swoove

Transforming e-commerce logistics in Africa

Problem

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

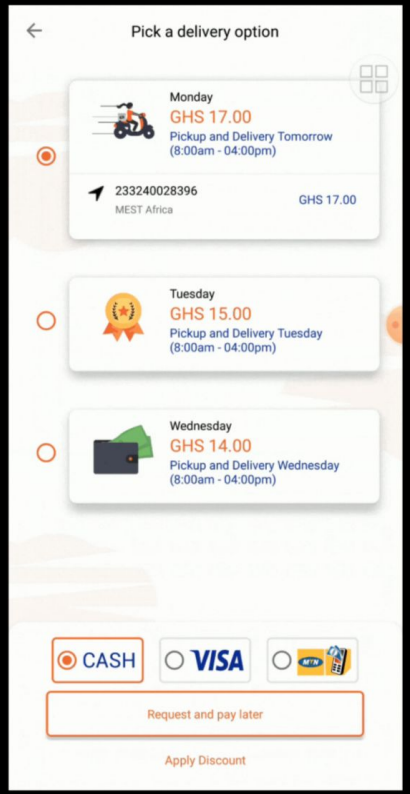
Third party delivery services are **siloed**, **decentralized** and **operate inefficiently**

Solution

Equip third party logistics services with technology to automate operations online

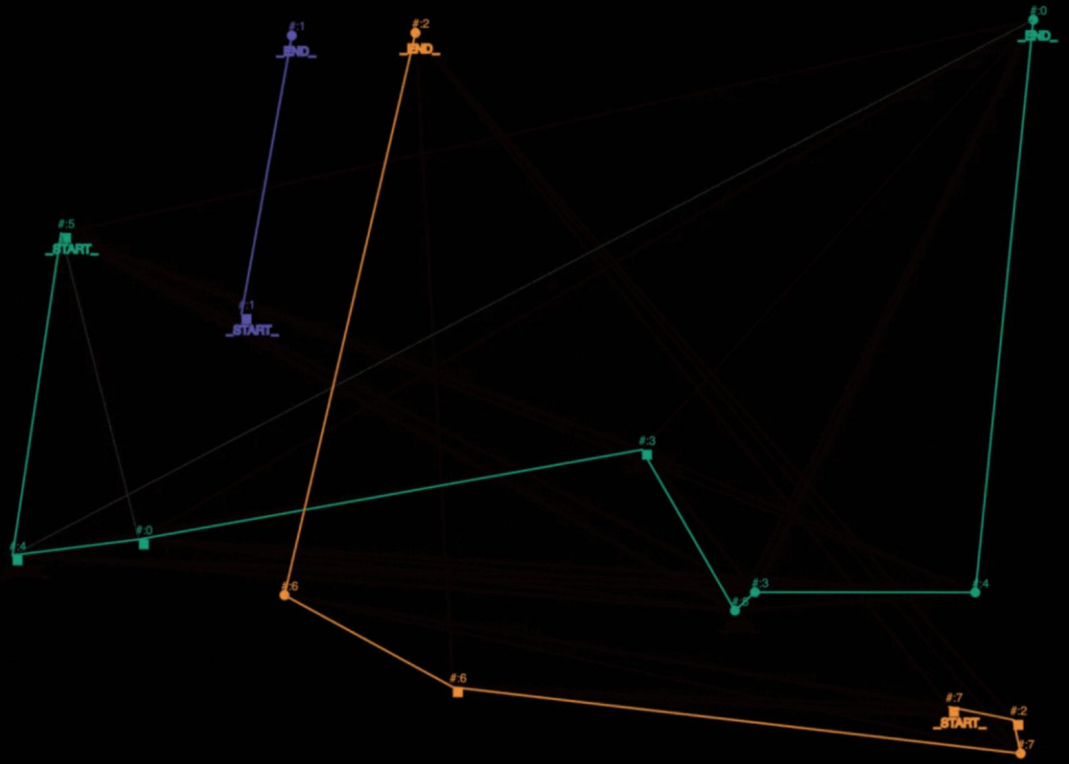
Provide SMEs access to logistics service through our Apps and APIS

How it works



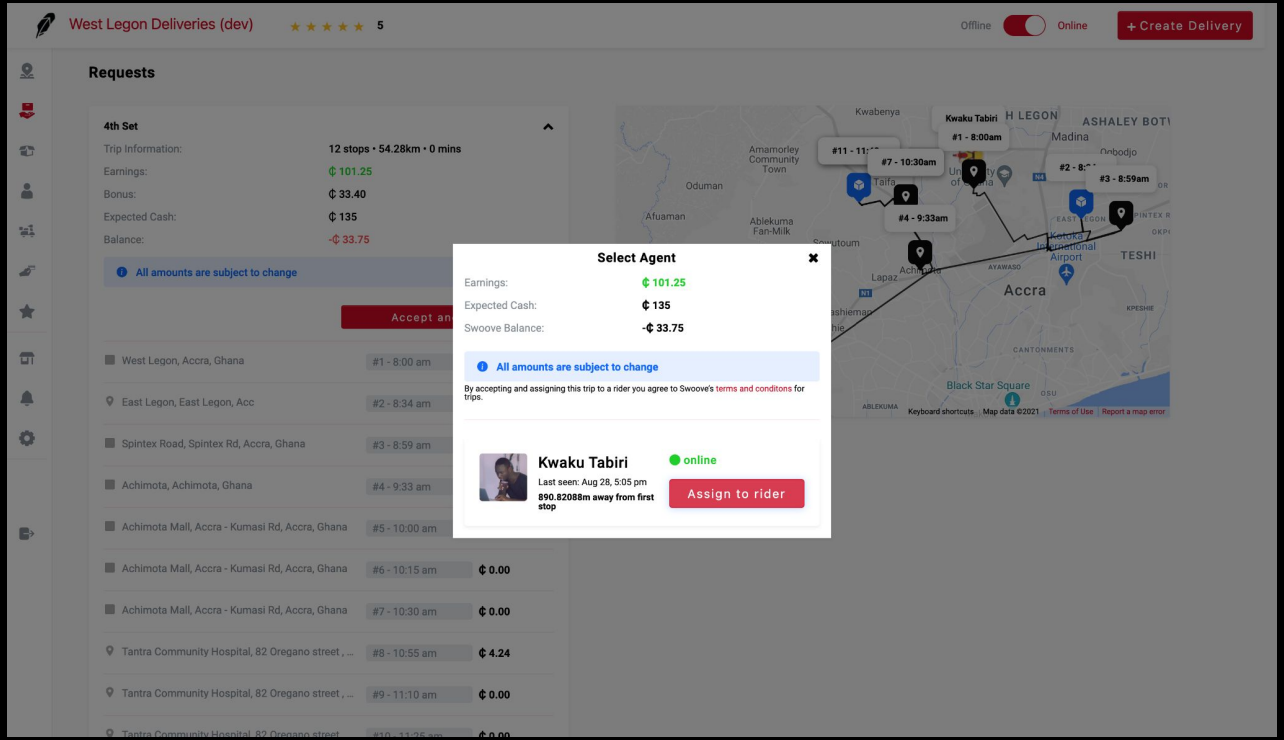
Customers schedule deliveries ahead of time

How it works



Aggregate deliveries into batches efficiently via ML algorithms

How it works



We connect these batches to our delivery partners

Our Customers - SMEs

Jemimah
She runs jayford_crafts on instagram. She sells handmade African print books. She's done 287 deliveries since 5th October 2020.

Age: 18 - 35 years old

Channels: Android app, USSD Instagram, Twitter

Influences: Customers, family & friends

Estimated Volumes: 50+ orders / month

Our Customers - Businesses

Mobile money marketplace
Running a pilot of e-commerce product to leverage off mobile money customer base. They sign on 3rd party merchants to sell directly to those customers.

Name: MTN

Channels: Web

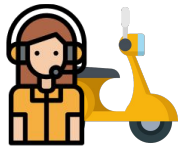
Influences: Employees, Vendors, Buyers

Estimated Volumes: 50,000+ orders/month

Value Prop - Businesses

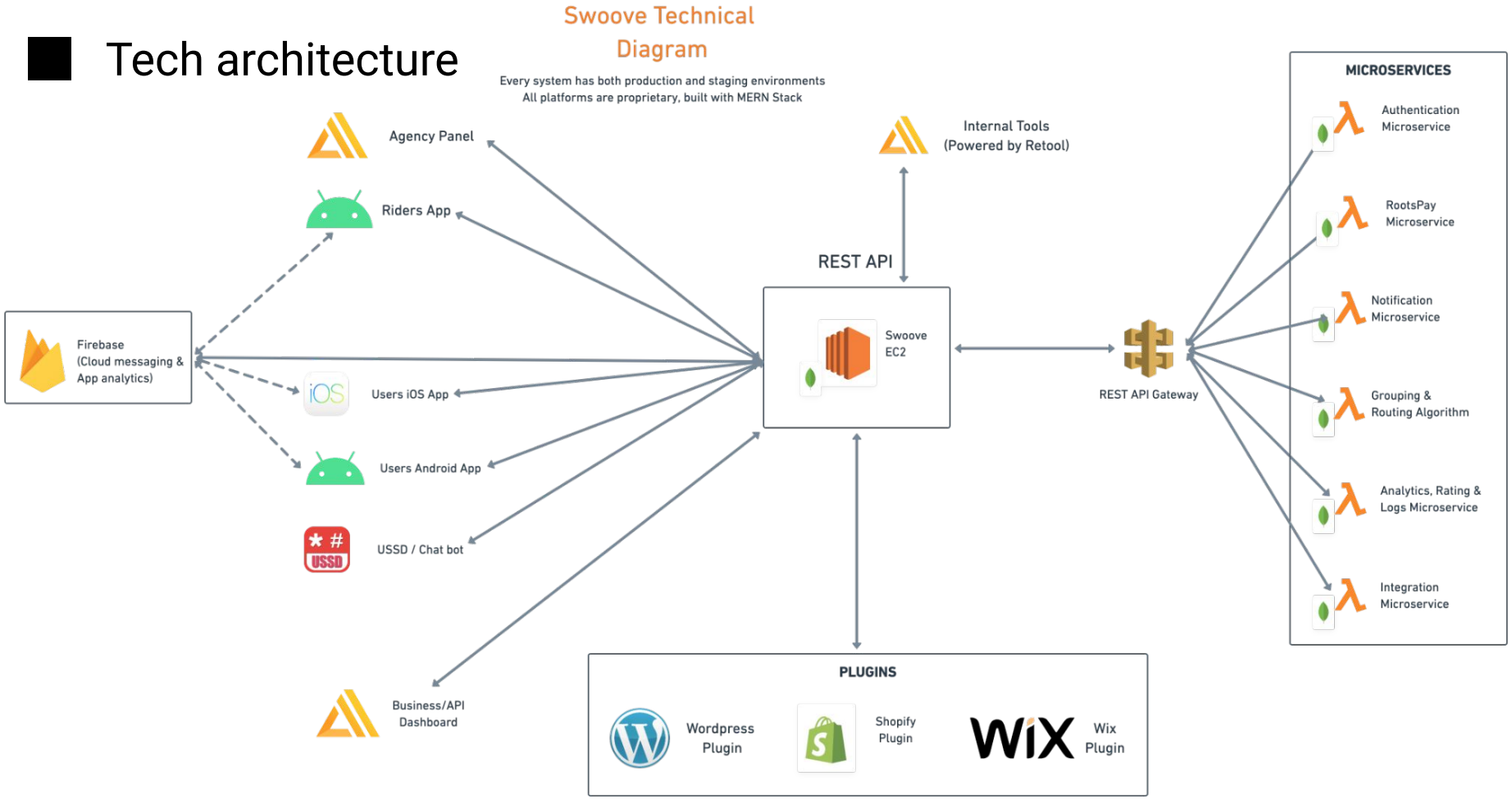
- Significantly Lower delivery costs
- Give buyers a deliciously good tech enabled delivery experience
- Freedom from managing logistics and focus on their business
  keep then informed with reliable, continuous flow of notifications & realtime tracking

Value Prop - Logistics



- Consistent volumes without marketing
- Free Logistics Technology
- Discounts on services (eg. insurance)

Tech architecture



Why we're not like the others

	swoove		iFerch	ShaQ Express
Price Point Efficiency not speed	**30% less**	Premium	Premium	Premium
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 Automate and standardize quality service delivery with a small team; rating feedback system	**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

Risk Mitigation

Damaged / Lost Packages	Updated SLA to move liability to 3rd party logistics services Engaged insurance companies to implement insurance coverage
Service Quality	Updated brand messages to cover service quality Implemented scoring and rating system to increase service quality
Logistics partner churn	Surveyed delivery companies to identify minimum earnings / bike / day Updated number of deliveries / trip to 7 to ensure maximum uptake
Cash Repayment	Implemented a new invoice system to accurately track invoices per trip Implemented rewards for mobile money payments to increase momo rate from 5% to 15%

Market Size

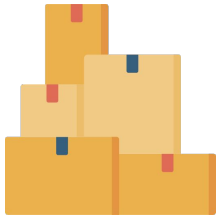
Reachable Market, 2026
At a growth rate of 20%/month
200,000 x $4 x 54 deliveries/year = $43m

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

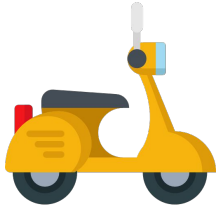
+40% market growth / year

Revenue Model

How we charge
Customers pay based on item categories, weight and distance between pickup & drop off



We group deliveries into batches and price them
10% - 20% commission on each trip



How we pay our partners
We pay logistics partners the remaining 80% of the delivery fee

complete documentation in reference pages

Future revenue models

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

Insurance
20% commissions on Insurance for higher value products

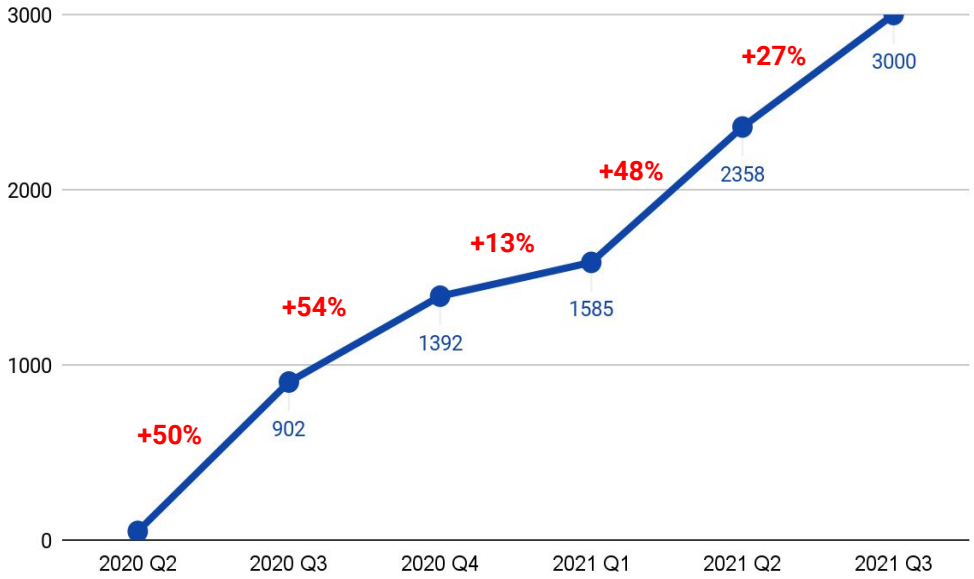
Warehousing & Fulfillment
$/ft2/week for foreign clients seeking distribution in Ghana

Escrow Payments
5% on escrow payments facilitated through us

SAAS e-commerce
¢20/month storefront for premium customers

Rentals
Daily, weekly and monthly vehicle & rider rental services for on demand businesses

Traction since we started



# of Deliveries / Quarter

~$30,000
Delivery Revenue

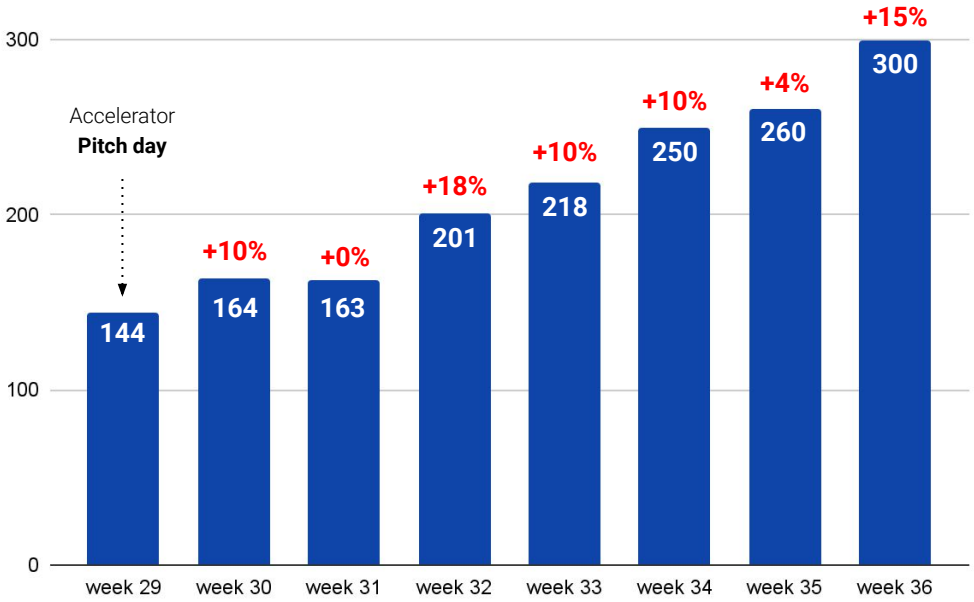
~10,000
Deliveries completed

1800
SMEs Served

8
B2B leads Integrating

10000+
Buyers

Post MEST express 8 week-growth



# of Deliveries / Week

+70%
Delivery Revenue

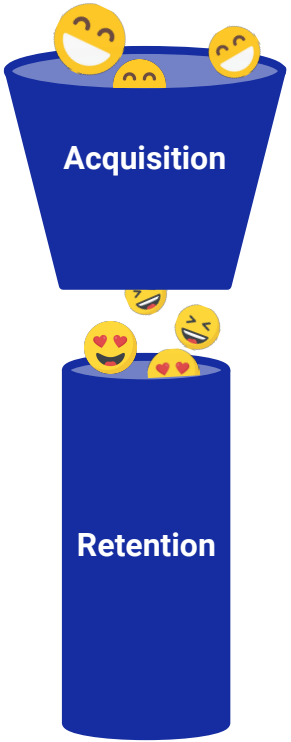
+80%
Deliveries completed

+47%
SMEs Served

+200%
B2B leads Integrating

70%
Buyers

Growth Strategy



Referrals

SMS Campaigns

SEO “delivery api in Ghana”

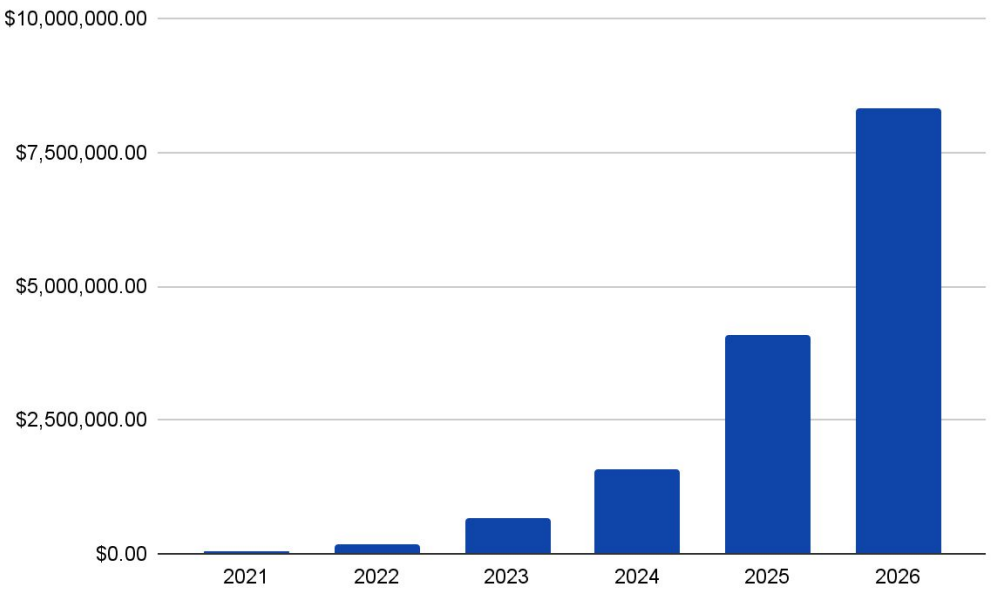
Content Marketing

In App & SMS notifications

Loyalty Programs

Direct feedback interviews

Projections



$ / Year

105% CAGR

+50,000
Businesses

+250,000
Users

+1,000
Delivery
Companies

+10,000
Riders

Top fintech sales engagements

Potential volumes (2022)

10,000+ orders/month

$30,000+ revenue/month

Strategic Partners

MTN

AWA
AFRICA WORLD AIRLINES

SORONKO
ACADEMY

Hacklab
Connect

DHL

Best
ASSURANCE

STANBIC
INCUBATOR

SolarTaxi

VA
VANGUARD ASSURANCE

ASHESI

CEO

Name
Kwaku Agyei Marfo Tabiri

Education
Bsc. Aerospace Eng, KNUST

Skills
iOS swift, android, C#, C++, js, p5js, nodejs, java, unity game development, machine learning, ui/ux, graphic design, agile project management, design thinking

Experiences
CEO / Co-founder, Swoove
CEO / Co-founder, Code breaker studios
Cofounder, Wires and Bytes
Lead game programmer, Leti Arts
6 years+ startup experience
10 years+ software development

CMO

Name
Gloria Pascucci

Education
MBCHB - Bsc. Medicine and Surgery, KNUST

Skills
Social media management, brand management, customer service, product strategy, content development, market research, bookkeeping, finance management.

Experiences
CMO / Co-founder, Swoove
Finance Manager / Co-founder, Swoove
Project Management, Nsuo
Finance Manager, Salt City
Store manager, Merod Ent.
Crew member, Mcdonalds uk
6 years+ finance management

CTO

Name
Robert Jojo Quainoo

Education
Bsc. Computer Science, KNUST

Skills
Node JS, Express, React, Redux, Typescript, Graphql, Mongodb, AWS Cloud Services, Jest, Unity (C#), Php

Experiences
CTO / Co-founder, Swoove
Full Stack Developer, Swoove
Lead game programmer, Leti Arts
Full Stack Developer, Trigger Pixels
4 years+ startup experience
10 years+ software development

CBDO

Name
Kevin Blankson

Education
Bsc. Business administration, Ashesi

Skills
Marketing, sales, design thinking, entrepreneurship, Operations management, supply chain management.

Experiences
Founder and managing partner, Juxtapose photography
Technical Director, Fern Group limited
Marketing Consultant, Ghana International School
Startup Consultant, Kwasi Bediako

COO

Name: Kingsley Osei Amponsah

Education
Bsc. Telecommunications Engineering, Ghana Technology University College
Diploma software engineering, Intercom Programming & Manufacturing Company(IPMC)

Skills
Lean Six Sigma, business operations development Agile Methodology, Scrum processes, customer service

Experiences
COO / Co-founder, Swoove
Project Management & Quality Assurance, Swoove
Sales and events management, Thryll
Integrations Engineer, DreamOval Limited

Awards & press mentions

MTN momo hackathon &
MTN Shortz competition
Games and Entertainment

Catalyst Inclusivity fund
2021 winners $120k Grant

Y-combinator Incubator
2021 Summer finalists

World summit awards
Water and Environment

MEST Express
1st place $15k Grant

Stanford Africa business forum
Pitch comp Finalists

Raising $250,000 pre-seed

Raises Till Date

$0 in current equity funding
$30,000 in Bootstrapped from founders (till date)
$120,000 grant from Catalyst fund (October 2021)
$15,000 grant from MEST express accelerator (October 2021)

Burn

$12,000/month, *18 month runway*

Funding instrument

SAFE agreement

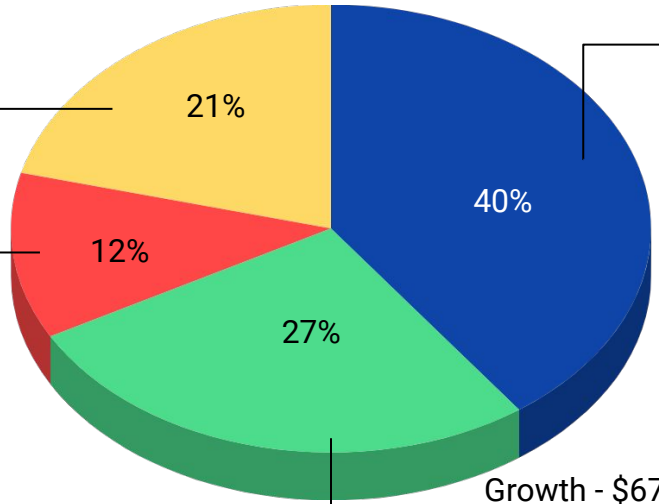
Funding Milestones

Our goal for this fundraise is to grow the company to our next revenue target. Our goal by the end of 2022 is to reach:

- $800,000 Yearly Revenue
- 1000 deliveries/day.
- 4 new cities in Ghana and Nigeria
- 2 new Additional revenue streams

Use of funds

Technology - $52,500
Server costs (AWS, Google places), Technical subscriptions, wix, slack, retool, SMS, etc.



Team - $100,000
Current team, new hires, external contractors and legal council

Operations - $30,000
Rent, utilities, transportation, telephone, equipment (phones, pc, etc)

Growth - $67,500
Incentives referral program, SMS, social media advertising, content creation, marketing subscriptions

12 months Roadmap

Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022
Woocommerce plugin release	ch 250 ries/day			
ML Update	Signs commercials Fly Africa Airlines	Subscription model pilot with 10 users	Reach 1000 deliveries/day	
DHL API updated Integration	Incentive System Update	Setup Location in Kumasi	Setup Location in Lagos	
Business Web-App Beta Release	v2 App Release	Shopify integration release	ce product ilot	Setup Location in Abuja

Get in touch with us

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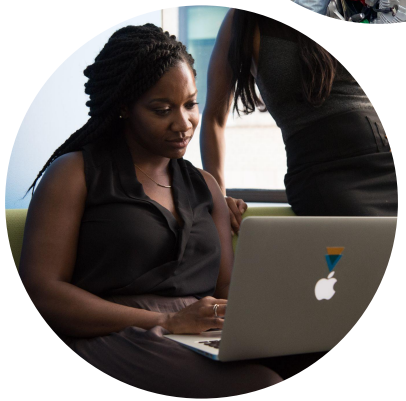
10x e-commerce logistics in Africa



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Swoove

Appendix

Platforms Demo Credentials

Website
https://swoove.delivery

SME android and iOS Apps
https://swoove.page.link
Demo credentials
Mobile: 233240028396
Password: qwerty

Logistics services web-app
https://panel.swoovedelivery.com/
Demo credentials
Mobile: 233240028396
Password: qwerty

USSD Shortcode - Ghana Only
*713*5#

Developer Portal
https://swoove.delivery/devs
Demo credentials
Email: kwaku@rootsdigital.tech
Password: qwerty

📝 Market Size References
https://www.afrochampions.org/assets/doc/Contenus%20Trillion%20Dollar%20Framework/THETRI~1.PDF

https://www.gizchina.com/2019/12/12/african-e-commerce-market-size-expected-to-reach-22-billion-by-2022/

https://blog.pipecandy.com/ecommerce-product-categories/

🛵 Rider employment research
https://docs.google.com/presentation/d/1L4viOOjXBvVm-EI4s5xskdY8zUr2_ex6BXLv19Xnmos/edit?usp=sharing

🛵 How we pay our delivery partners
https://future-citrus-6ad.notion.site/How-Swoove-pays-logistics-partners-d046da71498241fca77e1ee8815b01f8

💼 Y-combinator SAFE funding templates
https://www.ycombinator.com/library/6z-fundraising-templates-safe-financing-documents