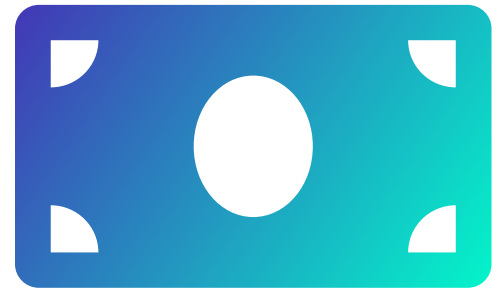


 Survey54

Consumer Intelligence Across Africa and Emerging Markets



Problem



Consumer data is expensive on the continent (on foot, monopoly by global firms)

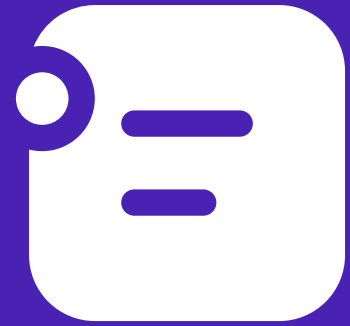


It could take up to 8-10 weeks to receive data that is outdated - inefficient process



Cash-based economies produce little to no consumer spending data

Solution



Companies use our tech platform to reach millions of African consumers instantly.



We use machine learning to process large volumes of data and create instant insights and predictions within minutes not weeks.



Our API connects with Telco, B2C to generate data to understand consumer habits from existing data.

Category Trackers

Category Trackers allow companies to track on a frequent basis consumer behaviour such as media consumption.

Survey54

Audience Measurement (Radio)

Question 4 of 4

What radio station did you listen to within the timeframes below?

5:00 - 5:30
Agoro FM

5:30 - 6:00

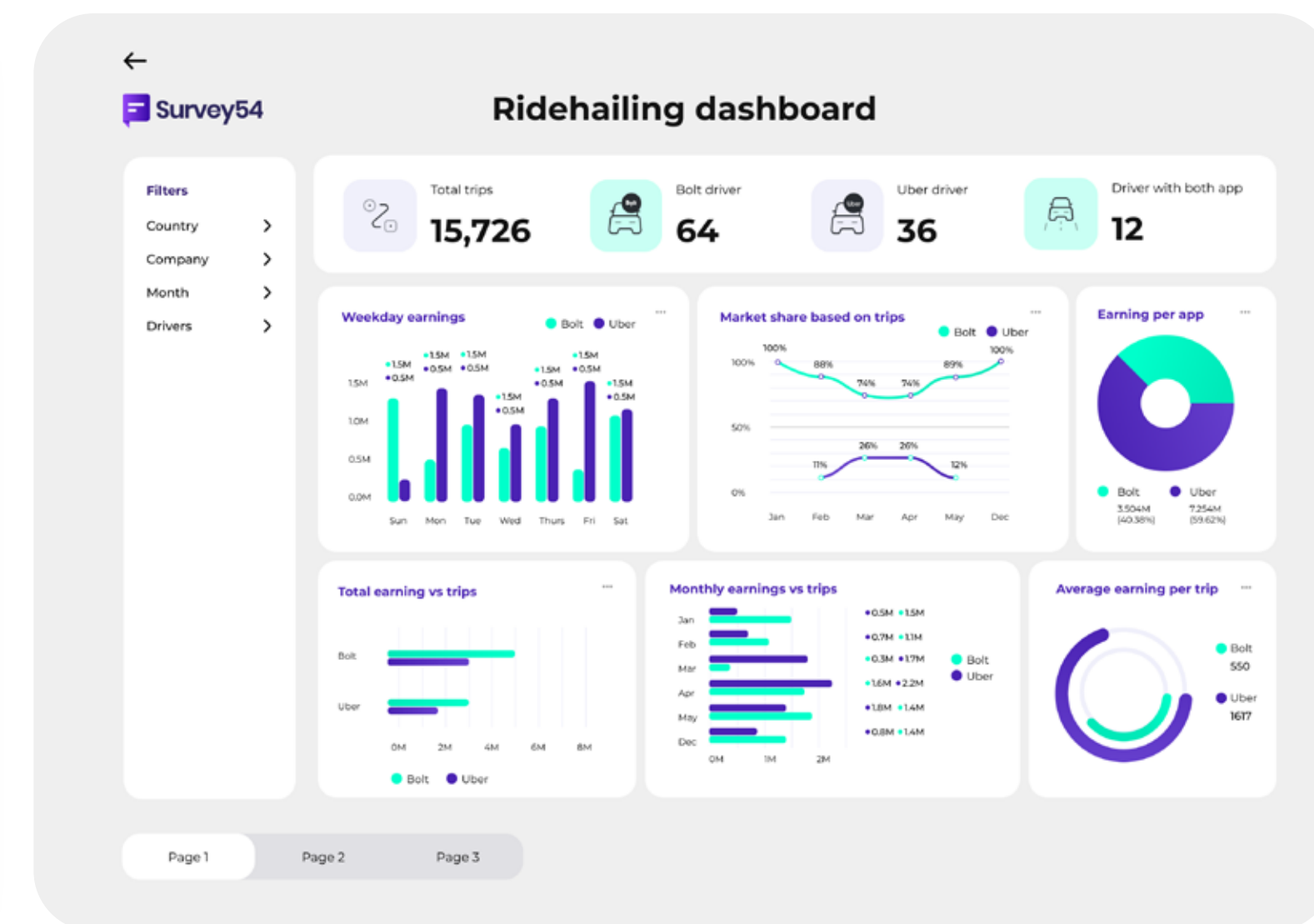
6:00 - 6:30

6:30 - 7:00

7:00 - 7:30

7:30 - 8:00

Back Proceed



Survey 54

What app are you uploading receipt for?

Reply 1 for Uber, Reply 2 for Bolt, Reply 3 for Didi, Reply 4 for Yookoo, Reply 5 for Indriver.

Please upload bolt receipt

Bolt receipt1

Bolt receipt2

Self-Serve AD-Hoc Platform

Companies are using our self-serve platform to reach respondents on our platform. Marketing, research and innovation teams use our platform at least once a month.

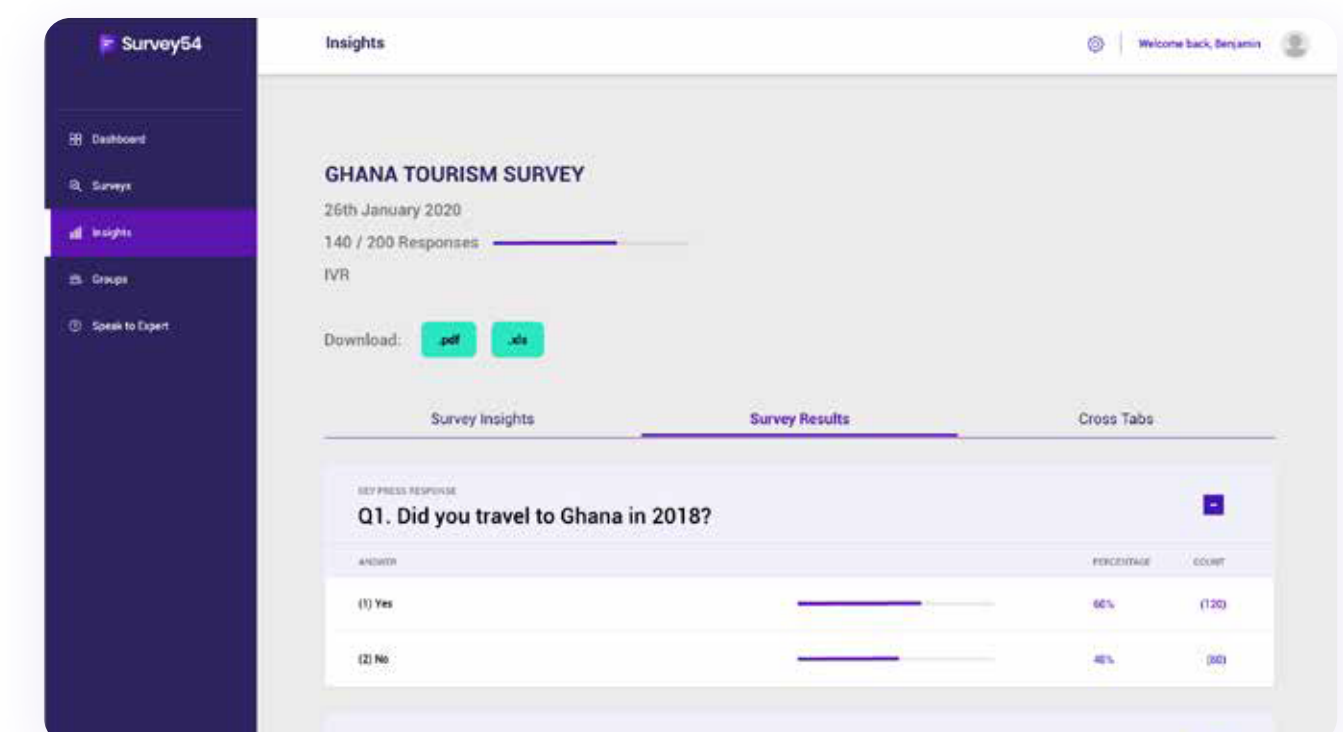
The screenshot shows the 'Audience' tab in the Survey54 dashboard. It includes a 'Select An Audience' section with a 'Select Country' dropdown and three buttons: 'Upload Your Own Audience', 'Use Survey54 Audience' (which is highlighted with a green checkmark), and 'Use Created Groups'. Below this is an 'Audience Distribution' section with three horizontal bar charts for 'Race' (Asian, White, Black, Other), 'Gender' (Male, Female), and 'Age Group' (18-34, 35-50, 51-65, Other). At the bottom, there are sections for 'LSM Group' and 'Employment'.

Choose Audience



The screenshot shows the 'Questions' tab in the Survey54 dashboard. It features a 'Survey Title' field, a 'QUESTION SELECTION' section with a text input for 'Q1' and a 'Type your question here' placeholder, and an 'Attached images' section with four image thumbnails. A 'Response Time Limit' dropdown is at the bottom.

Add Questions



Get Results

Companies that use us



Partner Data

E-commerce

JUMIA★

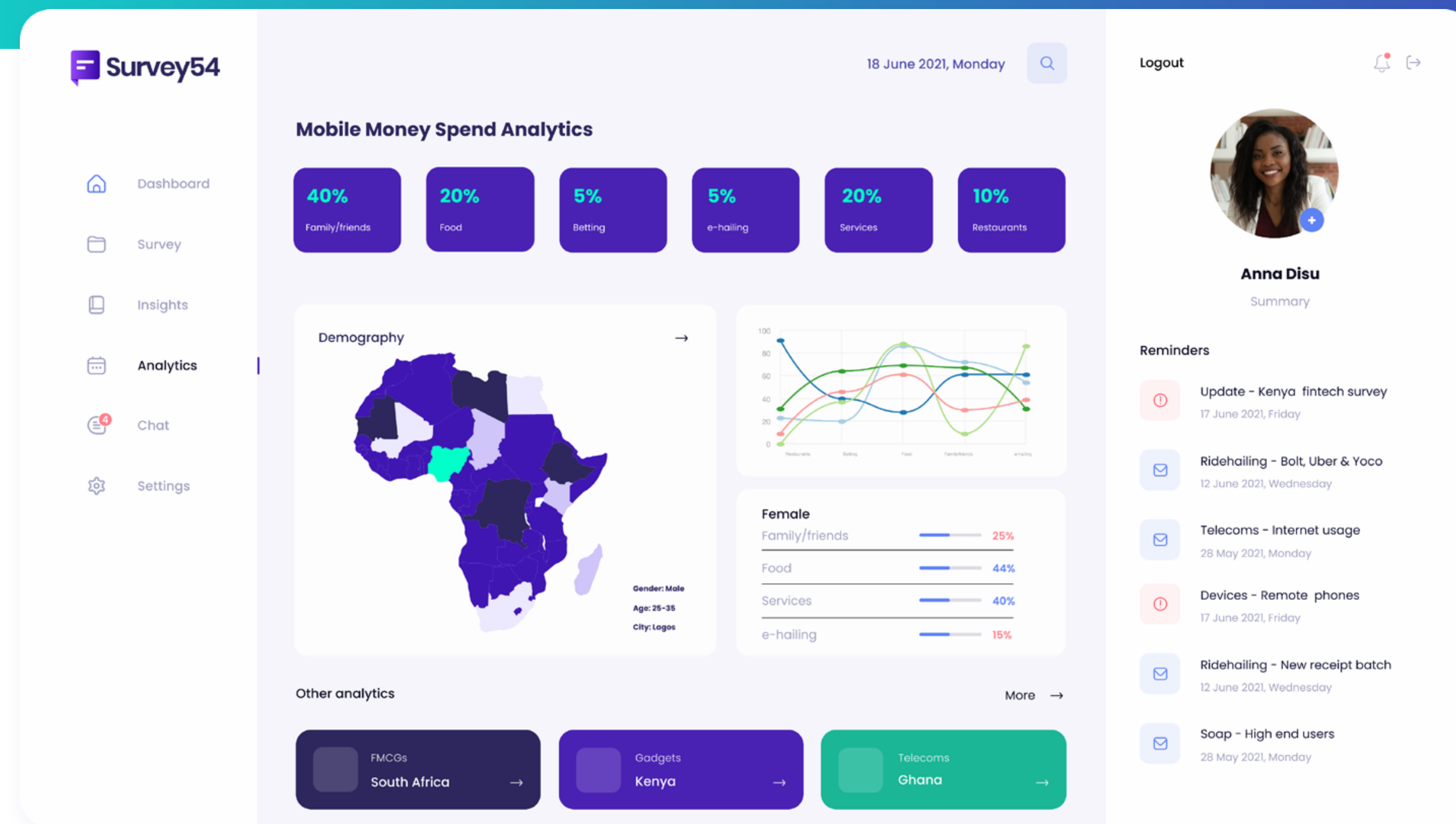
konga.com

SLOT

MNOs



safricom



We aim to add build a loyalty mechanism to gather consumer buying behaviour through POS systems, MNO's and e-commerce through an easy API.

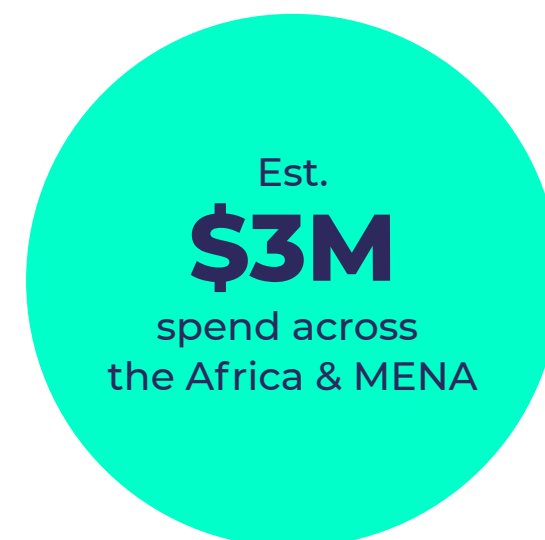
Size of Opportunity

Category Trackers

Audience Measurement



Ride-Hailing



Brand Tracking



Shopper/Moments



AD Hoc Surveys

Self-serve
product



Total market Size for
research across the Africa & MENA
(Esomar) 2021

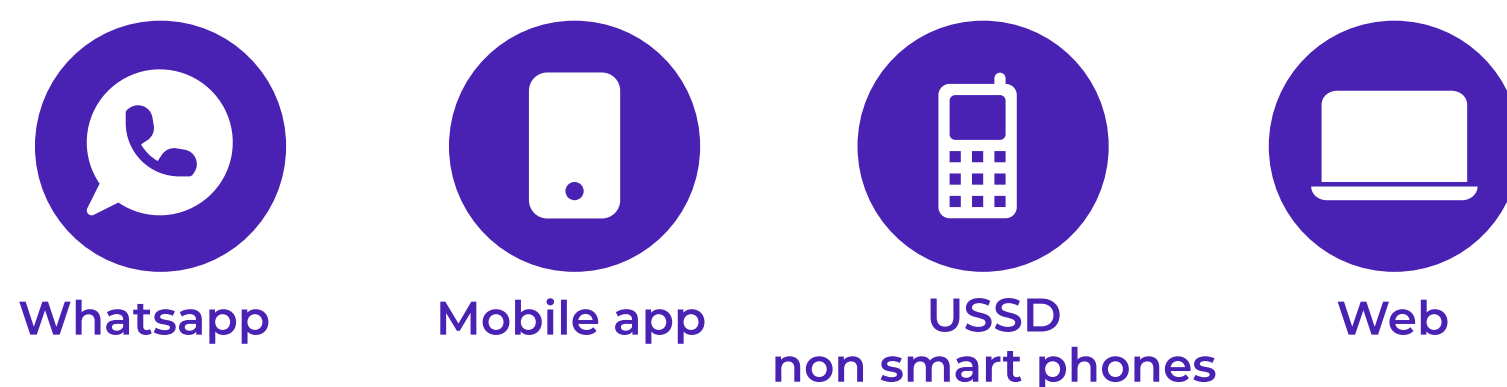
\$3.8 Billion

Our audience

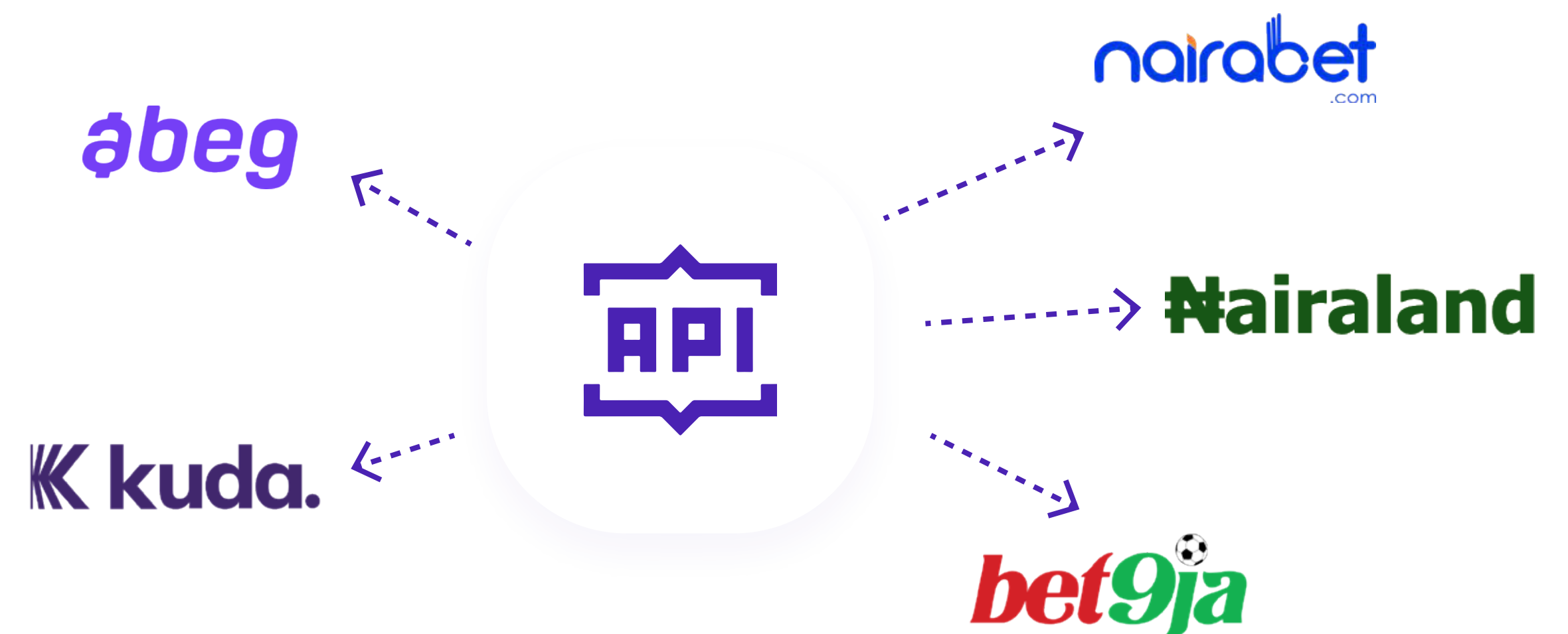
We aim to grow our audience from



How we reach our audience?



Using our API plugin for other developers to generate revenue per completed response.



Business model

Category Trackers

60% Margin

Companies pay
Monthly/Quarterly
to subscribe

Self Serve

50% Margin

Companies pay
per response
for each survey.

Competition

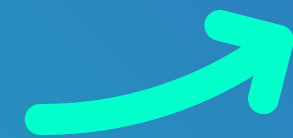
	Audiences across Africa	Scalable tracking	Realtime data collection
Survey54	✓	✓	✓
IPSOS	✗	✗	✗
Kantar	✓	✗	✗
Nielsen	✗	✗	✗
Geopoll	✓	✗	✓

Revenue Growth

Revenue
over 12 Months

\$170,000

Grown over 260% YOY from 2020



Revenue
2022

\$900K



Revenue
2023

\$5M

Current Customers

Uber

DIAGEO

Kellogg's

ABInBev

Impact

We aim to help small businesses to sustain and grow their business by allowing them to connect to consumers on our self-service platform at a lower price than traditional research agencies. As a result, companies reach thousands of consumers quickly and efficiently to ask questions.

- Cost-effective consumer research to help understand their potential consumer base.
- Identifying gaps and trends which equals growth which then creates more jobs locally.
- Accessibility to create surveys, pick their audience and receive results through mobile quickly and easily.



Team



Stephan Eyeson

CEO

Ex-Business Lead Partnership | Uber



- 7th employee at SurveyMonkey
- MSc, Innovation and Management
- Loughborough University (1st)
- Founder of GetPro (raised seed capital)



Dr. Samuel Chinenyeze

CTO

Senior Software Engineer | Perkbox



- PhD, Software Engineering SFC Research Grant Award Winner Edinburgh Napier University
- Senior Software Engineer & Architect Napier University (Govt. funded Projects)
- Author and Contributor: Journal of Software Evolution and Processes (JSEP).



Chukwudi Osigwe

Lead Developer

Lead frontend developer | HSBC



- MSc, Management, information Systems and Innovation
- Lead frontend developer HSBC Private Bank
- BSc Computer Science at St. Andrews

Roadmap

2022

- Hire sales team (9)
- Secure 10% of pipeline reach
- \$100,000 in MRR from August

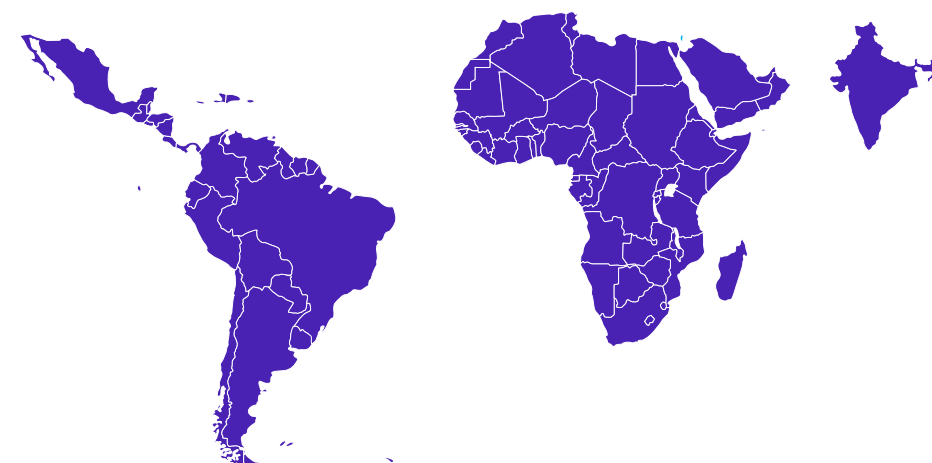
Uber **DIAGEO** Bolt

DiDi **Carry1st** Chipper

- **Products:**
Audience measurement,
Ride-Hailing and Self-serve
- Launch Brand Tracking, Retail Audit tracking (Unlock \$50k- \$100k in further MRR end)

2023

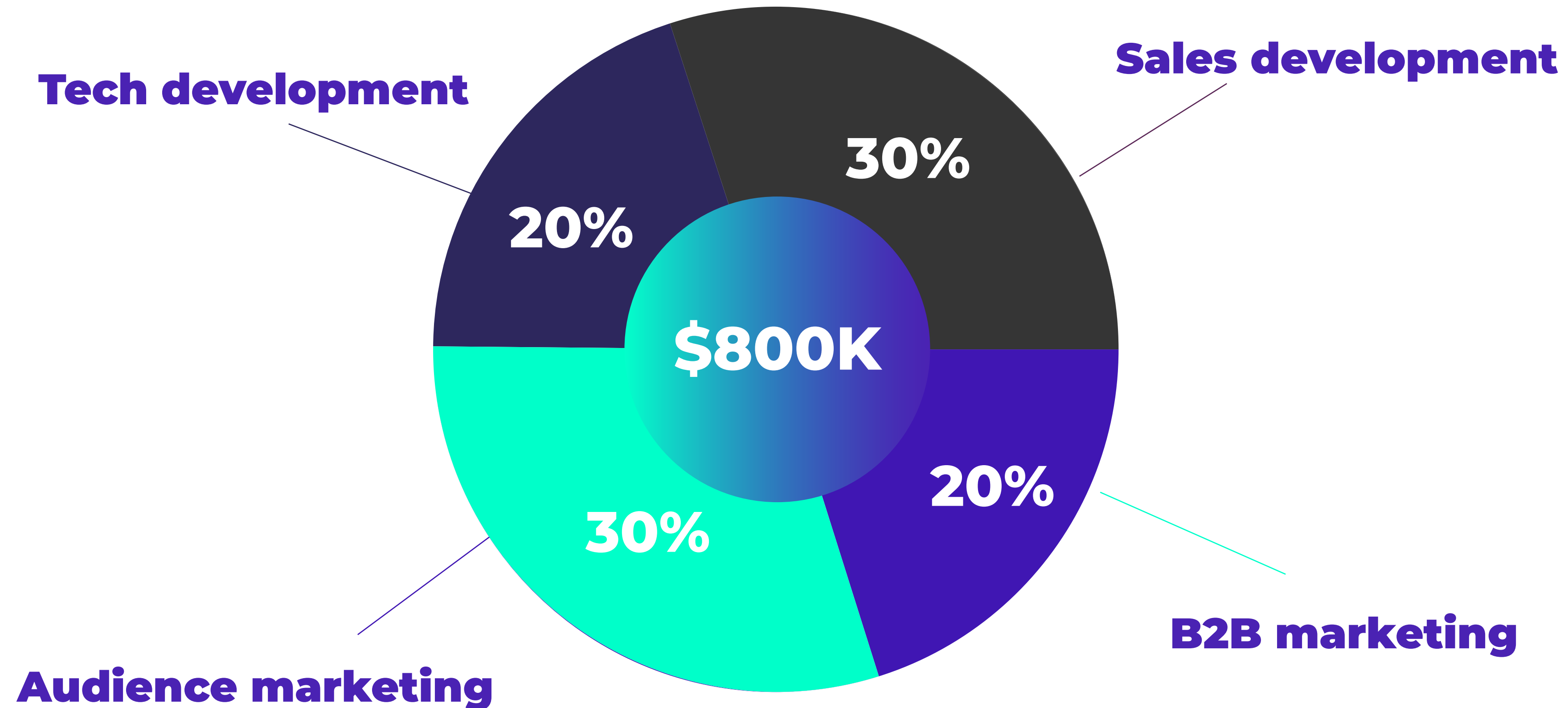
- Secure another further 30% of pipeline reach
- Unlock \$300K MRR
- Get to 4M respondents across 70% of the continent
- Deep expansion to Middle East, UAE, India, Latam
- Build respondents and get clients



2024

- Unlock a further 60% of pipeline reach.
- Partner with mechanism to unlock consumer spending data across Informal markets - (Fintech/Payments).
- Expand into emerging communities - immigrant communities that are hard to reach.

Raising to scale into new markets



We are raising \$800,000

Exit Opportunities

Existing incumbents have a strong appetite for acquisitions

nielsen
.....

Recently Acquired

visualIQ

ebiquity

GfK

Recently Acquired

netquest

COGENTA

usercentric

KANTAR

Recently Acquired

mavens

COLMAR BRUNTON

evidências
CREDIBILIDADE CIENTÍFICA
A Kantar Health Company

Contact



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