

INVESTOR PRESENTATION | CONFIDENTIAL

OpenMarket Africa

The trade coordination layer for Africa's open markets

Verified settlement. Demand intelligence. Local hubs, continental reach.

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Executive summary

The policy rails are live. The coordination layer for open-market trade is not. OpenMarket is that layer.

\$230bn

Intra-African trade forecast, 2026
(from \$192bn in 2023)

50

AfCFTA States Parties, as of 4 Sep
2026

+1,000%

PAPSS transaction volume growth,
2025 to 2026

3%

Platform take on every verified
order

Problem. Open-market orders are reconciled by hand, payments are chased and demand is invisible to manufacturers.

Solution. A verified-settlement ledger: PAPSS-verified payment, instant 97% distributor payout, optional partner logistics, platform-paid affiliates.

Why now. AfCFTA ratified by 50 states, PAPSS live in 30+ countries, and investors rewarding capital-efficient, asset-light models.

Moat. Every settled order yields PII-free demand signals manufacturers fund through SmartSubsidy.

The problem

Open markets move the continent's goods; the tooling has not kept up.

1 **Fragmented by design**

Informal retail dominates; about 70% of retail in Kenya is informal.

2 **The reconciliation tax**

Retailers restock through layers of agents and reconcile payments manually.

3 **Settlement risk**

Failed transfers and opaque middlemen expose distributor cash.

4 **Upstream blindness**

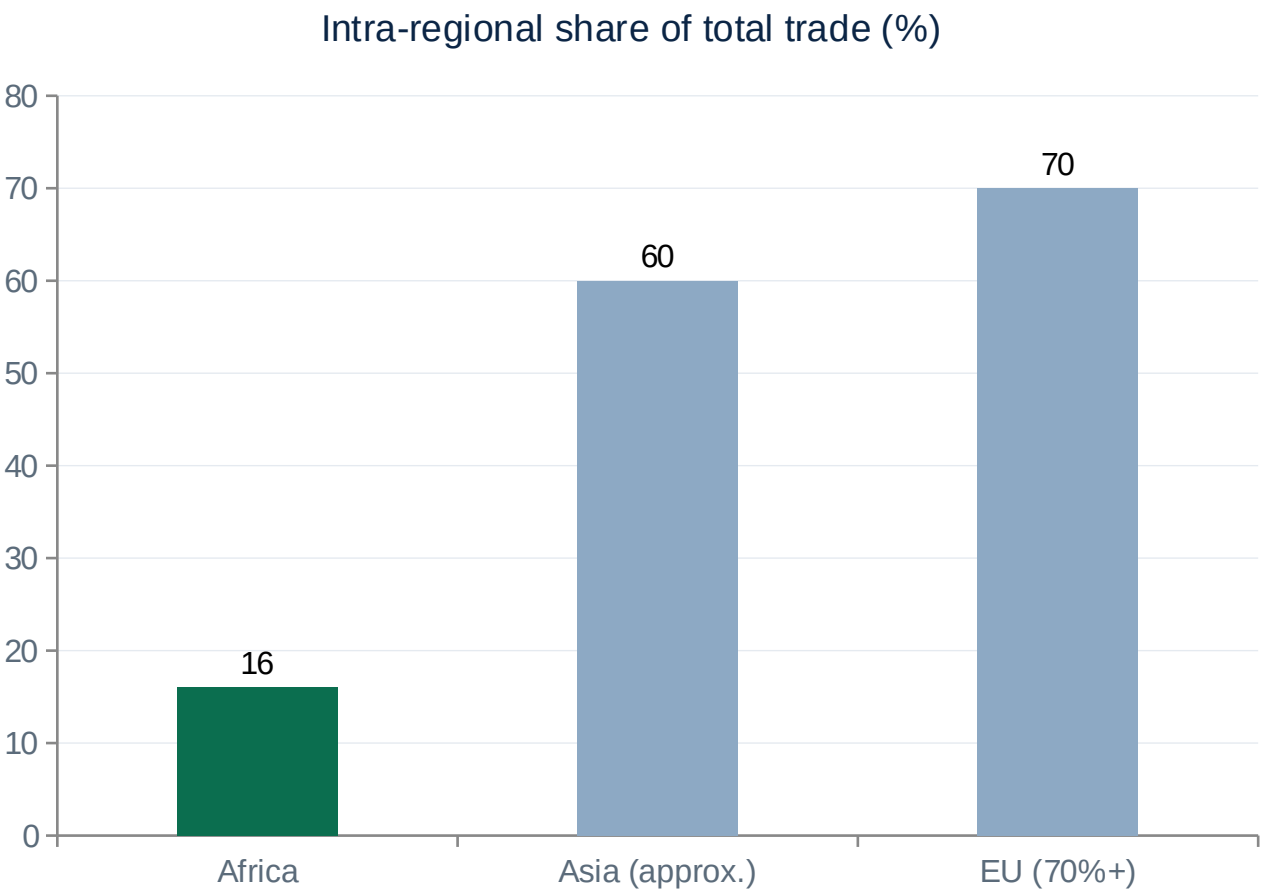
Manufacturers have little visibility of real last-mile demand.

5 **Capital scarcity**

Africa's trade finance gap is about \$81bn a year.

Market opportunity

Africa trades about 16% with itself; Asia about 60%, the EU above 70%. That gap is the opportunity.



Sources: Engineering News (May 2026); Afreximbank via Ecofin; Nairametrix. Asia and EU bars are the published approximations (about 60%, above 70%).

\$192bn → \$230bn

Intra-African trade, 2023 to 2026F

48–50%

Manufactured and agri-food share of flows

\$3.4tn

Combined AfCFTA GDP; 1.4bn people

Policy tailwinds: the rails are now live

Ratification, payments and digital-trade rules have all moved from paper to practice.

50 states

Have ratified AfCFTA (Somalia, 4 Sep 2026)

30+

Countries on PAPSS, 200+ institutions; target 38 by end-2026

92–95%

PAPSS-reported cost saving per transaction; up to 80% less FX need

\$143m

Nigerian PAPSS value in 2025, up from \$29m (5x)

Digital trade: Nigeria was first to secure parliamentary approval to ratify the AfCFTA Digital Trade Protocol; Afreximbank is setting up a Digital Trade Fund under the AfCFTA Adjustment Fund.

The gap we fill: only about half of non-tariff-barrier complaints were resolved by 2025, and intra-African trade is still about 16%. Policy opened the door; traders still need verified settlement and coordination on the ground.

Investment climate: capital rewards efficiency

African venture funding has stabilised, and money is flowing to payments, infrastructure and logistics.

\$1.3–1.5bn

African startup funding, H1 2026, in line with H1 2025

41% + 35%

Fintech and logistics share of H1 2026 funding

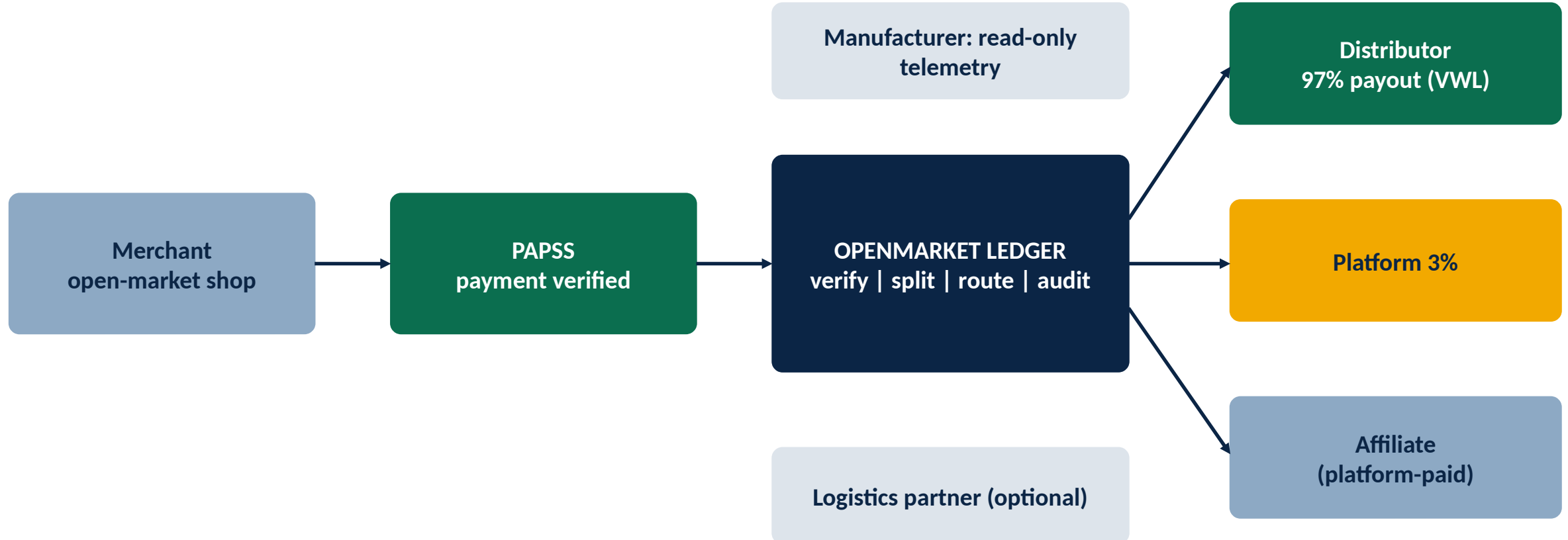
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African M&A deals in H1 2026, up from 33

Signal	What it means for OpenMarket
Capital efficiency over growth at any cost	Asset-light ledger: no fleet, no warehouses, 3% take on verified GMV
Debt and infrastructure deals rising	Verified settlement data can underpin future trade-finance partnerships
Large markets: Egypt \$327m, Nigeria \$254m, Kenya \$126m	Lagos, Accra and Nairobi footprint sits in funded ecosystems
Fewer deals, higher quality bar	Traction and unit economics matter; we show both

The solution: a coordination layer

Verify. Split. Route. Audit.



Distributors fulfil from a virtual warehouse ledger (VWL): asset-light, no fleet, no warehouse capex.

Five lanes, one ledger

Everyone in the open-market chain gets a controlled, auditable role.

Retailers

Wholesale restock,
verified settlement,
offline-safe orders,
reorder prompts

Distributors

Virtual warehouse
ledger, fulfilment queue,
instant 97% payout

Partners

Referral codes;
commission on first
settled order, paid by
platform

Manufacturers

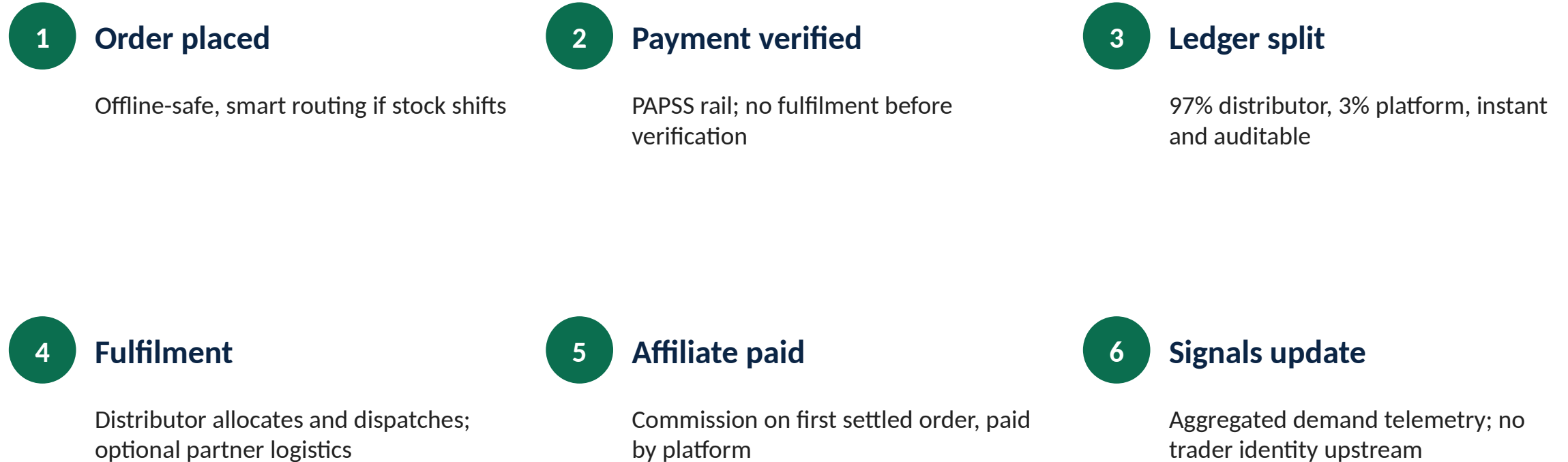
Aggregated demand
telemetry and
SmartSubsidy
campaigns; no merchant
PII

Logistics

Licensed carriers on
verified lanes; carriers
bear liability

How a transaction works

Payment is verified before fulfilment begins.



Business model

Revenue is earned on verified trade, not listings.

3% platform take

Of GMV on every verified order

Core, Phase 1

Logistics fees

Platform fee on partner logistics

Phase 1–2

SmartSubsidy

Manufacturer-funded
promotions with co-pay

Phase 2

Enterprise analytics

Demand telemetry and APIs for
tier-1 manufacturers

Phase 2–3

Illustrative unit economics

₦100m of monthly GMV yields ₦3m platform revenue before affiliate commissions, payment costs and operating expenses. Full model:
[to be completed by management].

Sizing the prize

Even a small share of intra-African goods trade is a large business.

Scenario (share of manufactured and agri-food flows)	Addressable flow	Annual GMV	Platform revenue at 3%
Base pool: ~\$115bn (50% of \$230bn)	\$115bn	n/a	n/a
0.1% share	\$115bn	\$115m	\$3.5m
0.5% share	\$115bn	\$575m	\$17.3m
1.0% share	\$115bn	\$1.15bn	\$34.5m

How to read this

Revenue shown is gross platform take before affiliate commissions, payment costs and operating expenses. Data, logistics fees and SmartSubsidy revenue are additional. Management targets: [to be completed].

Data moat and AI roadmap

Phase 1 builds trust; density unlocks intelligence.

Phase 1

Trust infrastructure

Verified payments, ledgers and fulfilment in anchor hubs. Outcome: settlement integrity, first GMV.

Phase 2

Signal layer

LGA demand velocity, stock-out risk index, SmartSubsidy. Outcome: manufacturer revenue, better routing.

Phase 3

Continental coordination

AI cross-border routing and trade signals. Outcome: corridor-level intelligence across hubs.

Competitive positioning

Coordination and settlement, not another storefront.

Player type	Model	OpenMarket difference
B2B distributors (TradeDepot, MaxAB-Wasoko)	Own inventory or logistics; pre-selling; credit	Asset-light ledger over existing distributors; no fleet or warehouse capex
Consumer / B2C e-commerce	Consumer storefronts	Wholesale only; built for shop owners
Global B2B marketplaces	Broad catalogues, cross-border sourcing	Local verified settlement and open-market hub focus
Informal networks (WhatsApp, agents)	Relationship trade, manual payment	Keeps the relationships, adds verification and data

Sector lesson: a \$1.07bn funding boom was followed by layoffs and shutdowns, rewarding asset-light models.

Go-to-market: hub by hub

Offices in Lagos, Accra and Nairobi; twelve anchor open markets.

Country	Anchor hubs
Nigeria	Lagos Island, Mile 12, Alaba, Onitsha, Ariaria
Ghana	Kejetia, Katamanto
Togo	Asigamé
Ethiopia	Addis Merkato
Tanzania	Kariakoo
Kenya	Gikomba
Morocco	Souk El Had

Launch

Lagos hubs, FMCG staples
[merchants / distributors / GMV]

Expand

Ghana and Nigeria corridors, logistics partners
[GMV run-rate]

Scale

East Africa hubs, manufacturer tier
[countries / revenue]

Risks and mitigations

Understood upfront.

Risk	Exposure	Mitigation
Payment and FX	Currency volatility, rail availability	PAPSS verification; settlement before fulfilment
Liquidity on both sides	Cold-start density	Hub-by-hub launch; affiliates
Regulatory	Licensing and data protection across markets	Partner-led logistics; aggregated, PII-free data
Distributor concentration	Dependence on anchor suppliers	Smart routing; multi-distributor coverage
Connectivity	Network drops in markets	Offline-safe orders; visible sync state

Early traction and the ask

\$500,000 to move from first hubs to proven, repeat open-market trade.

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Merchants onboarded

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Distributors onboarded

3

Market hubs live

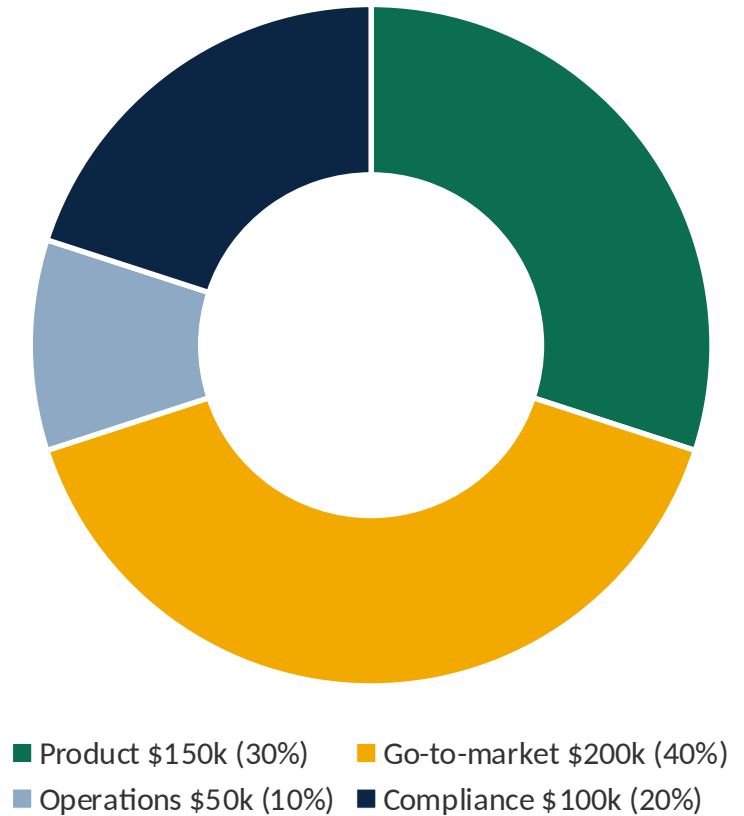
The ask: \$500,000

Proposed instrument: post-money SAFE

Proposed valuation cap: \$4.5m post-money (about 11% dilution; Africa pre-seed median about \$4.0m, Q1 2026)

Purpose: convert onboarded hubs into verified, repeat GMV and prepare a seed round

Use of funds



Team and contact

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Sources

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