



BiasharaBot

Do less and sell more on social media

# Problem

**Missed Sales Opportunity** - Whenever business delay to respond to customer queries they lose the sale opportunity since the customer looks for other sellers.

**Bad Customer Experience** when using contact centers to order for food; customers are put on hold for so long.

**Marketing** - Small and medium sized businesses don't have time to create marketing post consistently or know the right time to post.

**Communication** - Small business do not have resources that allows them to easily communicate about offers, new product offerings with their clients.

# Solution

**Chatbots** - Use chatbots to improve customer experience by responding to customer queries immediately and on the go any time of day or night.

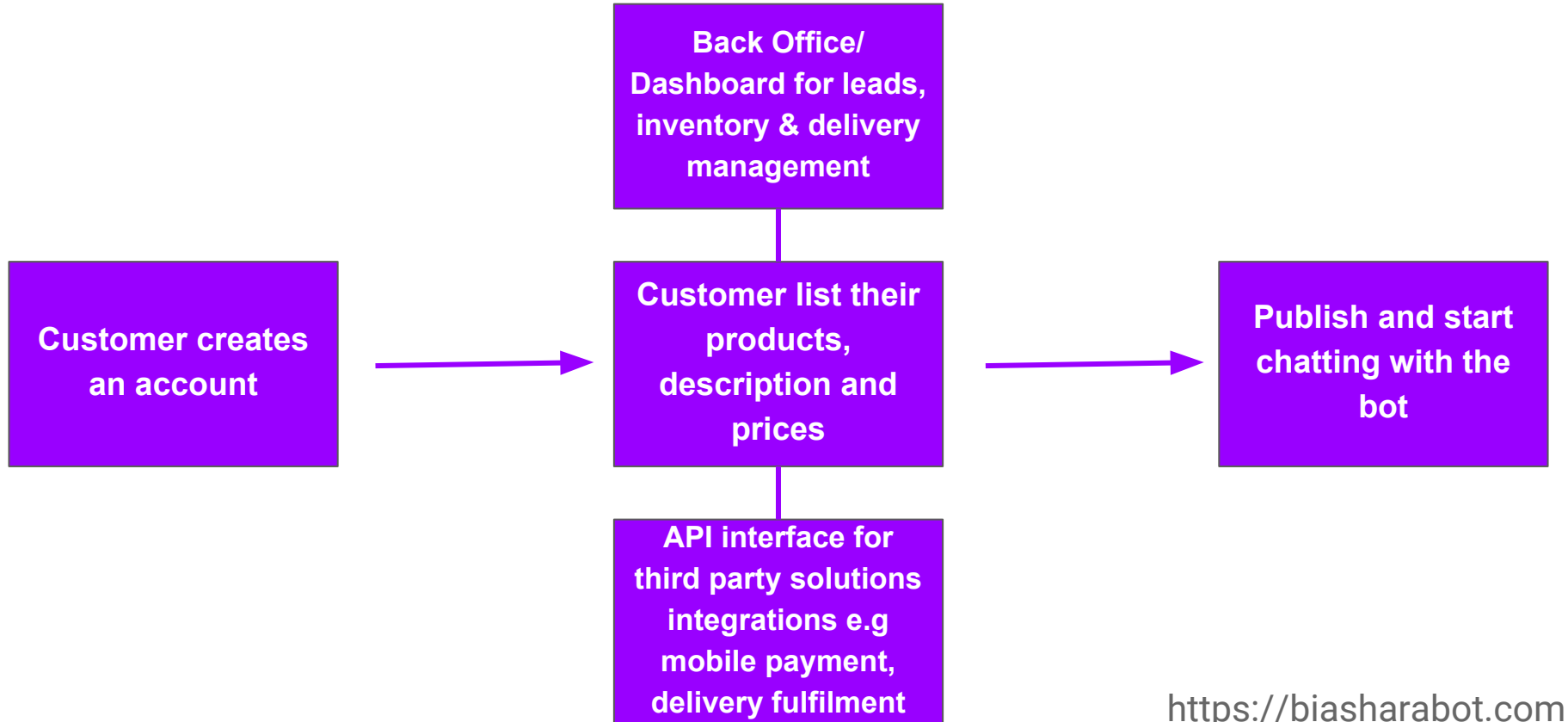
**Affordable and Easy to Use**- Make it possible for small business to own new technologies like chatbot at an affordable cost and provide an easy to use dashboard. This will lead to increase in sales.

**Post Manager** - create marketing post from product images and description for posting on social media platforms to increase online visibility

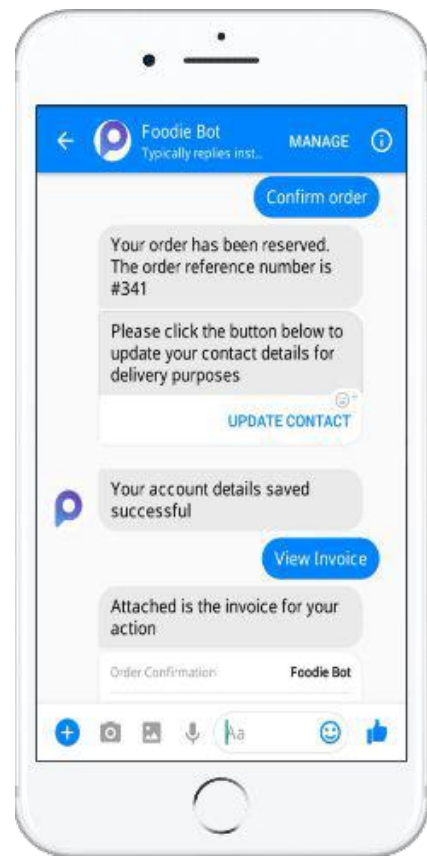
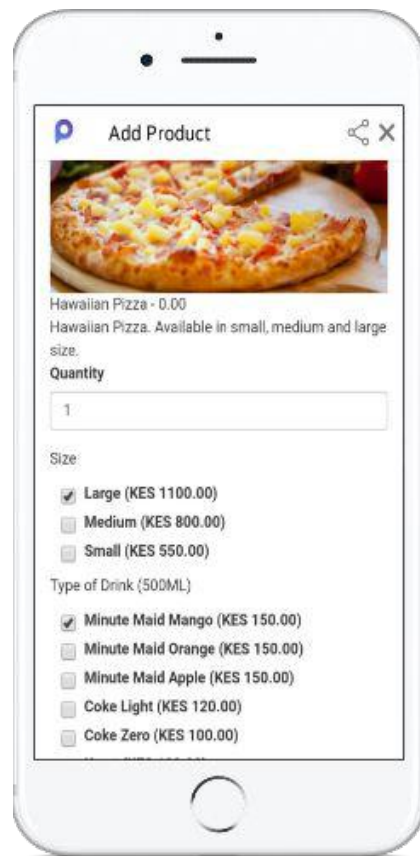
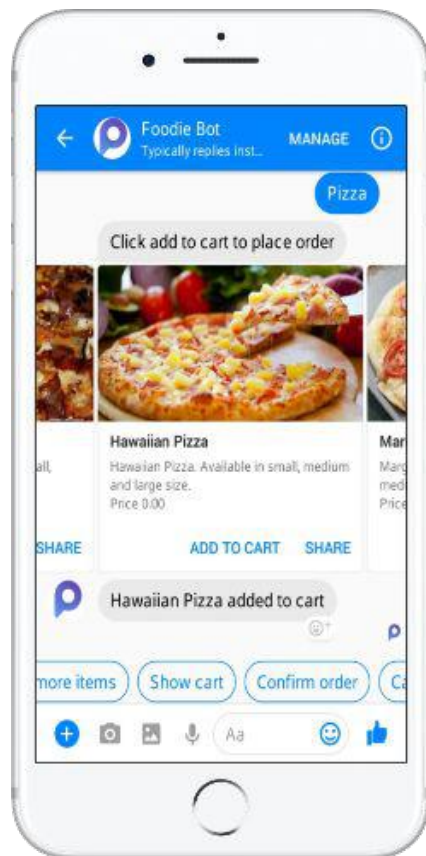
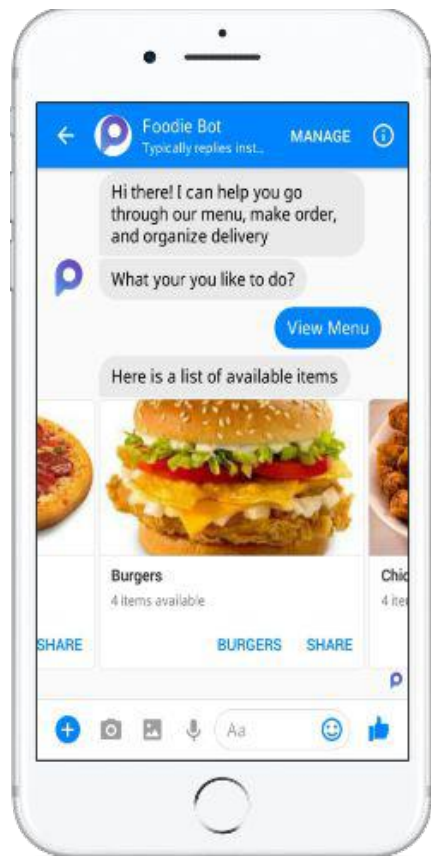
**Messaging Platforms** - Built on top of the some of the successful messaging apps like Facebook Messenger and Telegram thereby reducing need to download or direct traffic to the app.

**Communication Tool** - Provide a tool SME's can broadcast to their followers on Facebook Messenger about offers and new product offering.

# Product Components



# Product Overview



# Business Model

- BiasharaBot is a Software as a Service (SAAS) where clients are being charged on subscription basis.
- We have four pricing tiers, starting from Kes 500 per month to Kes 10,000 per month.
- We also have enterprise clients who we negotiate pricing of Kes 10,000 to Kes 25,000 per month plus a set up fee.

# Market Validation

- 47% of consumers are open to buying items through chatbots, and 37% would buy items from Facebook (HubSoft)
- 67% of consumers worldwide used a chatbot for customer support in the past year (Business Insider)
- Chatbots will be responsible for cost savings of over \$8 billion annually by 2022, up from \$20 million in 2017 (Juniper Research)

## The Numbers Are Crazy

**33,000**

The number of chatbots on Facebook Messenger (as of Sept 2016)

**1bn**

Monthly Active Users on Facebook Messenger

**1bn**

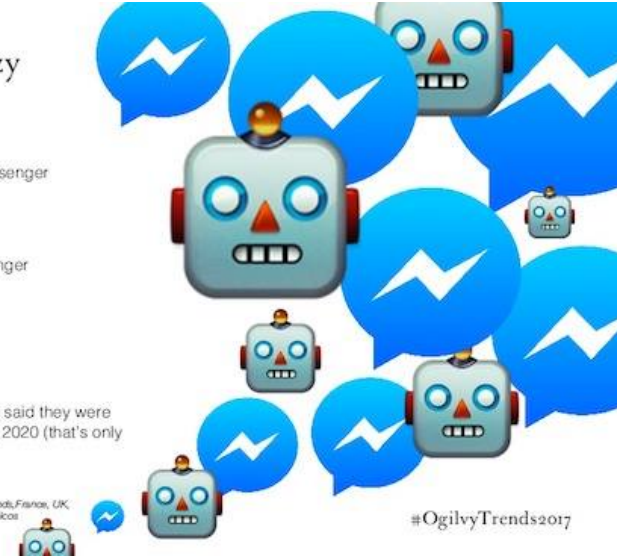
Monthly Active Users on WhatsApp

**80%**

The percentage of marketing leaders\* who said they were planning on chatbot and/or AI solutions by 2020 (that's only three years away!)

Ogilvy

\*800 marketing / CSOs / sales execs across Netherlands, France, UK, South Africa in manufacturing/hi-tech, online retail, telcos



# Competitive Advantage

- **Easy to use** - The dashboard is easy to use, all the clients needs to do is list the products, descriptions, provide their prices, publish it and they get a bot.
- **Post Manager** - Easily create marketing materials from products images and description and schedule them for posting on social media thus improving online visibility and sales.
- **Artificial Intelligence Engine** - We have developed an artificial intelligence engine so that customers can have frictionless experience with the bot.
- **Integrations** - The platform provide for integrations with mobile, card payment and fulfilment providers so as enable seamless settlement and delivery of orders. We are working with Safaricom to assist in M-Pesa integration to small businesses and also for referral purposes.
- **Time to Market** - We have automated how create a chatbot so that it takes very short time to onboard client and have them using their bot



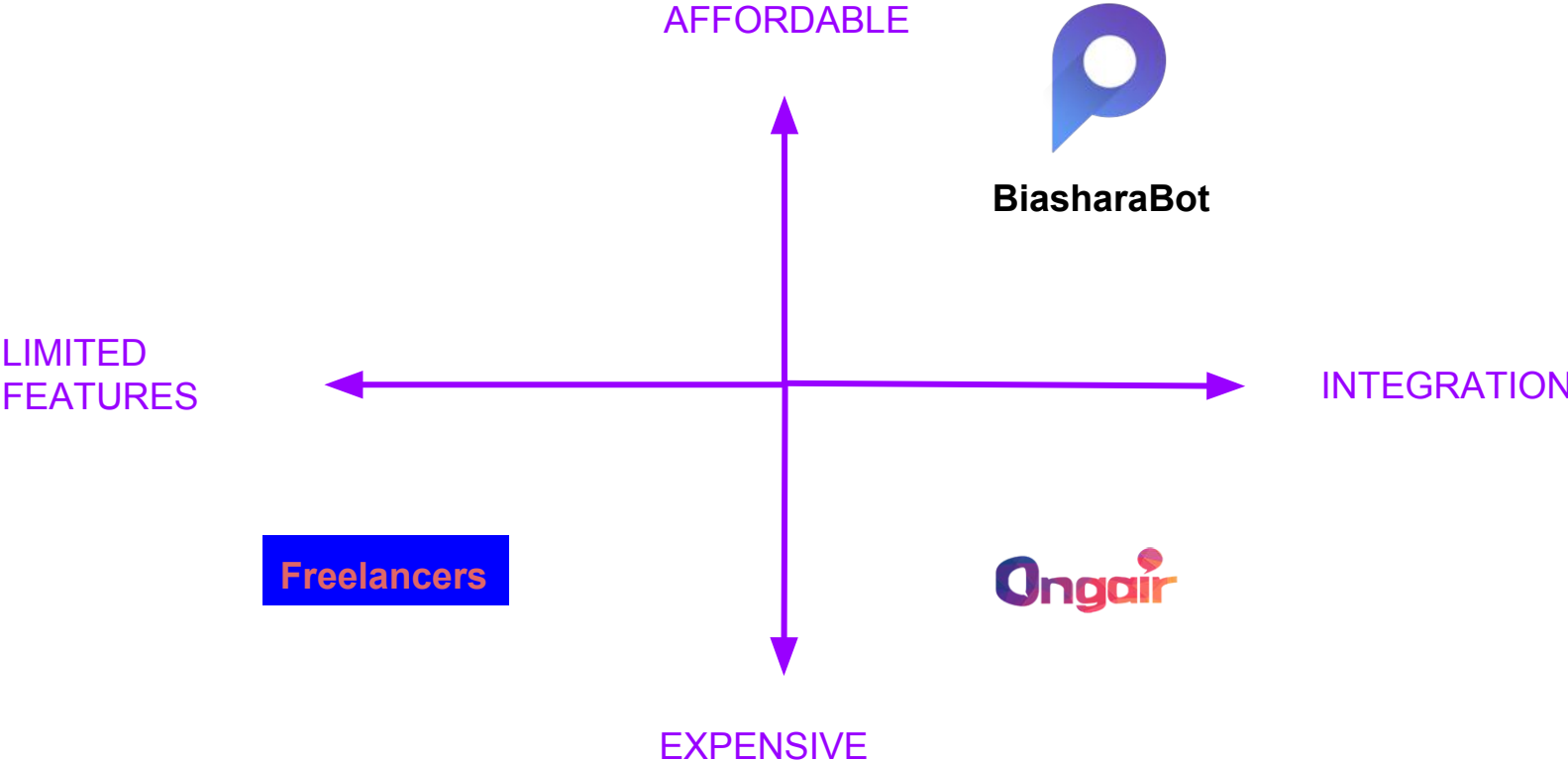
# Traction

- We have been marketing BiasharaBot for about one month and we have managed to pitch to over 50 potential clients within our region.
- We are currently running on-boarding programme with 60% of them
- We hope to roll out marketing aggressively and increase the number of clients after few successful deployments
- We are working with Safaricom on a partnership program to increase number of small businesses using mobile payment. This is win win arrangement since they will be referring SME clients to us.

# Target Market

- We are targeting food order and delivery companies e.g KFC Kenya, Debonairs, Steers, Dial a Delivery etc
- We are targeting small businesses in the ecommerce ecosystem. These are companies which are selling clothes, groceries, shoes, furniture, home appliances, electronics

# Competition



# Market Adoption

## MARKETING & SALES

- Sales Pitch
- Online Marketing
- Events
- Email Marketing
- Door to door campaigns

## PARTNERSHIP

- Referral program/incentive

# Financial Projections for Year 1

	1st Year (KES)	2nd Year(KES)	3rd Year(KES)
Revenue	<b>5,200,000</b>	<b>11,650,000</b>	<b>20,320,000</b>
Operating Expenses			
Sales & Marketing	1,000,000	2,000,000	3,200,000
Product Dev + Support	2,000,000	4,000,000	6,000,000
Others (Wages & Misc)	2,000,000	3,000,000	5,000,000
Total Expenses	<b>5,000,000</b>	<b>9,000,000</b>	<b>14,200,000</b>
Net Profits	<b>200,000</b>	<b>2,650,000</b>	<b>6,120,000</b>

# Team



## **Felix Cheruiyot**

Co-founder/Lead @felixcheruiyot - Prev. lead the team at <https://kenyaapps.net> from zero to over \$150K in sales



## **Norrey Okumu**

Co-founder/CTO @norreyokumu - Prev. Afrocoin Mobile Money; a money transfer solution.



## **Moses Korir**

Co-founder/Business Development @mose\_korir - Prev. Financial Analyst at Fusion Group

# Funding

Currently bootstrapped by founders

**Seeking \$100,000 equity investment**

**So we can**

- Improve the product
- Go hard on market acquisition
- Close at least 1000 customers
- Develop brochures for marketing

# Summary

**Big Opportunity:** Thousands of businesses need this.

**Strong Team:** Deep market, technology, and execution experience.

**Technology Advantage:** First to create such platform in the country which targets e-commerce with easy to use dashboard.

**Seeking \$100K Equity Funding.**