



Transforming e-commerce logistics in Africa



■ Problem



Cost of delivery is
35% - 55% the cost of product.
Leading to **lost sales** for online
SMEs



Third party delivery services are
silod, decentralized, operate
inefficiently due to lack of
knowledge and technology.

■ Solution

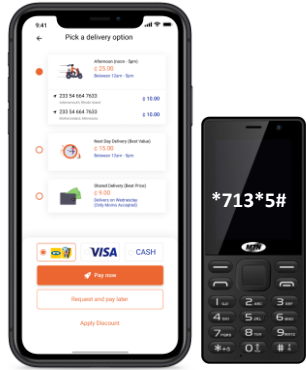


Equip third party logistics services with technology to automate operations online



Provide SMEs access to logistics service through our Apps and APIS

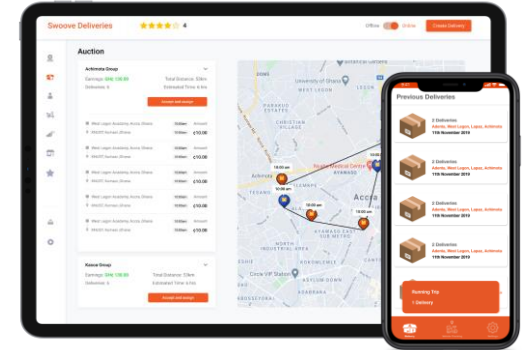
How it works



Customers schedule deliveries ahead of time



Requests aggregated into batches efficiently via ml algorithms



We connect these groups deliveries to our suppliers for the best possible price

■ Our Customers



Online SMEs operating from home
Jemimah runs jayford_crafts
on instagram and twitter. She's done
287 deliveries since 5th October
2020.



Corporate clients adopting API
MTN is our first customer piloting
our API integration into their own
marketplace.

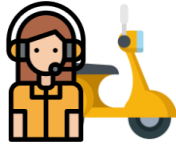
Value Prop - Businesses



- Significantly Lower delivery costs (up to 50%)
- Tech enabled delicious logistics experience
- Freedom from logistics
Reliable, continuous flow of information ~ notifications & tracking



■ Value Prop - Logistics



- Consistent volumes
- Free Logistics Technology
- Discounts on services (eg. insurance)



Why we're not like the others



Price Point Efficiency not speed	30% less	Premium	Premium	Moderate
Open API #1 google seo "delivery api"	Yes	No	No	No
Aggregated Data Insights Partner ops and customer purchase data	Yes	No	No	No
Performance based incentives Automated high quality service	Yes	No	No	No
Asset Light 0 assets = infinite scalability	Yes	No	No	Yes
Network Effects Harder and harder to disrupt	Yes	No	No	Yes

■ Revenue Model

Current



Last-mile Delivery
25% commission on deliveries connected



International Forwarding
DHL / Fedex forwarding
10x last-mile value

Natural Add-ons



Insurance
30% commissions on Insurance for high ticket products

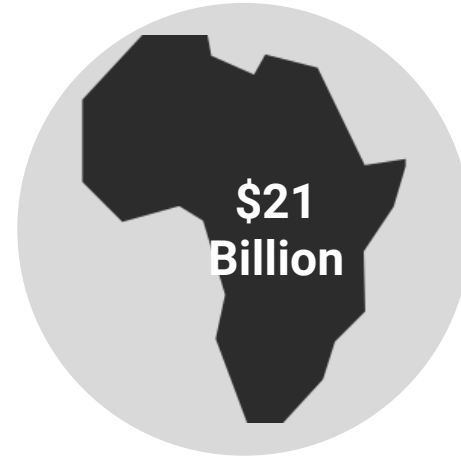


Escrow Payments
3% on escrow payments facilitated through us

■ Market Opportunity (2025)



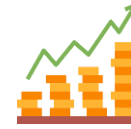
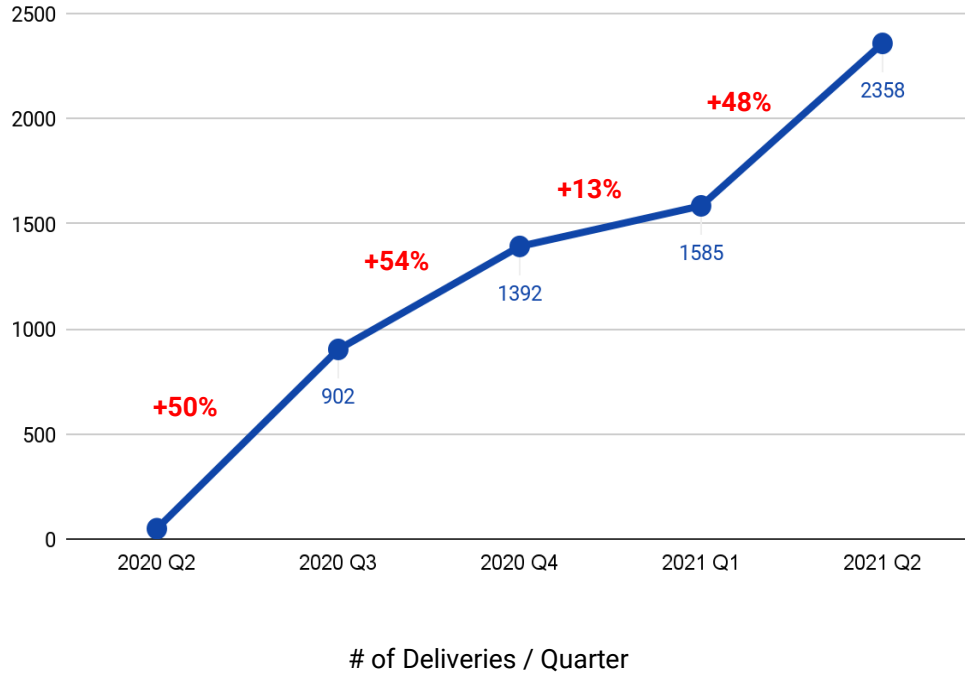
Reachable Market within 5 years
At a growth rate of 20%/month
 $200,000 \times \$4 \times 54 \text{ deliveries/year} = \43m



African e-commerce logistics market
\$74Bn e-commerce market by 2025.
30% of product price goes into logistics

+40% market growth / year

■ Traction since we started



~\$25,000
Delivery Revenue



~8261
Deliveries completed



1500
SMEs Served



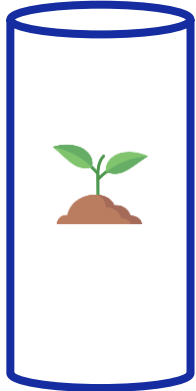
8
B2B leads Integrating

■ Growth Strategy



Acquisition Strategies

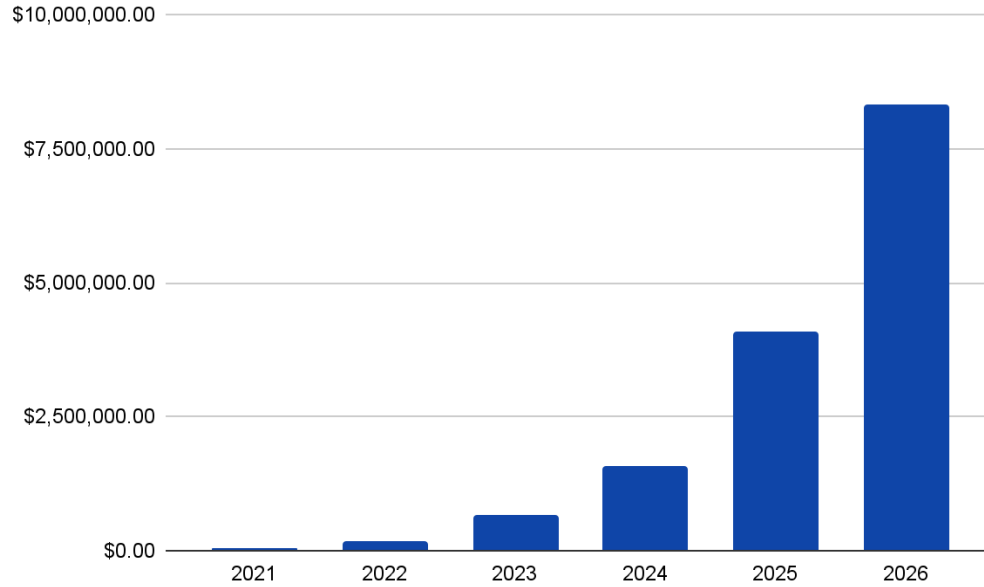
- Referrals
- Social media promotions
- Direct Sales
- SEO “delivery api in Africa | Ghana”



Retention Strategies

- Daily notifications
- SMS campaigns
- Direct feedback sales calls
- Discount Programs
- Loyalty Programs
- Social media engagements

■ Projections



\$ / Year



+51%
CAGR



50,000
USERS

Strategic Partners



■ Team since 2019



Kwaku Tabiri
Bsc. Aerospace Eng.
CEO



Gloria Pascucci
MBChb in Medicine
CMO



Kevin Blankson
Bsc. Business
Head of Sales



Robert Quainoo
Bsc. Computer Sci
CTO



Kingsley Amponsah
Bsc. Telecom Eng.
COO



3x



12 months Roadmap



Increase daily deliveries to **250** / day

Q4 2021



Begin **international deliveries**

Q1 2022



Expand to **Kumasi, Lagos, Abuja**

Q2 2022



Rollout e-commerce add-on

Q3 2022



Rollout Insurance Add-on

Q4 2022

■ 2022 Sales and Marketing Plan



KPIs

- # of deliveries completed
- # of weekly SME signups
- # of API integrations
- Average service ratings



Growth Goals

- 5000 deliveries/month
- 200 int.l deliveries / month



Sales Strategy

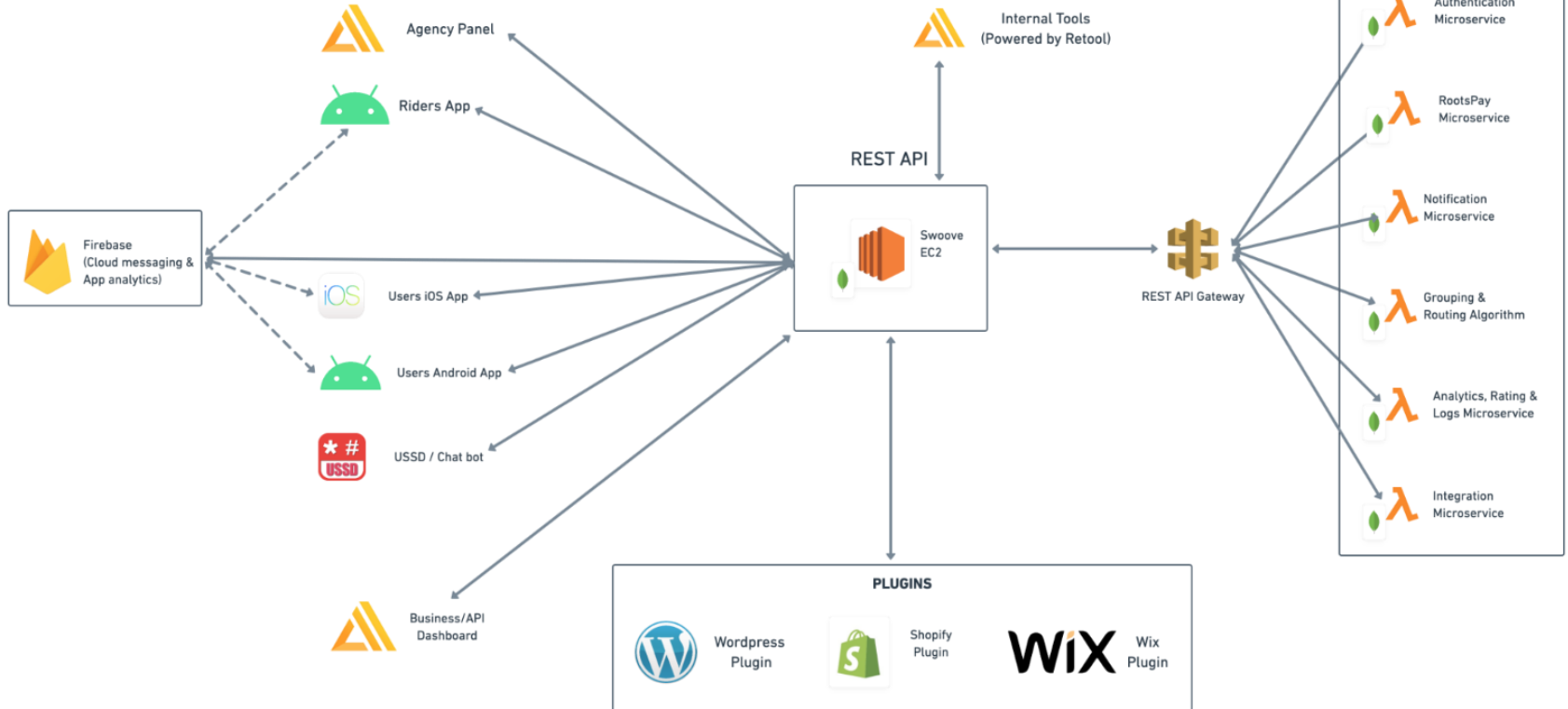
- Referral Discount Program
- Direct B2B sales (Bulk deals)
- Shopify & Wix app
- #1 for “delivery api in Africa | Ghana”

Every system has both production and staging copies

Tech ecosystem

Swoove Technical Diagram

Every system has both production and staging environments
All platforms are proprietary, built with MERN Stack



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Transforming logistics in Africa to impact 1 million
small business entrepreneurs



@swoovedelivery



Swoove