



# ARED Group

Henri Nyakarundi, MD

# Vision and Value Proposition

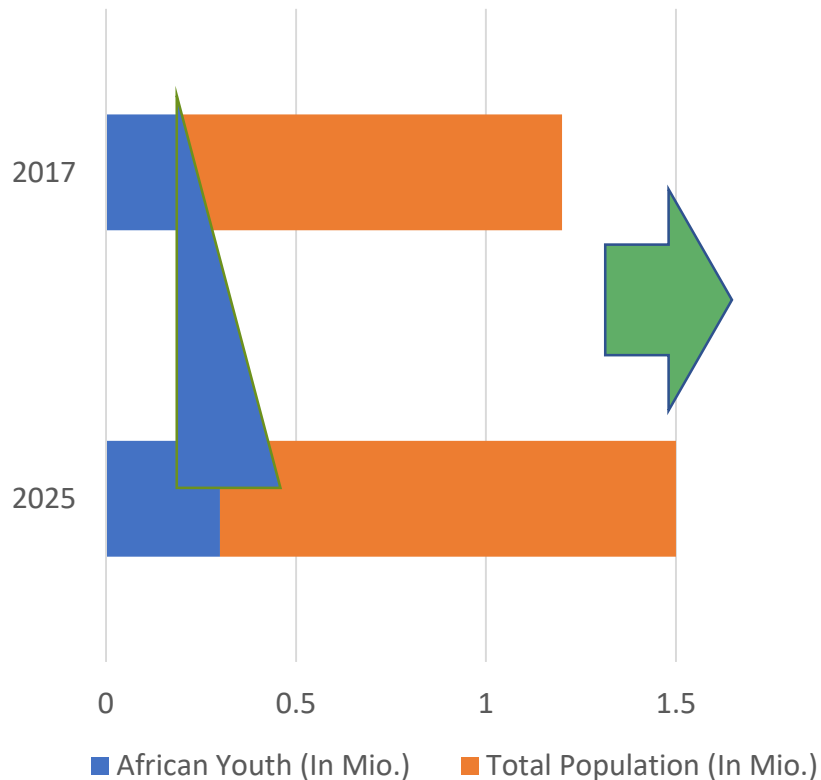
ARED Vision is to build the largest multi edge network solution that will facilitate access to digital application and digital services for 800 Million people that are unconnected across Africa.

Our value proposition: ARED is providing an affordable edge services network using our mini server and solar kiosk platform that will help optimize and expand our client Network into low income areas.

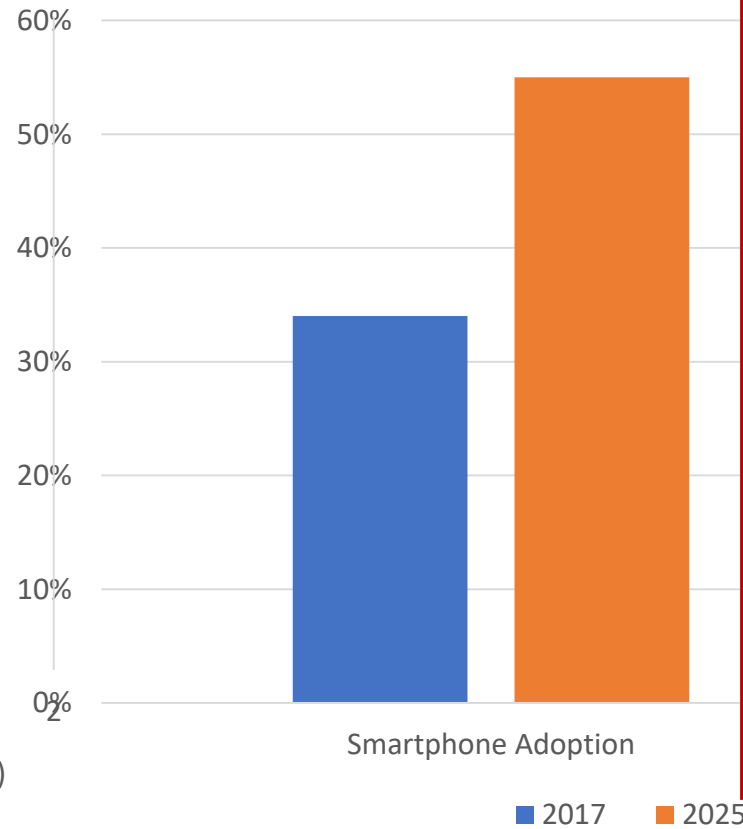
# The Problem

Lack of access to connectivity across Africa

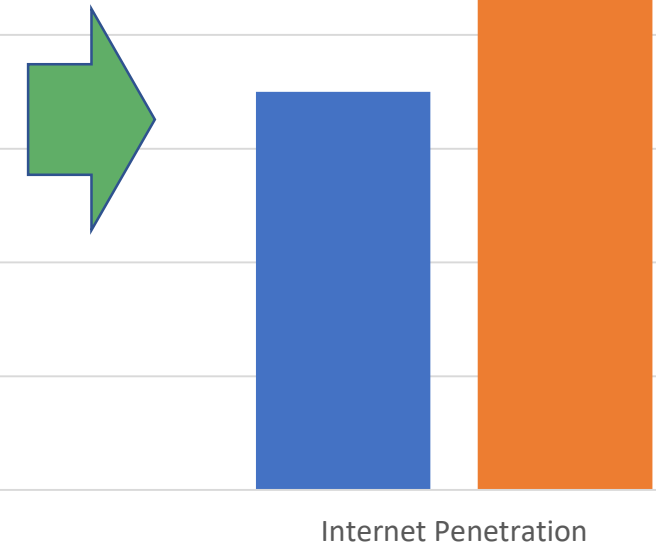
Despite the increasing population and rising African youth demographic...





..and the fast increasing smartphone adoption rate



**...there is a glaring lack of access to the internet and hence related digital services**

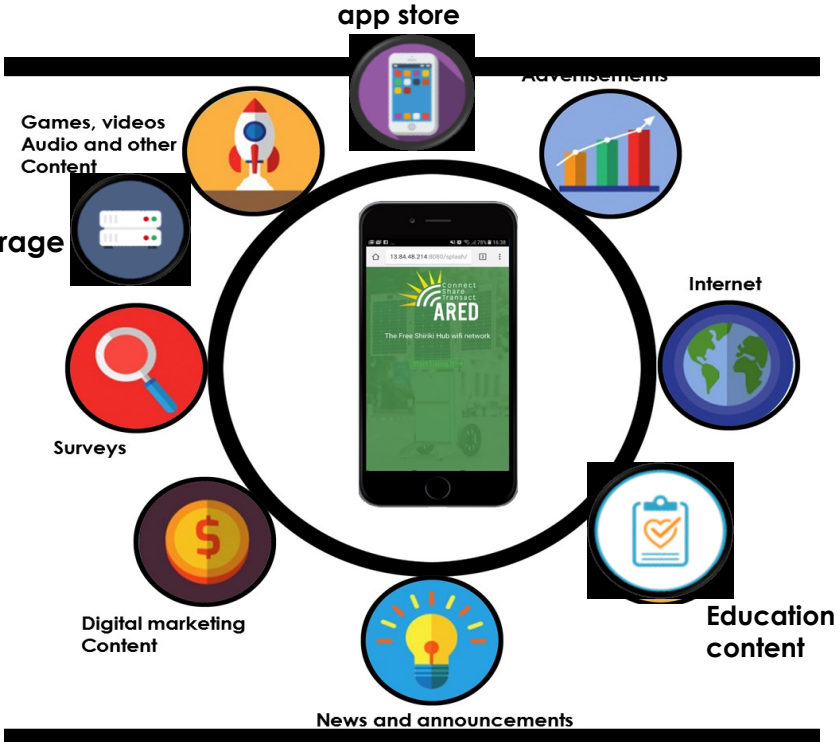


# Target Market and Opportunity

Target market		
<p><u>Telecom companies</u> looking to optimize agent network, or enterprises.</p>	<ol style="list-style-type: none"> <li>1. Smart connectivity solution</li> <li>2. Create new revenue streams.</li> <li>3. Innovative biz-model</li> <li>4. Increase user acquisition.</li> </ol>	<ol style="list-style-type: none"> <li>1. Smart distribution network</li> <li>2. Smart monitoring system</li> <li>3. Charging solution</li> </ol>
<p><u>Impact Organization</u> (NGO, social enterprises)</p>		<ol style="list-style-type: none"> <li>1. Digital services</li> <li>2. Digital transactions</li> <li>3. Access edge applications</li> <li>4. Job creation</li> </ol>
<p><u>1.5 million kiosks across Africa</u>  <u>3 million Agents.</u>  <u>33 Millions enterprises.</u></p>		

# The Solution

Mini-Server multi applications



Solar Kiosk platform.



Smart Edge network solution in rural and semi urban areas.

# Revenue Model (Business Model)

Hardware as a Service.

**B2B**



NGO's



Telecom  
companies



ARED sales the solar kiosk hardware at a 15% margin and charge a **monthly Service fee** that include digital services,

ARED provides the mini server for free and charge a **monthly Service fee** that include maintenance of the network, firmware upgrade, adding new digital services etc..

# Traction (Validation/Roadmap)

**ARED has already developed key partnerships to establish its brand among the local agent networks and end-users alike**

- **More than 110 access points deployed across Rwanda and Uganda, Ivory Coast, Burkina Faso**
- **More than 250.000 transactions on our platform**
- **Finishing the development of our Miniserver 2.0 firmware**
  
- **Partnerships with:**
- **XYB - in Uganda to roll-out new WiFi access points**
- **MTN Uganda - adding mobile payment service on the ARED platform**
- **World Vision - deployment of kiosk in refugee camp**

# Marketing and Sales Strategy

ARED is a B2B company; therefore our sales strategy is focusing on three type of clients:

1. Large and Mid size NGO organizations
2. Social impact enterprises
3. Telecom companies.

We uses two key marketing strategy to attract potential customers:

1. Social media post with a focus on linkedin.
2. Referrals from our clients.



# Team (CVs of Founders or Key 3 Employees)



**Henri Nyakarundi, CEO & Founder**

Henri has led the ARED team in developing and launching ARED's flagship Mobile Charging Kiosk, and he manages the company's plans for expansion. Henri is in charge of the international business development with Telecom companies.



**Babila Tata, Embedded System engineer**

Babila is in charge of developing our firmware architecture and monitoring the development of the digital applications build in



**Thomas Festerling, Investor Relations & Finance**

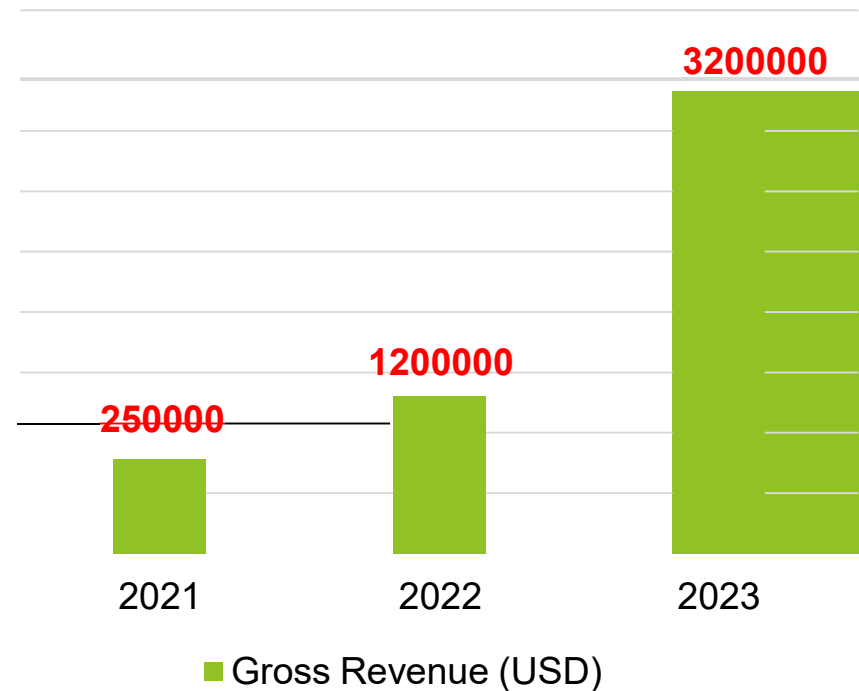
Thomas was Director and Head of Product Management International & Customized Funds at Deutsche Bank Asset Management, with more than 10 years of financial experience and a comprehensive network within the financial industry. Thomas is a specialist for financing & investor relations.

# Financials (Sales and Profit Projections)

## Revenue Drivers

- ❖ Sales of Solar kiosk
- ❖ Service fee (20 to 50\$ per unit)
- ❖ Net profit margin of 18%

## Sales Projections



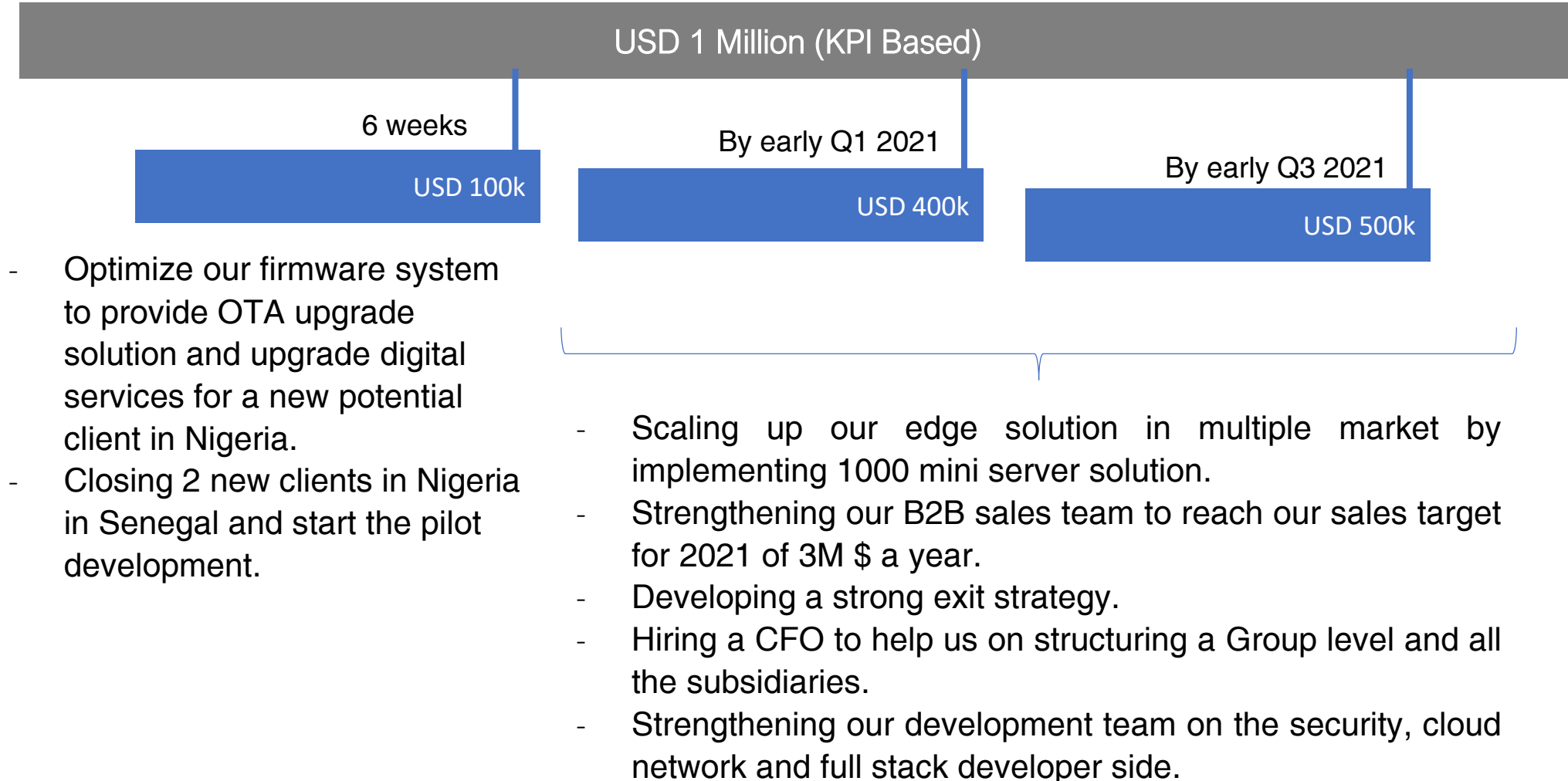
# Competition (Other competitors in the Market)

There are two main edge solution company:

1. Brck from Kenya: they provide edge solution with free internet access, and generate money from advertisement.
2. blu.network based in London, they are mostly focus on educational content distribution

ARED is the only company to have build a multi edge solution within a solar kiosk platform, and our business model is focus on a path to profitability and scalability.

# Investment or Type of Partnership Needed





ARED

[www.aredgroup.com](http://www.aredgroup.com)

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