

# Introduction

**ORPASSER**

*Connecting Trip Organizers to Passengers*

Founded by **Henry Kofi Brandoh**  
**Accra, Ghana**

[www.orpasser.com](http://www.orpasser.com)

# The Problem

Every day in Ghana, **hundreds of group trips are organized** by:

- Churches attending conventions, crusades, and retreats
- Companies traveling for conferences and corporate programs
- Event-goers traveling to December shows, beach concerts, and festivals
- Student groups going for excursions and campus events

Yet the **coordination is painful**:

✘ No central platform to find available buses

Organizers must call different transport operators one by one hoping someone has space.

✘ Middle-men inflate prices

Many organizers end up dealing with middle-men who are **not transparent**, causing price inflation and distrust.

✘ Manual passenger registration

Names are collected in WhatsApp groups or handwritten lists — confusing, slow, and error-prone.

✘ Poor communication & uncertainty

Passengers don't know the pickup location, seat confirmation, or trip details until the last minute.

✘ No digital convenience

Nothing is automated — causing delays, miscommunication, and frustration.

**In summary: organizing trips in Ghana is stressful, inefficient, and lacks transparency.**

# The Solution

**Orpasser is a digital platform that simplifies group travel coordination.**

We provide organizers with:

- ✓ A clean platform to **create trips.**
- ✓ **Share links for passengers to register conveniently.**
- ✓ **Automatic compilation of passenger lists.**
- ✓ **Transparent bus pricing from trusted providers.**
- ✓ **A centralized dashboard for trip management.**

For passengers:

- ✓ Easy online registration
- ✓ Clear trip details
- ✓ Instant confirmation

**Orpasser brings transparency, convenience, and trust to group travel in Ghana.**

# Product Review

## **A Simple, Digital Platform for Group Trip Management**

Orpasser provides a streamlined web platform that allows organizers to:

- **Create a trip** in minutes (destination, date, price, bus provider)
- **Share a registration link** with passengers
- **Track registrations instantly**
- **Download passenger lists automatically**
- **Coordinate logistics easily** without manual work

Passengers can:

- View trip details online
- Register with basic information
- Receive instant confirmation
- Get timely updates from organizers

**No middlemen. No inflated prices. No manual paperwork.  
Just simple, transparent, and organized travel.**


# Market Opportunity

**Group travel is huge in Ghana but still offline.**

Every week, thousands of organized trips take place:

- **Church crusades, retreats & conventions**
- **December events** (Afrochella, Tidal Rave, Afro Nation, Detty December shows)
- **Company conferences & workshops**
- **Student group trips**
- **Family/group leisure travel**

Estimated annual group-trip market size in Ghana:

 **Over GHS 100 million+** in transport spending annually

Yet **95% of trip coordination still happens manually.**

This gives Orpasser the opportunity to digitize a large, underserved sector.

# Business Model

We generate revenue through two primary streams:

## 1. Organizer Subscription / Service Fee

Organizers pay a small fee for using Orpasser's platform to manage trips.

## 2. Bus Provider Partnership Fees

Transport operators pay a small commission per successful listing or referral.

No escrow.

No payment holding.

Simple, transparent revenue.

This allows Orpasser to scale quickly without complex financial integrations.

# Traction

Although early stage, Orpasser has built strong foundational traction:

- **Full MVP built and deployed** ([www.orpasser.com](http://www.orpasser.com))
- **Trip registration + organizer dashboard fully working**
- Discussions with church groups preparing December conventions
- Early interest from event organizers preparing for December shows
- Brand identity and promotional campaign ready for rollout
- Growing social awareness strategy for December travel demand

We are preparing for our first **pilot trips during the December season**, the peak mobility period in Ghana.

# Competitive Landscape

Current solutions on the market include:

- **WhatsApp groups** (manual, unstructured)
- **Middlemen agents** (unreliable, inflate prices)
- **Transport operators** (not digital, no passenger management)

## Where Orpasser wins:

- ✓ Digital trip coordination
- ✓ Transparent pricing
- ✓ Simple organizer tools
- ✓ Passenger self-registration
- ✓ No middlemen
- ✓ Built specifically for Ghanaian group travel needs

No direct competitor is offering a full digital solution focused on **organizers + group travel**, giving Orpasser a strong first-mover advantage.

# The Team

## **Henry Kofi Brandoh — Founder & Technical Lead**

- Software Developer (Laravel, PHP, Java, Python)
- IT Manager at Korle Bu Teaching Hospital
- Experienced in building scalable digital systems
- Led multiple tech projects across health, events, and logistics sectors
- Strong product and operational leadership

Orpasser is currently founder-led with a plan to build a small team in:

- Partnerships & Business Development
- Operations
- Marketing & Customer Support

We are committed to building the leading platform for organized travel in Ghana.

# Our Ask

**We are seeking \$15,000 USD in seed funding to:**

- **Expand Orpasser's platform development** (features, performance, and scale)
- **Launch aggressive December & Q1 marketing campaigns** to drive early adoption
- **Onboard and verify trusted bus providers nationwide**
- **Build partnerships** with churches, universities, event organizers, and companies
- **Strengthen operations and customer support**
- **Acquire one multi-purpose bus to enhance reliability, pilot trips, and reduce dependency on third-party providers**

**Owning a bus allows Orpasser to:**

- Guarantee availability for peak periods
- Launch pilot routes quickly
- Demonstrate operational efficiency
- Reduce cancellations and delays
- Build trust with early users
- Create a strong revenue baseline while onboarding partner buses

**In return, we offer equity in Orpasser.**

This investment accelerates our ability to **capture early market share**, demonstrate traction with guaranteed trips, and **expand nationwide**.