

MAPA Ltd

(Mobile Application Platform for Africa Ltd)

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Founder

<09th Sept 2020 >

Vision and Value Proposition



To make easier for SMEs, cooperative and companies to digitize their service.



Provide SaaS, a DIY to develop and publish Native mobile apps and e-Commerce/eShooping, quickly and easily without the need for hiring software expert.

The Problem

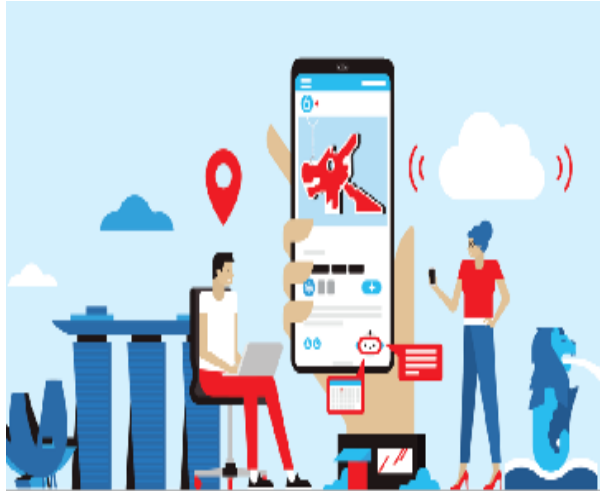


Africa continent lacks online marketing strategies for local business services



Due to High cost of mobile and web apps development and management.

Target Market and Opportunity



- *At least 5000 subscribers that provide products or services*

Including Cooperative, SMEs, Online Shopping, Shopping Center, Product Catalogue, Restaurant, Education Institution, Health, Hotel, and Event organizers, Beauty, Community, Etc..

- *And 39.5 % of population (internet users in Africa)*

The Solution



Revenue Model (Premium plan)

Do it yourself

29^{USD}

per year per month

You maintain it yourself!

Full hosting and support included!

We publish it for you!

BUY

Monthly fees

Do it yourself

320^{USD}

per year per month

You maintain it yourself!

Full hosting and support included!

We publish it for you!

BUY

Annual fees

We build, you maintain

3000^{USD}

We build, you maintain!

Design service included!



We publish it for you!


BUY

Lifetime

Traction (Validation)

mapa.rw/admin/statistic

WeTransfer  Inbox (12,347) - ve...  Team Formation, Id...



APPS USERS **STATISTIC**

CSV EXPORT AFFILIATES

Statistic

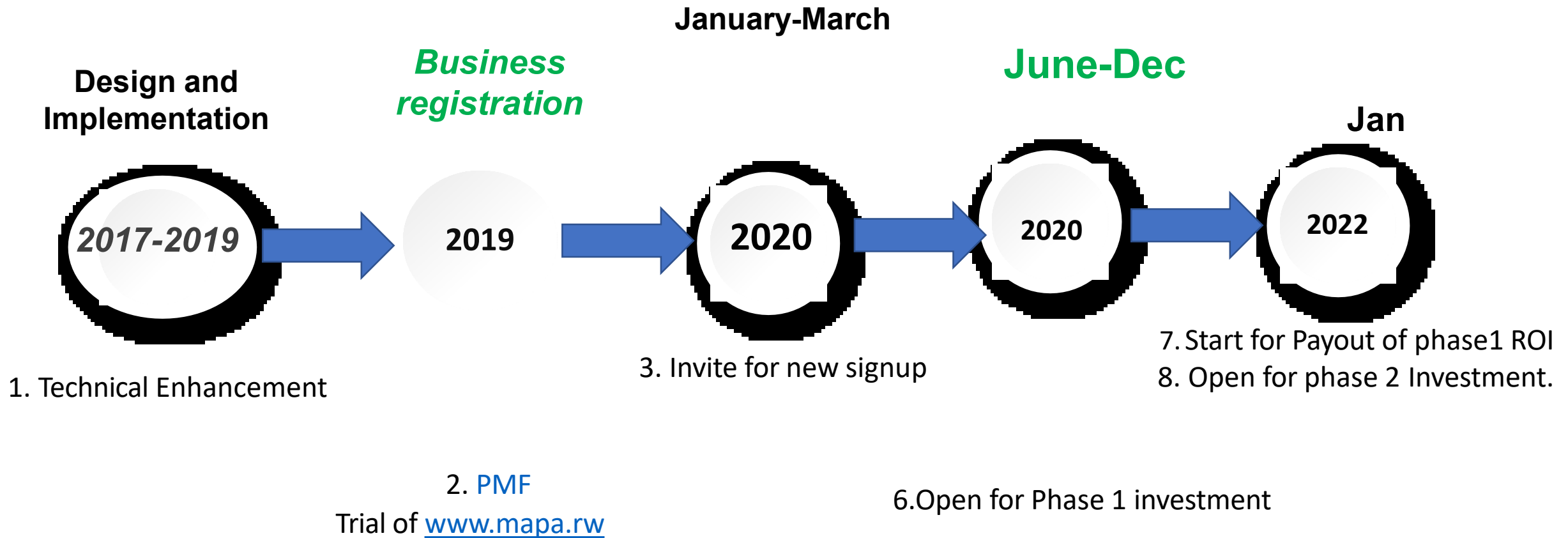
Summary

7 registered users online now
114 users created.
38 of them using Paid account.
Total signup last 24h: 0

➤ **86 Local Subscribers**

➤ **28 Foreigner Subscribers**

ROADMAP



Marketing and Sales Strategy





Team



15 years c
,accountir



.Sc
management
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B.Sc
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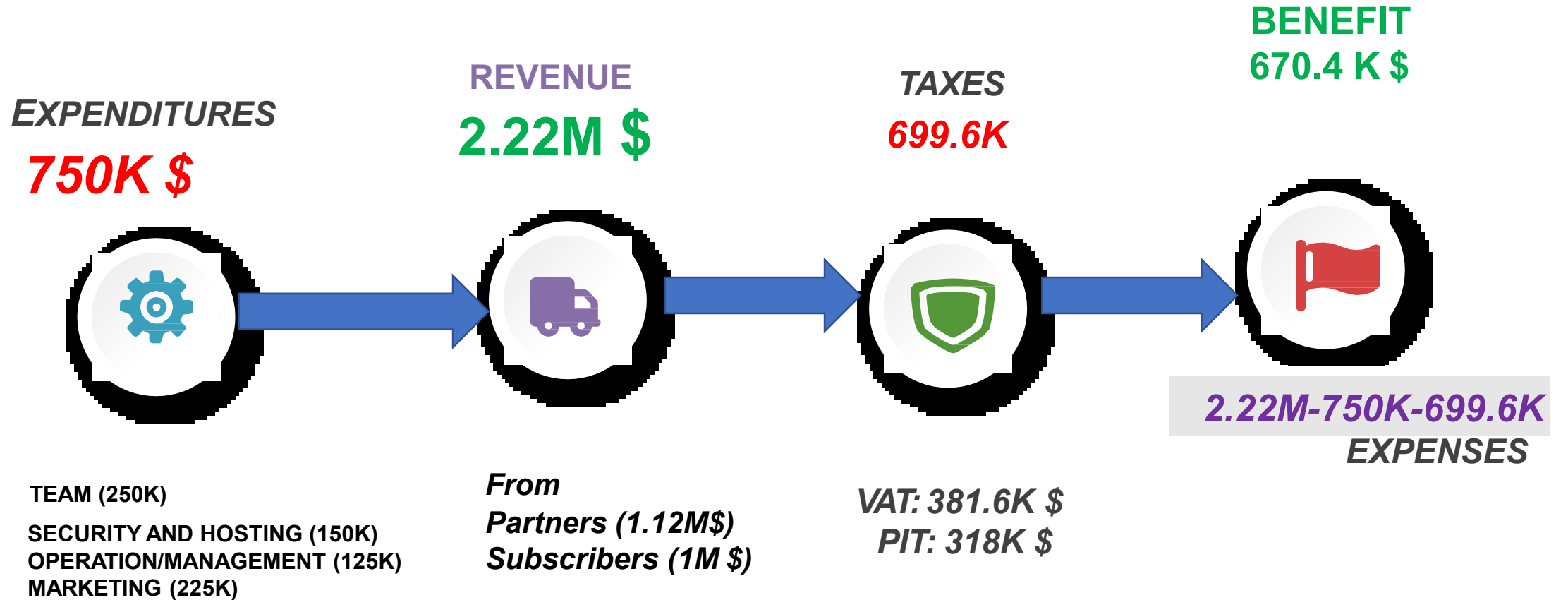
Ho
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Experience

st 4 + Year of

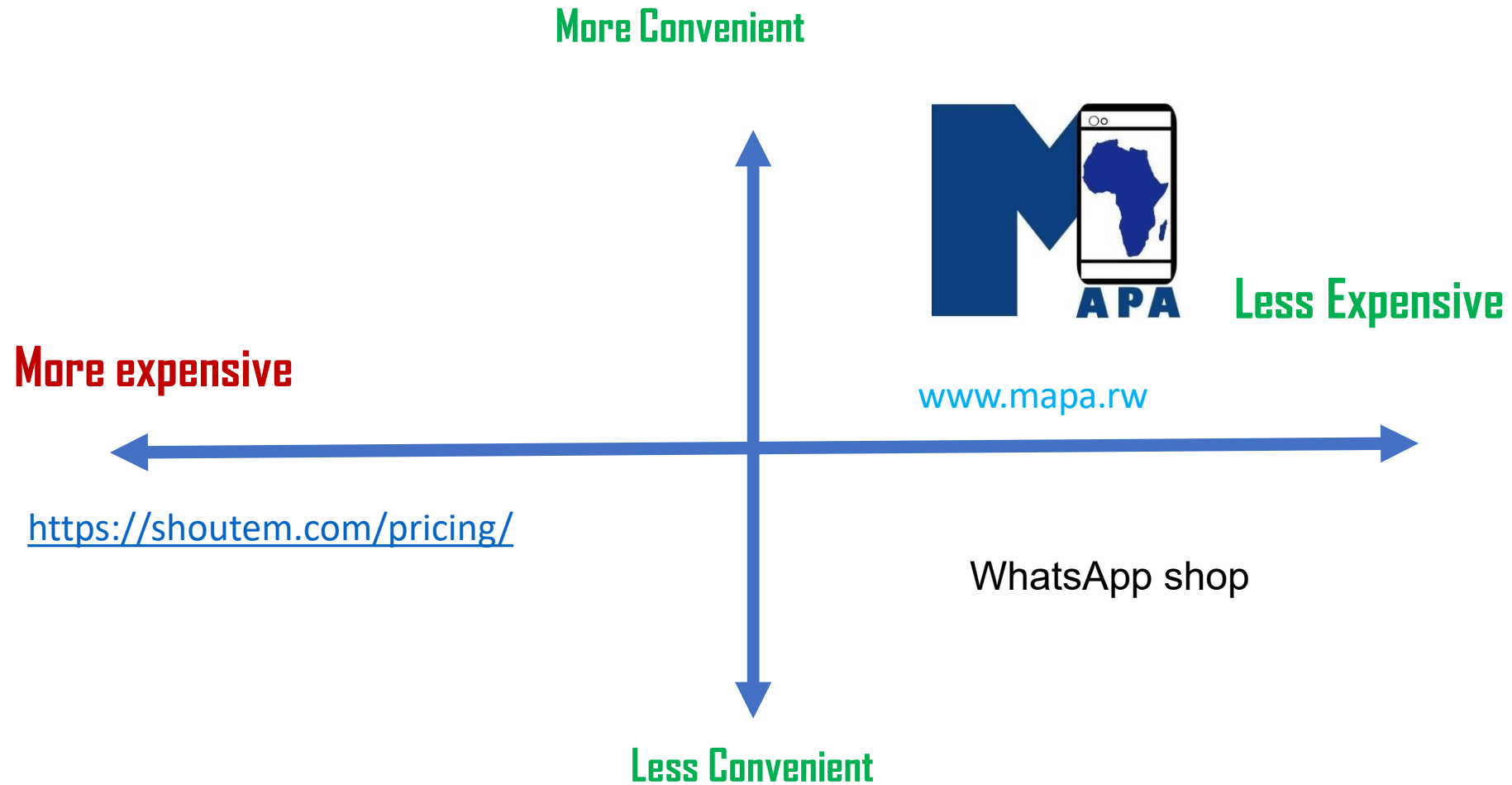


manuel
UI & UX

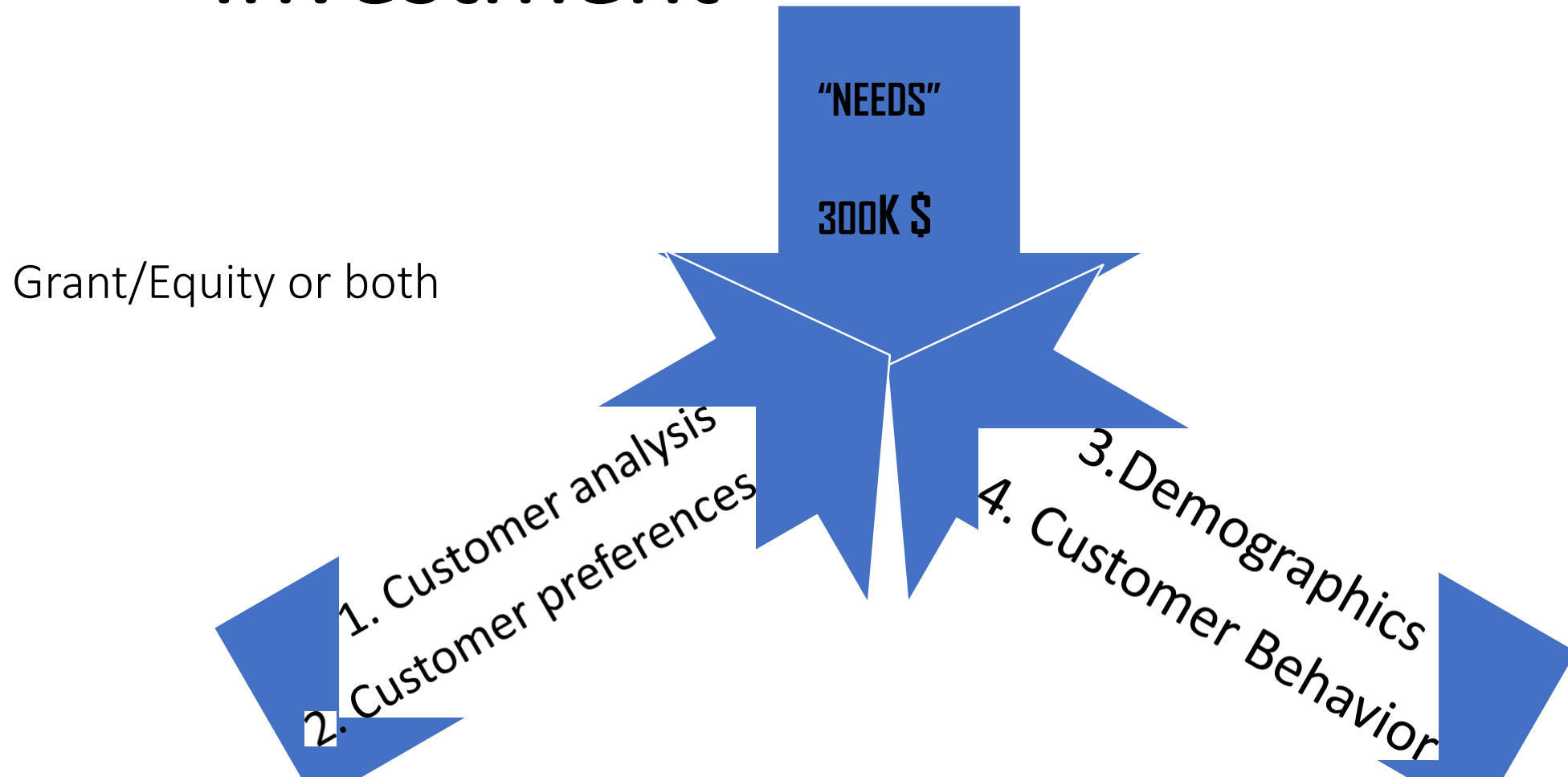
FINANCIALS IN 5 YEARS



Competitors



Investment



For enhancing CRM, integrating several local payment services and for workshop, Training, marketing cost



www.mapa.rw

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