



Digitising the Authentic Ghanaian Food Experience

The "Luxury" Gap in Food Delivery

Existing platforms have fundamentally misunderstood the Ghanaian market, positioning delivery as an occasional indulgence rather than an everyday necessity.

High Costs

Platforms like Bolt Food and Chowdeck focus on high-end, niche meals like pizza, burgers, with rigid fixed pricing that puts delivery out of reach for the average Ghanaian.

Inflexibility

80% of non-cooking Ghanaians rely on local joints where they customise portions to fit micro-budgets (GHS 15). Apps force fixed meal prices, alienating the mass market entirely.

Vendor Stagnation

Local vendors are highly profitable but cash-based and unbanked. Without digital records, they cannot access credit to scale their businesses or grow sustainably.

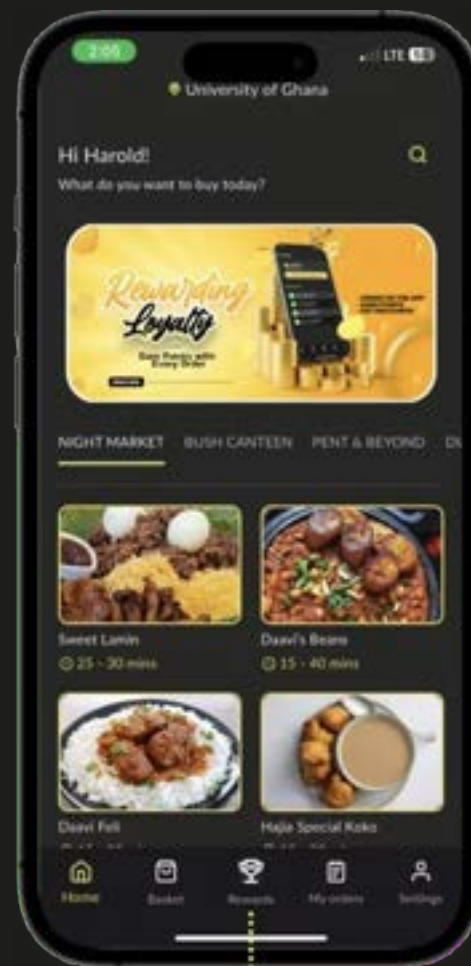
Making Delivery Essential, Not Optional

Night Market

A digital platform built specifically for local food joints that authentically replicates the in-person buying experience Ghanaians know and trust.

Flexible Ordering

Our proprietary tools allow users to tweak quantities and order items separately, fitting their exact budget just like at their favourite local joint.



Financial Inclusion: We're not just delivering food—we're digitising merchant revenue to build creditworthiness for the unbanked, unlocking access to capital and growth.



Unlocking the Mass Market

15K

Local food vendors

Operating across Accra alone

1.2M

Daily meals served

High-frequency, recession-proof
demand

80%

Market untapped

Low-to-middle income
demographic ignored by
competitors

By targeting the low-to-middle income demographic, we tap into a high-frequency, daily utility market that existing platforms completely overlook—a sustainable, scalable opportunity.

A Robust 3-Sided Marketplace

Our platform seamlessly connects consumers, vendors, and riders across iOS, Android, and web—creating a thriving ecosystem built for scale.



Consumer App

Custom, budget-friendly ordering with live tracking and flexible quantity selection tailored to individual spending power.



Vendor Portal

Order management and digital revenue tracking—our fintech entry point that transforms informal businesses into creditworthy enterprises.

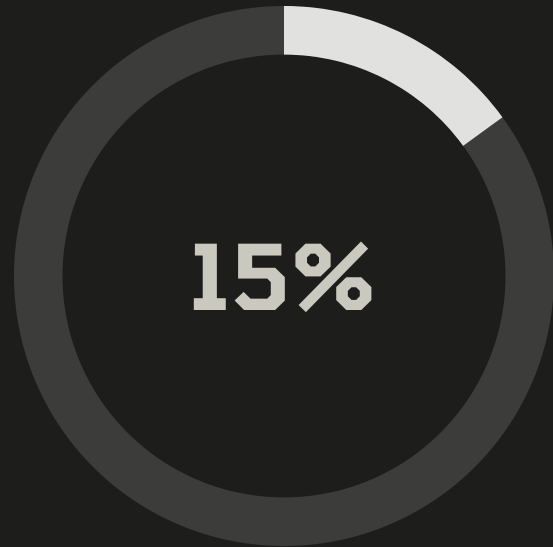


Rider App

Asset-light logistics network empowering third-party dispatch agents with efficient routing and earnings transparency.

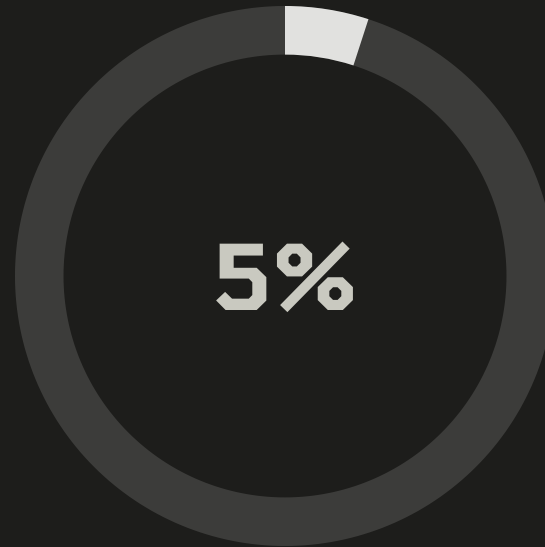
Sustainable & Scalable Revenue

Our business model is designed for profitability from day one, with multiple revenue streams that grow as the platform scales.



Merchant Commission

On every order placed through the platform



Dispatch Commission

On rider earnings per delivery



Transaction Fee

Flat processing fee per order

- ☐ This diversified revenue model ensures we capture value across the entire transaction whilst keeping costs low for consumers and merchants.

Proven Product-Market Fit

Operating successfully since 2022

GHS 11M+

**Gross
Merchandise
Value**

Strong revenue
trajectory
demonstrating real
market demand

500,000

Orders Delivered

Consistent growth
in transaction
volume and
customer retention

200+

Active Merchants

Growing vendor
network across key
zones

We've established dominance in high-density student hubs (UCC, Legon) and residential areas (Madina, Haatso)—proving our model works at scale.



Made with **GAMMA**

Why We Win

Technology Moat

Our "flexible quantity" pricing architecture is unique in the market. Competitors built for rigid restaurant menus cannot easily replicate this without completely rebuilding their core technology—a significant barrier to entry.

Affordability

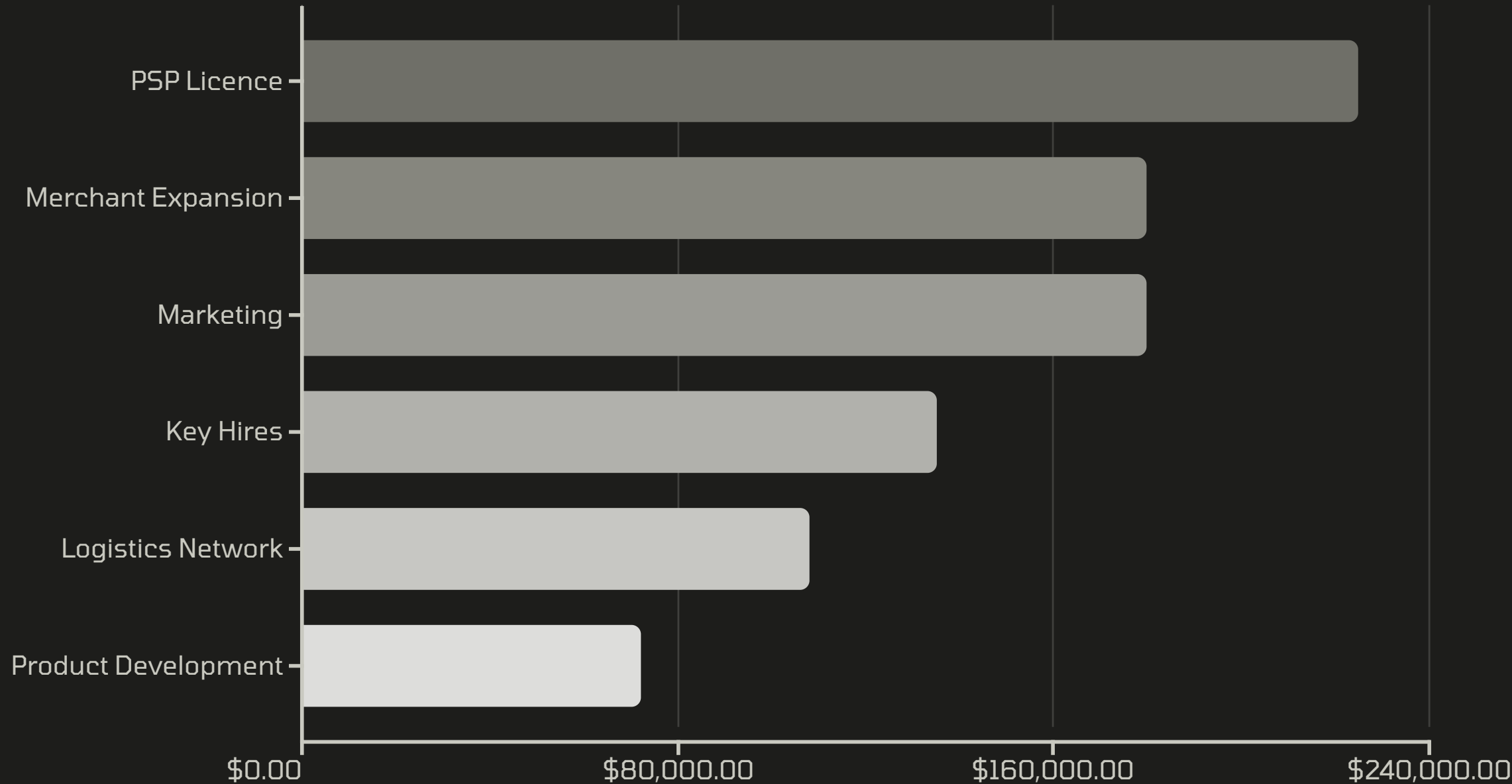
We are significantly cheaper than existing platforms, securing the mass market that represents 80% of food delivery demand in Ghana. Our economics work for everyday transactions, not just special occasions.

The Ecosystem Play

We offer financial value—credit access and banking services—to merchants, creating deep loyalty and exclusivity that logistics-only apps cannot match. We're building infrastructure, not just moving food.

Fuelling the Next Phase of Growth

Raising \$900,000 to evolve from a logistics platform to a fintech-enabled marketplace



This capital will unlock our fintech layer through PSP licensing, expand our merchant base into new Accra zones, and build the student rider fleet that powers our asset-light logistics model.

An aerial photograph of a city skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. A prominent skyscraper with two spires is visible on the left side of the frame. The city buildings are silhouetted against the bright sky, and a long, straight road or highway runs through the center of the city, leading towards the horizon.

Join Us

Night Market is digitising Ghana's informal food economy—transforming how millions of people eat daily whilst creating financial access for thousands of unbanked vendors.

We're not building another food delivery app. We're building the infrastructure for financial inclusion through food.

📄 **Ready to transform the Ghanaian food economy?** Let's discuss how Night Market will capture the mass market and unlock fintech opportunities across West Africa.