



AFRICA'S NEXT TRUSTED MARKETPLACE

ASKING

**USD 2.5 – 3.0
Million**

Discover. Verify. Transact.

INVESTMENT OPPORTUNITY · HKTD CBELT & ROAD SUMMIT DEAL-MAKING PLATFORM, HONGKONG

The Opportunity At a glance

MORE Classifieds is a Kenya-based digital marketplace built to solve the single biggest barrier facing buyers and sellers in local classifieds: fragmented, unverified listings.

MORE gives buyers a trusted, searchable businesses a verified channel to reach ready buyers. An active real estate vertical gives the platform a live, revenue-generating core from day one, not a cold-start marketplace.



*Verified agents. Verified listings.
One trusted platform.*



7.4M+

MSMEs in Kenya form the addressable base

\$35B

Projected Kenyan digital economy value by 2026

~15k+

Verified listed businesses on the platform

The problem: fragmented listings + a trust gap = missed transactions



Lack of Digital Listing & Discovery

80% of Kenyan SMEs have no verified online presence. Of 7.4M+ registered SMEs, only ~20% are discoverable, buyers and sellers simply cannot find each other.

7.4M+

MSMEs in Kenya form the addressable base

Lack of Affordable Marketing Solutions

Most Businesses in Kenya struggle with high budgets to engage expensive solution providers, and also to lack budget to hire technical personnel to drive sales online, Most businesses cannot afford this and they miss out on the online market.

\$35B

Projected Kenyan digital economy value by 2026

Lack of Reliable Market Intelligence

Businesses often make decisions blindly with no competitor analytics, consumer sentiment, or market-intelligence tools to guide pricing, inventory or expansion. More business platform analytics shares with you trusted insights on the market, product and consumer behaviour in the Country

~40%

Share of national GDP contributed by MSMEs

Why now: mobile-first discovery is going mainstream

Three converging tailwinds create a once-in-a-decade window:

73.2M

Mobile devices connected in Kenya – 139.7% penetration (Communications Authority, 2025).

68.8M

Mobile connections recorded across Kenya in early 2025, still climbing.

15.1M+

Active social media users in Kenya, up 15.9% year-on-year.

Result: Kenyans now expect trusted guidance, searchable listings, and scalable marketplace tools – delivered through mobile-first experiences.



Buyers and businesses search and browse verified listings across every category, in one place.



Agents, sellers, and listings pass identity, ownership, and business verification.



Buyers connect directly with vetted agents, sellers, and businesses.



Inquiries, offers, and bookings are tracked through to completion.



Verified reviews and transaction history build trust for future buyers.

MORE Classifieds: a Discover + Transact ecosystem

What the Platform Is Built to Achieve

1

Visibility (More Business Platform)

Give every Kenyan SME a verified, discoverable digital presence.

2

Transacting (Ecommerce -More Global)

Enable trusted, integrated e-commerce and payments for every merchant.

3

Growth Marketing- (The agency)

Provide affordable, managed digital marketing without specialist hires.

4

Talent Access(More HR connect)

Connect verified jobseekers with vetted local and overseas employers.

5

Market Intelligence- More Analytics

Equip merchants with data and insight to make informed decisions.

6

Reach Beyond Kenya(Trade Portal)

Extend Kenyan and African trade into regional and global markets.

What's built (and what's next)

Live today

- MORE Classifieds web & app – Real Estate & Properties category live
- Categories: Houses, Apartments, Plots, Commercial, Hotels & Short Stays
- Verified agent onboarding & property search
- More Business App live on Google Play & App Store
 - Vehicles, jobs, and services classifieds categories
 - In-app messaging & lead management for agents
 - Payments & booking integration for short-stays
 - Agent subscription tiers + featured-listing marketplace
 - Pricing & market-insight dashboards for property trends

Scaling next (2026–2027)

- More Trade Portal (Intra COntinental B2B trade)
- Expansion into additional Kenyan counties & East Africa
- Global Partnerships and linkages

Why this matters to investors

- A multi-category classifieds platform designed for high-frequency engagement.
- Advertising + subscriptions = durable recurring revenue.
- Clear roadmap to regional scale via agent and business partnerships.

Two-sided growth engine: B2C adoption + B2B distribution

B2C (Consumers) - Anyone seeking a product or service, an address or comparing deals

- Home buyers & renters
- Anyone looking for products or services
- SME owners / side-hustle sellers
- Diaspora property investors
- First-time buyers & students

Paid by: free (ad-supported)

B2B (Agents & Businesses)- ANY BUSINESS OF ANY KIND Examples

- Real estate agents & agencies
- Property developers
- School owners, or learning institutions,
- Hotel & short-stay operators
- Auto dealers & service providers

Paid by: orgs

Distribution advantage: agent and business subscriptions accelerate the supply of listings, lower acquisition cost per buyer, and build a trusted brand with rich local market data for better matching.

Business model: recurring revenue across the marketplace

Four primary revenue streams (with expansion options):

Featured Listings & Ads

Promoted placements, category sponsorships, homepage banners
Lead generation fees

Commission on Sales on More global and More Trade portal

a % commission on orders made on more Global service
a % commission on the trade volume on B2B business Placement
a % commission on logistics solution on Trade facilitation

Agency Services Fees

Pay-per-lead or pay-per-inquiry for high-intent categories (real estate, autos).
Sponsored ad Campaigns
Content Generation
Social Media Creation and Management

Data & Market Insights

Pricing-trend reports and API access for banks, developers, and insurers.

Platform economics: advertising + subscriptions drive high margins as listing volume and the agent network scale across counties.

We scale efficiently by combining B2C growth loops with B2B distribution:

B2C acquisition

- Lead gen Campaigns
- SEO / search-first discovery for classifieds queries - Brand awareness
- Referral incentives for verified reviews
- (More popote - Affiliate marketing solution)
- Direct Sales team on the ground
- Activation and outdoor Expos

B2B distribution

- Agent & agency onboarding via More Business App
- In app incentives for onboarding and tools enrichment
- SME and service-provider sign-up campaigns

Expansion

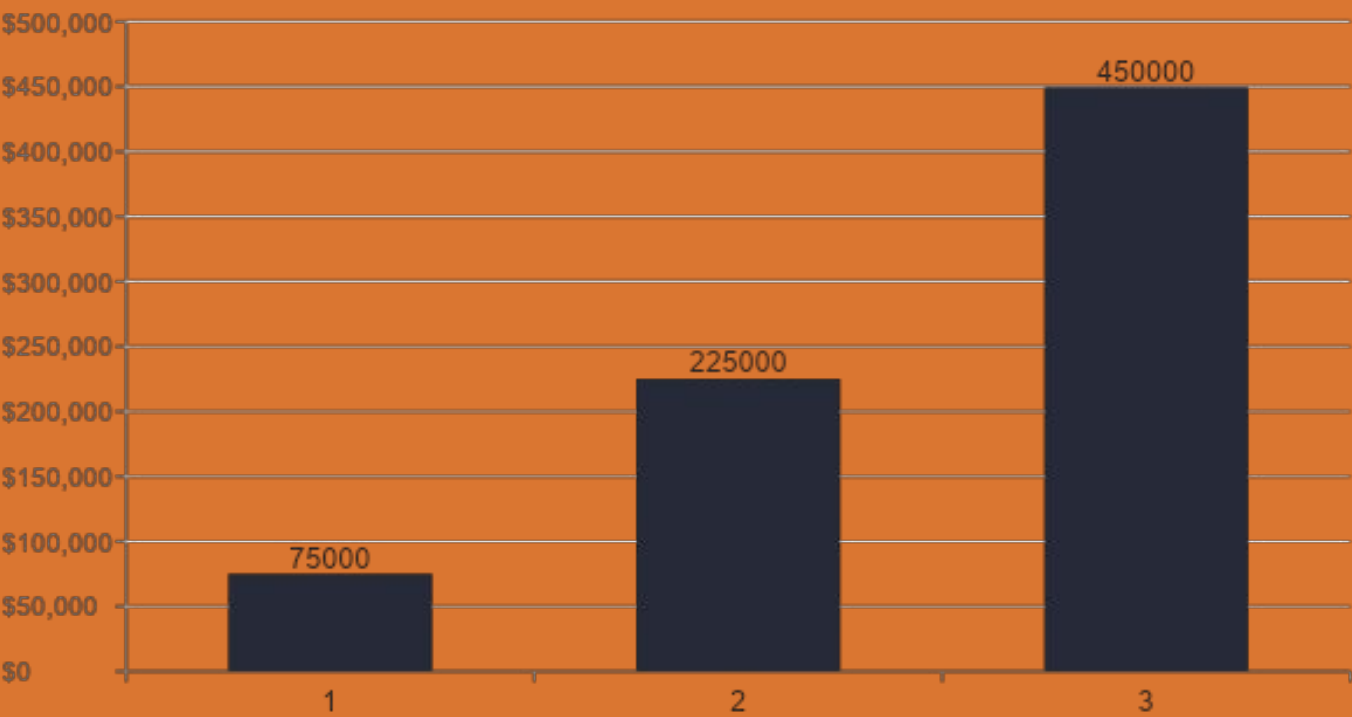
- County-by-county rollout playbooks
- Regional expansion into East Africa

Key metric focus: active listings → verified agents → completed inquiries → subscription renewals.

Subscription + ads revenue scenarios (illustrative)



Illustrative agent-subscription + ads revenue at ~\$15 avg blended ARPU/mo within 24–36 months:



ARR: \$0.9M

ARR: \$2.7M

ARR: \$5.4M

Runway & spend discipline

Agent subscriptions + ads alone can support meaningful ARR (\$0.9M–\$5.4M)

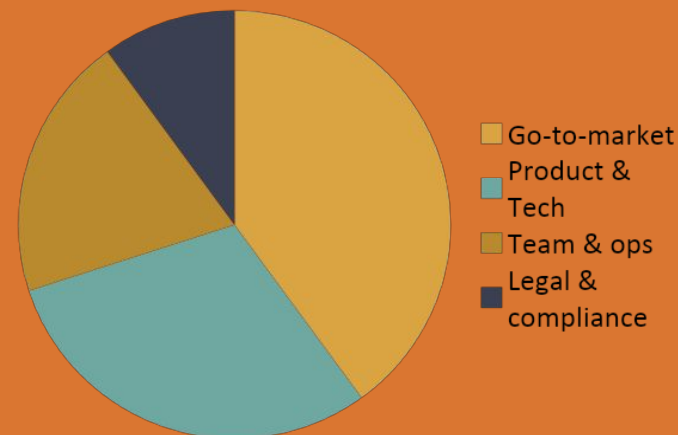
while consumer scale and data products add upside; \$1.5–3M targets ~24–36 months runway.

Ask

USD 3 Million

Target: 20% equity (seed round)

Use: product scale + agent growth + go-to-market + hires



24 month execution milestones

- Onboard 30,000+ verified agents and businesses across Kenya
- Launch More Trade Portal Global B2B platform , agents and matching and linkage , trade service
- Expand More Business App analytics & CRM tools for agents
- Pilot expansion into 1–2 additional East African markets
- Technological advancements

Use of funds: deployed for maximum impact

Illustrative deployment of USD 3M to scale product, agent distribution and category growth.

Where the funds go

40%

Go-to-market

Agent acquisition campaigns; partner distribution

30%

Product & Tech

System scaling and enhancement

20%

Team & ops

Expansion of the Team to handle the national scale

10%

Legal & compliance

Data protection, verification/KYC processes, contracts.

What this unlocks (24 months)

0–6 months: Ship & activate

- Launch More Trade Portal (Intra Global Trade)
- Launch nationwide campaigns for agents, businesses and brand awareness
- Optimize onboarding & agent pricing tiers

6–12 months: Expand categories + B2B

- Establish partnerships with Banks, Ng'os, Corporates, Multinational firms
- Establish Manufacturing database for purpose of linking them with clients
- Preload agent CRM & analytics dashboard

24 months: Scale regionally

- County-by-county rollout across Kenya
- Pilot expansion into 1–2 East African markets
- Launch pricing & market-insight data product

Viability signal: 5,000–30,000 paying agents → \$0.9M–\$5.4M ARR at ~\$15 avg revenue/agent/mo (excludes data products & regional upside).

An Investment Opportunity Built for Africa's next decade of Business Growth

Mission-led: trusted classifieds as Africa's next everyday marketplace

Multi-category ecosystem: One Platform - All business needs

Distribution-ready: Partners, , Businesses, and Institutions

Raising USD 3M: to scale Operations and Expand the network across Kenya

Let's schedule a meeting.

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