

# Y2klick

The hyperlocal, mobile-money-native peer-to-peer marketplace for young Africans, starting with Ghana

# Peer-to-peer trade in Ghana runs on trust and luck

Young Ghanaians buy and sell through Instagram, WhatsApp and TikTok.

## **Hard to find**

Nearby sellers are scattered across feeds and chats.

## **Risky to pay**

Buyers pay upfront to people they cannot verify.

## **Scams are common**

Non-delivery and disputes limit local trade.

# Y2klick: discover, pay, trade locally

A mobile-money-native, hyperlocal peer-to-peer marketplace, with escrow for secure payments.

## Hyperlocal discovery

Find sellers and products nearby, in one place.

## Mobile money native

MTN MoMo, Telecel Cash and AirtelTigo Money via Paystack.

## Escrow security

Hold-until-Happy: sellers are paid once buyers are satisfied.

# Live and growing organically

**35+**

vendors onboarded

**500+**

products listed

**100+**

registered users

**10+**

escrowed transactions

About GHS 10,000 in GMV · about 72% gross margin · zero paid acquisition

# Business model and market

## 7% commission

On completed transactions only, falling to 5% for top vendors. New vendors get a 3-month 0% promo.

## About US\$1bn market

Ghana e-commerce in 2025, growing 10-15% a year, with online about 5% of retail.

## Path to US\$1M revenue

About US\$14M in volume, roughly 1.4% of the market. Peer-to-peer is not even counted.

# Engineering rigour meets commerce depth

## **Edmond Aziato, Founder and CEO**

Sole technical founder with a Master's degree in engineering. Solves problems systematically and built Y2klick end to end.

## **Nana Kojo Bartels-Kodwo, CCO**

10+ years in multi-market commerce at Tridge, Fluna and WorldCover, with government and partnership experience.

## The ask

**US\$200K on a SAFE at a US\$1.2M cap, 20% discount**

### **Ambassador program**

Launch at scale to grow vendors and buyers.

### **Native Flutter app**

Complete it to lift retention and repeat purchases.

### **Key hires**

Mobile engineering, vendor success and growth.