

# Book African Experiences in Minutes

The seamless marketplace to discover, book, and pay for  
tours & activities across the continent

## THE PROBLEM

# A disconnected, offline market

## For Travelers

### Hard to discover

Trusted experiences are hidden. Discovery relies on outdated guidebooks or street touts.

### Fragmented booking

No central platform. Booking happens manually via hotel desks, phone calls, or WhatsApp.

### Payment friction

No instant availability. High reliance on cash, with no secure way to pay in advance.

## For Operators

### No global visibility

Local operators lack the tools to reach international tourists before they arrive.

### Manual coordination

Managing inventory on pen & paper leads to overbooking and a high no-show risk.

### Limited payment access

Difficulty accepting international cards or digital payments results in lost revenue.

THE SOLUTION

# Buuki brings African experiences online

Replacing fragmented chaos with a seamless, end-to-end digital platform.



## 1. Discover

Curated search and visual browsing in one place. No more relying on outdated guidebooks or street touts.

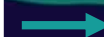
AGGREGATE SUPPLY



## 2. Book

Real-time availability and instant confirmation. Eliminates the back-and-forth of WhatsApp negotiation.

INSTANT INVENTORY



## 3. Pay

Secure global payments for travelers. Guaranteed, automated payouts for local operators.

FINTECH LAYER

# Building supply before we scale demand

Winning density in two beachhead cities first — the repeatable playbook for a pan-African platform

38

Operators onboarded

concentrated in Accra & Cape Coast

6

Activity categories

heritage to food tours

90+

Experiences listed

ready to publish

140+

Operators on waitlist

inbound across Ghana, Nigeria & South Africa

## Cape Coast Castle

Guided heritage & history tours

14 operators - 28 experiences

• Onboarded

## Kakum National Park

Canopy walk & rainforest treks

9 operators - 21 experiences

• Onboarded

## Accra & Jamestown

City, food & pottery workshops

19 operators in onboarding

• Pipeline

120 operators

launch-city target before demand turns on

**Projection:** we switch on traveler bookings in Q3, once each launch city crosses 60 operators of supply density.

## MARKET OPPORTUNITY

# What we can actually win

**TAM** Global tours & activities

**\$264B**

**SAM** Sub-Saharan Africa, online-bookable

**\$3.8B**

**SOM** 3-yr target: 6 cities

**~\$51M**

Just ~1.3% of our serviceable market builds a ~\$51M GMV business — we don't need to win the category to win.

## How we get to ~\$51M (bottoms-up)

Bookable operators across 6 target cities	18,000
Buuki penetration by Year 3 (15%)	2,700
Avg bookings / operator / yr	× 240
Avg booking value	× \$79
<b>Gross marketplace volume (GMV)</b>	<b>~\$51M</b>

**8% take rate**

vs. 20–30% at global OTAs — our wedge to win supply

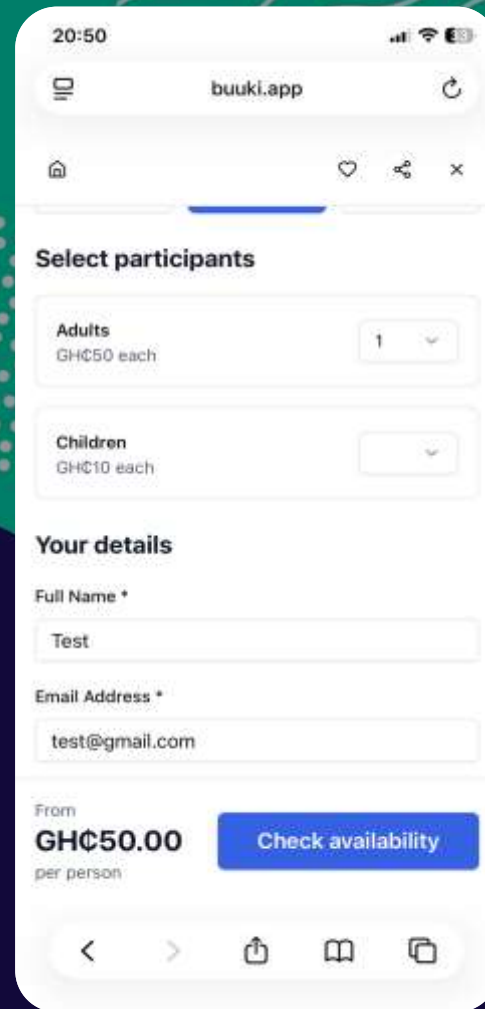
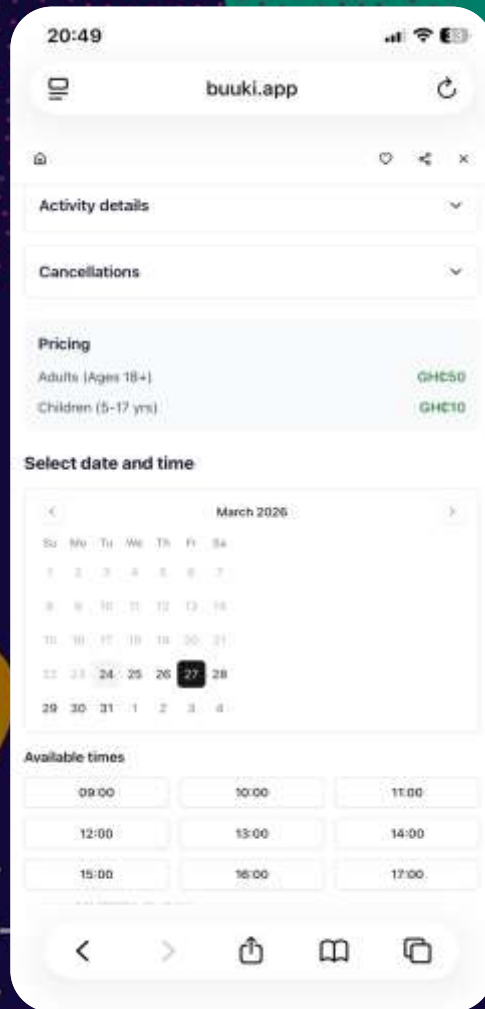
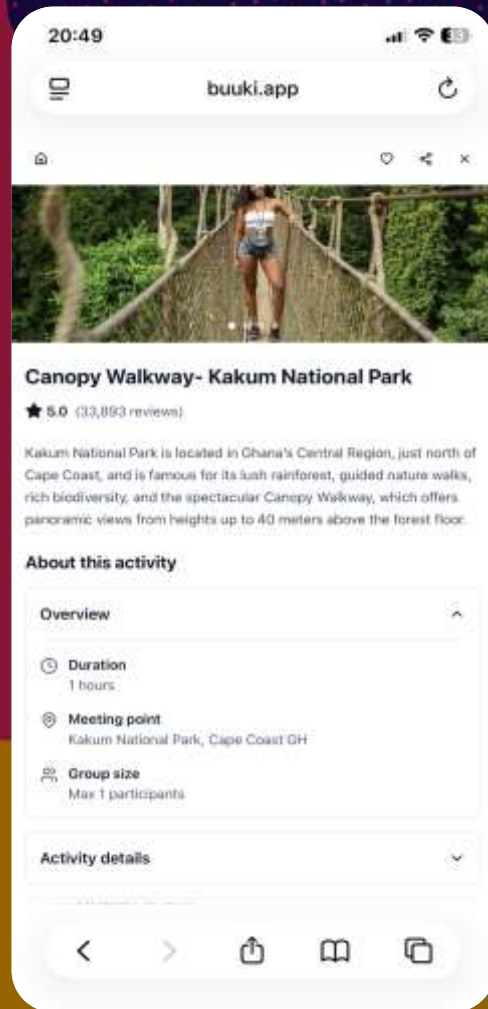
**~\$4.1M**

Year-3 net revenue at SOM (8% take)

**47% of African bookings**

are still offline today — the shift to digital is the tailwind

# A seamless booking experience



**Discover**  
Search & explore curated experiences in one place

**Book**  
Real-time availability with instant confirmation

**Pay**  
Secure global payments for frictionless checkout

# Seamless flows for both sides



## Traveler

Frictionless booking experience



### Discover

Search & browse



### Compare

Photos & reviews



### Book

Select date/time



### Pay

Secure checkout



### Confirm

Receive ticket



## Operator

Digital business management



### List

Details & pricing



### Availability

Set capacity



### Receive

Instant bookings



### Manage

Dashboard view



### Get Paid

Auto-payouts

BUSINESS MODEL

# How we make money

PRIMARY

**8%**

take rate per booking

**Booking commission**

Charged to end customer on every confirmed booking — our core marketplace revenue.

RECURRING

**\$15**

/ operator / month

**Operator SaaS tools**

Calendar, listings, and payout tools — adds predictable recurring revenue as supply scales.

PAYMENTS

**1–2%**

on mobile-money flow

**Payments & FX margin**

Thin spread on mobile-money settlement and cross-border traveler payments.

**Our pricing wedge**

**8%** Buuki take rate

**20–30%** global OTAs

A take rate operators can afford is how we win local supply the giants can't reach.

TRACTION · DEMAND  
SIGNALS

# The demand is already real

Our onboarded operators already take bookings off-platform — Buuki goes live in Q3 to bring that proven demand on-rails

**1,240**

**Bookings / month**  
operators' existing volume

**34%**

**Customers rebook**  
repeat with same operator

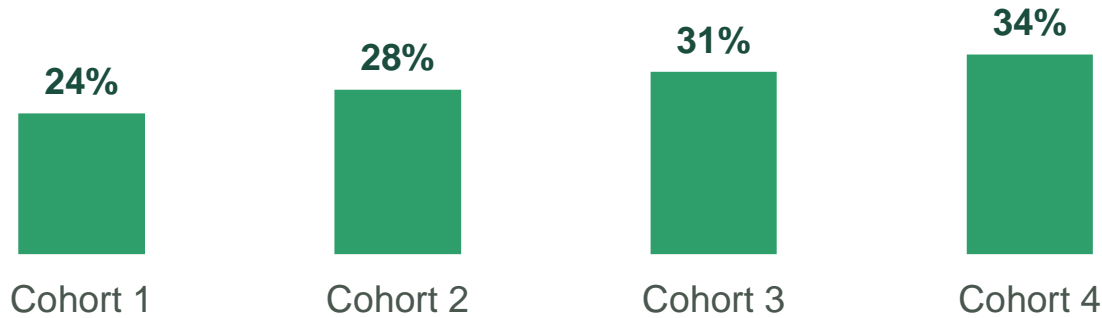
**1.8x**

**Bookings / customer**  
among repeat travelers

**4.7★**

**Operator rating**  
Google & TripAdvisor, 600+

## Repeat rate among operators' existing customers



## WHY THIS MATTERS

- Demand already exists — we digitize proven bookings, we don't create them
- Strong repeat behavior signals product-market fit before we scale
- De-risks the Q3 platform launch: supply and demand are both validated

**Pre-launch reality:** these are operators' current off-platform bookings (WhatsApp, walk-in). Buuki goes live in Q3 to capture this demand on-platform.

## UNIT ECONOMICS

# Unit economics that work

Every booking contributes — and repeat travelers pay back acquisition fast

## CONTRIBUTION PER BOOKING

Average booking value	\$79.00
<b>Buuki take rate (8%)</b>	<b>\$6.32</b>
Payment & FX cost	– \$1.10
Support & operations	– \$0.90
<b>Contribution / booking</b>	<b>≈ \$4.32</b>

68% contribution margin on net revenue

## TRAVELER LTV : CAC

# 2.6x

LTV ≈ \$23 · blended CAC ≈ \$9

### 1.8x

bookings / traveler

### 34%

90-day repeat rate

### < 1 yr

CAC payback

Repeat travelers carry zero re-acquisition cost — every return booking is pure contribution.

**Positive contribution from booking #1** — repeat behavior compounds the return on every traveler we acquire.

# Go-to-market Roadmap

A phased, supply-first approach to ignite the marketplace flywheel across key African cities

## PHASE 1 · MONTHS 0–6

### Build Supply

Operator density in 2 launch cities

- Onboard to 60+ operators per city
- Publish 120+ bookable experiences
- Sign mobile-money payment rails

## PHASE 2 · MONTHS 6–12

### Prove Liquidity

Switch on demand, prove repeat bookings

- Go live with traveler bookings (Q3)
- Hit 30%+ repeat-booking rate
- Validate CAC payback < 6 months

## PHASE 3 · MONTHS 12–18

### Scale & Raise

Expand cities, seed-round readiness

- Expand to 2 new launch cities
- Reach \$1M+ cumulative GMV
- Close seed round on proven metrics

## COMPETITIVE LANDSCAPE

# Built for Africa, where the giants aren't

Global OTAs skim the top of the market; we own local supply they can't reach

	African local supply	Mobile-money pay	On-ground onboarding	Take rate
<b>GetYourGuide / Viator</b> Global OTAs	~	×	×	20–30%
<b>Airbnb Experiences</b> Global platform	×	×	×	20%+
<b>Local agents &amp; WhatsApp</b> Status quo	✓	~	×	manual
<b>Buuki</b> Africa-first marketplace	✓	✓	✓	8%

+ + + + + + + +

✓ full ~ partial × none

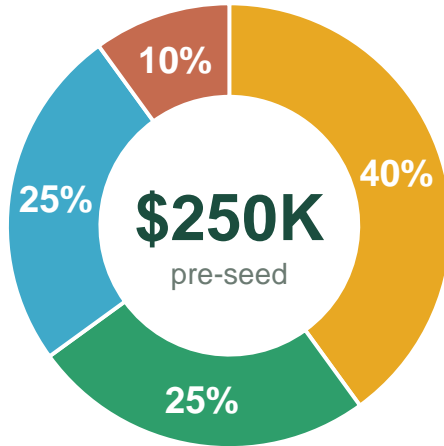
**Our moat:** local supply density + mobile-money rails + on-ground onboarding the giants won't replicate.

## FUNDRAISING & CAPITAL ALLOCATION

# The Ask

\$250K pre-seed → 18-month runway to prove liquidity in 2 launch cities: repeat bookings, validated unit economics, and seed-round readiness

### \$250K pre-seed allocation



- Sales & Expansion
- Product & Engineering
- Demand & Marketing
- Operations & Buffer

### CAPITAL ALLOCATION

40%

#### Sales & Expansion

\$100K

3–5 onboarding leads across our two launch countries, signing and activating local operators

25%

#### Product & Engineering

\$62.5K

2 engineers optimizing the booking flow, mobile-money rails, and operator listing tools

25%

#### Demand & Marketing

\$62.5K

Traveler acquisition in launch cities once supply density goes live — content, social, partnerships

10%

#### Operations & Buffer

\$25K

Founding-team runway, cloud infrastructure, and working-capital buffer

### 18-MONTH TARGET OUTCOMES

**2 launch cities**

live with bookings

**Liquidity proven**

repeat-booking density

**Seed-ready**

validated unit economics

# Team with deep marketplace, sales, and technical expertise



## Isaac Otoo — CEO

- Former Account Manager at **FareHarbor (Booking.com company)**
- Helped activity and tour providers **increase online bookings and revenue**
- Deep understanding of **how experience marketplaces scale supply and conversions**
- Former Regional Sales Manager at TLS Logistics
- Led and scaled **sales teams across Europe**, consistently hitting targets
- Brings **first-hand experience from a global leader in booking software**



## Gifty Opoku — CFO

- Assistant Manager, Audit at Crowe Veritas (Ghana)
- Former Auditor at EY (multi-industry experience)
- Strong background in financial reporting & risk management
- ACCA Affiliate, BSc Accounting (University of Ghana)
- Brings financial discipline, governance & scalability expertise



## Clifford Frempong — CTO

- Senior Data Engineer (mPharma), former Data Engineer at Farmerline
- Built scalable data pipelines using **Python, PostgreSQL, Apache NiFi**
- Experience across **Europe and Africa**
- Strong technical foundation to build and scale marketplace infrastructure

**We combine marketplace expertise, sales execution, and technical depth to build Africa's leading experience platform.**