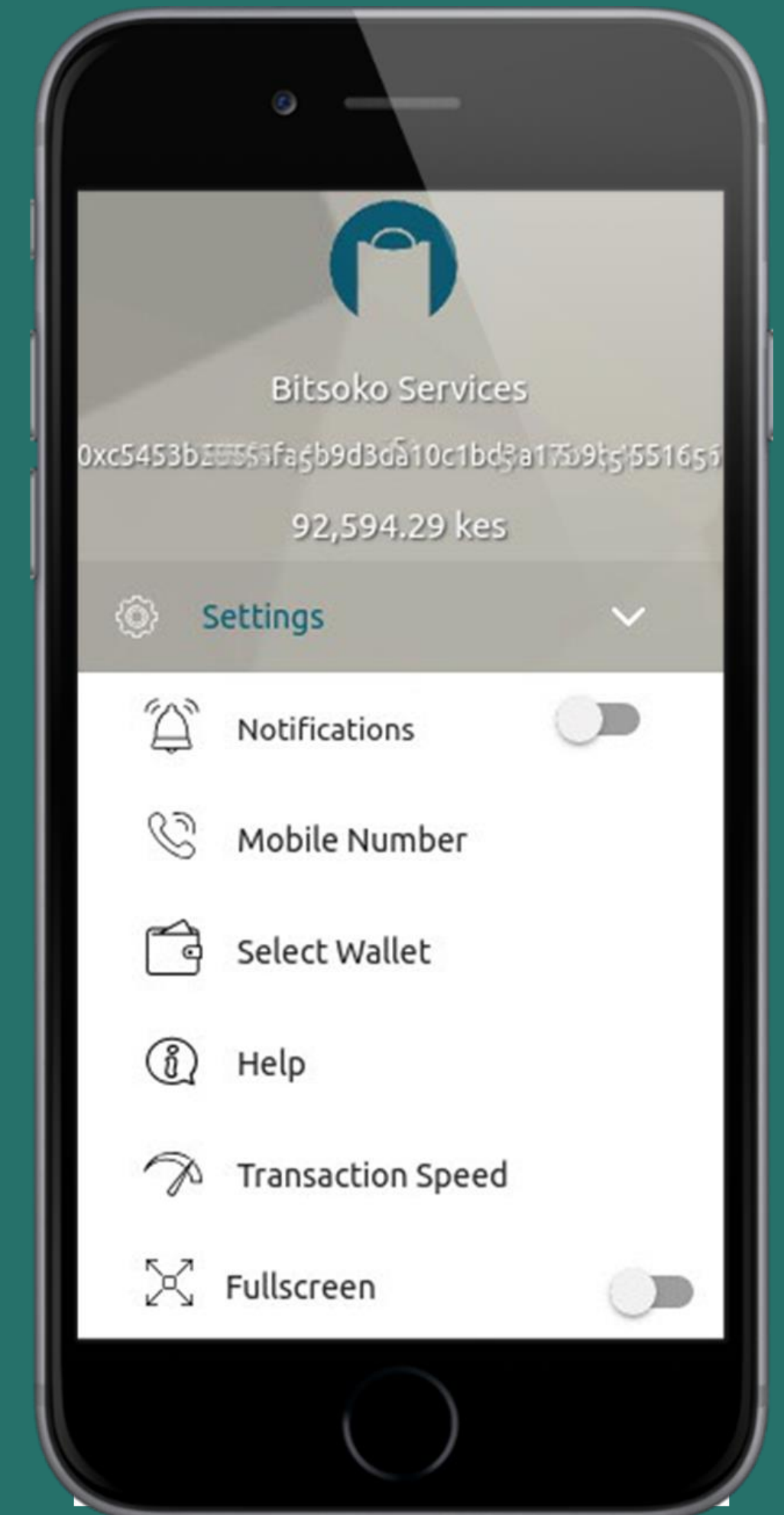
THE SOLUTION

Bitsoko have taken a **micro-merchant* centric approach** to help various individuals along the food value chain **living under \$2 dollars a day.**

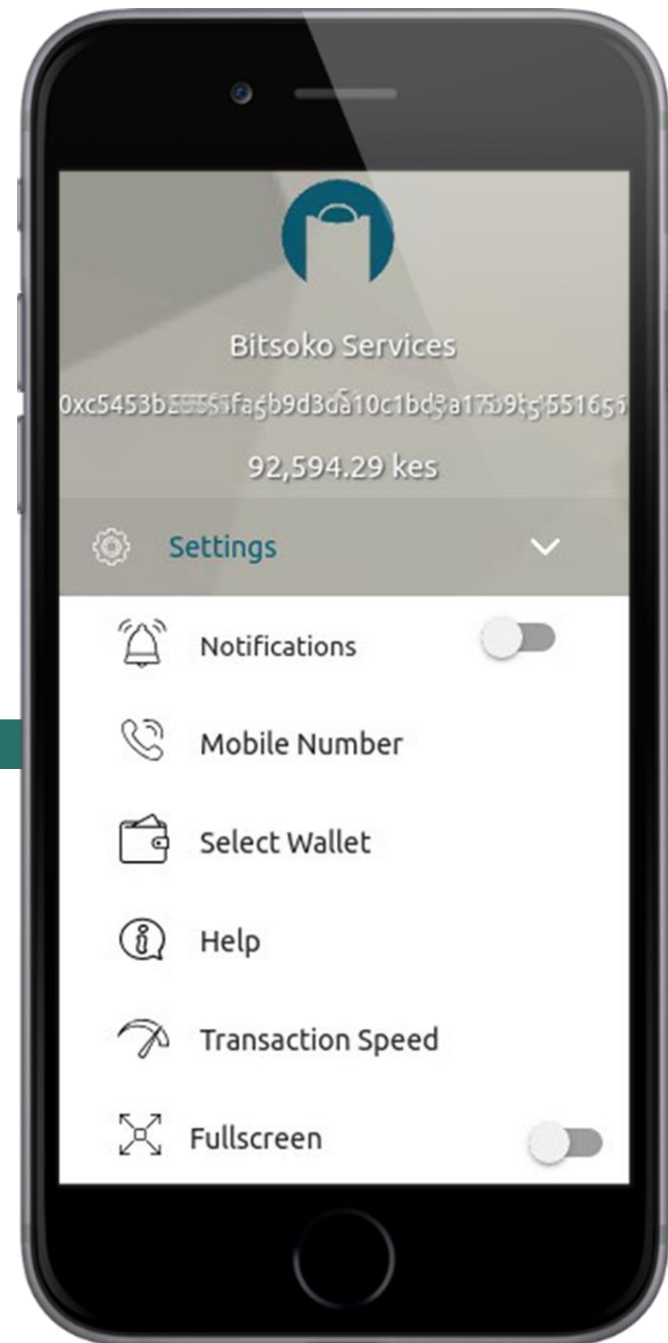
The platform enables micro-merchants to buy directly from farmers and sell to final customers using **the Bitsoko cryptocurrency, 'Bits'.**

The transfer of these 'Bits' incurs a **much lower transaction fee** compared to the M-Pesa solution.

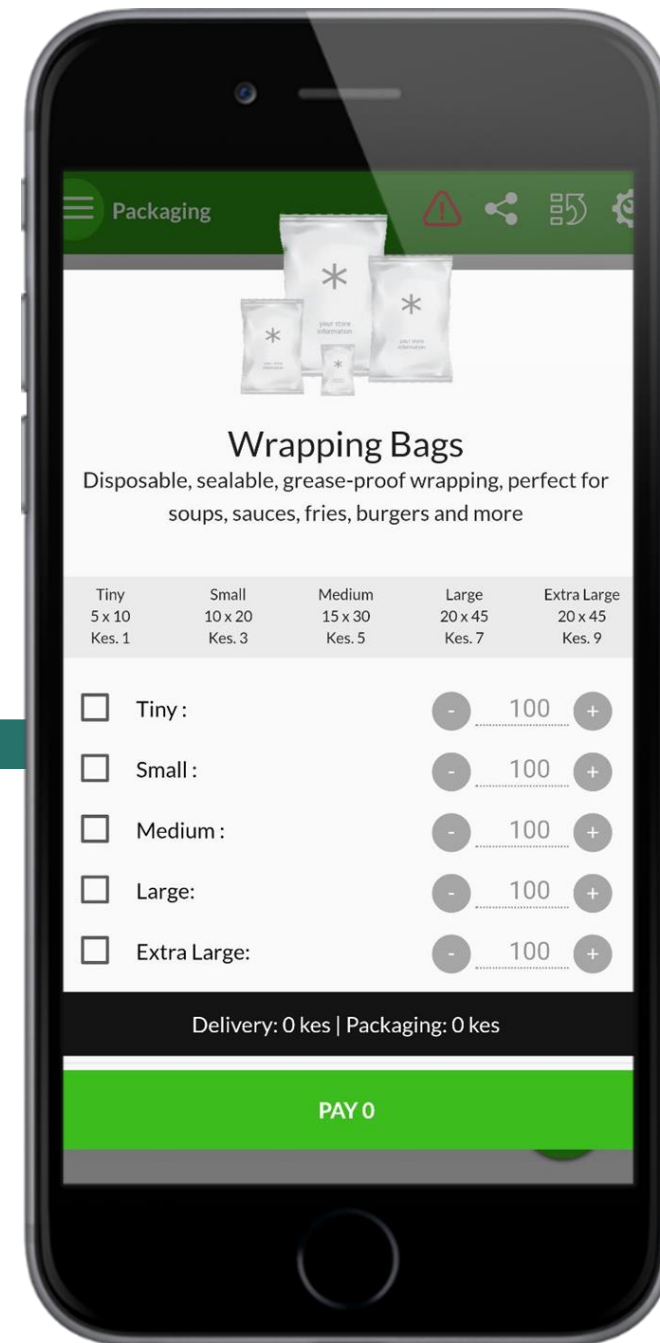
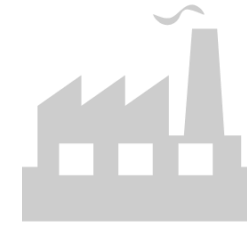
*micro-merchant is characterized by an average revenue equal or inferior to 3000 shillings a day.



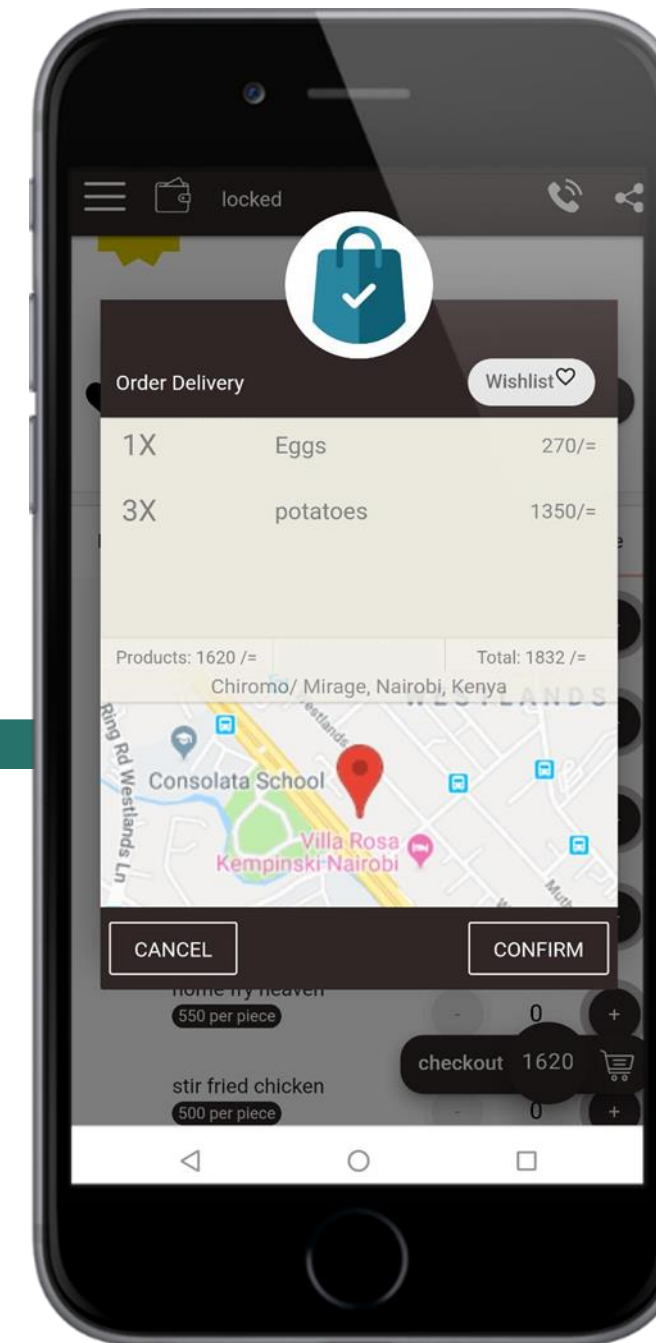
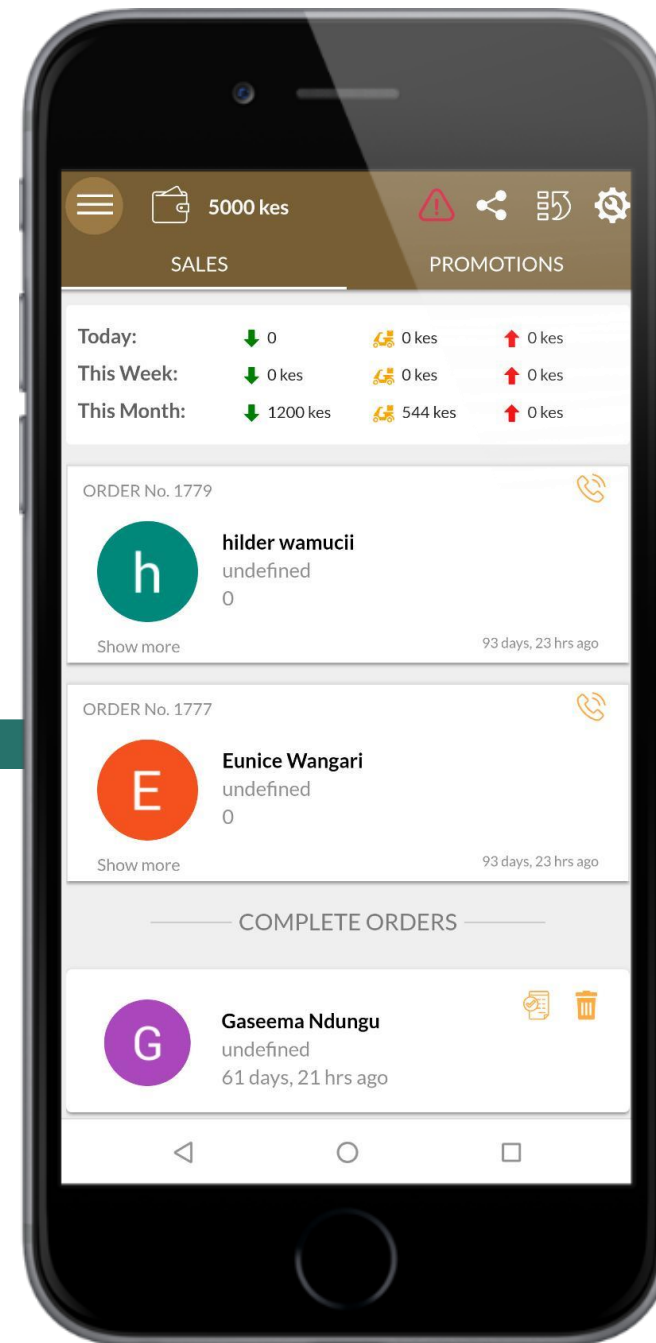
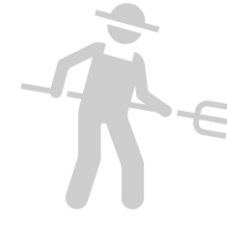
THE PRODUCT



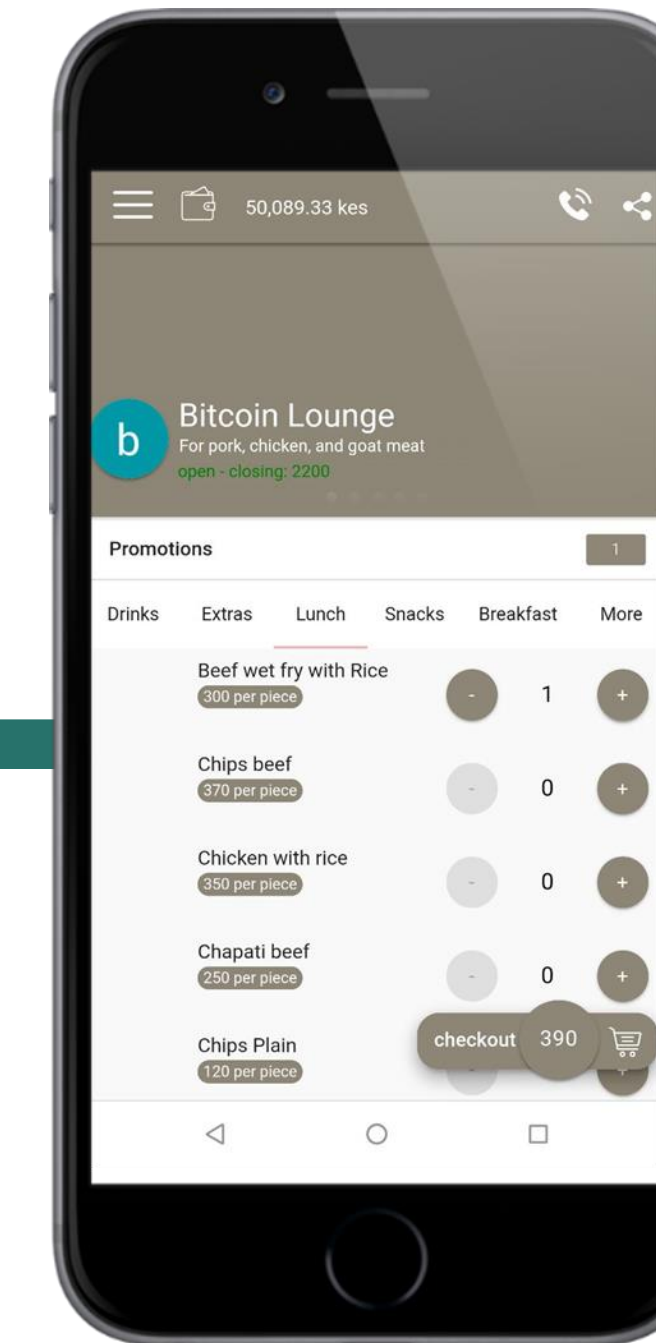
STEP 1
Merchant logs in to the platform and sets up their account.



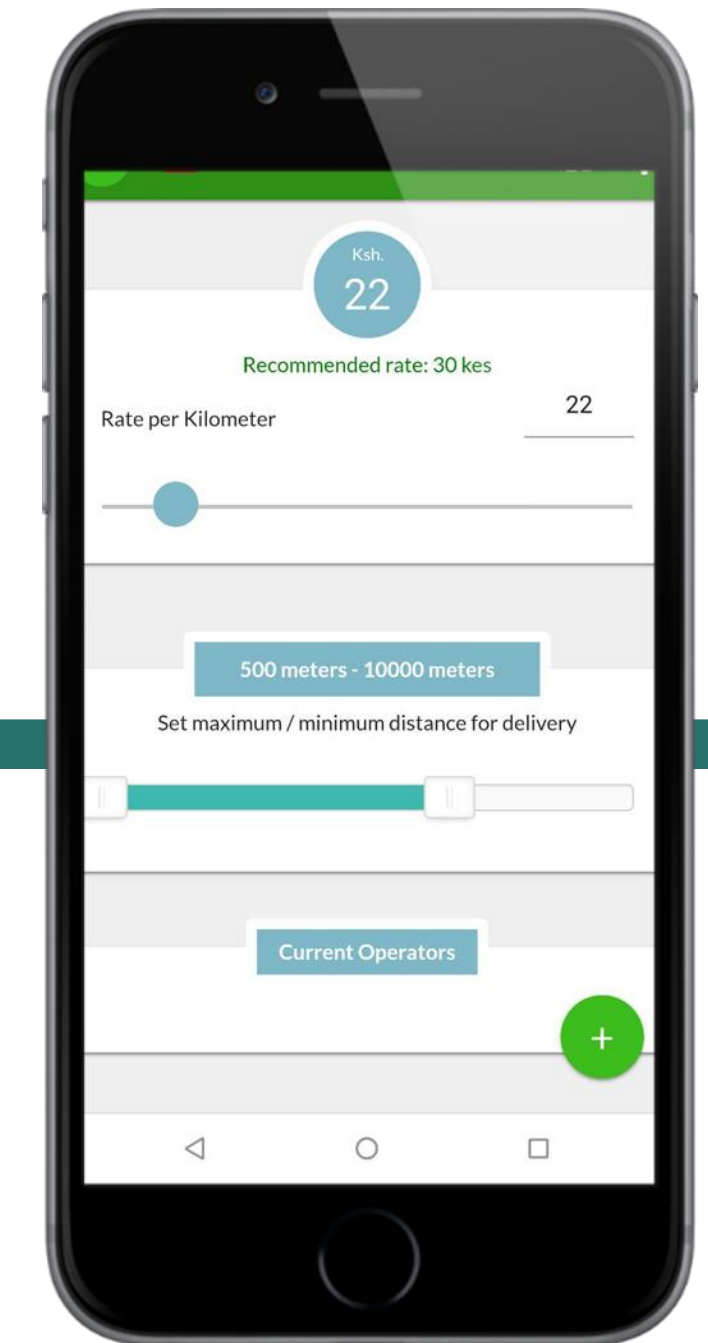
STEP 2
Merchant places orders for goods and packaging.



STEP 3
Delivery drivers receive orders and deliver goods and packaging.



STEP 4
Customer places order for food.



STEP 5
Deliver Driver picks up the order and delivers to the customer.

THE MISSION

Bitsoko uses blockchain technology to bring online tools that help merchants and consumers bridge the gap by offering new and innovative solutions to the trade industry.

THE VISION

Bitsoko aims at reducing poverty across consumers value chains and increase transparency of transactions.

USER CASE

Bibiana is the owner of the Bitcoin Lounge, located on Kenyatta University Campus. Bibiana's business onboarded the Bitsoko Platform one year ago.



How is the affiliation working.

- Bibiana is currently using the platform to place her daily orders for goods such as potatoes, eggs
- She's also ordering packaging goods once a week through the platform
- The Money transfer to the suppliers goes through Bitsoko directly
- Her customers are using the app to order food. They can either pay by cash or via mobile payment converting money into bits

What Bibiana gets from it.

- Increased Revenue by 100 000 shillings in 12 months
- 10-15 transactions converted through Bitsoko / day (accounting for 35% of the total transactions)
- 15% savings on the goods prices
- Time from being delivered directly instead of going each day to the market for small goods procurement



THE RIGHT TIMING

...for a micro-merchants web-services platform.

80%

Of the Kenyan retailers are traditional ones such as Kiosks. Their customers are mostly paying their orders through digital payments

of which ...

90%

accounts as mobile money transfers.

Most of these occur through M-PESA, involving high transaction fees.

On average

120

Kes Are lost in the food value chain for the customer through high transaction fees at various touchpoints.

Considering that

36%

Of the Kenyan population lives under 2\$ a Day, this impact is unaffordable for many.

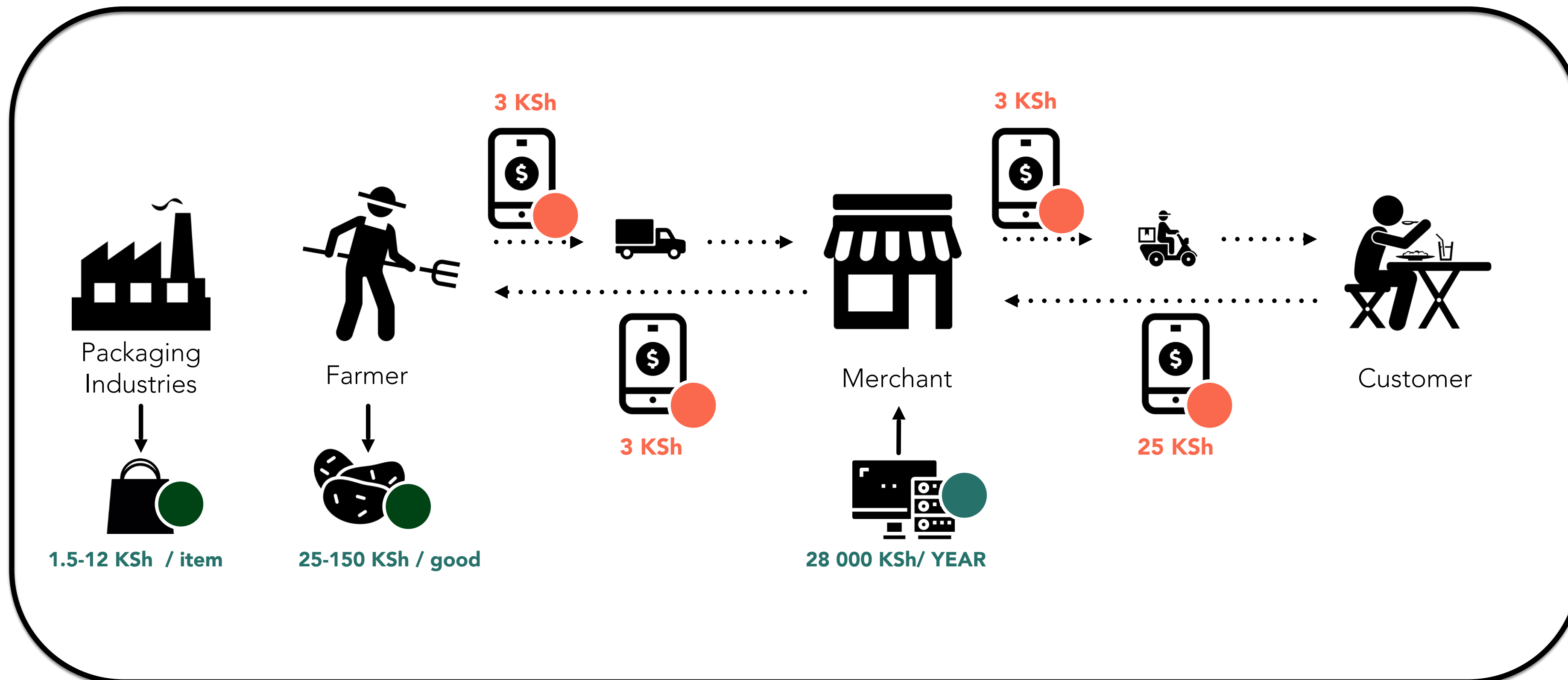
COMPETITORS ANALYSIS



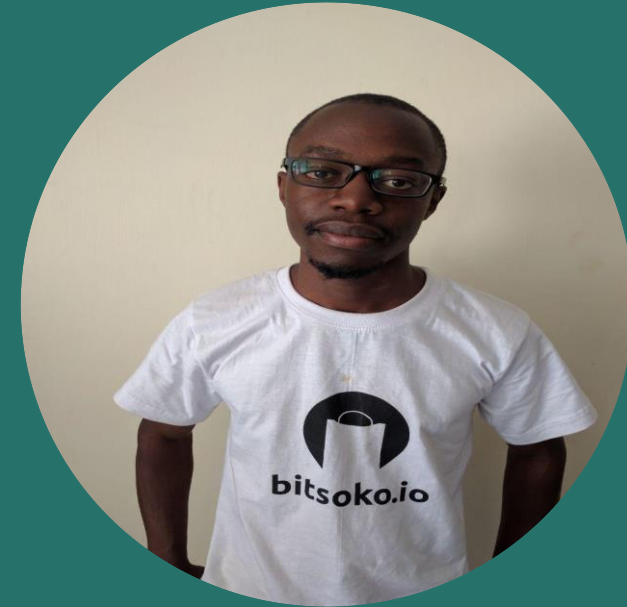
	Loan Access to ?	Direct Access to Suppliers	Price Transparency	Lower / Cheap Mobile Paymt. transaction Fees between Suppliers and Merchants	Delivery Costs	Branding Assets supplying	Online Presence	Accessibility	Ratings & Reviews & Loyalty Programs	Delivery Facility
	This feature is currently pending.	x	Prices of goods are dictated by the market	5x Cheaper Transaction Fees than conducted with M-Pesa.	Low rate undertaken by Farmers	Packaging sold via the website	A Free Option and a paying deluxe option (28 000 a year)	Website	Both available	Average of 40 minutes
	Kionnect enables micro-merchants to benefit from progressive loans.	Undirect Access through Kazkazi and Unilever Partnership.	Prices are transparent before payment	Transaction conducted through M-Pesa	Kionnect cover the merchant transactions fees (through their partnership)	-	-	-	-	-
	Twiga offers suppliers, and merchants with credit.	Access isn't direct, goods will be brought to a warehouse and then proposed to merchants	Prices are transparent	Payment done through usual money means.	The delivery is free	-	-	-	-	-
	-	-	-	-	-	Jumia is financing the first photoshoots of restaurants.	Comission based.	Website App	Both available	Recom-mendation of food located in area less than 30 min awat

The revenue model relies on 3 main pillars :

- Small fees** (●) are collected on each transaction of the platform.
- Low margins** (●) are accounted for the available goods and packaging on the platform.
- Paying Hosting Services** (●) are offered to business desiring a branded e-shop domain.



OUR TEAM



Gibson Ateng
C.E.O / Co-Founder

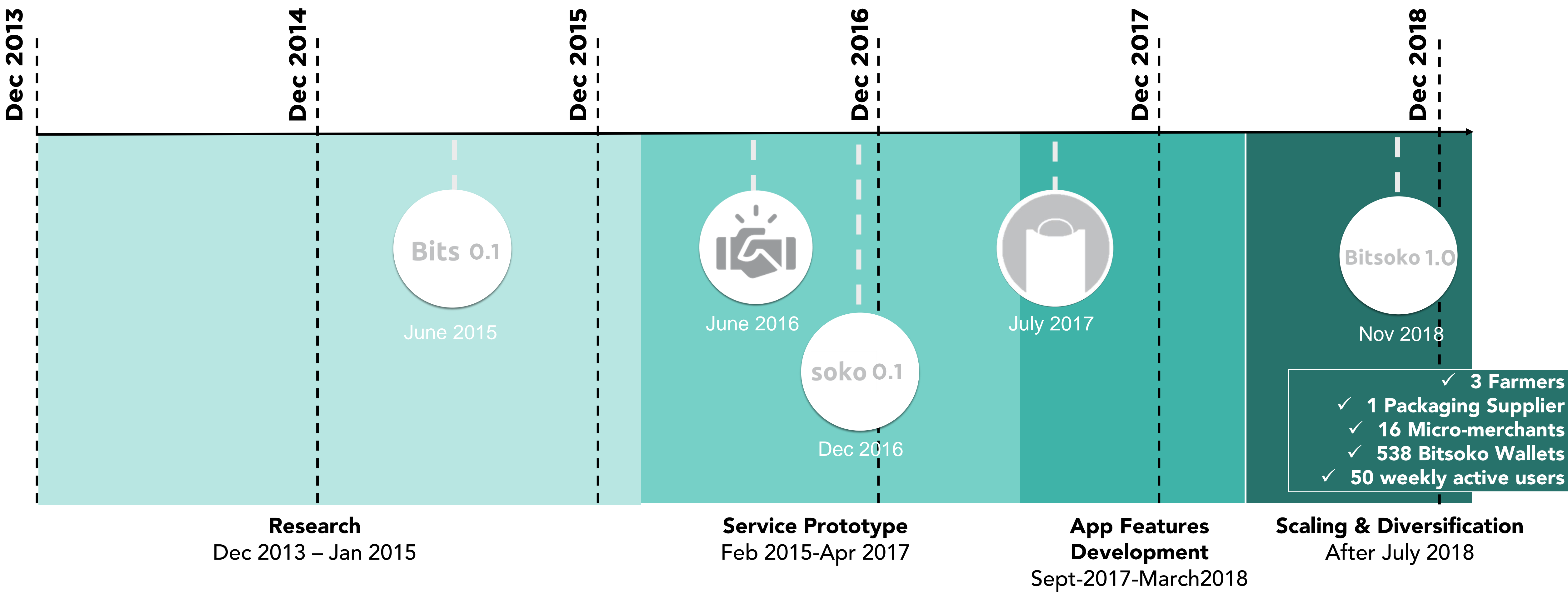


Allan Juma
C.T.O / Founder

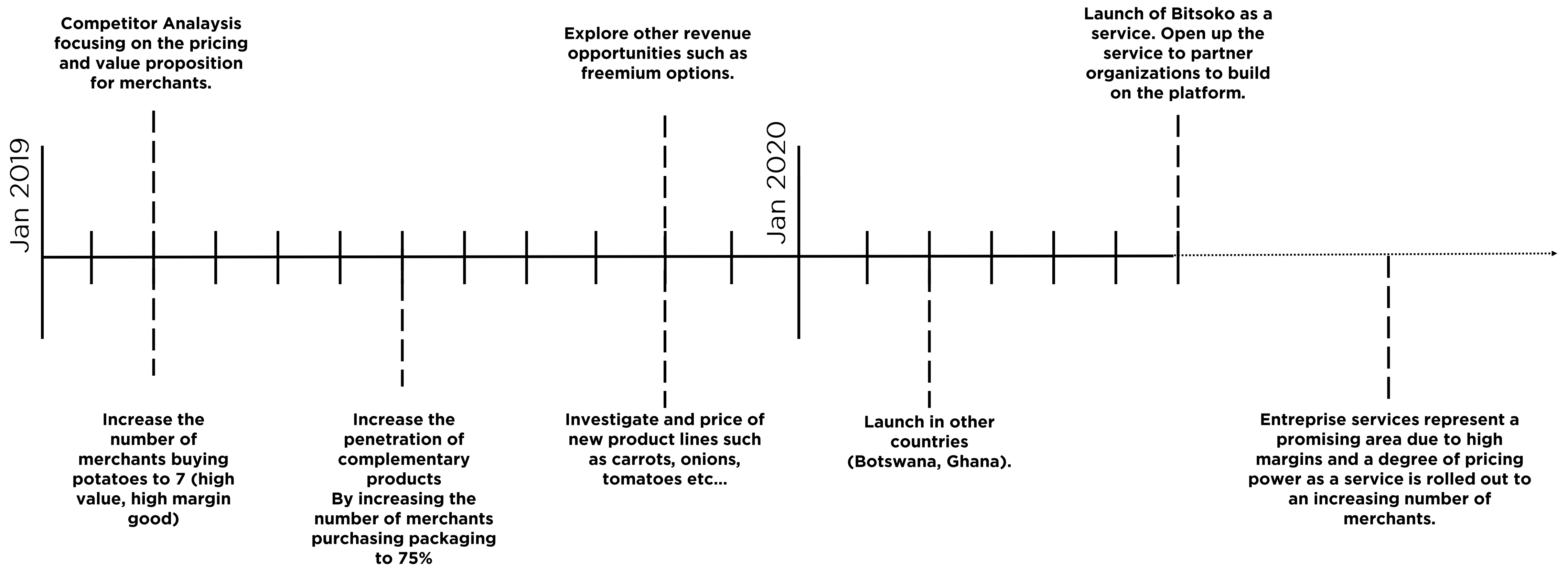
Bitsoko is being developed by an industrious team looking to pioneer in the sub-sahara region in the vast field of blockchain and cryptocurrency.

Headed by Gibson Ateng and Allan Juma, the two have put together an experienced and dedicated team ready to work and leave a mark on a worldwide scale. From software developers, hardware developers, finance specialist, marketers and business developers, these are the major keys to the success of this company.

THE TRACTION



ROADMAP



THE IMPACT

✓ **Is the model scalable ?**

The existing business model is replicable across more merchants and across sectors. Moreover, there is an existing demand for more Farm products offering. More African markets are ready for the solution (Botswana and Ghana. Good to note that Bitsoko is already incorporated in Ghana and has an active network in Botswana)

✓ **Is the solution easy to use ?**

The usage and exchanges of bits don't require any change of habits nor tools, as it uses digital services.

To date, 16 merchants have already onboarded and around 50 active users.

✓ **Is the Model reliable and secure ?**

The Blockchain system assures a complete transparency of the exchanges, and therefore guarantees a high reliability. An offline version is being piloted to improve accessibility of the services regardless of the available connectivity.

✓ **Is the Model guaranteeing low costs and fees transparency ?**

This business is intended to lower the costs addressed by the poor fraction of the population in the food retail sector. By increasing the number of merchants being serviced will bring down the transactional costs.