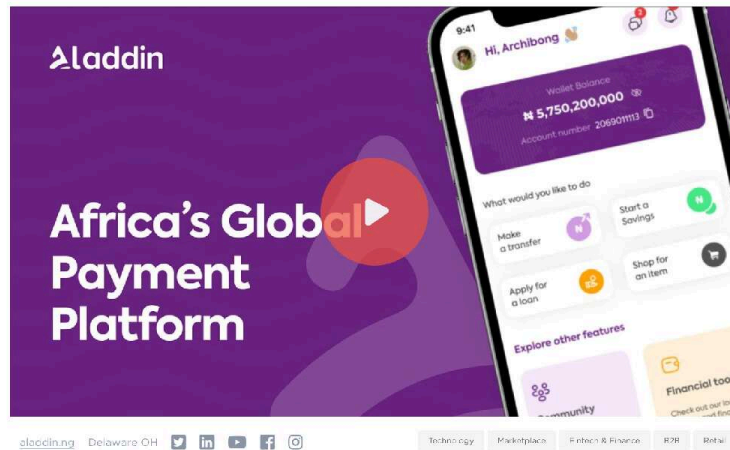


INVEST IN ALADDIN

## Africa's Digital Bank


[PITCH VIDEO](#) [INVESTOR PANEL](#)



## Featured Investors

Investors include





**Akpos Adonkie**  
Syndicate Lead

I am an venture capitalist.

Follow

1 follower

I have invested in Aladdin because the company is tackling a major problem affecting the African Business environment and business. They are putting robust systems in place to ensure seamless cross border payments at a cheaper rate. I have also watched the Aladdin team innovate and grow from a digital bank to Africa's global one stop payment platform. I am enthused over their ability to tackle various challenges and therefore willing to support their growth.

Invested \$1,000 this round & \$10,000 previously

## Highlights

- 1 250K downloads, Over 160k Users, 40K+ loans, \$100 million in transaction volume
- 2 Over \$300K in revenue
- 3 8 Institutional investors: Plug & Play, Hatcher, LoftyInc, Expert Dojo at a valuation of \$9M
- 4 Over \$700k already raised
- 5 🏆 10 strategic partnerships secured
- 6 🏢 Co-founder founding director of \$2B unicorn (Opay) & CEO of Okash, 1M+ users, \$120M+ disbursed
- 7 🧑‍🤝‍🧑 Team has a combined 48 yrs experience in financial services, ecommerce & technology
- 8 \$5B serviceable obtainable market (SOM), 60%+ of adults in Africa self-employed

## Our Team



**Darlington Onyeagoro** Co-founder/CEO

Founding director of Opay, valued at \$2 Billion. Founder of Okash, a microlending startup with over 1 million users and over \$120 million loans disbursed.

Africa's economy is powered by SMBS and Freelancers who are currently migrating their businesses online but are faced with severe identity and fraud issues. More so, until now, they have to patronise fragmented solutions by downloading several apps in order to effectively run their businesses. Aladdin as a super app is solving all these problems.



**David Echu** Chief Technology Officer

Previously Chief Software Engineer, Suntechnology Benin. Senior Developer (Spotze).



**Olayemi NASIRU** Chief Finance Officer

Ten year experience with startups (full ARP and core banking Application; strategic planning; external auditor management).



**Frances Ananchi** Employee Success Manager

Operations, Growth. Manages over 35 onsite and remote employees.



**Mojeed Barakat** Operations/Account Manager

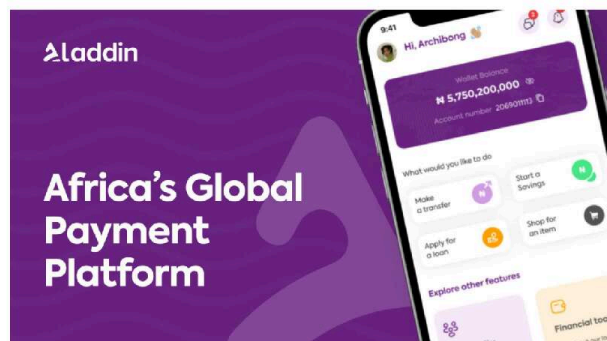
Analyzed and tracked all transactions within the company over a year. Developed operational measures and policies within the company.



**Andrew Oladotun** Head, Content Management

Authored highly engaging, SEO-optimized content on business website "Fine Dining Restaurant, Pamoja". Developed a comprehensive content strategy that resulted in the increase of follower based for a prominent Restructure company.

## Aladdin- Africa's Global Payment Platform



### BROKEN PAYMENTS

Africa is by far one of the hardest places to conduct business, this is due to many reasons but mostly because of the very expensive cross border payments and the inefficient payment infrastructure.

PAYMENT FLUXES AND REMITTANCES BY DESTINATION CATEGORIES

The growth of Payments within Africa and from Africa has been painfully slow and expensive due to existing poor, fragmented and broken Payment rails thus, individuals and SMBs within and outside Africa cannot maximize Africa's full trade potential.



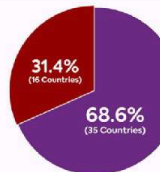
## “99 Problems” Pan African Payments Shouldn't Be One Of Them



### OPPORTUNITIES

Africa scores an Average of 47/100 on The Importance of Remittance index- Over 32 African Countries depend on Remittance and are digitally ready for Remittance.

**Mobile penetration is growing Year on Year.**  
**Africa has a very young & vibrant youth population.**



35 African Countries do not have formal license requirements to carry out remittance business...

### THE ALADDIN SOLUTION

Aladdin is an Ecosystem of solutions designed to support payments and trade for African businesses and Africans in diaspora. Aladdin empowers African businesses to operate globally.

#### Aladdin powers:

- ✓ **Global Payments & Accounts** (Global on-boarding, Multi-currency individual & Business wallets, P2P, Remittance, Cross border Collections & Payments, Local & International Bill payments to over 8,000 billers, Multi-currency Payment links for collections and Escrow Payments for security and transaction protection within our in-app marketplace, offline payments).
- ✓ **A Global Marketplace** that allow users to buy and sell within the app, connecting African businesses to the world
- ✓ **A Social Community** that allows users to connect. We also support our customer's travel dreams with Proof of Funds loans and provide them with POS to help them with offline collections.

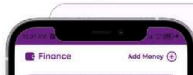


### Our Uniqueness & Motivation

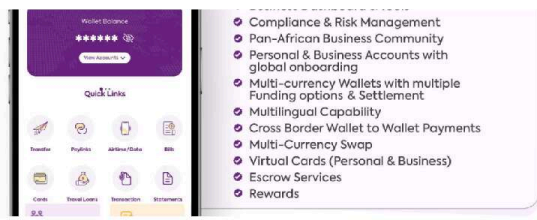
<p>We are the first <b>Paytech</b> in Africa to provide full service Payment and Trade solutions to both individuals and businesses across Africa.</p>	<p>Aladdin goes beyond providing global payments infrastructure ( fiat and Crypto) and business tools to facilitating P2P and B2B connections via our multi-currency, multilingual marketplace and Social Community.</p>	<p>On Aladdin, every customer (individual or Business), has a <b>unique profile and customizable page</b> that allows other users to search and connect with them for payment or trade.</p>
<p>Our Revolutionary product known as <b>Payconnect</b> is the first multi-currency P2P payment marketplace which facilitates Global Remittance and Cross border payments between different currency pairs without actual movement of funds across borders.</p>	<p>In Partnership with Pan-African and local banks in different jurisdictions, Aladdin provides regulatory compliant onboarding and local bank accounts for easy and cheaper collections whilst also providing stable infrastructure for cross-border payments and Remittance.</p>	<p>Our goal is to make payment <b>seamless and cheaper</b> across Africa via our wallet to send payments and by aggregating and facilitating interoperability between different payment channels and banks across Africa.</p>



### Aladdin- Powering Africa's Payments



- Multi-currency Collections & Payouts
- Crypto- Assets & Payments
- Business Dashboard & Tools



- Compliance & Risk Management
- Pan-African Business Community
- Personal & Business Accounts with global onboarding
- Multi-currency Wallets with multiple Funding options & Settlement
- Multilingual Capability
- Cross Border Wallet to Wallet Payments
- Multi-Currency Swap
- Virtual Cards (Personal & Business)
- Escrow Services
- Rewards

## 2 The Aladdin Payment Proposition



## 2 The Aladdin Business Account Proposition



## Our Story

Aladdin Started in 2021 with a vision of building a socio-commerce digital Bank for the Nigerian Market.

Aladdin was the first Fintech in Africa to combine Banking services with a marketplace and an active Social Community.

We recorded some success in Nigeria but decided to leverage on our experience to build a dynamic payment product for African businesses and Africans in diaspora.

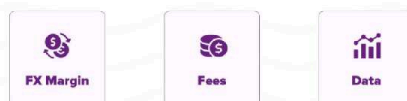


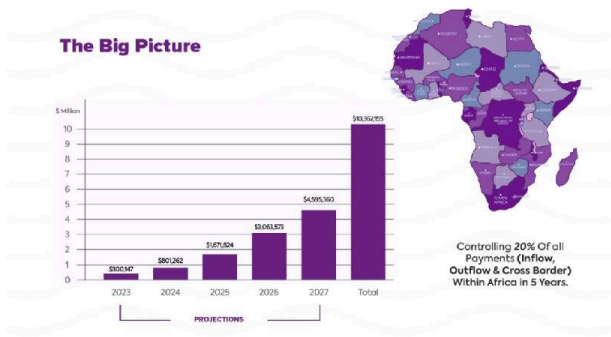
To our knowledge, we are the first. There could be others we do not know about.

## Our Journey so far...(Nigerian Market)



## Our Business Model





Forward-looking projections are not guaranteed.

Our team is founded on trust, selflessness and integrity. Though we have different experiences and backgrounds, our training and professional calling unifies our problem solving and business growing ability. Our decisions are never based on compromise, but critical reasoning and analysis.

We are determined to harness our collective digital banking and entrepreneurial experience to proffer solutions for millions of individuals, gig workers and businesses in Africa and beyond!

## THE TEAM

**Olayemi Nasiru, CFO**

Olayemi is an experienced banker, a Chartered Accountant, Consultant on contemporary business issues & entrepreneur. He is an alumnus of Leeds Beckett University (UK), and the prestigious Lagos Business School, LinkedIn.

**Darlington Onyeagoro, CEO**

Darlington is an experienced, practical and outcome-oriented Strategy and Finance enthusiast with over 14 years of banking experience. He is the CEO of Abudun digital bank, LinkedIn.

**David Echu, CTO**

David is a software developer, and a graduate of computer science from EPSU in Cote D'Ivoire Republic. He specializes in web and mobile development, Machine Learning and AI. LinkedIn.

**Patrick Asuoma, COO**

Patrick is an experience management professional with over a decade years experience ranging from start-ups, Fintech, Healthcare Tech, Automobile Tech, Retail and FMCG. He's a specialist on Go-to-market strategist and a season executive in managing complex project. LinkedIn.

**\$1.2 Million Pre-Seed**

**\$850,000**

**CURRENT INVESTORS:**

### WHAT WE NEED.

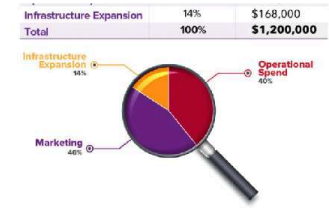
Pre Seed		\$1.2 Million
Item	%Allocation	Amount
Marketing	46%	\$552,000
Operational Spend	40%	\$480,000

- Lorty Inc. LLC
- Jon Dshatsky
- Plug and Play
- Hatcher +
- Wefunder
- Expert Dojo
- ValonCap Fund I

**\$3.5 Million Debt Raised**

**CURRENT INVESTORS:**

- Asabase Co. US



Up to \$583k of the round will be raised through this Wefunder offering.

**Competition**      ● Available    ✗ Not Available    ⊖ Pending

	Aladdin	Prosper	P2P	Grey	Flutterwave	Piggyvest
Bill Payment	Available	Not Available	Available	Available	Available	Not Available
Cross Border Payment	Pending	Not Available	Available	Available	Available	Not Available
Marketplace	Available	Available	Available	Available	Available	Not Available
Crypto (Digital Wallet)	Pending	Not Available	Not Available	Not Available	Available	Not Available
Paylink	Available	Not Available	Not Available	Not Available	Available	Available
Card (ATM)	Available	Available	Not Available	Not Available	Available	Not Available
Virtual Card	Available	Not Available	Available	Available	Available	Not Available
Social Hub (Community)	Available	Not Available	Not Available	Not Available	Not Available	Not Available
Giveaway	Available	Not Available	Not Available	Not Available	Not Available	Not Available
Loans	Available	Available	Not Available	Not Available	Not Available	Available
Savings	Pending	Available	Not Available	Not Available	Not Available	Not Available
POS	Available	Available	Not Available	Not Available	Available	Not Available
Proof of Funds	Available	Not Available	Not Available	Not Available	Available	Not Available
API	Not Available	Not Available	Not Available	Not Available	Available	Not Available
Remittance	Not Available	Not Available	Not Available	Not Available	Available	Not Available

**Competition**      ● Available    ✗ Not Available    ⊖ Pending

	Aladdin	Prosper	P2P	Grey	Flutterwave	Piggyvest
Investment	Not Available	Not Available	Not Available	Not Available	Not Available	Available
Local Payment	Available	Available	Available	Available	Available	Not Available
Money Transfer	Available	Available	Available	Available	Available	Not Available
Insurance	Not Available	Not Available	Not Available	Not Available	Available	Not Available
E-commerce Payment	Available	Not Available	Not Available	Not Available	Available	Not Available
Escrow payment	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available
Invoicing	Not Available	Available	Not Available	Not Available	Available	Not Available
Multiple-Accounts	Not Available	Available	Not Available	Not Available	Not Available	Not Available
Currency Exchange	Pending	Not Available	Not Available	Available	Not Available	Not Available
P2P	Available	Not Available	Not Available	Not Available	Not Available	Not Available
Free transfer	Available	Not Available	Not Available	Not Available	Not Available	Available

Invest in your

**Future**

Invest in

Aladdin