



# GreenGo

FROM CLICK TO DOOR · FAST & GREEN

## **GreenGO** (Electric Bike Delivery Pitch Deck)

### **Pitch Deck: Electric-Bike Delivery Platform (Ghana)**

#### **1. Title Slide**

**Business Name:** (GreenGO) **Tagline:** From Click to Door - Fast and Green

**Founder(s):** Caleb Danso Tawiah, Samuel Asare, David Asare, Paddy Aaron, Prosper Gadzi

**Location:** Ghana

#### **2. The Problem**

- Urban deliveries in Ghana are slow, costly, and unreliable
- Heavy traffic increases delivery times and fuel expenses
- Fuel-powered bikes and vehicles raise operating costs
- Growing pollution and environmental concerns
- SMEs and restaurants lack efficient last-mile logistics

#### **3. The Opportunity**

- Rapid growth in food delivery, e-commerce, and on-demand services
- High smartphone and mobile money adoption
- Dense urban cores ideal for two-wheel electric mobility
- Businesses need affordable, fast, and predictable delivery solutions

## 4. Our Solution

A tech-enabled **electric-bike delivery platform** offering:

- On-demand food delivery
- Parcel and courier services
- Scheduled and corporate (B2B) deliveries

Built for speed, affordability, and sustainability in Ghana's cities.

## 5. Why Electric Bikes Win

- Lower operating and maintenance costs
- Faster navigation through traffic
- Consistent delivery times
- Reduced emissions and noise
- Strong green and future-ready brand positioning

## 6. Product & Technology

- Mobile app (customers & riders)
- Web dashboard for merchants
- Real-time tracking and ETAs
- Mobile money & card payments
- Data insights for businesses

## 7. Target Market

- Urban residents (food & parcel delivery)
- Restaurants and cloud kitchens
- E-commerce sellers and SMEs
- Corporate offices (scheduled deliveries)

Initial focus: **Accra**, then expansion to other major cities.

## 8. Business Model

- Per-delivery fees
- Merchant commissions
- B2B subscriptions and bulk delivery contracts
- Premium services (priority delivery, analytics access)

## 9. Competitive Advantage

- Electric-first delivery model
- Lower costs = better pricing
- Faster urban ETAs
- Integrated payments and merchant analytics
- Built specifically for Ghanaian cities

## 10. Traction & Milestones (Current)

- Business concept and model finalized
- Market research completed
- Target segments identified
- Platform requirements defined

## 11. Roadmap

**0–3 months:** Platform development, pilot planning **3–6 months:** Pilot launch/beta run, rider recruitment, merchant onboarding **6–9 months:** Operational optimization and city expansion readiness

## 12. Impact

- Job creation for riders and operations staff
- Revenue growth for local businesses or boost local GDP
- Reduced carbon emissions
- Cleaner, more efficient urban transport
- Supports SDG 11: Sustainable Cities

## **13. The Team**

Founder-led with a hands-on, technical, and execution-focused approach. Advisors and partners to be onboarded during pilot phase.

## **14. The Ask**

- Seed funding for electric bikes and technology
- Strategic mentorship and partnerships
- Support to launch and scale sustainably

## **15. Closing**

**Delivering the future of Ghana's cities — fast, smart, and green.**

Thank you.