INVESTOR PITCH DECK — CONFIDENTIAL

ALKE Bulan

Integrating e-commerce, fintech, healthcare, logistics, automotive, and B2B into a unified digital infrastructure.

The premier pan-African SuperApp.

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Headquarters: Dubai, United Arab Emirates. Branches in each country as we expand.

01 — ETYMOLOGY

The Meaning of Alkebulan

Alkebulan is the ancestral name of the African continent.

Long before the term "Africa" existed, Alkebulan meant "the mother of humanity."

It represents unity, origin, and connection — a name predating borders, colonization, and fragmentation.

> Alkebulan is more than a brand.
>
> It is a mission: reconnecting, rebuilding, and elevating the continent through technology.
>
> We are building the first true pan-African SuperApp, inspired by Africa's authentic identity.

02 — CONTEXT

The Problem

1

A Disjointed Digital Ecosystem

Africa's digital landscape is fragmented across countless apps, platforms, and services. This creates friction, confusion, and low adoption.

2

No Continental Digital Infrastructure

There is no unified platform enabling cross-border commerce, logistics, services, and payments across 54 countries.

3

High Costs and Inefficiency

Fragmentation increases costs for consumers and businesses, slows growth, and limits access to essential digital services.

Africa does not need another app. It needs a unified digital infrastructure.

03 — PRODUCT VISION

The Solution — Alkebulan SuperApp

01

A Pan-African Integrated SuperApp

A single platform for commerce, services, mobility, and payments — eliminating fragmentation.

02

A Scalable Digital Infrastructure

A global-grade architecture with integrated payments, identity, logistics, and multi-vertical modules.

03

A High-Efficiency, High-Profit Ecosystem

Lower acquisition costs, faster payments, and improved efficiency for consumers and businesses.

Alkebulan is not just an app. It is the digital backbone Africa has been waiting for.

04 — VERTICALS

Product Universes

E-Commerce (Alkebulan)

A complete marketplace for essential goods, suppliers, and consumer products.

Fintech — BulanPay

An integrated wallet for payments, transfers, and cross-border transactions. BNPL, micro-loans, savings, insurance, remittances, B2B wholesale.

Delivery & Health (ThirtyMin)

30-minute delivery, pharmacies, doctors, and telemedicine for underserved populations.

Automotive (Lodear)

Vehicles, spare parts, accessories, rides, and mobility services.

Real Estate (Alkerinda)

Land, construction, and property investment across African markets.

06 — TIMING

Why Now

Africa's Digital Boom

Africa's digital economy projected to reach $4 trillion by 2035. Mobile penetration >80%. Digital payments growing 30% YoY. The infrastructure is ready.

SuperApp Model Proven

WeChat, Grab, Gojek proved the SuperApp model in Asia. Africa — with even more fragmentation — is the perfect market for the same approach.

No Integrated Competitor

Jumia does e-commerce. Flutterwave does payments. No one integrates commerce, fintech, delivery, health, auto, and B2B. We do.

Product Already Built

Most competitors at this stage have a landing page. We have 683 API routes, 207 mobile screens, 197 database tables, and a proprietary AI engine — all built. The gap between us and funded competitors is execution speed, not technology.

07 — FLOW

How It Works

01

Users explore the SuperApp to access products, services, and utilities. →

02

They order, book, or pay instantly using BulanPay. →

03

Deliveries, services, and transactions are tracked in real time.

08 — FINTECH

BulanPay — Fintech Infrastructure

- Integrated payments, transfers, and wallet top-ups.
- Instant payments across all sectors.
- Cross-border architecture for multinational transactions.
- Merchant payments with instant settlement and reduced fees.
- Future financial products: BNPL, micro-loans, savings, insurance, remittances.

BULANPAY WALLET

₦ → $

Cross-border financial infrastructure. Unified payments across all 6 verticals. Instant merchant settlement with reduced fees.

- Wallet
- Remittances
- BNPL
- Micro-Loans

09 — MARKET

The Market

2024

$317B

African e-commerce market size today.

2033

$1,017B

Projected African e-commerce market.

flows

$498B

West Africa digital payment flows.

Comparable — Jumia: $721M GMV, $168M revenue (single-vertical).

Product Readiness & Traction

One founder. 20 months. 683 API routes, 207 mobile screens, 197 database tables, 925 test suites, and a proprietary AI engine — already built. We need capital to execute go-to-market across Africa's $4 trillion digital economy.

BUILT SOLO · 1 YEAR 8 MONTHS · IN-PRODUCTION, NOT A PROTOTYPE

683	**197**	**207**	**925**	**11**	**149**
API ROUTES	DATABASE TABLES	MOBILE SCREENS	TEST SUITES	SHARED PACKAGES	RBAC PERMISSIONS

ALREADY LIVE — BEFORE ANY MARKETING

The product isn't just built — it's live in production across all 4 channels, with real sellers, real wallets and the first organic sales, before a single dollar of acquisition spend.

160	**4**	**$0**
PRODUCTS LIVE	CHANNELS LIVE	ACQUISITION SPEND

First 30 days, 100% organic — no marketing spend: $361 revenue (+209% MoM), 20 orders (+233%), 18 new users, 19 BulanPay wallets, 12 sellers across 4 live channels. This round scales the engine across the first market.

THIS IS NOT A PITCH DECK PRODUCT

Alkebulan SuperApp

BUILT

Complete platform — 6 apps, 11 shared packages, 683 API routes, 207 mobile screens, 197 database tables, 99 enums, 925 automated test suites. Monorepo architecture with shared infrastructure.

BulanPay Fintech

BUILT

37 dedicated screens. Hardened security — rate-limiting, XSS sanitization, signed URLs, opaque IDs, audit logging — plus dedicated KYC, fraud-scoring, transaction-OTP and AML/SAR services. Wallet, BNPL, investments, savings — all functional.

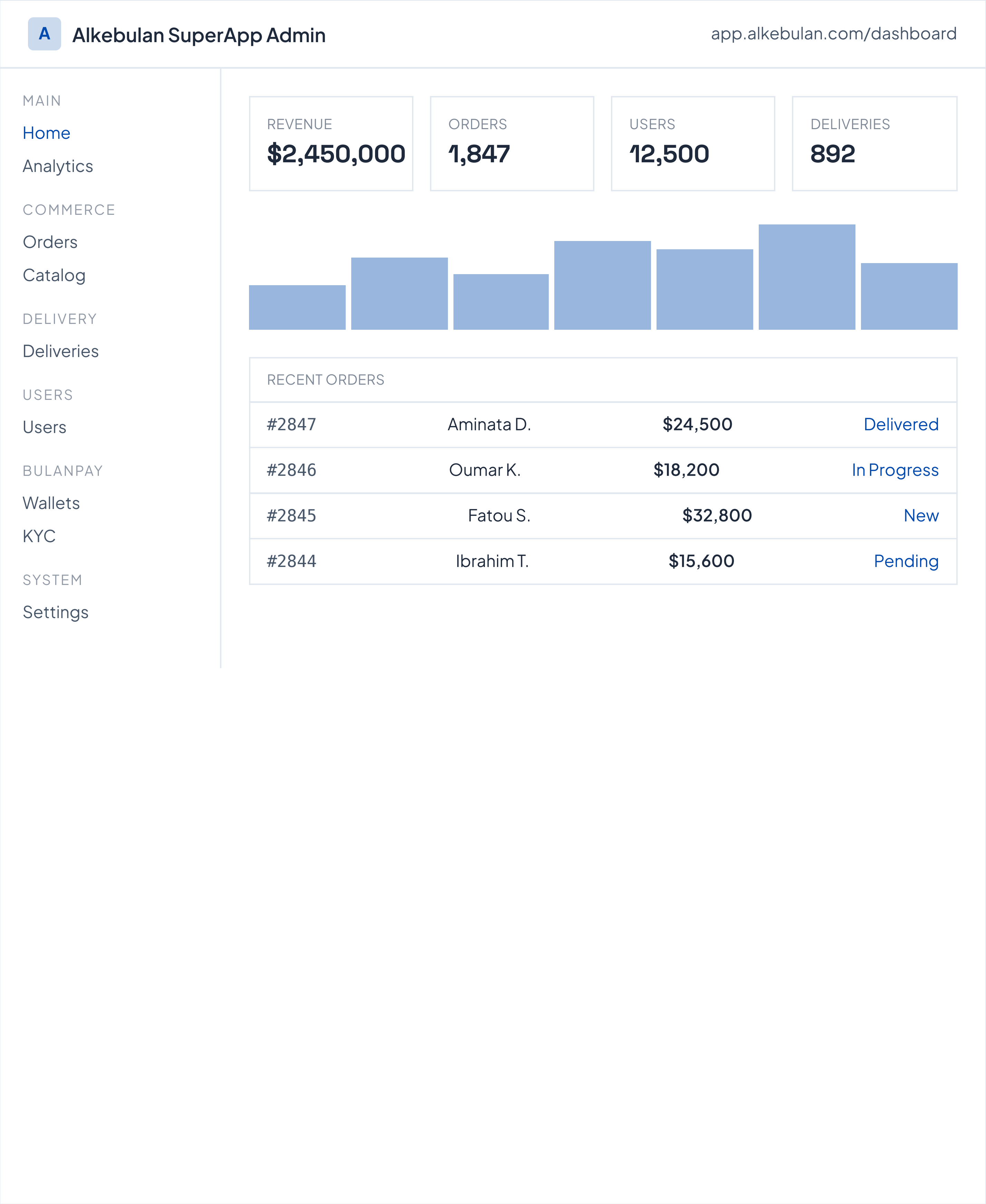
Yennenga AI Engine

BUILT

Our in-house DQN reinforcement-learning engine, live in production — 130,209 training steps, a 15,271-experience replay buffer, ~1ms inference (v2.0.0). Product recommendations, smart search, fraud detection and credit scoring across every vertical, trained on African commerce data.

See the Platform in Action

Live mockups of the actual product — not wireframes, not concepts.



A Alkebulan SuperApp Admin

app.alkebulan.com/dashboard

MAIN
- Home
- Analytics

COMMERCE
- Orders
- Catalog

DELIVERY
- Deliveries

USERS
- Users

BULANPAY
- Wallets
- KYC

SYSTEM
- Settings

REVENUE	ORDERS	USERS	DELIVERIES
$2,450,000	1,847	12,500	892

RECENT ORDERS

#2847	Aminata D.	$24,500	Delivered
#2846	Oumar K.	$18,200	In Progress
#2845	Fatou S.	$32,800	New
#2844	Ibrahim T.	$15,600	Pending

Mobile Apps

Live, functional Mobile Apps — shipping in production, not a prototype.

BulanPay

Live, functional BulanPay — shipping in production, not a prototype.

AI Yennenga

Live, functional AI Yennenga — shipping in production, not a prototype.

Business Model

How We Make Money — and the Upside. Three levers monetize every seller: a tunable price markup (up to ~20%, set per market by the platform), a 5–10% per-sale commission, and a monthly plan subscription — captured at checkout. The BulanPay wallet and transfers stay margin-free by design, and each user is monetized again through the wallet. Figures below are illustrative bottom-up projections — not current results.

≤20%	5–10%	~68%
PRICE MARKUP · TUNABLE	PLAN COMMISSION	CONTRIBUTION MARGIN

REVENUE STREAMS

01 Tunable price markup (up to ~20%), set per market — captured at checkout

02 Per-sale plan commission (5–10%)

03 Monthly seller subscriptions ($0 / $15 / $33 ...) + listing boosts

04 Delivery fees via ThirtyMin

05 Fintech — BulanPay BNPL, cash-in/out, remittances (wallet margin-free)

THREE-SCENARIO PROJECTION — YEAR-2 RUN-RATE, SINGLE MARKET

CONSERVATIVE

~$0.5M	250	68%
ANNUAL GMV	ACTIVE SELLERS	MARGIN

BASE

~$3.0M	1,500	69%
ANNUAL GMV	ACTIVE SELLERS	MARGIN

OPTIMISTIC

~$12.1M	6,000	69%
ANNUAL GMV	ACTIVE SELLERS	MARGIN

Projections from a bottom-up model (commission, adoption and cost assumptions). Not a guarantee of results.

A Second Revenue Engine: BulanPay. The same users are monetized again through the wallet. At 120,000 active users, BulanPay alone projects ~$2.4M in annual revenue at ~58% margin — on top of marketplace revenue.

Seller & Delivery Plans

SELLER SUBSCRIPTION PLANS

Alkebulan

PLAN	MONTHLY	COMMISSION	MAX PRODUCTS
FREE	$0	10%	10
PRO	$15	7%	100
BUSINESS	$33	5%	300

ThirtyMin

PLAN	MONTHLY	COMMISSION	MAX PRODUCTS
FREE	$0	10%	25
PRO	$25	7%	250
BUSINESS	$42	5%	500

Lodear

PLAN	MONTHLY	COMMISSION	MAX PRODUCTS
FREE	$0	10%	15
PRO	$30	7%	50
BUSINESS	$50	5%	100

International (UAE)

PLAN	MONTHLY	COMMISSION	MAX PRODUCTS
FREE	$0	10%	50
PRO	$27	7%	300
BUSINESS	$68	5%	500

DELIVERY PLANS

PLAN	MONTHLY	MAX DRIVERS	MAX CITIES	PLATFORM COMMISSION
Starter	$0	3	1	15%
Growth	$17	15	5	12%
Fleet	$42	150	25	10%

Monthly prices converted to USD (XOF ≈ 600/$, AED ≈ 3.67/$). Source: live seller & delivery plan configuration.

12B — SELLERS & B2B

Seller Tiers & International B2B

Every seller monetizes through subscription tiers plus a per-sale commission. Three seller archetypes, one Alkebulan marketplace, powered end-to-end by BulanPay.

Retail (Détail)

30% deposit / 70% balance

Live today — UAE/AED sourcing for African buyers.

COMMISSION 10% → 5%

Wholesale (Gros)

File fee + single balance payment

Wallet (≤ threshold) or bank transfer. No deposit, no 30/70.

COMMISSION 10% → 5%

Industrial

File fee + single balance payment

Own file-fee rate. Wallet or bank transfer.

COMMISSION 10% → 5%

SOURCING

Sourcing: UAE live today (retail 30/70 in AED). China and other corridors are next. Destination is always the African buyer.

LOGISTICS

Logistics: local + international delivery companies — cargo (air) and container (sea), with container tracking for full transparency.

Unit Economics — Two Engines, One User

Illustrative model derived from the take-rate and margin assumptions in this deck — not current results. The point is structural: every user is monetized twice, so contribution compounds.

3	~68%	2×
MARKETPLACE LEVERS	MARKETPLACE MARGIN	REVENUE EVENTS / USER

Marketplace

Tunable price markup (≤20%) + 5–10% plan commission + monthly subscription — at ~68% contribution margin.

+ BulanPay wallet

The same user monetized again — ~$20/user/yr at ~58% margin (per the deck's 120K-user model).

= Compounding LTV

Two contribution streams per active user, with cross-vertical usage lifting ARPU over time.

÷ Low CAC

Organic + cross-selling (health, auto, B2B) drive acquisition cost down — the integration moat in numbers.

Illustrative bottom-up economics, for orientation only. Real unit economics will be published from pilot-market cohort data post-launch.

13 — MOAT

Why Alkebulan

01

Vertical Integration Moat

Every vertical feeds the others. Marketplace drives BulanPay adoption. BulanPay enables health payments. ThirtyMin delivers for everyone. This creates compounding network effects that no single-vertical competitor can match.

02

SDUI: Deploy Once, Customize Everywhere

Our Server-Driven UI engine (v1 + v2 schemas) lets us launch in new markets by changing configuration — not code. Language, currency, layout, features — all controlled server-side.

03

Solo Founder = Full Ownership

One person built the entire platform — solo, in 1 year and 8 months: 683 API routes, 207 screens, 197 database tables, 925 test suites. No technical debt, no team misalignment, no legacy systems. Complete architectural consistency and intimate knowledge of every component.

04

Built for Africa, by an African

Born in Burkina Faso, experienced the problems firsthand. Not a Silicon Valley outsider — someone who understands the infrastructure gaps, the payment fragmentation, the service deserts.

13B — LANDSCAPE

Competitive Landscape

Africa's leaders each dominate a single box. None integrates the grid — and integration is the moat: every vertical lowers the acquisition cost of the next.

	COMMERCE	WALLET	DELIVERY	HEALTH	AUTO	B2B
Jumia COMMERCE-LED	●	●	●	—	—	—
Flutterwave PAYMENTS API	—	●	—	—	—	—
Wave MOBILE MONEY	—	●	—	—	—	—
MaxAB · Chari B2B RETAIL	●	●	●	—	—	●
Alkebulan INTEGRATED SUPERAPP	●	●	●	●	●	●

Everyone owns one box. Alkebulan owns the grid — and each vertical compounds the others.

14 — MILESTONES

12-Month Milestones

01 **Launch in First Market**

Go live with full platform (all 6 verticals) in one UEMOA country — Burkina Faso, Côte d'Ivoire, or Sénégal.

02 **1,000+ Active Merchants**

Vendors, pharmacies, drivers, and service providers onboarded with full dashboard access.

03 **50,000+ App Downloads**

Organic + paid acquisition across marketplace, BulanPay, and ThirtyMin channels.

04 **Payment Processing Live**

BulanPay licensed and processing real transactions — mobile money, wallet, and P2P.

05 **Series Seed Readiness**

Proven unit economics, user retention data, and operational playbook for market expansion.

Go-to-Market Strategy

Phase 1

Mass Adoption

- Launch with e-commerce, BulanPay, logistics
- Daily usage and supplier onboarding
- Organic cross-selling into health, automotive, B2B

Phase 2

Partnership-Driven Expansion

- Strategic partnerships in commerce, logistics, health, automotive
- Lower acquisition costs
- Progressive country-by-country rollout
- Early revenue from e-commerce, logistics, payments
- Acceleration in fintech, B2B, healthcare
- International expansion increases ARPU and reduces CAC

Financial Projections

$80M – $120M

revenue within 4–7 years

Driven by multi-vertical usage and sustained cross-selling.

PATH TO PROFITABILITY

- Lean operations
- Scalable infrastructure
- Diverse revenue streams
- Partner-driven growth

16B — TEAM

Founder & the Team This Round Builds

Solo is not a risk here — it's why the product exists. One architect, one vision, zero technical debt, and a platform that already runs. This round turns one founder into a launch team.

Dayann Aziz Ouedraogo

Founder & Solo Technical Director

- Built all 6 apps, 683 API routes and 197 database tables — solo, in 20 months.
- Born in Burkina Faso — lived the fragmentation, payment gaps and service deserts firsthand.
- Full architectural ownership: no legacy, no misalignment, complete knowledge of every component.

WHAT $300K HIRES (FIRST 12 MONTHS)

01 **Country / Operations Manager**
Runs the pilot UEMOA market on the ground.

02 **Growth Marketer**
Paid + organic acquisition across marketplace, BulanPay, ThirtyMin.

03 **2× Merchant Onboarding & Support**
Signs and activates sellers, drivers, pharmacies.

04 **Fintech Compliance advisor (part-time)**
KYC/AML, licensing, BCEAO alignment.

05 **Legal counsel (part-time)**
Entity, data residency, contracts.

> Building an advisory board is a Day-1 priority with this round: operators from African fintech, logistics and marketplace scaling.

The hardest, most expensive part — building the product — is done. Capital buys distribution, not R&D.

16C — INVESTOR FIT

Why Invest — Gulf, UAE & Africa

Alkebulan sits exactly where three capital pools are looking — and it speaks to each on their own terms.

Gulf & UAE Capital

- Dubai-headquartered — on the ground where GCC capital is rotating into African growth.
- The UAE↔Africa trade corridor, productized: our international B2B sources in UAE/AED (30/70) for African buyers.
- Frontier exposure and diversification into a young, 1.4B-person, digitally-leapfrogging market.

African Investors & Operators

- Built in Africa, for Africa's real fragmentation — by a founder who lived the problem.
- Regulatory proximity: UEMOA / BCEAO alignment, local payment rails and mobile money.
- The integrated digital infrastructure the continent still lacks — first mover across 6 verticals.

VCs & Angels

- A pre-seed entry into an already-built platform — R&D risk is gone; capital funds distribution.
- Founder-friendly SAFE, $3–5M cap, a $4T digital-economy TAM.
- Anges Québec (angel network) will co-invest as a follow-on the moment a lead signs — a warm follower already in place.

One platform, three tailwinds: Gulf capital seeking Africa, Africa seeking its infrastructure, and investors seeking de-risked frontier upside.

Investment Structure

INVESTOR SIGNAL

Anges Québec (angel network) confirmed follow-on interest. Their policy is to co-invest, not lead, for ventures outside Québec — bring a lead's term sheet and they analyze in detail:

> *"For investments made outside Québec, Anges Québec's members prefer to position themselves as follow-on investors rather than as lead investors. If you get a term sheet from a lead investor in your industry, we will be happy to analyze your project in greater detail."*
>
> — Anges Québec (angel network)

WE'RE RAISING

We're Raising $300K

PRE-SEED ROUND

INSTRUMENT

SAFE (Y Combinator Standard)

No debt, no interest. Your investment converts into equity at the next priced round (Series A).

VALUATION CAP

$3M–$5M

Maximum valuation at which your SAFE converts. Even if the Series A values the company higher, you get shares at this capped price.

DISCOUNT

20%

If the Series A valuation is below the cap, you receive an additional 20% discount on the share price.

PRO-RATA RIGHTS

Included

Right to maintain your ownership percentage by participating in future funding rounds.

The SAFE is the most founder-friendly and investor-efficient instrument for early-stage investment. Created by Y Combinator, it has become the global standard for pre-seed and seed rounds. No board seats, no interest, no maturity date — just a simple agreement that protects both parties.

> MFN Clause: If we issue a SAFE with better terms to a future investor before the next priced round, your SAFE automatically upgrades to match those terms.

17 — USE OF FUNDS

Where the $300K Goes

WHAT YOUR INVESTMENT FUNDS

40%	**Go-To-Market Execution** Launch in first markets, merchant onboarding, user acquisition campaigns, local partnerships.
15%	**Compliance & Licensing** Fintech licenses, KYC/AML certification, data residency, legal setup in pilot markets.
10%	**Strategic Partnerships** Logistics partners, mobile money providers, pharmacy networks, vehicle dealers.
25%	**Team Scale-Up** First hires: operations manager, growth marketer, country manager for pilot market.
10%	**Infrastructure & Operations** Server scaling, CDN deployment, payment gateway integration, customer support setup.

WHY $300K — A 12-MONTH RUNWAY TO LAUNCH

The platform is already built, so capital funds launch execution — not R&D. At a lean burn of roughly $25K per month, $300K buys a full 12-month runway to the milestones that unlock the Seed round.

Experts & First Hires

- Country / Operations Manager — pilot UEMOA market
- Growth Marketer — paid + organic user acquisition
- 2× merchant onboarding & field-support agents
- Part-time Fintech Compliance / KYC-AML advisor
- Part-time Legal counsel — licensing & data residency

Technical Material & Infrastructure

- Cloud / VPS scaling, CDN, Redis, automated backups (12 mo)
- Payment gateway & mobile-money integration + settlement float
- Fintech license + KYC/AML certification (UEMOA / BCEAO)
- Independent security audit + penetration test
- App Store / Play Store, SSL, Sentry + Prometheus monitoring
- Test-device fleet + field hardware for the ops team

≈ $25K / month · 12-month runway → 1,000+ merchants, 50,000+ downloads and licensed payment processing — the milestones that unlock the Seed round.

18 — CLOSING

Conclusion

This Is Not a Pitch Deck Product. Most pre-seed startups ask you to fund an idea. We’re asking you to fund go-to-market for a product that already exists.

Alkebulan is building the first continent-wide digital infrastructure for 1.4 billion people.

A rare opportunity to shape Africa's digital future.

> The public version of Alkebulan is available on the App Store and Play Store (French-speaking markets). Currently, only the e-commerce module is active; the full SuperApp is ready and will be progressively unlocked.

CONTACT

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