



Safety, Comfort & Convenience

MOYO BUS

Pitch Deck Presentation

MB MOYO BUS
Safety | Comfort | Convenience

Presented By:

Esther Bediako



Reliable, Affordable Daily
Commute for Workers in Ghana

About Us

→ Who We Are ?

Moyo Bus is a scheduled weekday shuttle service designed for workers who commute to and from their workplaces.



Our Vision & Mission

Safety. Comfort. Convenience.



Vision

To become Ghana's most trusted commuter transport brand, by redefining urban commuting in Africa and becoming the backbone of reliable daily transport for millions of workers.



Mission

To remove transportation barriers for workers by delivering dependable, comfortable and affordable commuter bus services.



The Problem

- Thousands of workers in Accra and other cities struggle to get reliable transport to and from work daily.
- Public transport is overcrowded, inconsistent, and unsafe.
- Ride-hailing is too expensive for daily commuting.
- Late arrivals affect productivity and income, especially for shift workers.



Our Solution

- Fixed routes and pick-up points
- Morning and evening schedules
- Monthly or weekly subscription model
- Safe, clean, and professionally managed buses



Market Opportunity

- **There are over 3 million daily commuters in Greater Accra alone.**
- **Target customers: salaried workers, factory & shift workers, SMEs & companies without staff busses**
- **Initial focus: Accra with expansion to Tema, Kasoa, Kumasi**





Products & Services



Tier System

Regular Tier, VIP Tier & Premium Tier



Staff & worker commuter buses



Subscription-based seat booking

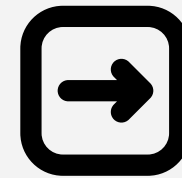


Dedicated routes for offices, hospitals, markets and factories

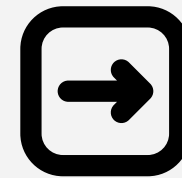
Traction



Strong interest from workers seeking reliable commute



Early route demand identified



Founder-led operations and customer engagement

Competitive Landscape



Alternatives

Trotro (unreliable, overcrowded)

Ride-hailing (expensive)

Private staff buses (limited availability)



Moyo Bus Advantage

Affordable + reliable

Fixed schedules

Community-based and worker-focused

Go-To-Market Strategy



**Social media
marketing**



**Partnerships
with workplaces
& HR
departments**



**Route based
community
ambassadors**



**Referral
incentives for
riders**



Financials Snapshot

Year 1

1 bus x 25-30 riders

Year 1

Average montly revenue per bus: GHS
10,000 - 15,000

Year 1

Key costs: fuel, driver salary,
maintenance, insurance



Thank you

MOYO BUS is more than transportation, its access to opportunity.
Thank you for your time and consideration. We look forward to partnering with you to transform daily commuting for workers in Ghana

 @moyobus

 +233-0257870656

 Accra, Ghana