



## PROBLEM

- Price** (Overcharging Passengers)
- Safety** Non-Licensed drivers cause accidents
- Limited mode of payment** Cash Only
- Car Rental**

## SOLUTION

By using TWENDE you get:

- Safe, Qualified, verified and reliable driver
- Save Money Make Money
- Introduce Mobile Payments
- Rent a car Online

## MARKET SIZE

- 19 Million Internet Access Subscribers
- Targeting 500K Drivers
- 50 Car-rental companies with 300+ Cars supply each

## MARKET VALIDATION

- Drivers: 1,243 Trips: 23,008
- Drivers: 897 Trips: 18,722
- Drivers: 1,852 Trips: 64,701

## BUSINESS MODEL

We are taking monthly subscription of:

- 10,000 Tshs Taxi Driver
- 5,000 Tshs Tricycle Driver
- 3,000 Tshs Motorcycle Driver

**10%** Commission for every car rent through Twende

## MARKET ADOPTION

- Promo & Referral Codes
- Partnership with Drivers Associations
- EVENTS TigoFiesta Sabasaba
- Social Networks Radio interview & Mentions

## COMPETITIVE ADVANTAGES

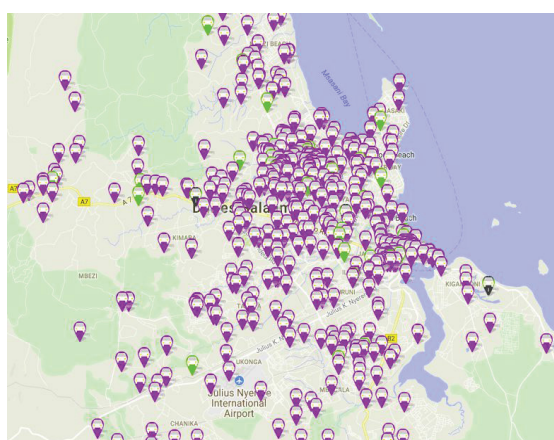
- Partnership with Drivers Associations
- Zero rated App
- Mobile Money Integration
- Provision of Smart Phone to Drivers
- Partnership with MNO-Tigo

## UNIQUE PROPORTION

- We offer Taxi, Motorcycle, Tricycle and Rentals
- A Good deal of Affordable monthly subscription fee to drivers
- Twende is available in other regions apart from Dar es Salaam

## DISTRIBUTION OF DRIVERS

### DAR ES SALAAM



### OTHER REGIONS

- Arusha
- Mwanza
- Dodoma
- Mbeya
- Iringa
- Morogoro
- Zanzibar

