

A large, hand-drawn style black outline of the African continent is positioned on the left side of the page, partially overlapping the title text.

Unlocking **Africa's** full retail potential with a Crowdsourced **On-Demand Delivery** Platform

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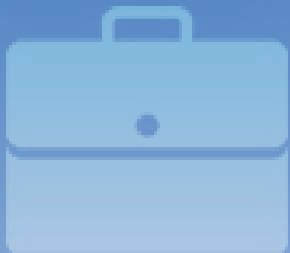


Retail is the
biggest driver of
economic growth
in Nigeria

9

MILLION

micro-merchants
in Nigeria



FACTS ABOUT NIGERIA

RETAIL
EMPLOYS

30

MILLION
PEOPLE



..but WOMEN
OWN ONLY

13.57%

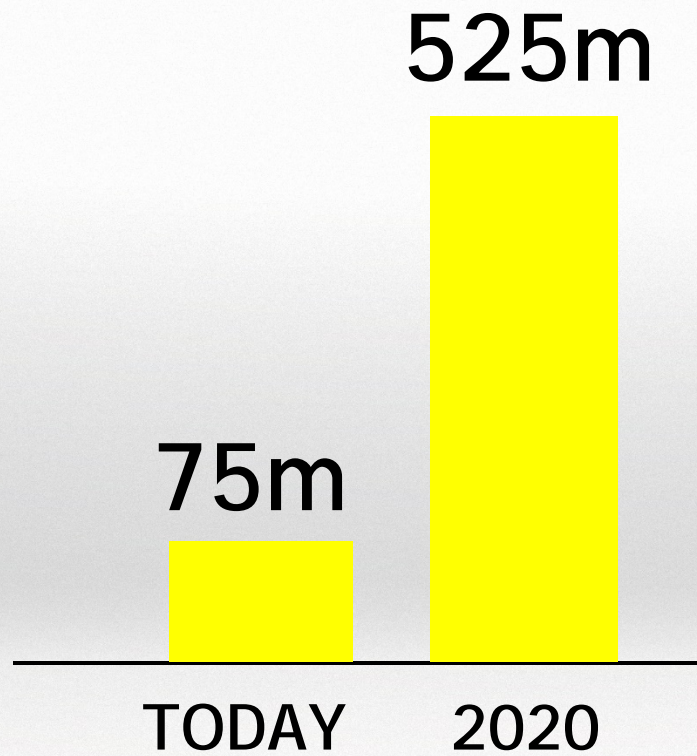
OF SMALL
ENTREPRISES





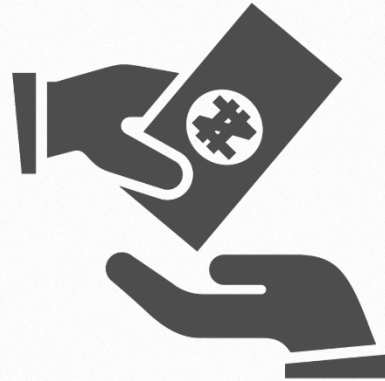
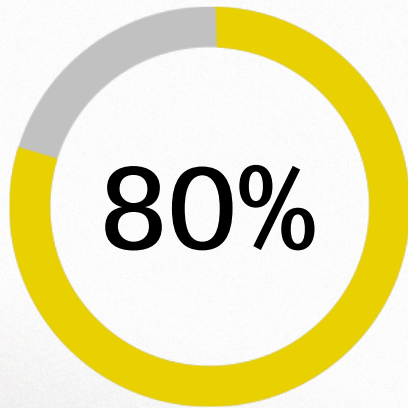
AFRICA: IS
RETAIL: 1.5
BILLION
QUICKLY
MOVING
CONNECTIONS
ONLINE
TODAY

SMARTPHONES WILL INCREASE



E-COMMERCE IN NIGERIA

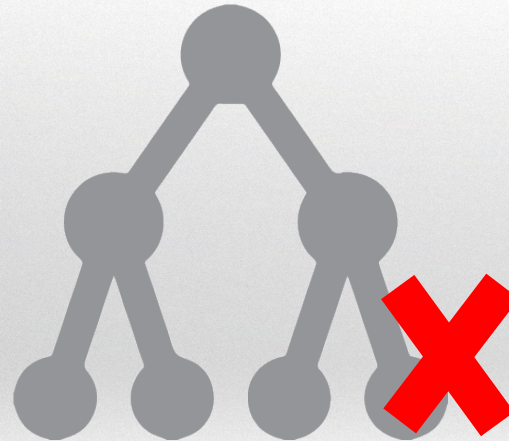




CASH ON
DELIVERY



POS systems
fail



Infrastructure
is weak



Regulatory
barriers stifle
innovation

FULFILLMENT IS THE
OTHER **BIG CHALLENGE**

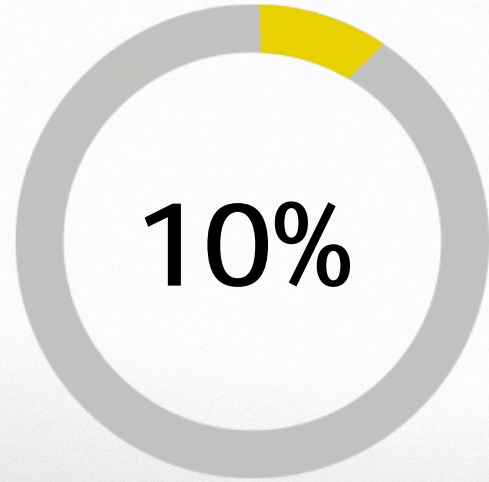
TRAFFIC
CONGESTION

BAD ROADS

UNTRACEABLE
ADDRESSES

?

Mynydd



DELIVERY
FAILURE
RATES

.....

\$3
A DAY



10 HOUR
WORKDAYS

MAX SOLVES THE FULFILLMENT PROBLEM FOR **LOCAL RETAILERS.**



MAX crowd-sources
dispatch riders.



MAX launched in Lagos
this August and intends to
expand to 50 African
cities in 5 years.

MAX provides reliable
e-payment support to
merchants



MAX leverages on-demand
technology

NAME

Bukar Mwada

HOMETOWN

Chibok (North East Nigeria)

AGE

31

PREVIOUS INCOME

50 Dollars a Month

**STARTING INCOME
AT MAX**

250 Dollars a Month

PASSION

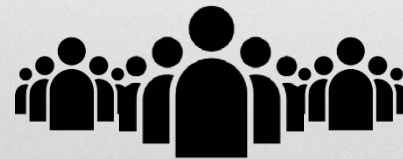
Sponsor Education
for his displaced
siblings and
Influence Public
Policy





DEVELOPING COUNTRIES
MAY NOT HAVE THE
CAPITAL,

BUT WE HAVE THE
POPULATION



A detailed architectural floor plan is shown in a light blue, semi-transparent style. Overlaid on the drawing are drafting tools: a large metal compass on the left and a drafting pen on the right. The drawing includes various geometric shapes, lines, and dimension numbers such as 1500, 3450, 5400, and 2000. The overall aesthetic is clean and professional, with a focus on design and engineering.

DESIGN THINKING AND GLOCALIZATION



**ON-DEMAND PLATFORMS CAN
SUCCEED ANYWHERE IN THE
WORLD**

.....

ESPECIALLY IN AFRICA

DANKE



WWW.MAX.NG