

tendo

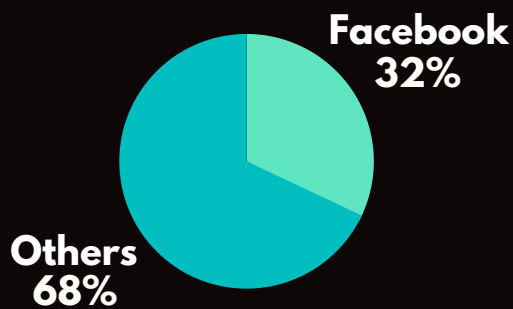
A social commerce platform that enables anyone to start a business with ZERO capital.



tendo.app

INTRODUCTION

E-commerce sales in Africa (by platform)



GeoPoll

Social media has become a preferred destination for online buyers. In fact, an estimated 32% of all ecommerce sales in Africa happen on Facebook. This is because social interaction is an essential part of commerce in many emerging markets like Africa, India and South America.

PROBLEM

Majority of people are unable to start their online business and take advantage of the opportunity due to:

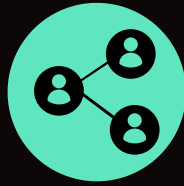
1. The high capital investment required to pay for inventory, logistics and warehousing.
2. Complexities involved in finding trusted suppliers.

SOLUTION

Tendo is a platform that connects independent resellers to businesses.



These resellers can add their profit margin to products on our platform.



Sell on social media.



And earn money each time there's a purchase.

USER PERSONA



Ameena

32 years | Has 2 children

Lives in Accra

“During this lockdown there was no way to get money. I applied for some jobs, none was successful. But Tendo has been really good to me - I have been able to earn some money.”

- Ameena has been unemployed for the past 5 years and needs a steady source of income.
- Aspires to start her own business.

VALUE

- Tendo enables Ameena to earn an income without investing any capital.
- Become more financially independent.
- Employment opportunity for millions of unemployed people.



PRODUCT DEMO

Scan here or visit the link below



rebrand.ly/tendo-demo

REVENUE MODEL



We add a 10-20% margin on products.



\$20 reseller fee per month for premium subscription.



Suppliers can pay for ad placements on the Tendo platform.

TRACTION & VALIDATED LEARNING

Sign-Ups & Revenue (2 months)

500

Resellers

20

Suppliers

US\$
2.5k

Sales

US\$
554

Reseller
Profit

Operational Efficiency

- Delivery success rate up from 80% to 95%.
- Active resellers up from 8% to 16%.¹
- App rating up from 3.1 to 4.0

1. An active reseller is any user who places at least 4 orders each week



GO-TO-MARKET STRATEGY (SUPPLIERS)

SUPPLIER-SIDE TARGETING

- Onboarding both online and offline suppliers.
- Currently focusing on the Fashion and Beauty category because of better margins and higher turnover.

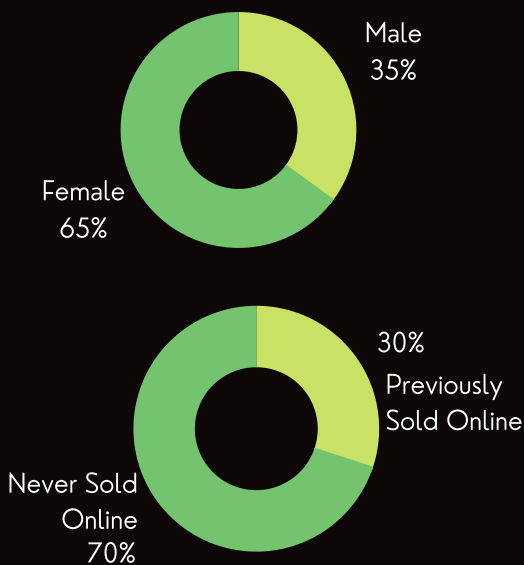
STRATEGY

- Use Facebook/WhatsApp groups to onboard online suppliers who are seeking to increase sales.
- Onboard informal business struggling to transition online.
- We conduct quality assurance before products are listed.
- Use feedback loop and ratings to maintain high quality standards.

GO-TO-MARKET STRATEGY (RESELLERS)

CURRENT USER BASE (RESELLERS)

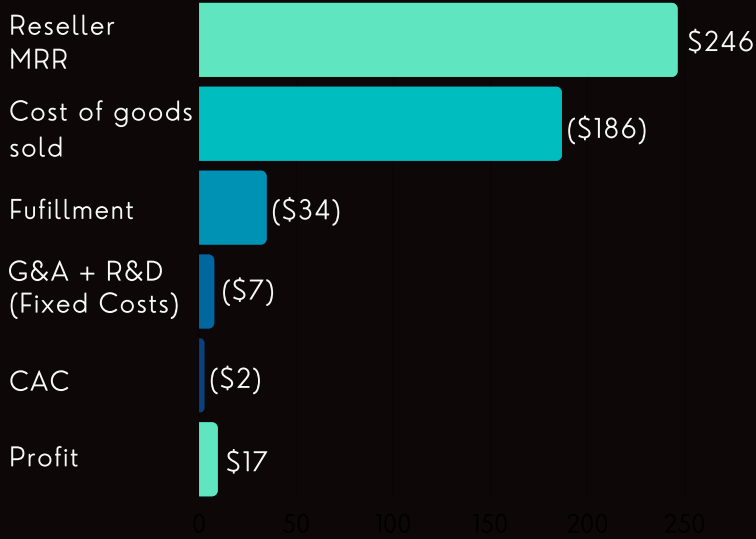
STRATEGY



- Onboard resellers through social media posts and referrals (referrals account for 40% of our growth).
- Women make the most sales on Tendo.
- So we are partnering with women groups to onboard more of their members.
- We provide free digital marketing lessons for new resellers.
- This helps them quickly transition to making their first sale.

FINANCIALS

Unit Economics



Budget (\$1000)

<u>Operational Expenses</u>	\$
Supplier Onboarding	300
Reseller Acquisition	200
Packaging/Fulfilment	100
General & Administrative	50
<u>Tech Expenses</u>	
Cloud Bills	150
Software Licenses/ Subscriptions	200
	<u>1000</u>

TEAM



CHIEF EXECUTIVE OFFICER

FELIX MANFORD

3 years experience in Investment Banking and Sales.(Goldman Sachs, Standard Chartered).



CHIEF OPERATION OFFICER

PRIMEROSE KATENA

Led a startup that builds software for event management companies.



CHIEF TECHNOLOGY OFFICER

DERRICK MUNGAI

Seasoned software engineer & entrepreneur. Built, scaled & exited 2 startups.



CHIEF PRODUCT OFFICER

EVANS DARBO

5+ years experience designing & building user-centered apps.