



The flexible mobility company

Ndai, Inc. is registered in the state of Delaware is 651 N Broad St, Suite 201, in the city of Middletown, zip code 19709, and county of New Castle

Executive Summary

Ndai has show impressive growth and is now on a mission to become pan-African

Drivers

251

current leased
vehicles

The Ask

\$1M

debt or equity

Borrowed

\$300K

currently leasing
vehicles

Owned

53

vehicles already
owned by drivers

Invested

\$700K

currently invested to
date

Expected

\$3.5M

to be collected
from drivers

Purpose and Mission

Our Purpose is to provide financial freedom to commercial low income earners on the Ndai platform



Drivers

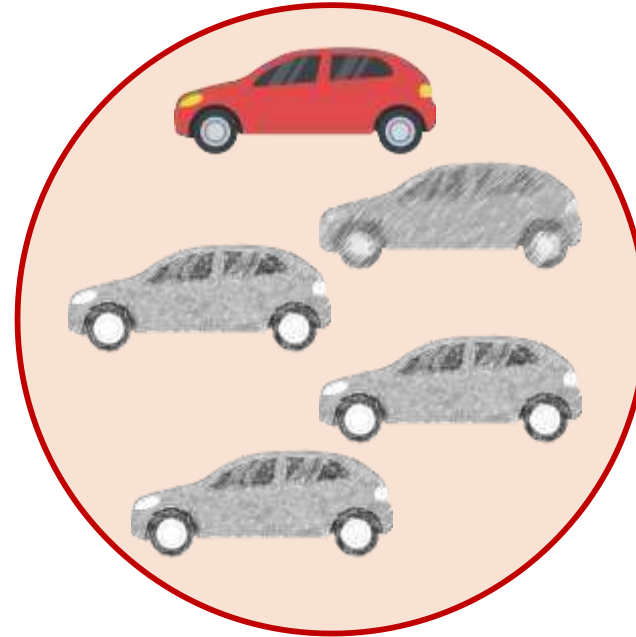
900,000+

online app drivers in Africa

We democratize access to mobility by providing quality and affordable vehicle options on a unique Drive-to-Own model.

The Problem

Low car ownership and high unemployment in the driver apps ecosystem.



4%

Africa vehicle ownership

\$ 331B

Africa SME Financing Gap

\$ 20B

Kenya SME Financing Gap

80%

Drivers don't own vehicles

60%

Unemployed labour force

10yr

Drivers drive old vehicles

Solution

We link derisked drivers to vehicle distributors and manufactures through the ndai platform



Vehicle Manufactures



Vehicle Dealers & Leasing Companies

Features

- A ready driver market
- Vehicle management
- Driver contract management
- Digital and mobile payments
- A driver app

Competitor Landscape

We focus on a niche market are agnostic to all ride hailing apps & partners

move

ndai

Strategy	Uber is main partner	Agnostic to any app
No. of taxis	3,000+	251
Interest rate	18%	24%
Deposit required	Yes	No
Countries	13	1

ndai

Traction/Status

We have changed the lives of more than 300 families

Our MRR is USD 100,000



Onboarded

We have onboarded
251+drivers



MRR

Our MRR is USD 100,000
which is steadily
growing



Vetted

We have 2500+ready
drivers. We vet 15
every day

Expansion Opportunity

We have identified a clear expansion strategy into East Africa.
The focus being EVs

Kenya



Current Cities

- Nairobi
- Mombasa

Target Cities

- Eldoret
- Nakuru
- Kisumu

Rwanda



Target Cities

- Kigali

Uganda



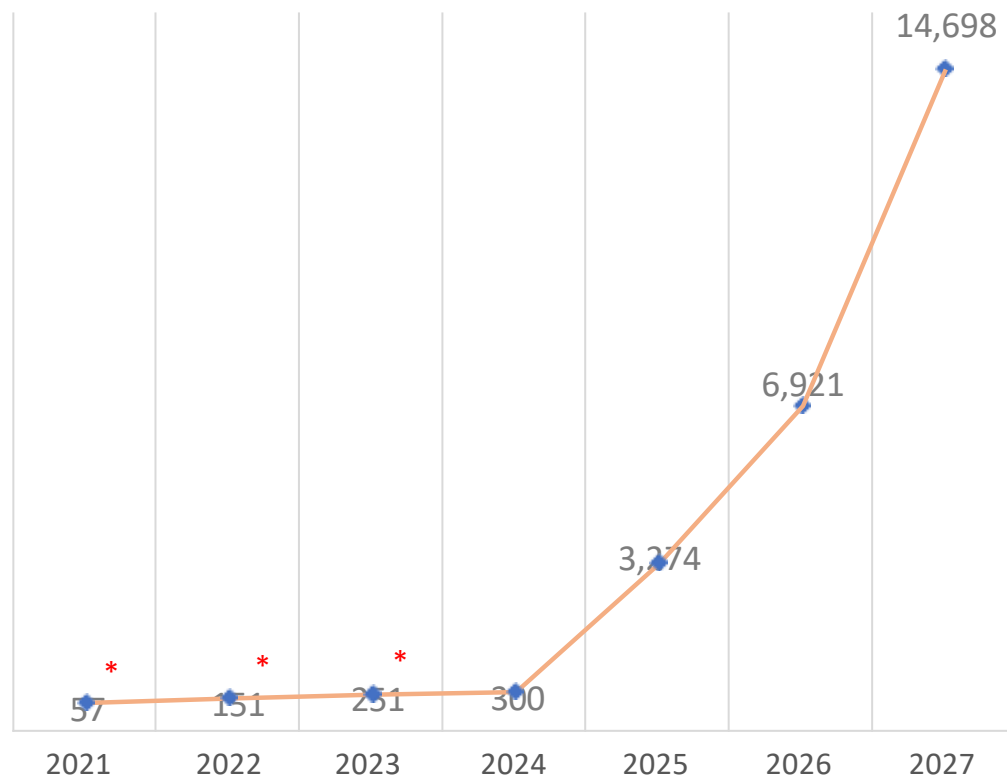
Target Cities

- Kampala
- Jinja

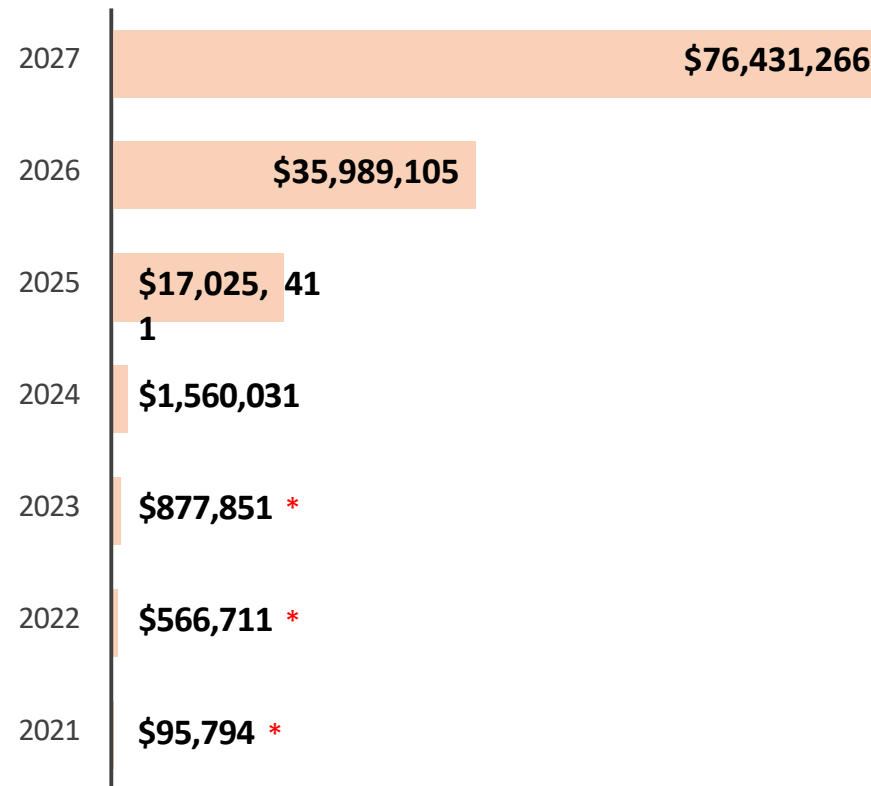
We collect \$ 100 dollars from each car every week.

We intend to collect \$ 76 million+ annually in the next 5 years

No. of vehicles  Vehicles



Collections



 Collections



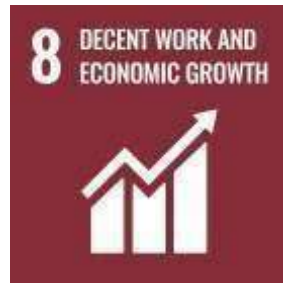
* Actual

Sustainability

We are scaling up support for women drivers & introducing electric vehicles



We have identified more than **400 women drivers** qualified to drive for ndai



We are introducing **Evs and hybrid vehicles** to our fleet starting 2024



Team

Meet the founders



Hartnell Ndungi

Co-Founder and Board Member

16+ years building Data and Tech solutions in Africa. First Chief Data Officer in the country. Masters in Analytics from Georgia Tech.



Abednego Muange

Co-Founder and Director of Growth

6 years in banking. Growth hacker
7 years in venture building.

Background

Abedi and Hartnell have known each other for the last 23 years. They went to the same high school and ended up in the banking sector after multiple years of friendship. They ventured into entrepreneurship separately until the Ndai was incorporated. Their mission is to change the lives of online taxi drivers by assisting them with their vehicle ownership journey.

The Ask

Strategic partnerships, grants and growth capital (Minimum \$1 Million).

- **Stabilize our technology in preparation to scale**
- **Hire additional operational, technology and management staff**
- **Establish partnerships with manufacturers and vehicle distributors**
- **Set up at least one service center to manage service costs**
- **R&D on the introduction of electric vehicles**



**Establish
regional offices**



**Explore adoption of
electric vehicles**



**Set up a
service center**



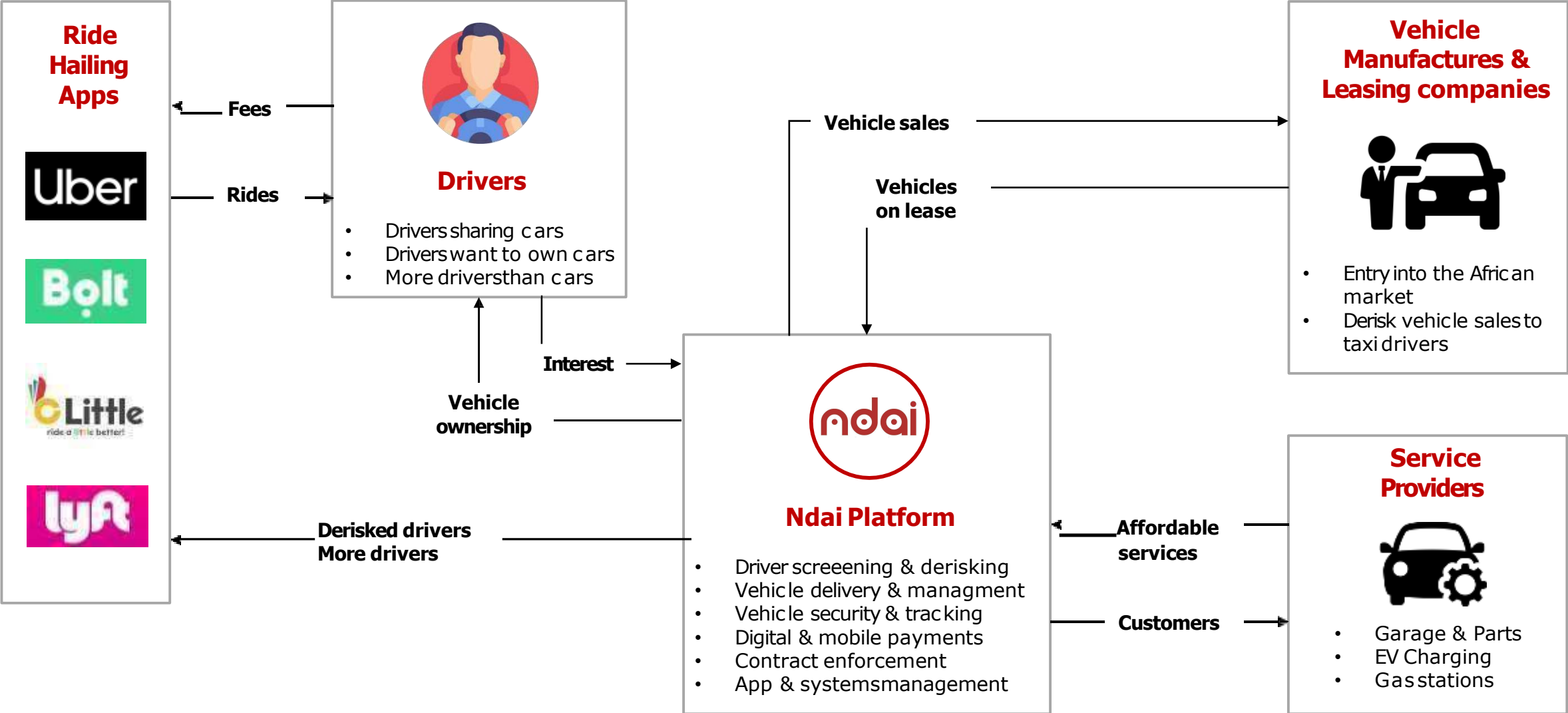
**Technology &
Development**

Appendix

Additional Information

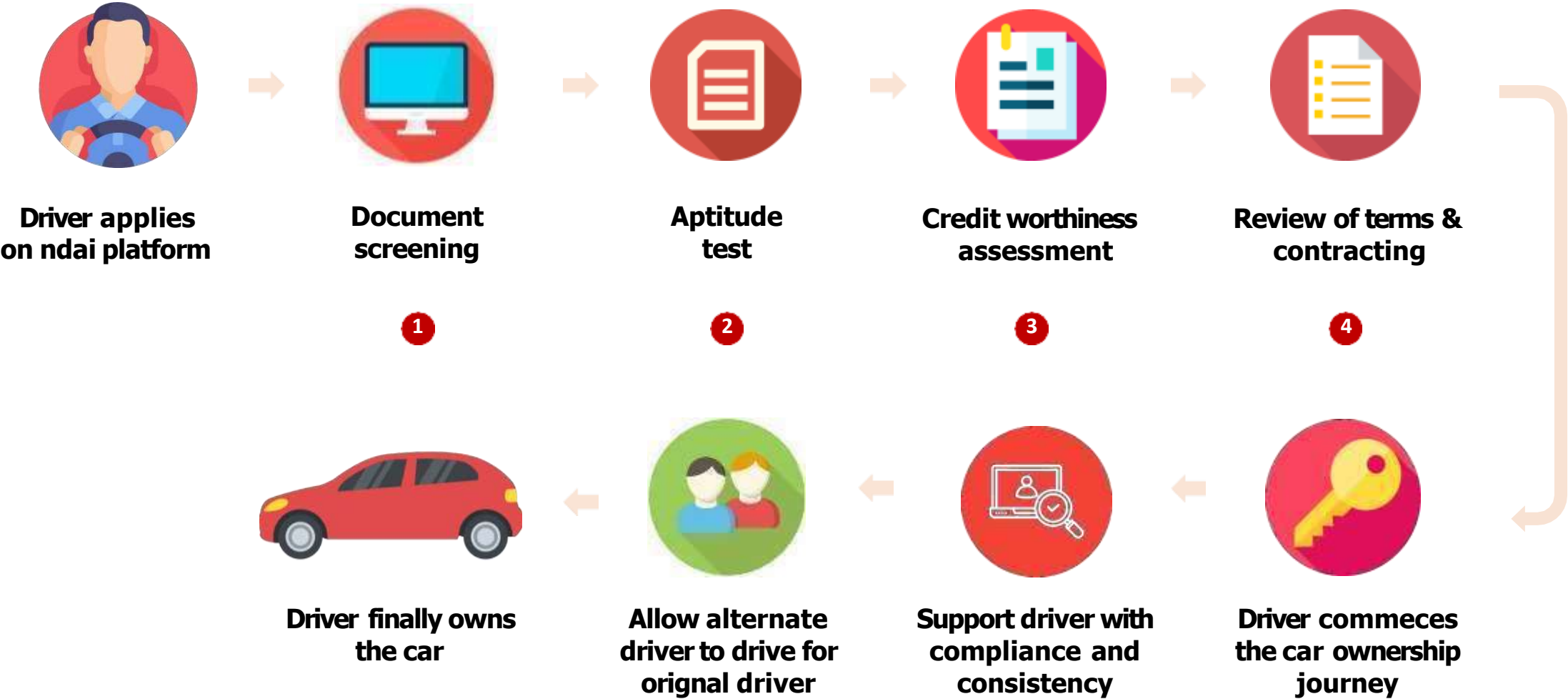
Current business model

The future of Ndai is an ecosystem platform play



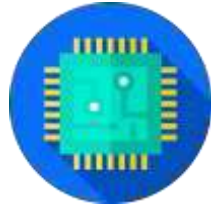
Driver De-risking

We deploy a four-step vetting process and support drivers to own the car



Vehicle Security

Our cars are comprehensively insured and are installed with physical security devices



A vehicle disarming system



Comprehensive insurance for all risks



A GPS location & tracking system



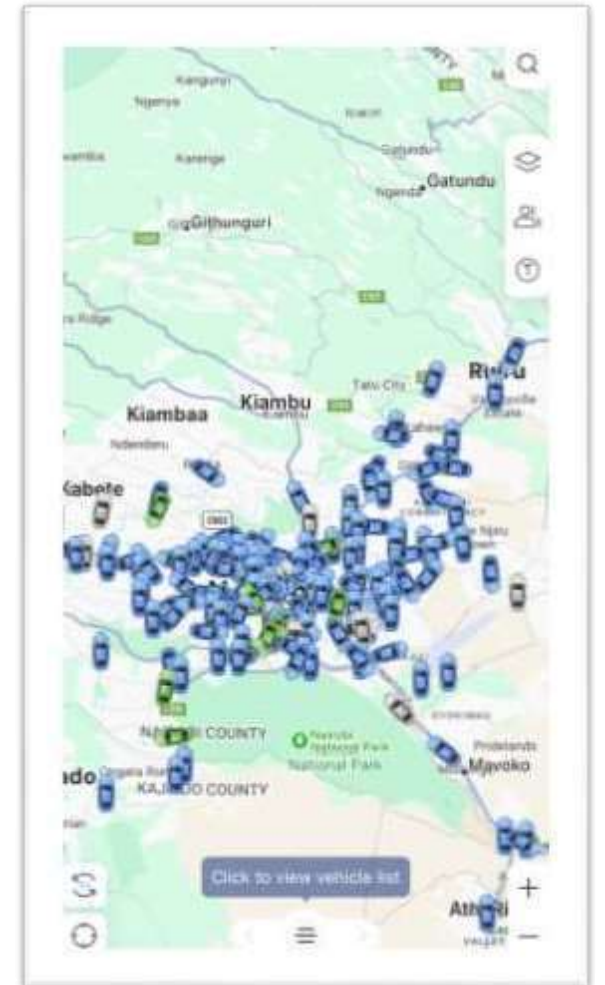
Monthly inspection sessions



A digital payment API for mobile money

Vehicle Security

Our tracking and disarming systems operate round the clock

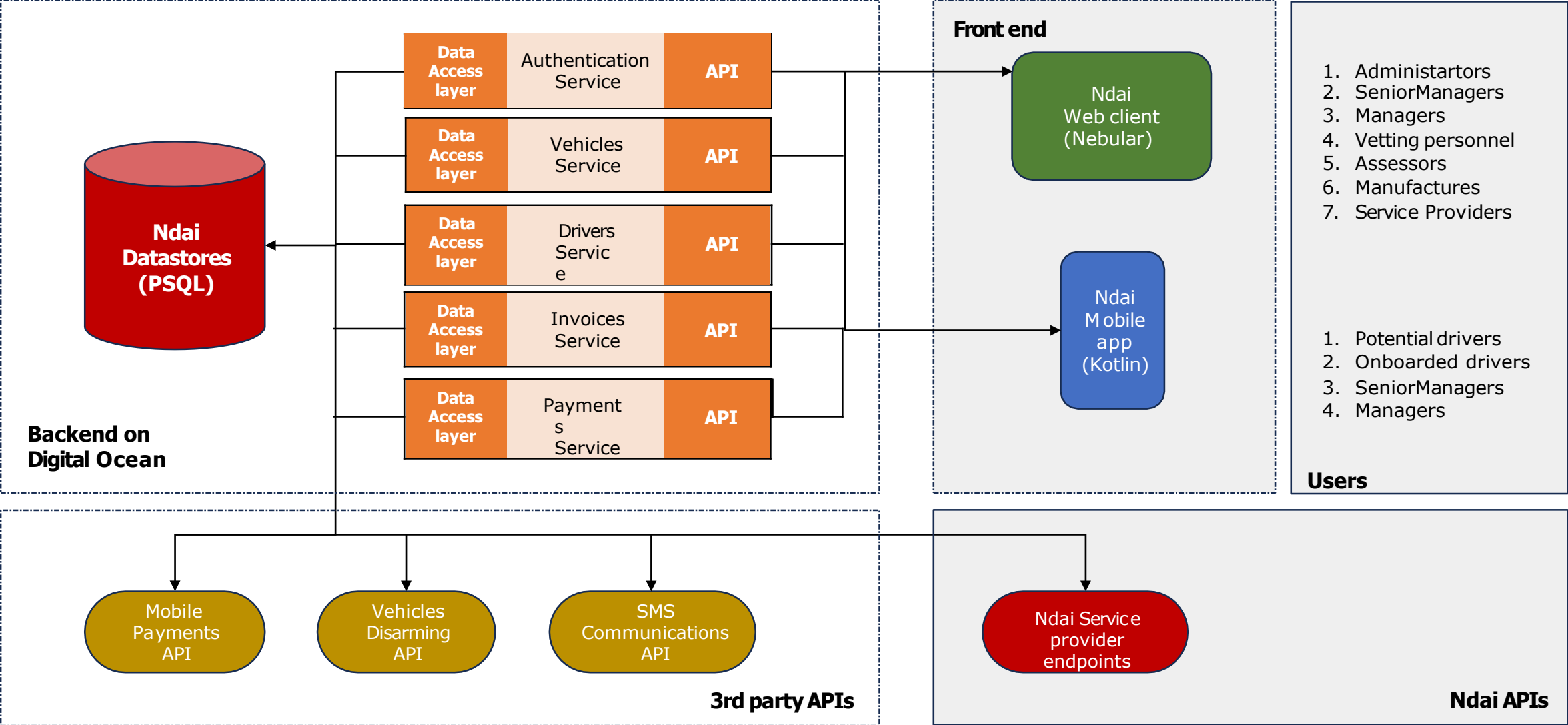


Features

- A GPS location device
- A vehicle immobilization device
- Real time tracking of vehicles
- Integration of vehicle security with payments

System Architecture

Logical



EV Statistics

EV vehicles are the future of Kenya's mobility sector

Kenya Population



2024

EV Stations



2024



2025

Vehicle ownership



Kenya



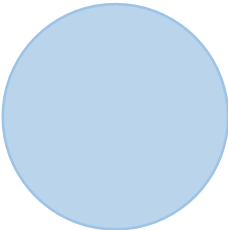
America

Number of vehicles

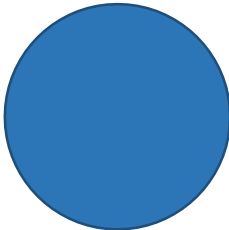


2021

Number of EVs

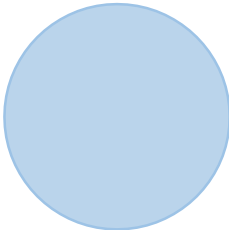


2024

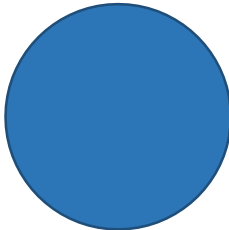


2025

EV Manufacturing



2024



2030

Team

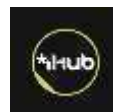
The Advisory Board



Hilda Moraa

Award winning Venture Builder

Second time Entrepreneur. Advisor to Boards.
Built Weza Tele which was acquired by AFB. Currently running a \$50 Million+ valued start up in Africa.



Victor Manan

International Logistics & Operations Expert

10+ years rolling out programs in Iraq, Lebanon, Syria, Palestine, Yemen, Ghana, Nigeria, Ivory Coast, Liberia, Sierra Leone, Togo, Benin & in East Africa



Team

The Advisory Board



Andrew Ragui

Finance & Tax Expert

10+ years in Finance and Tax Consulting. Supported multiple enterprises to manage tax risks. Advised global players on new market entry and finance management.



Stella Mulili

Finance & FinTech Expert

10+ years in advising Fintech in East Africa and Ireland. 8+ years in banking and financial services. Advisor to top FinTech companies in East Africa.



John Kiptum

Entrepreneur, Credit & Risk Professional

Second time Entrepreneur. Growth Hacker. 14+ years in banking & risk management. Successfully funded by the global accelerator and VC, Antler.



ndai

cars for drivers

Join us in the financial inclusion journey

abedi@ndai.africa

