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A driver-employer marketplace and SaaS for gig business

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# DRIVERS' PROBLEMS



Kova is a driver

*He wants...*

- A digital professional profile
- To network with his peers
- A platform to find jobs in abundance

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**And earn a decent living**

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# EMPLOYERS' PROBLEMS

**Employers of drivers** search for drivers in the wrong places.



**Gig-partners** find it stressful & time-consuming to manage driver & gig car.

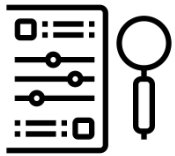


## LinkedIn For Drivers

Hire competent and verified drivers in under 10 minutes at low fee



Largest driver database in the world



Powerful & meaningful search filters



Background-checked drivers

## SaaS For Gig Partners

Gig partners make their gig business more sustainable and less hectic



Driver management technology

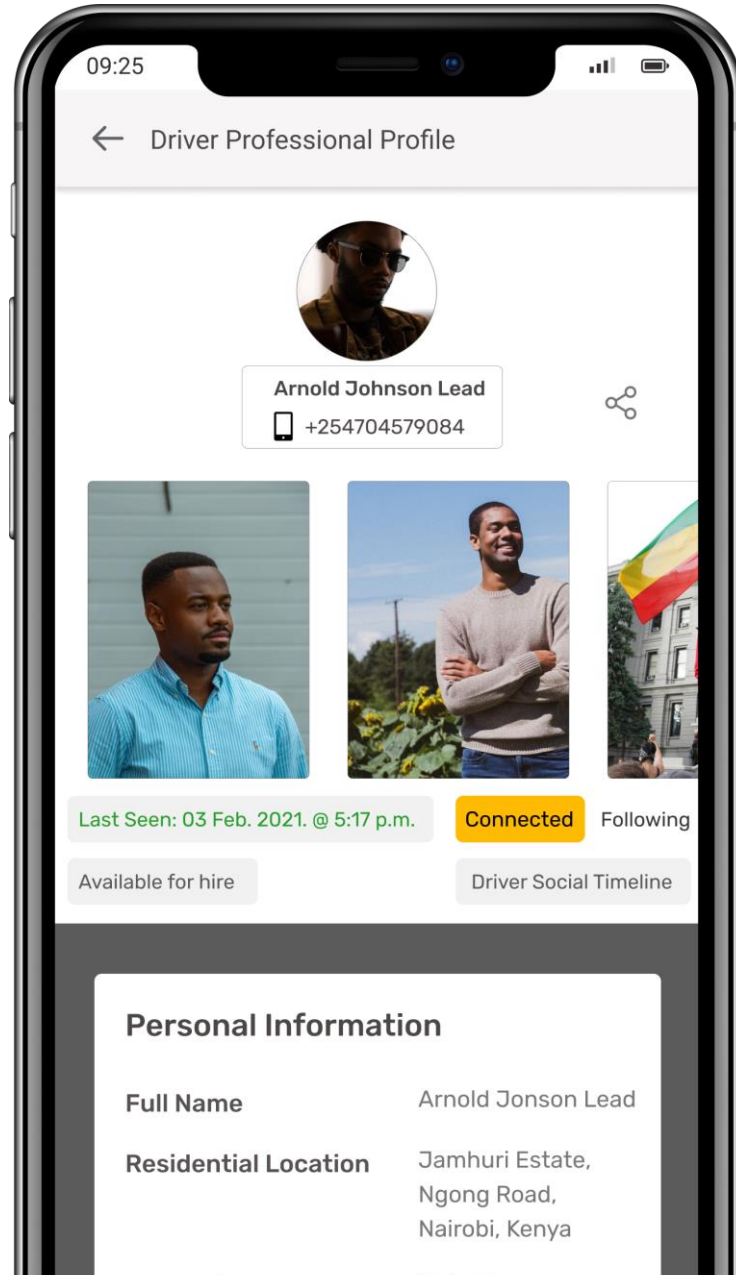


Vehicle management software

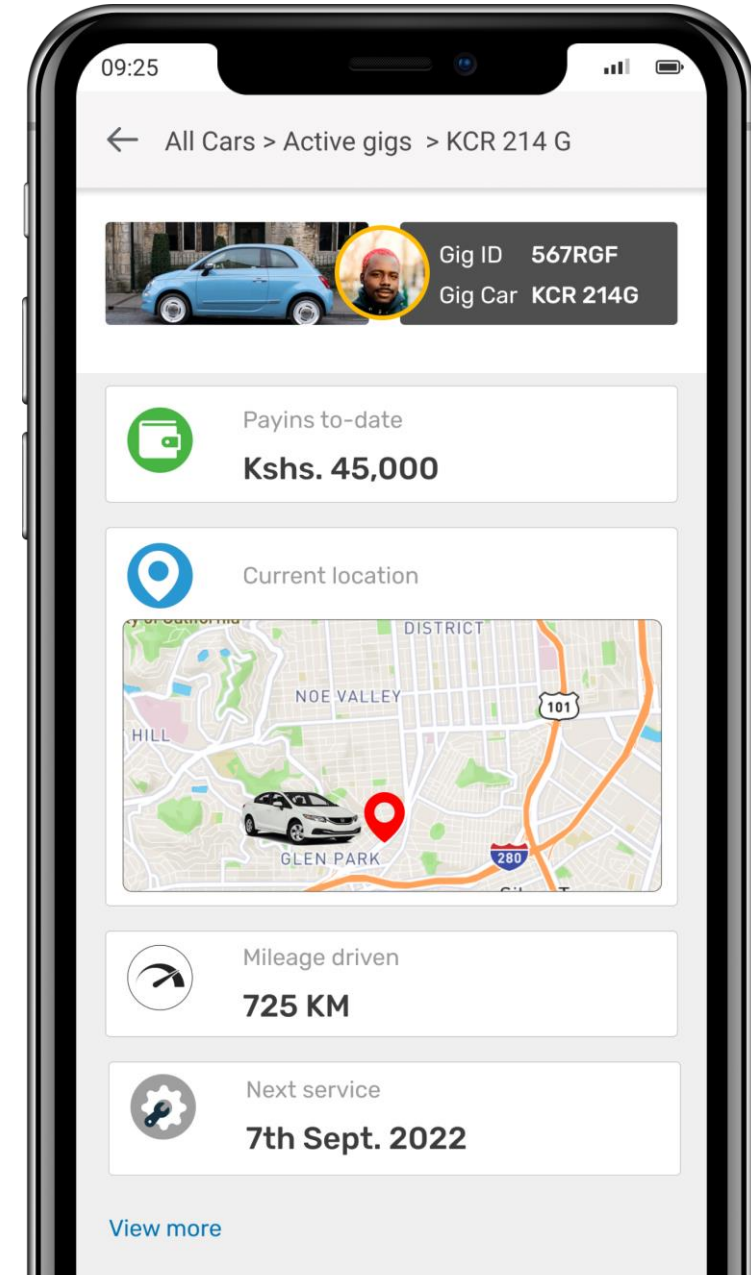


E-wallets

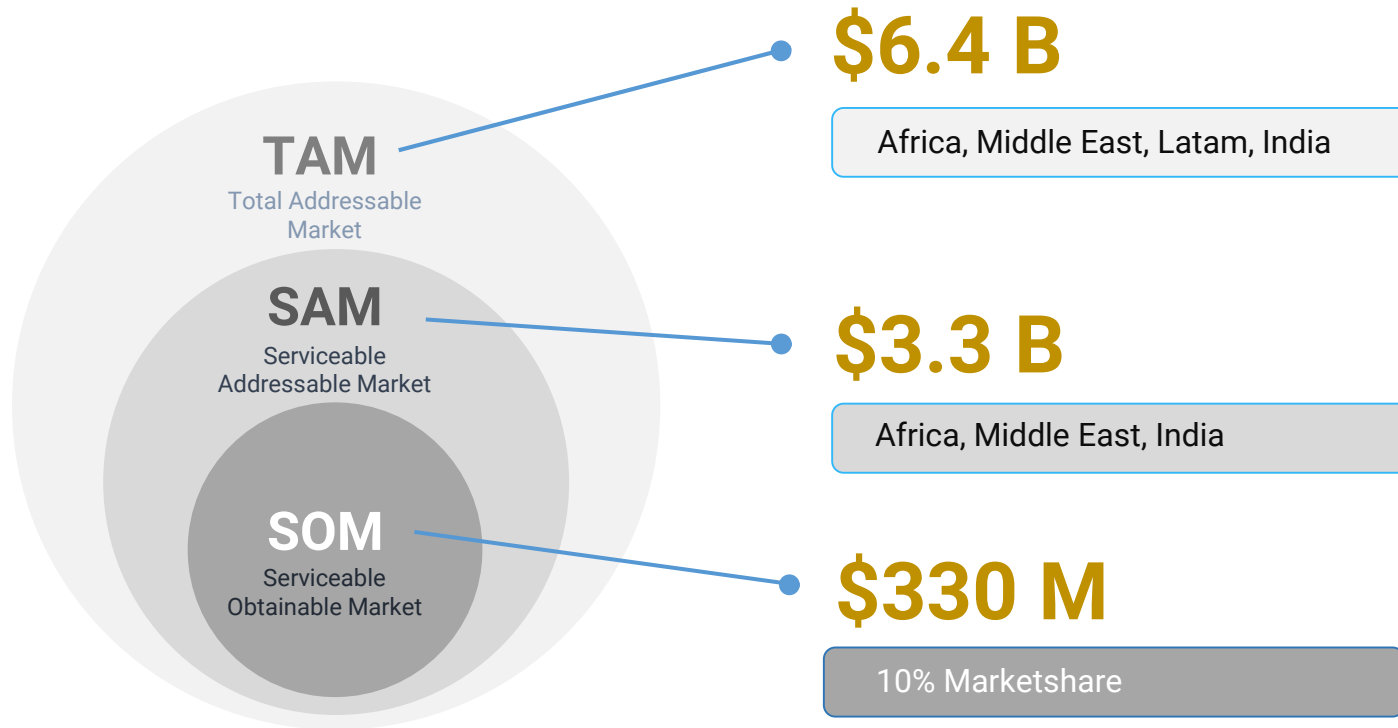
## Driver's app



## Partner's App



## Market Size: Driver Recruitment



## Gig Drivers in Africa



# BUSINESS MODEL

## For driver recruiters/employers

### Driver-placement fees

Local placement: \$40    Overseas placement: \$800

### Self-recruitment fees

\$25 per recruitment

## For Gig Partners: Monthly Subscription for the SaaS

**50,000  
vehicles**

**\$10**

Per month per vehicle

**\$6M**

Annual revenue

### Vehicles on Instadriver

10% of African Market

### Projected Revenues

In the year 2025

# TRACTION

**15,000**

No of drivers on the platform

**150**

Monthly vehicle subscriptions

**\$6,264**

Revenues to date

**3 apps built and launched**



Driver app




Partner app




Fleet Manager app





# COMPETITION



Winning Startup



Instadriver

				
Niche professional marketplace	✗	✓	✗	Not a marketplace
SaaS fleet management	✗	✓	✗	✓
Detailed driver professional profile	✗	✗	✗	Have no drivers
Directory for worlds' transport companies	✗	✗	✗	✗

# TEAM



**Balqis Chepkwony**  
**CEO/CFO**

University of Nairobi, Bsc.  
Actuarial Science, C.A, Hass  
Petroleum Limited, CFO, Texas  
Energy Ltd. Co-founded a bus-  
sharing app.



**Eric Karugu**  
**CTO**

Degree in Applied Physics  
and Computer Science,  
Multimedia University of  
Kenya. He is a full stack  
Developer.



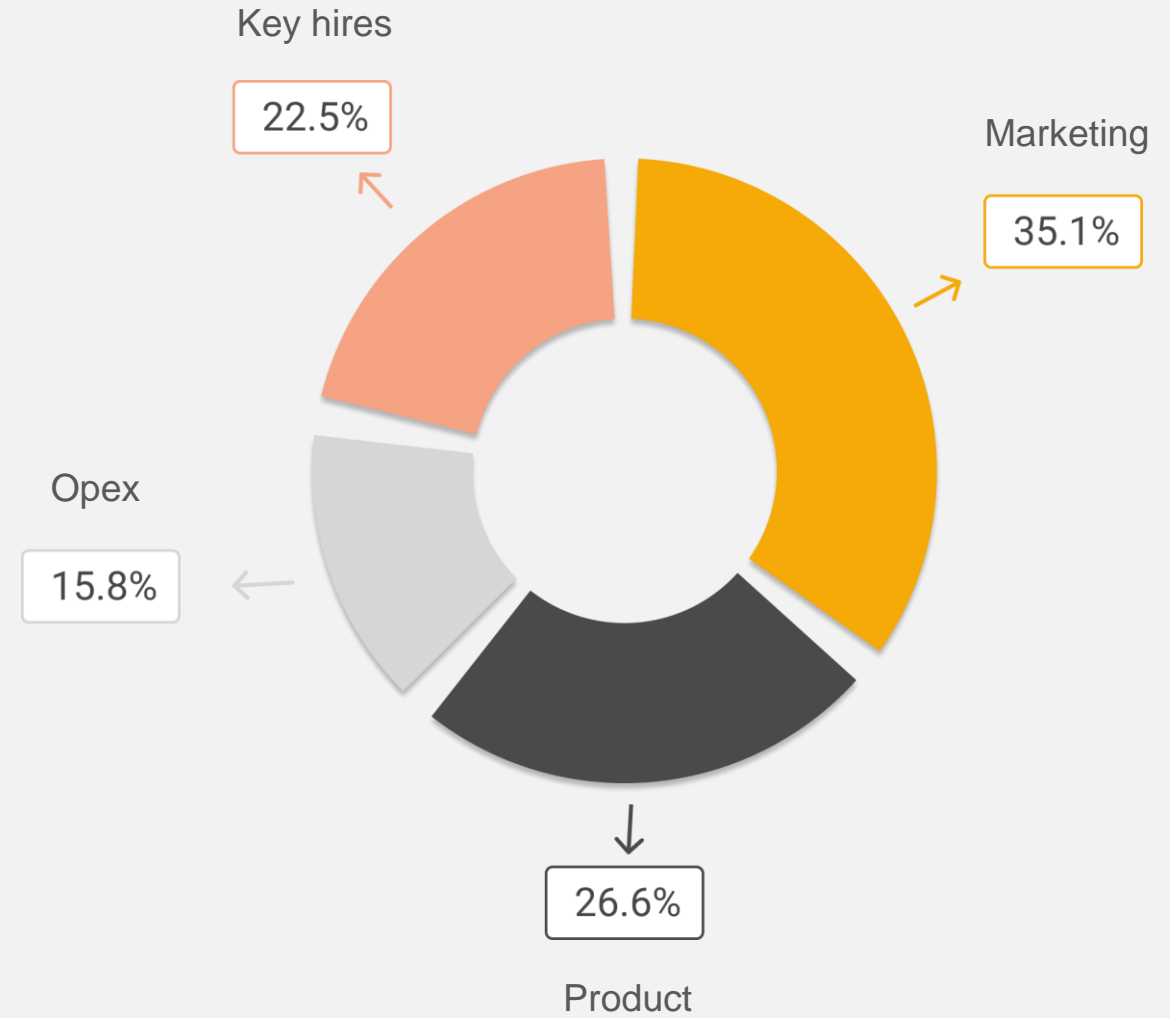
**Salim Omar**  
**CMO**

University of Nairobi,  
Political Science and  
Sociology; UI/UX Designer  
Co-founder of bus-sharing  
app.

# THE ASK

We are raising \$250,000 pre-seed to:

- Build traction
- Build & upgrade our technology
- Key hires



# Roadmap

100K drivers

Maintenance feature  
& AI-Powered driver  
matching

20K cars on  
the platform

\$400K Monthly  
revenues

March 2024

June 2024

Sept. 2024

Dec. 2024



[www.instadriver.co](http://www.instadriver.co)

Building the world's  
largest marketplace  
**EXCLUSIVE** for  
drivers and transport  
employers