The Problem

ONE MAP DOES NOT FIT FOR ALL

Maps were Developed for Consumers not for Businesses

Businesses Loses Billions in Emerging Markets for not having Local Infrastructure

Earn Local Pay Global Model Hampers Business Growth

Uber, Lyft, Grab, Ola, UPS, Gojek all have their own Maps but not every business can develop on their own

📊🌐 The Insights

Accurate Maps + SAAS + Consultancy = Market Enablement

Key Insights

- **Open Data Gap**

  Consumer map companies thrive on **open data** — emerging markets don't have that advantage.

- **Localization Need**

  Every market and business has **unique** mapping challenges and requirements.

- **Data Advantage**

  Whoever builds and owns the best **local data** will own the market.

- **Product + Consultancy = Market Creation**

  In emerging markets, technology alone doesn't scale — pairing strong products with domain consultancy drives adoption and market enablement. (We enabled **Unilever, JTI and others in** Bangladesh to adopt maps)

The Solution

Hyperlocal + Business Data
Business friendly format and data

Modular + Customizable
Use only what you need

SaaS + Consultancy
Free Business Impact Analysis

On Prem + Local Pricing
Host in your Geography

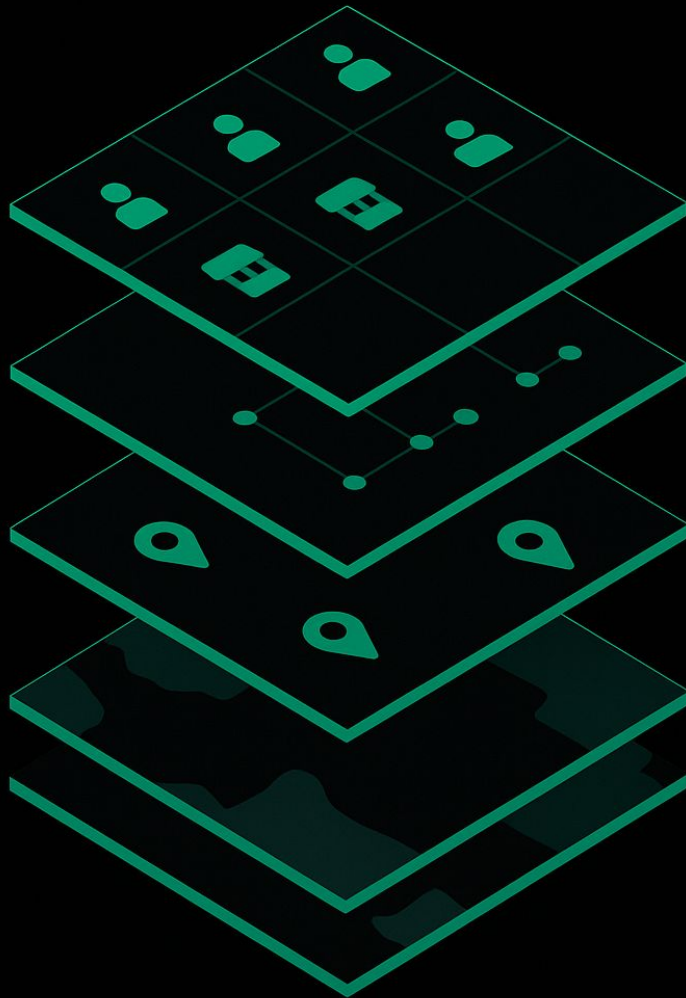## Data + Map Sovereignty
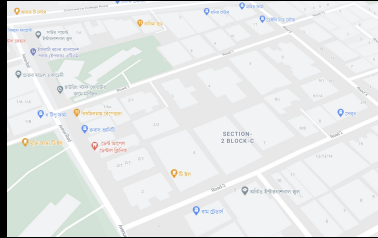**Bring in your own data**

Demographic

Business

POI

Localization
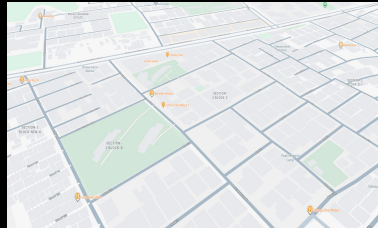
Base

Barikoi's Mapping Platform & Product Ecosystem

Products - B2B

- **Base Maps**
- **Location API's**
- **360 Imagery Platform**

Service - Consultancy

- **Customized Dashboards**
- **Data Analytics**
- **Business Analytics**
- **360 Imagery Collection**
- **Custom Mapping**
- **GIS support**

Platform Ecosystem - B2B

Trace - Tracking SDK

UrbanEngine - Control Center for Municipalities

Retail Trace - FMCG and Distribution Solution

Harmony - HR Attendance & Tracking tool

CAD - Computer Aided Dispatch System For Utility Companies

Verify - Address Verification Services

Go-To Market Strategy - Partnerships & Product Ecosystem

Maps

Direct Enterprise Sales

Direct Branding

Partnership with Integrator (Dev Shops)

Faster Penetration

Partnership with Community Drivers

Builds Trust

Embedded Selling with Pre-Build Solutions

Faster Sales Cycle

Business Model

Products

- **Pay Per Use**
- **Subscription Pricing**

Consultancy & Solutions

- **Consultancy & Solution Fee + Product Pricing**

Clients pay us for **consultation and solution development**, with **product pricing embedded** into these solutions — creating **recurring, value-linked revenue**.

Traction

Bangladesh

3B+
API Calls Annually
50% paid

150k
Verifications Annually for FI's

~$350k
Positive CashFlow + ARR with

Saudi

Partnership
With Saudi Post & Logistics Services

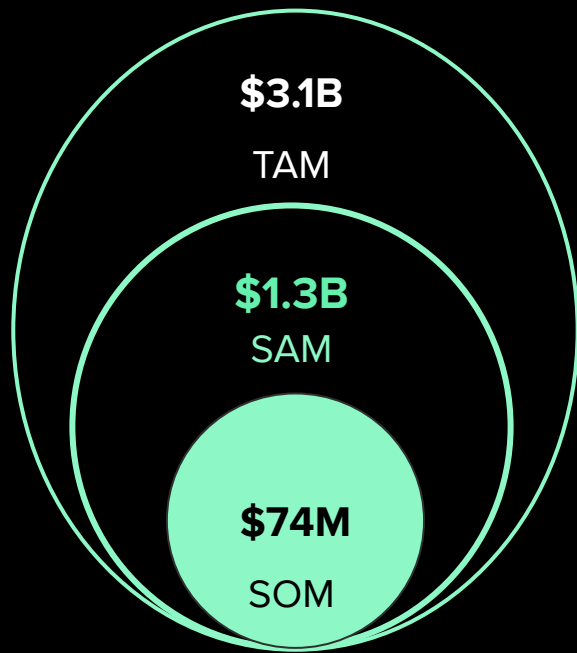### 100+
Clients in Pipeline

$54k
Revenue from Saudi Post and Logistics

Opportunity

$3.1B

TAM

$1.3B

SAM

$74M

SOM

2025

$13.6B

TAM

$5.7B

SAM

$325M

SOM

2033

Calculator provided in annex

Revenue Growth Trend

Legend: Revenue • Revenue Projected

Year	Revenue
2020	$4,000
2021	$50,000
2022	$180,000
2023	$205,000
2024 - September	$250,000
2024- Oct	$280,000
2024- Dec	$300,000
2025- Dec	$400,000
2026	$1,000,000
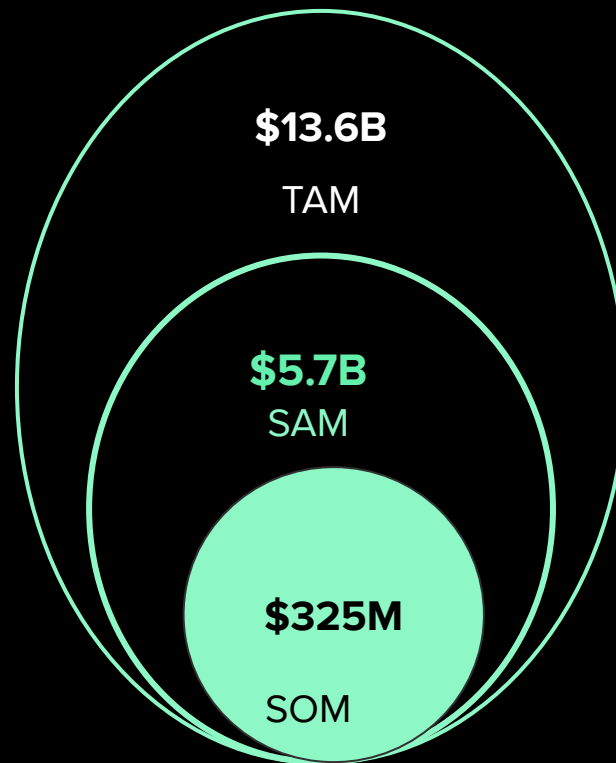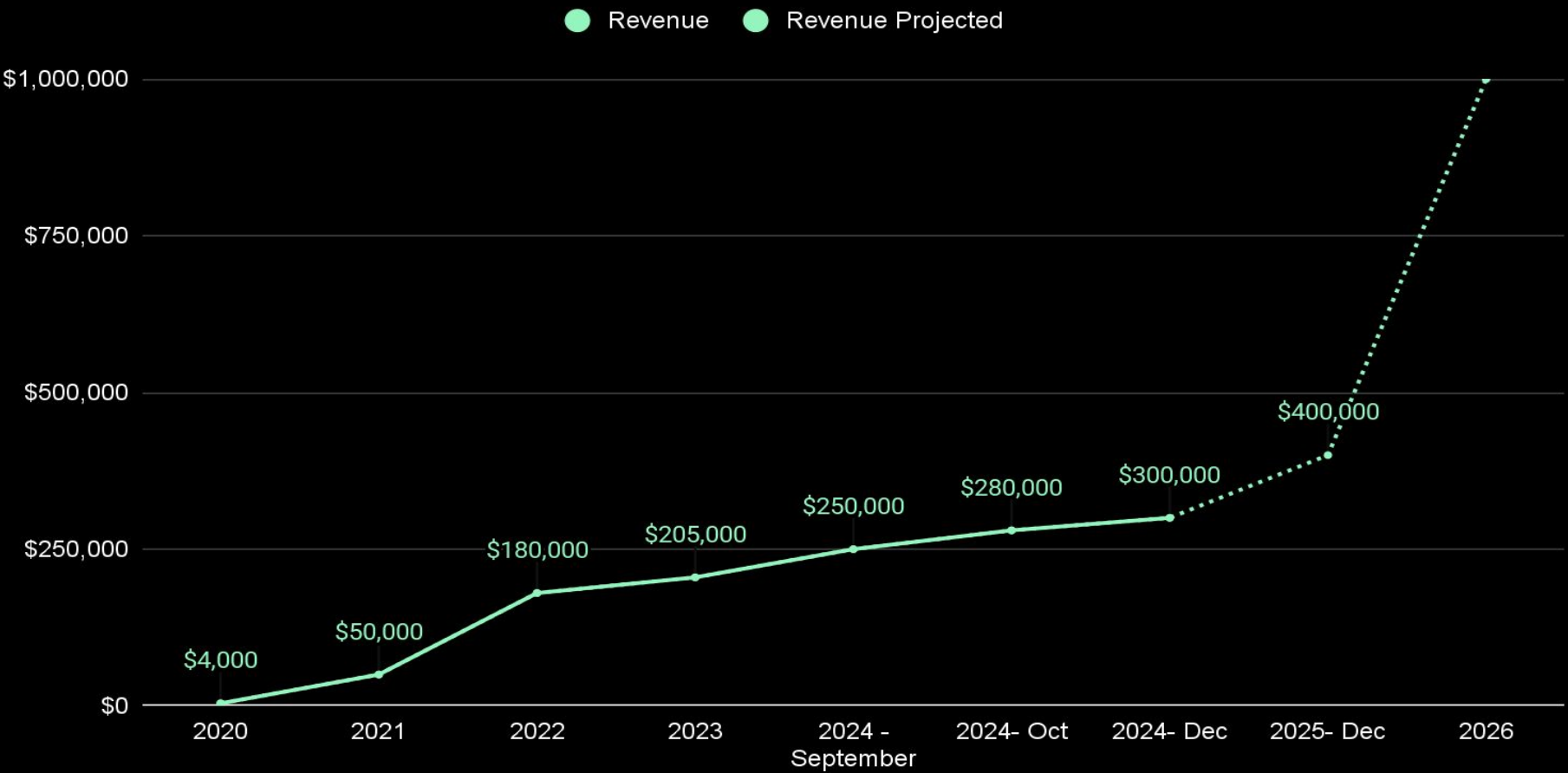
Winning the Market

Map Providers	Global Map Providers	Barikoi
Focus	Consumer	Enterprise & SMB
Accuracy	Low Accuracy for business	High Accuracy with business level metadata
Pricing Strategy	One Pricing	Localized Pricing
Cost	Expensive for emerging markets	3-5x Affordable
Customization	Low	High
Local Support	Close to Non Existence	Available

Team

Md Al Amin Sarker Tayef, CEO

Sadman Sakib, CTO

All Technical Team - Coming from Ride Hailing Background with 1st hand experience with the problem at **AmarBike** and helped build maps for **Pathao** – Leading Ride Hailing Company In Bangladesh

Total Team Size: **110**, Including Data Collection and Curation team

Ask & Distribution

$1.8M

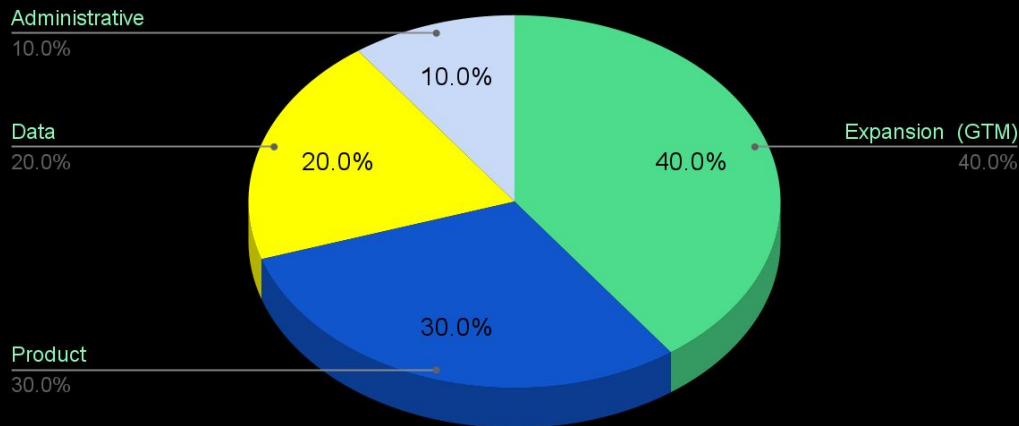### In SAFE

At 15M Cap or 20% Discount

Reach

$1.2M ARR 2026

2026 ARR = Conservative
by Design Investing in **infrastructure**, **sovereign data**, and **strategic integrations** to
fuel **long-term recurring growth beyond 2026**

Fund Distribution

Administrative
10.0%

10.0%

Data
20.0%

20.0%

Product
30.0%

30.0%

40.0%

Expansion (GTM)
40.0%

Join Us

To the Journey to Enable Digital Businesses in Emerging Markets

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Annex

Company Timeline

Founding Year

Crossed $100k ARR

- $300k ARR From BD
- Cash Flow Positive
- 1st client in Kenya
- Pakistan Launch

- Expand in all GCC Countries
- East Africa
- $5M ARR in Revenue

2020

2023

2025

2018

2021

2024

2027

1st Revenue

Crossed $200k ARR

Scale up

KSA, Pakistan

Reach $400K ARR

Company Operating Entity in Bangladesh: Barikoi Technologies Ltd

Built From Bangladesh for the World

Company Holding Entity in Singapore: Barikoi Pte Ltd

Financial Overview - Last 3 Months in Bangladesh

$30K

Average Revenue

$28k

Average Expenses

$-2k

Average Burn

Growth Drivers

Leverages:

1. **Digital Adoption** in consumer and enterprises
2. **Convenience** (E-Commerce, 10 Min Delivery, Easy KYC)
3. **Data Sovereignty (Every country will follow the same path)**
4. **Policy Changes (Saudi Arabia Mandated the use of National Address in logistics)**

Key Numbers:

1. **80% KSA, is going to Transform by 2030**
2. **86%** of African businesses have access to digital tools like smartphones
3. **65%** business of large fmcg companies comes from emerging markets
4. **50%** of the population have access to smartphones which will reach 90% by 2030

Achieving Cash Flow Positive Status in Target Markets

$50000-$150,000

Depending on the market (GCC,EA)

Fundraising SnapShot

2018 - **$30k** - Angel

2020 - **$60k** - Angels

2021 - **$125k** - Angels

2022 - **$250k** - Iterative Accelerator

2024 Early - **$180k** - IDLC VC Fund 1

2025-2026 - **$1.8M** - Current Round (Soft Commitment from angels in Saudi Arabia)

2027 - **$5M** - Series A