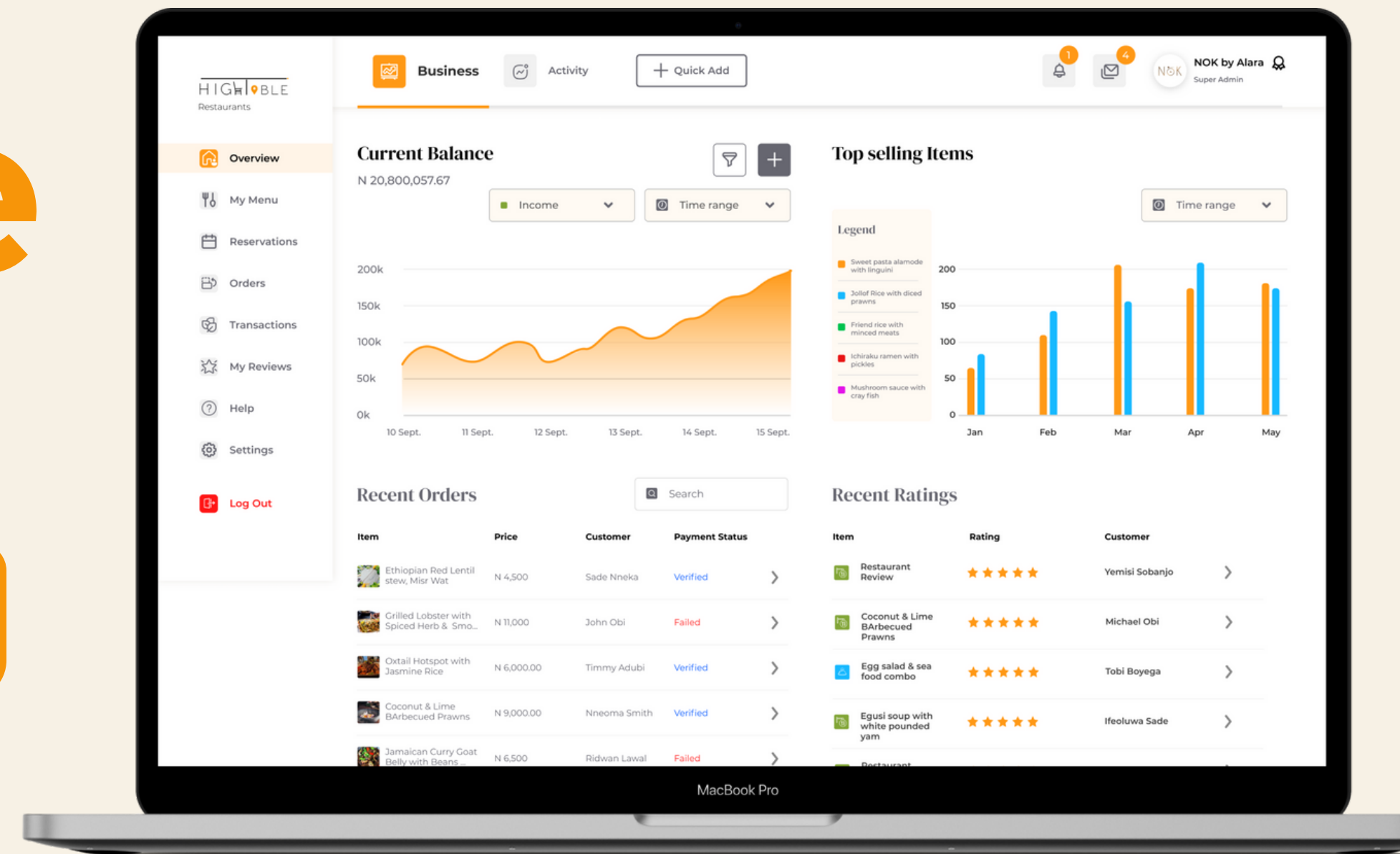


# HighTable

Powering the African  
Hospitality Ecosystem



Streamline Operations, Drive Growth

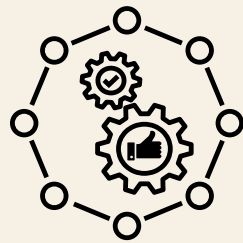
Restaurants and hospitality businesses in Africa wrestle with an array of disconnected systems for everything from orders to inventory - **with 60% of them failing within their first year!**





# The Problem

Thousands of African restaurants and hospitality organizations rely on outdated tools and manual processes leading to:



## A Lack of Integrated Solution

**Hospitality and event businesses** are drowning in a sea of fragmented systems and manual processes.



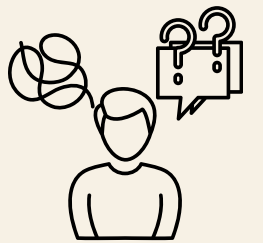
## Limited Discoverability

**Restaurants Businesses** struggle to be seen by potential customers thus affecting the African Tourism Industry - A great contributor to the GDP



## Limited Actionable Data

**African businesses** are making decisions based on gut feelings rather than insights, leading to missed opportunities and costly mistakes.



## Decision Fatigue

**Consumers** face overwhelming choices and unreliable information when trying to find the perfect dining, leisure, or accommodation experience in Africa.



## Missed Local Gems

**Travelers and locals** struggle to discover unique and authentic African hospitality experiences, often defaulting to generic or tourist-focused options.



## Trip Planning Hassles

Booking restaurants, hotels, and activities separately across multiple platforms is time-consuming and frustrating, especially for **travelers** planning itineraries in Africa.

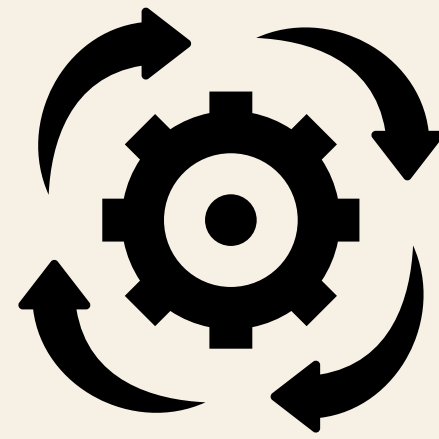
# The Solution

We have developed a Software as a Service (SaaS) Product designed to allow African businesses to:



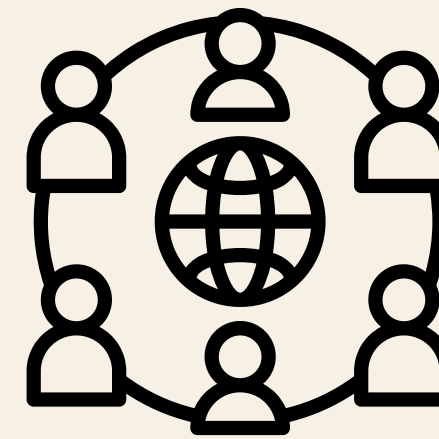
## Save Money

While Managing orders and inventory



## Streamline Workflow

Using a decentralized platform



## Reach Wider Audience

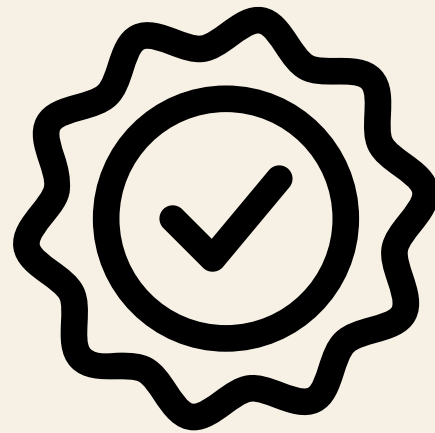
While boosting online presence



## Make Informed Decisions

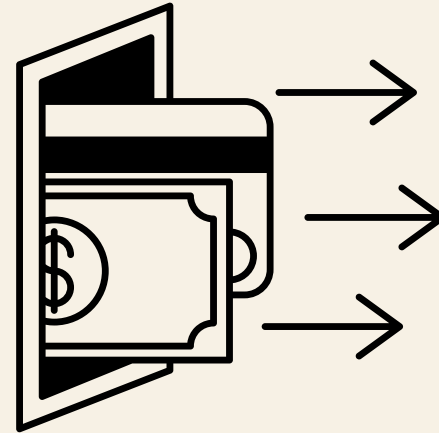
While understanding customer behavior

and individual customers to:



## Find Prefect Experience

Through Personalized experiences driven by data and AI.



## Make Payments Easily

While exploring different attractions anywhere.



## Make Reservations

Without hassles while saving time and frustration

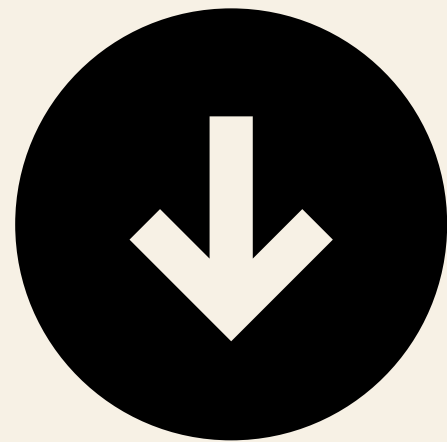


## Discover Hidden Gems

Beyond Tourist Taps through authentic reviews

# Why Now?

Africa's restaurant and retail sector is experiencing explosive growth, with millions of businesses hungry for innovative tools.



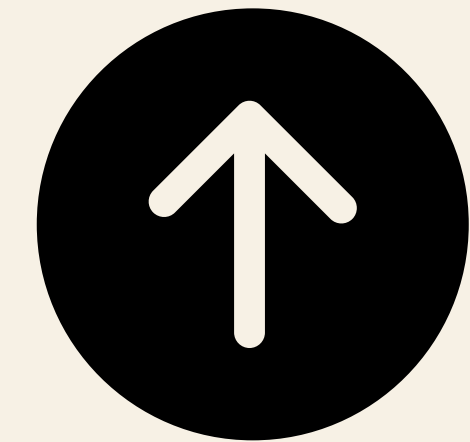
**60%** of restaurants fail within the first year; **80% fail** within the first five years.



Hospitality supply chains **require balancing efficiency and, costs,** amidst customer demand fluctuations and perishables.



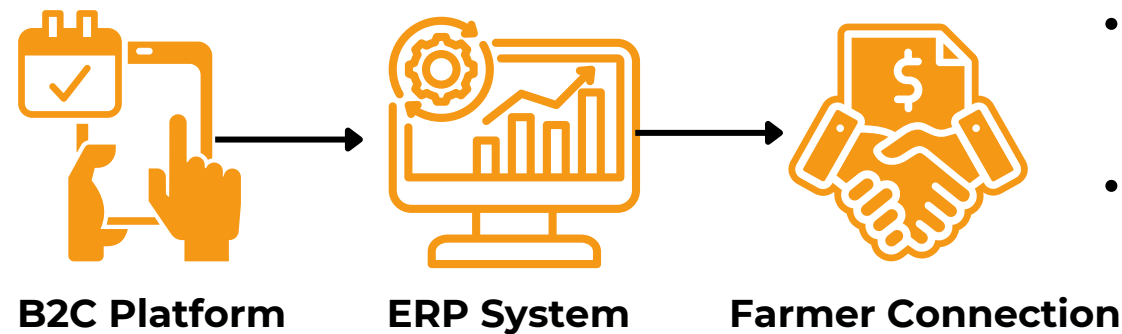
**80% of global tourists** insist on the importance to be able to book and plan their trips entirely online.



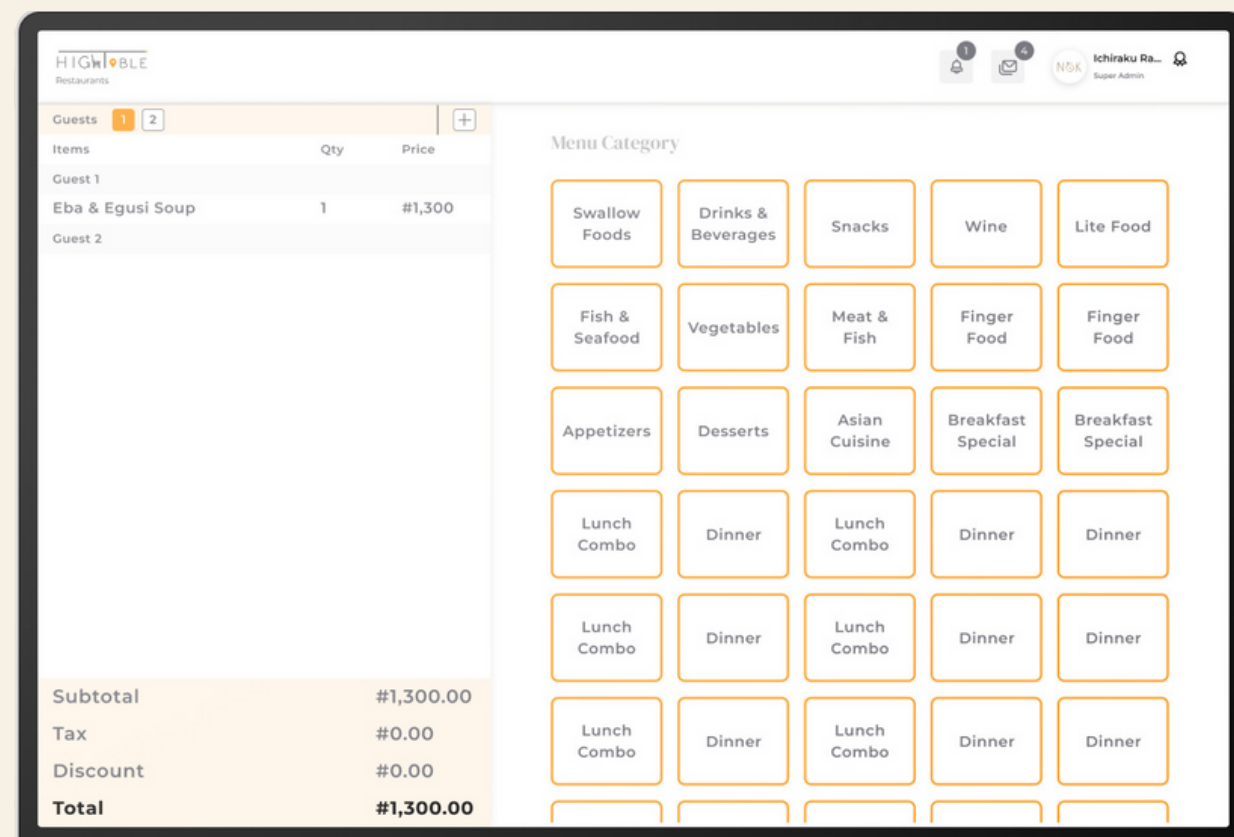
Travel and Tourism in Africa are experiencing a **5% YoY growth** as travel restrictions ease.

# The Product

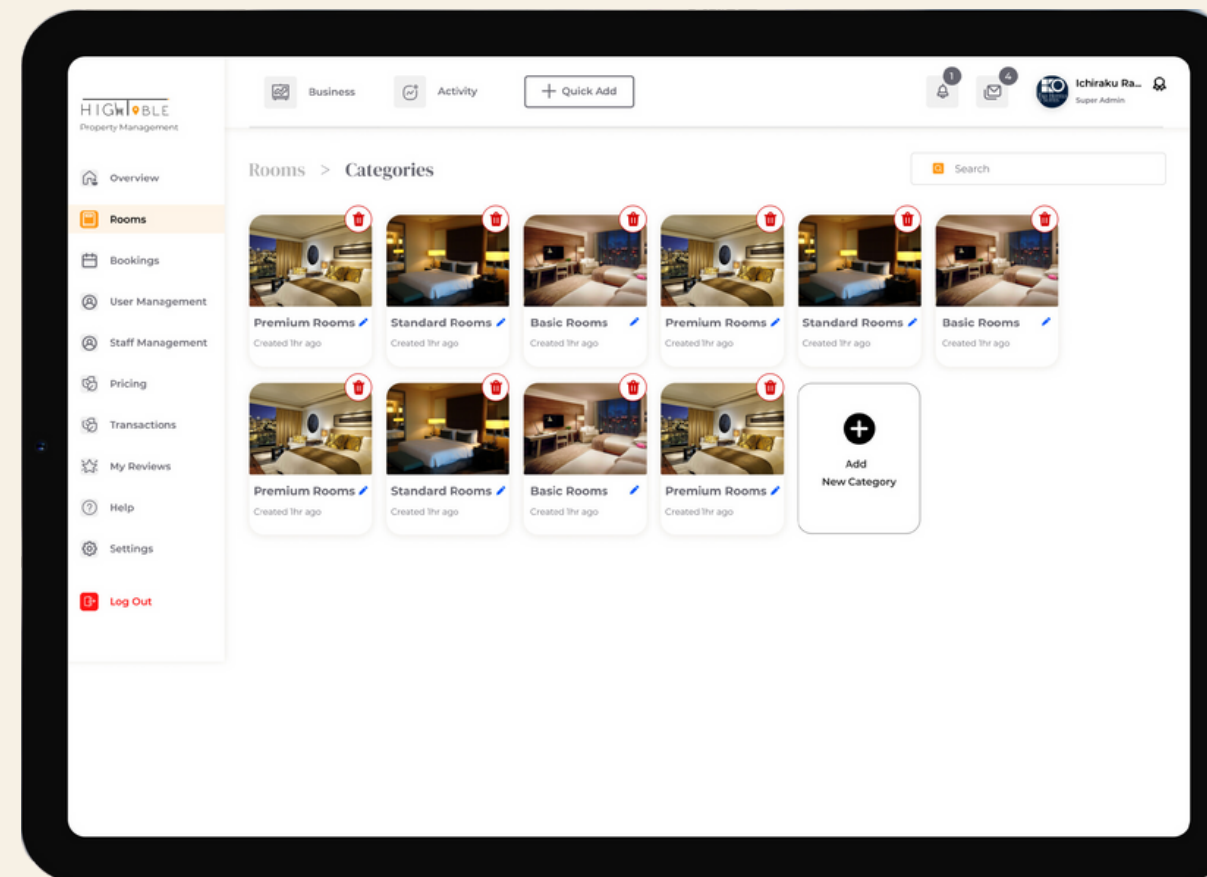
We have developed an All-in-One platform for African Hospitality.



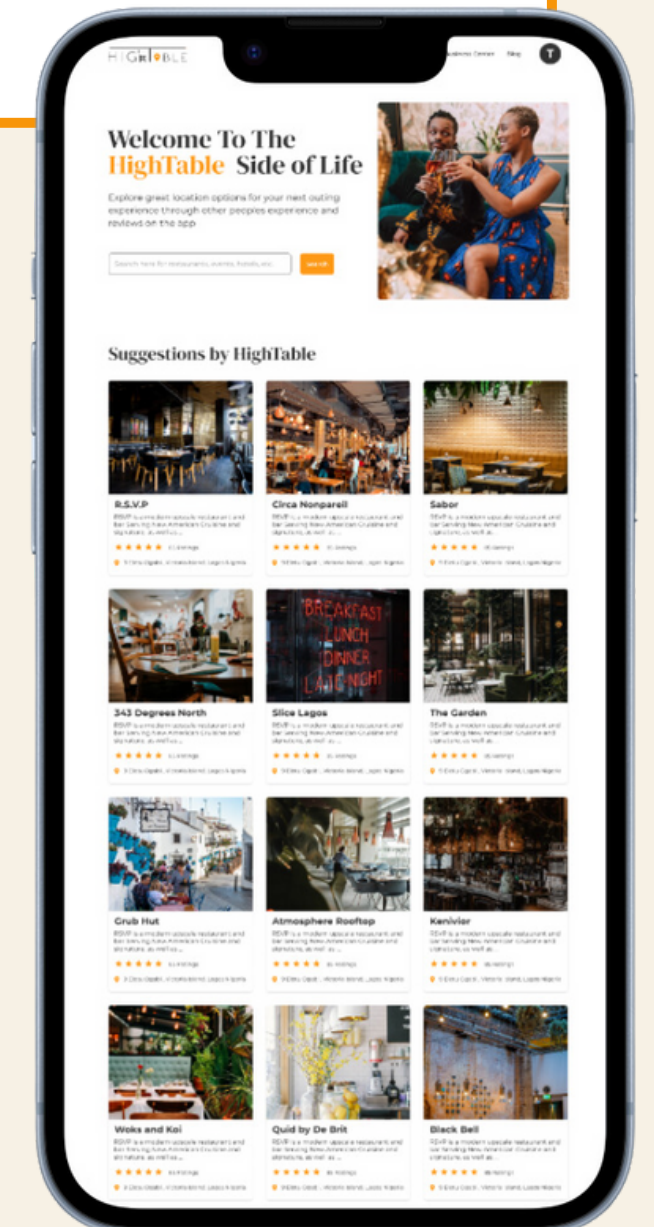
- Reservations and Orders placed on the B2C platform are automatically managed within the ERP system by the restaurants and retailers.
- The ERP then seamlessly connects with the Farmer/Inventory Connection platform, triggering the fulfilment process for fresh, local produce and inventory when there is a shortage.



For Restaurants



For Hotels



For Customers

# Impact

We are driving progress towards a more sustainable and equitable future.

**8** DECENT WORK AND  
ECONOMIC GROWTH



Hightable improves operational efficiencies and create more sustainable business practices for hotels, restaurants, retailers and event managers, leading to the creation of jobs and improved economic conditions.

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



Our ERP system represents an innovative solution that supports building resilient infrastructure and fosters innovation in an under-digitised industry within emerging markets.

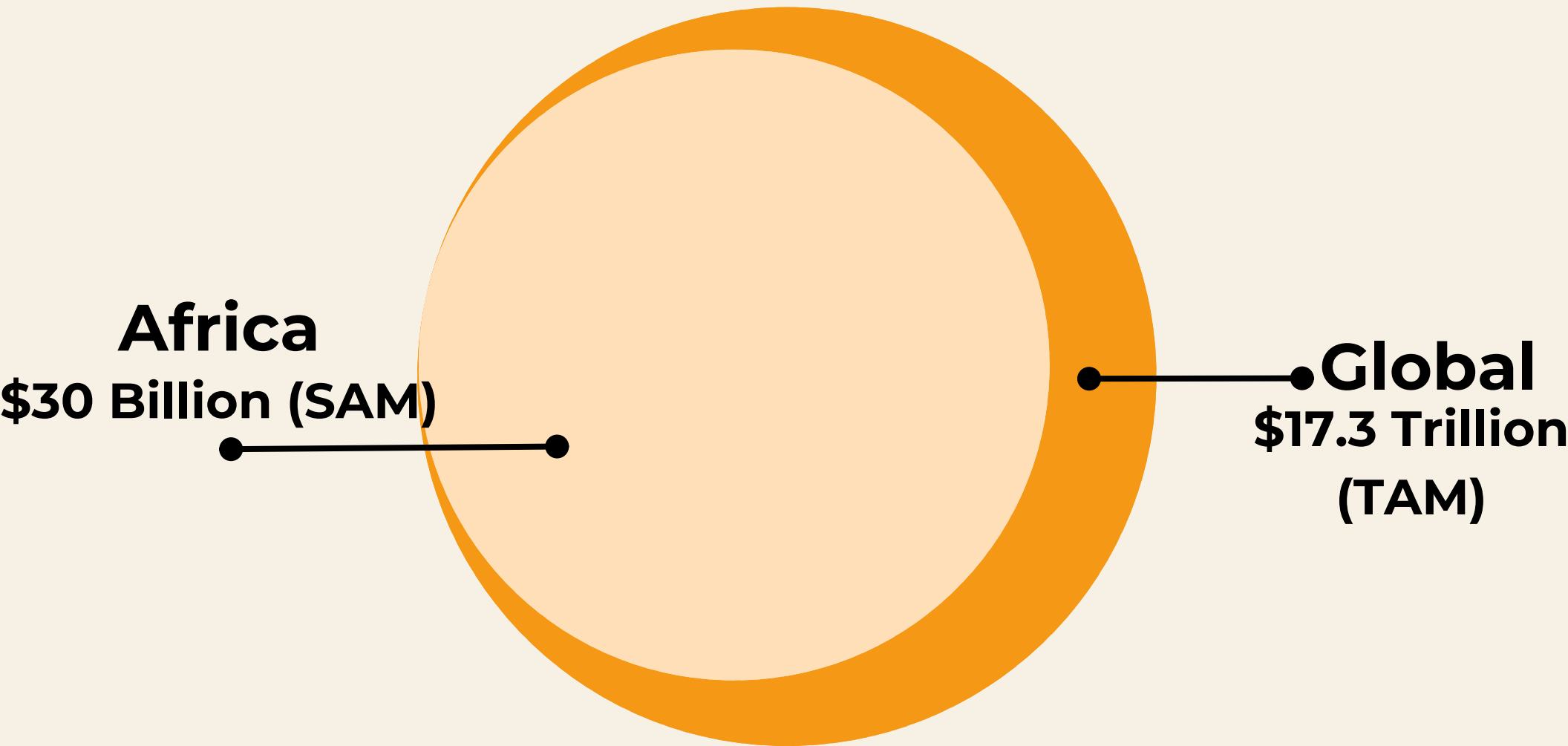
**13** CLIMATE  
ACTION



By enabling sustainable supply chains and connecting hospitality businesses with farmers. Locally sourced and produced items will be utilised more, reducing the carbon footprint associated with transporting goods over longer distances .



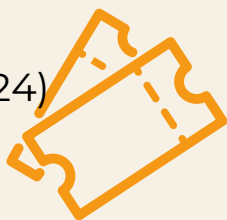
# Market Size Analysis



TARGET SECTORS			
Hospitality		Events	
Travel & Tourism		B&B Hosts	
Resorts		Payments Processing	



- **Nigerian Hotel Market Revenue:** US\$1.52bn (2024)
- **CAGR :** 4.46%. (2024-2028)



- **African Event Ticket Market Size:** US \$1 billion (2024)



- **Nigerian Restaurant Revenue:** US\$2.52bn (2024)
- **CAGR :** 6.5%



- **Hotel User Projections :** 119.5m users (2028)



- **Largest share of the Nigerian food service market:** Quick service restaurants (QSRs)



- **Number of food and beverage serving establishments in Nigeria:** 76,619 (2021)



# Market Validation

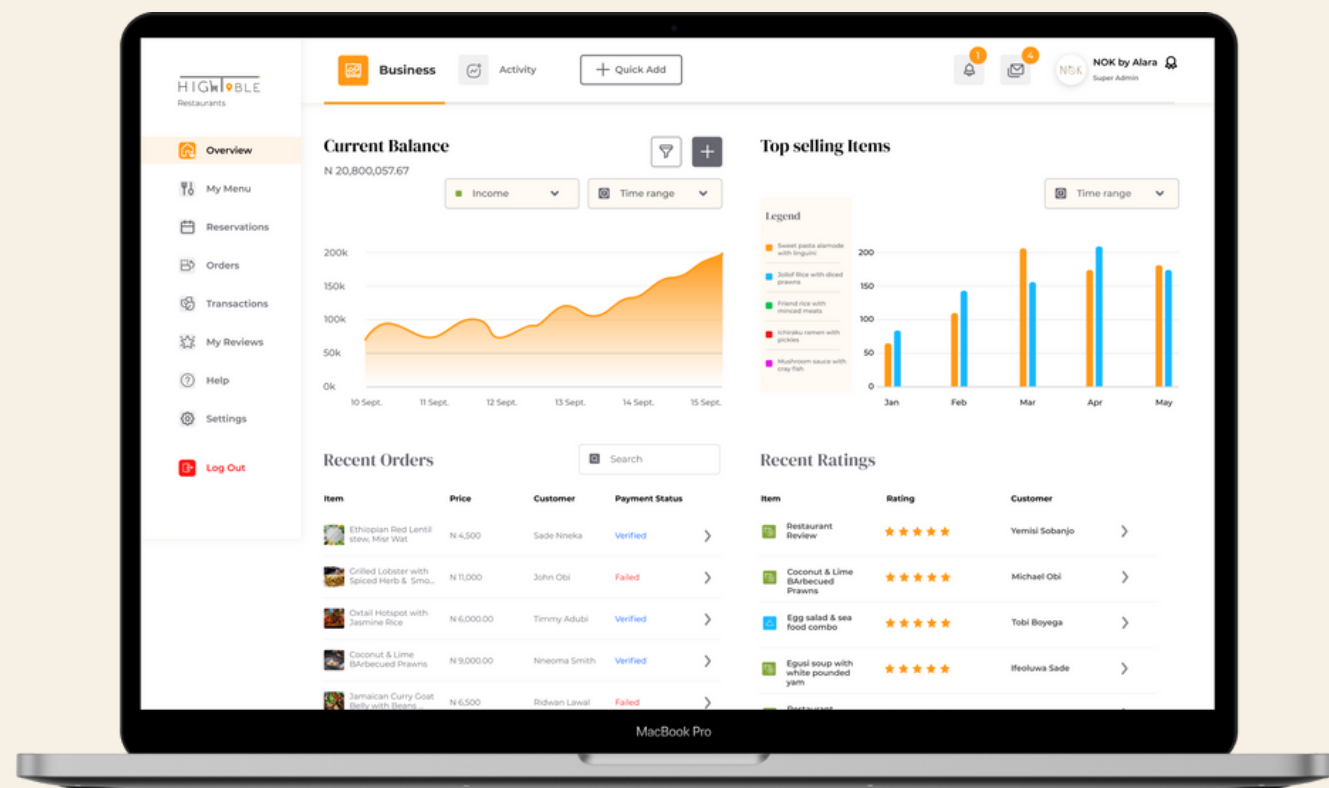
We validated the opportunity gap in the B2C & B2B markets:

US \$10000

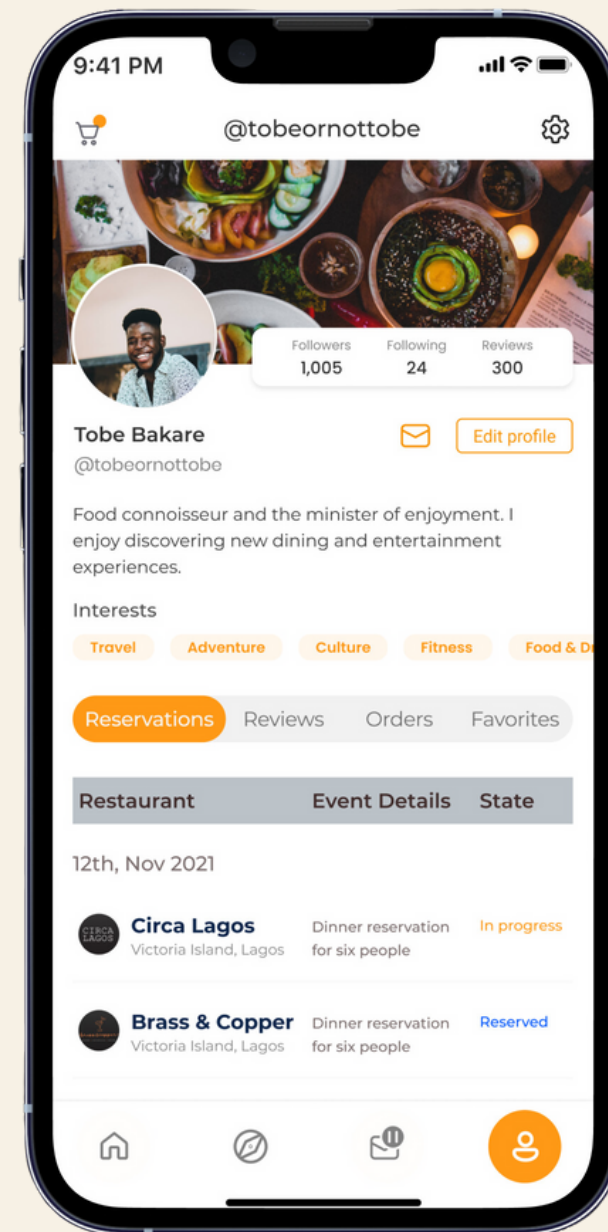
Generated in 6 months through hotel bookings and restaurant reservations

# What sets us apart??

**Built For Africa:** Unlike generic software, we understand the unique needs of African businesses



B2B SaaS



B2C Mobile App

- Smart inventory management system & POS
- Order, and reservation management
- Customer engagement features to drive sales and loyalty
- Marketing & ad technology
- Restaurant & event marketplace
- Payment integration (partnership with Stripe)
- Cloud-based restaurant management software
- Offline functionality for unreliable internet areas
- Farmers Network

# Competition

There is an absence of a consolidated solution poised to conveniently solve this problem by integrating various aspects of hospitality management and customer engagement.

	HIGH BLE	mira	orda.africa	Tripadvisor	SEVENROOMS	vendease
Focus on Business and Customers (B2B &B2C)	✓	✓	✓	✓	✓	
Business Analytics	✓	✓	✓		✓	
Buy Inventory- Pay Later	✓		✓			✓
Advanced AI Recommendation Engine	✓					
Event ticketing & Hotel reservations	✓			✓	✓	
Lightweight web application for businesses	✓				✓	
Inventory Management for Businesses	✓	✓	✓		✓	✓

# Go-To-Market

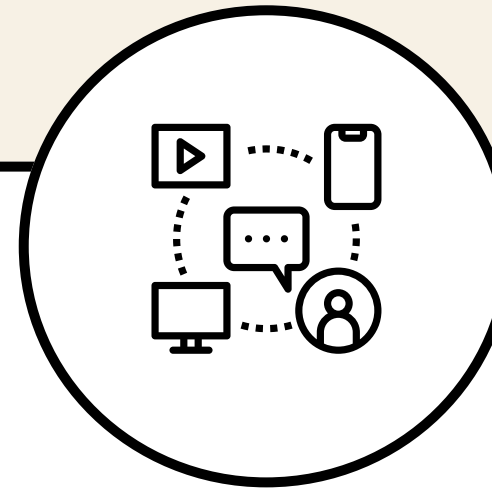
How we are approaching the market

## Target Market



- Busy professionals
- Digital nomads
- Hospitality businesses
- Restaurants, caterers, event managers, travel agencies
- Health-Conscious diners
- Tourists
- College Students & Young professionals

## Marketing Channels



- Direct and indirect marketing Ads
- Social media campaigns
- Local influencer partnerships
- Word of mouth and referral programs
- Direct sales outreach
- Strategic partnerships with hotels, restaurant chains, travel agencies, airlines.

## Success Metrics



- Website Traffic
- User Retention Rate
- User Engagement Metrics
- Customer Satisfaction Score
- User Life time
- Number of Active Daily Users and Subscribers
- Revenue Metrics
- Key Partnerships

At the Start

Customer Acquisition Strategy

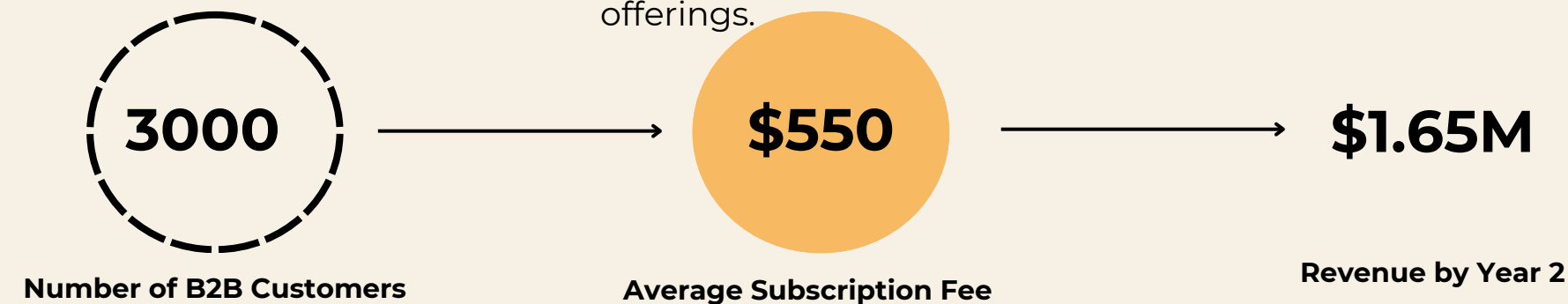
Key Metrics, \*YoY (After Launch)



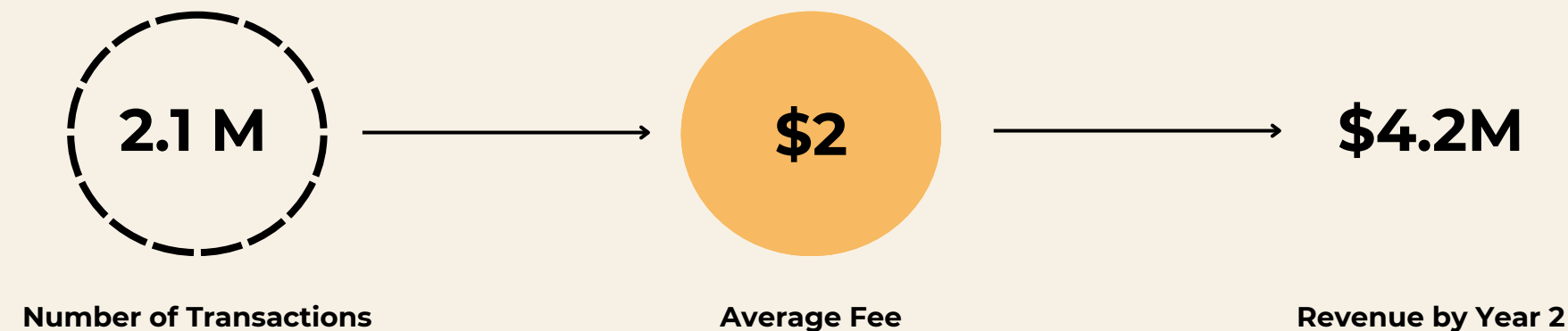
# Business/Revenue Model

We generate revenue from subscriptions, transactions and interest on BNPL

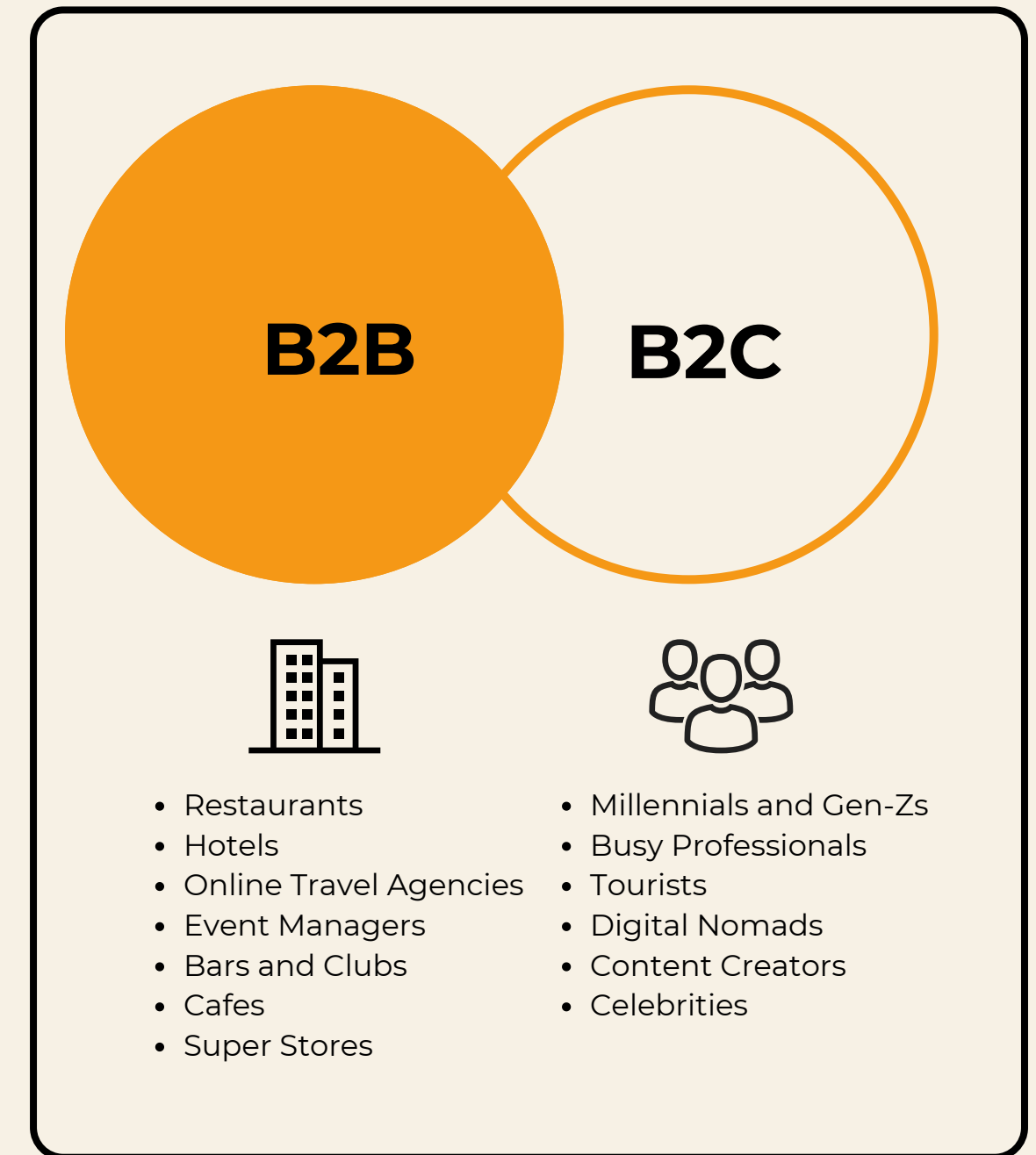
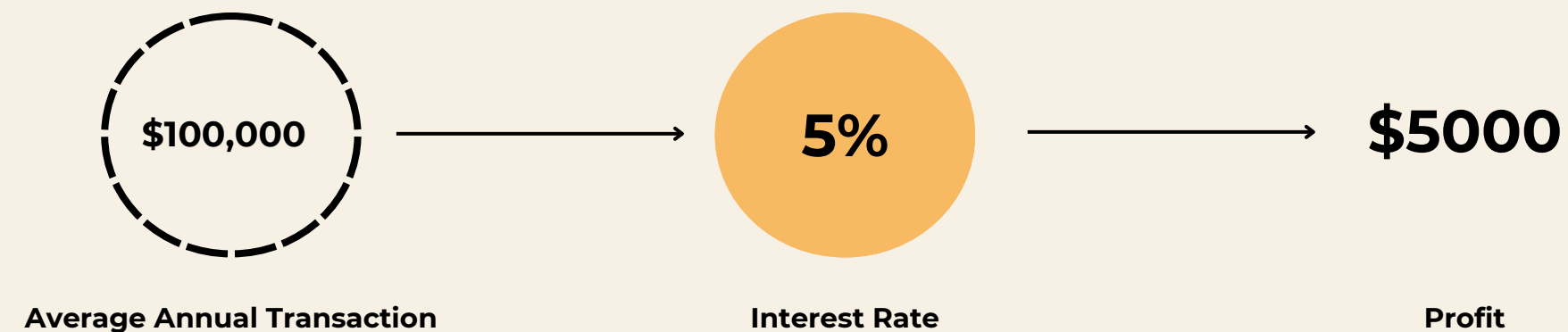
- Revenue generated from restaurants subscribing to HighTable pro and premium offerings.



- Revenue generated from transaction fees charged on hotel bookings, restaurant reservations, and event tickets.

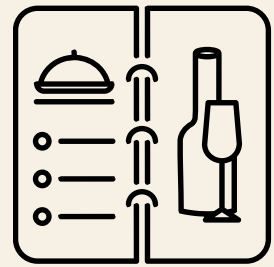


- Revenue generated from interest in BNPL by B2B customers



# Current Milestones

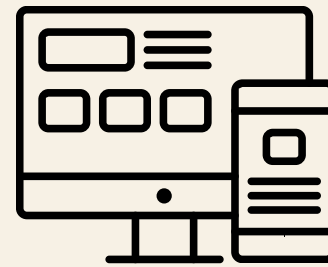
We are building momentum: HighTable in Action



**200 restaurant listings**



**100 B2C users**



**B2C and B2B MVP deployed**



**70 B&B Hosts**



**Payment integration deployed**



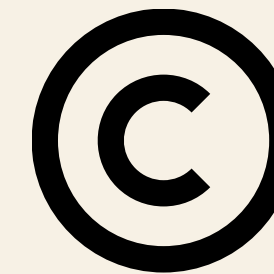
**\$10,000 revenue generated in 6 months**



**10 restaurant pilot**



**3 major event partnerships**



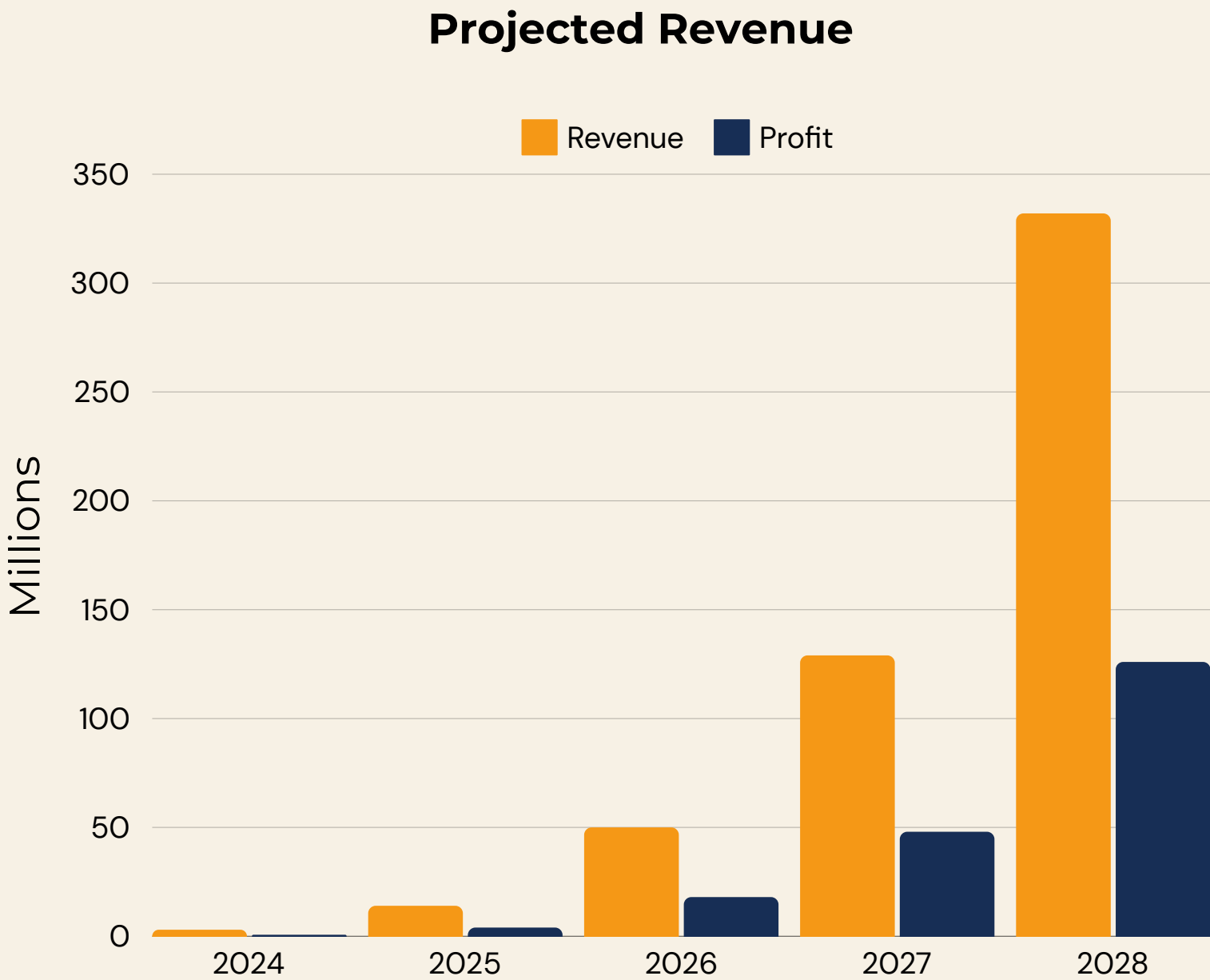
**Registered as a C-Corp**



**3000 Online HighTablers (Community)**

# Financial Projections

Our Income Statement Projections for 5 years



USD\$000	2024	2025	2026	2027	2028
Income Statement					
Revenue	\$ 3,063,405	\$ 14,164,079	\$ 50,201,507	\$ 129,173,509	\$ 332,308,988
COGS	\$ 1,736,969	\$ 7,796,804	\$ 27,236,595	\$ 68,294,496	\$ 173,328,998
Gross Margin	\$ 1,326,436	\$ 6,367,275	\$ 22,964,912	\$ 60,879,014	\$ 158,979,990
Operating Expenses					
Advertising & Promotion	\$ 36,700	\$ 37,801	\$ 38,935	\$ 40,531	\$ 42,355
Depreciation & Amortization	\$ 10,398	\$ 11,150	\$ 20,863	\$ 28,147	\$ 33,610
General & Administrative	\$ 30,583	\$ 31,195	\$ 31,819	\$ 32,614	\$ 33,429
Insurance	\$ 1,223	\$ 1,260	\$ 1,310	\$ 1,376	\$ 1,458
Marketing	\$ 113,157	\$ 117,683	\$ 123,568	\$ 129,746	\$ 137,531
Maintenance	\$ 2,447	\$ 2,483	\$ 2,521	\$ 2,571	\$ 2,622
Office Rent	\$ 6,117	\$ 6,300	\$ 6,489	\$ 6,814	\$ 7,154
Professional Fees	\$ 1,223	\$ 1,254	\$ 1,285	\$ 1,324	\$ 1,364
Technology	\$ 18,044	\$ 18,946	\$ 20,272	\$ 21,894	\$ 23,865
Travel, Meals and Entertainment	\$ 3,058	\$ 3,089	\$ 3,120	\$ 3,182	\$ 3,246
Utilities	\$ 1,070	\$ 1,103	\$ 1,136	\$ 1,181	\$ 1,240
Wages and Benefits	\$ 150,940	\$ 19,861	\$ 20,934	\$ 22,418	\$ 24,007
Miscellaneous	\$ 612	\$ 618	\$ 624	\$ 630	\$ 636
Total Expenses	\$ 375,572	\$ 252,743	\$ 272,875	\$ 292,428	\$ 312,518
Earnings Before Interest & Taxes	\$ 950,864	\$ 6,114,532	\$ 22,692,037	\$ 60,586,586	\$ 158,667,472
Employee Bonuses	\$ 95,086	\$ 611,453	\$ 2,269,204	\$ 6,058,659	\$ 15,866,747
Interest Expense	\$ -	\$ -	\$ -	\$ -	\$ -
Earnings Before Taxes	\$ 950,864	\$ 6,114,532	\$ 22,692,037	\$ 60,586,586	\$ 158,667,472
Income Taxes	20.0% \$ 190,173	\$ 1,222,906	\$ 4,538,407	\$ 12,117,317	\$ 31,733,494
Net Earnings	\$ 760,691	\$ 4,891,626	\$ 18,153,630	\$ 48,469,268	\$ 126,933,977

# The Team

We have the background, proven track record and vision to succeed



**Ridwan Lawal**   
**Co-Founder & CEO**

- MSc. Artificial Intelligence, Stanford University
- Led a \$4.4m renewable energy project in Northern Nigeria, impacting 50,000 merchants.
- Scaled and exited Africa's first online gamified auction platform (CrayBid) to over 200,000 active users and \$1,000,000 in ARR.



**Oyindamola Olaitan**   
**Co-Founder & COO**

- Harvard alumna with a focus on Product Management and innovation.
- Extensive experience in driving innovation through the application of latest trends and best practices in Product Management.
- Utilizes expertise to lead and foster innovation



**Musonda Chalwe**   
**Co-Founder & CPO**

- Master's degree in Information Systems from the University of Witwatersrand.
- Certified Scrum Alliance product leader, also a certified product manager with the product school (California).
- Experienced in scaling and managing software products for startups across Africa, Europe and Latin America.



**Gakii Biriri**   
**Chief Revenue Officer**

- Dedicated to addressing global challenges and advancing African businesses.
- Track record of driving revenue growth and implementing impactful solutions across multiple regions.
- Scaled multiple African businesses and solving global issues (Ex-Dalberg, Deloitte).



**Ileriayo Adebisi**   
**Chief Technology Officer**

- Computer Science graduate and member of the Young Africa Leaders Initiative (YALI) in Nigeria.
- Built and scaled software systems for businesses in Europe and Africa (Ex-Andela).
- Leads engineering at Farmily.

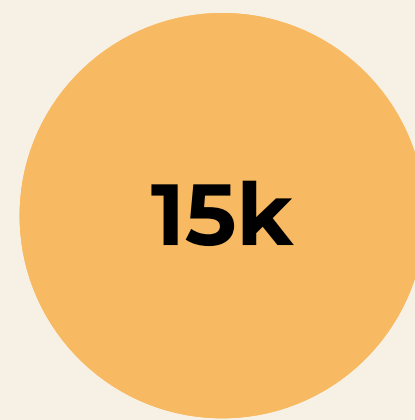


# Traction

We are seeking **\$1,000,000** pre-seed in exchange for **15% equity**.



Pre-seed Investment Round



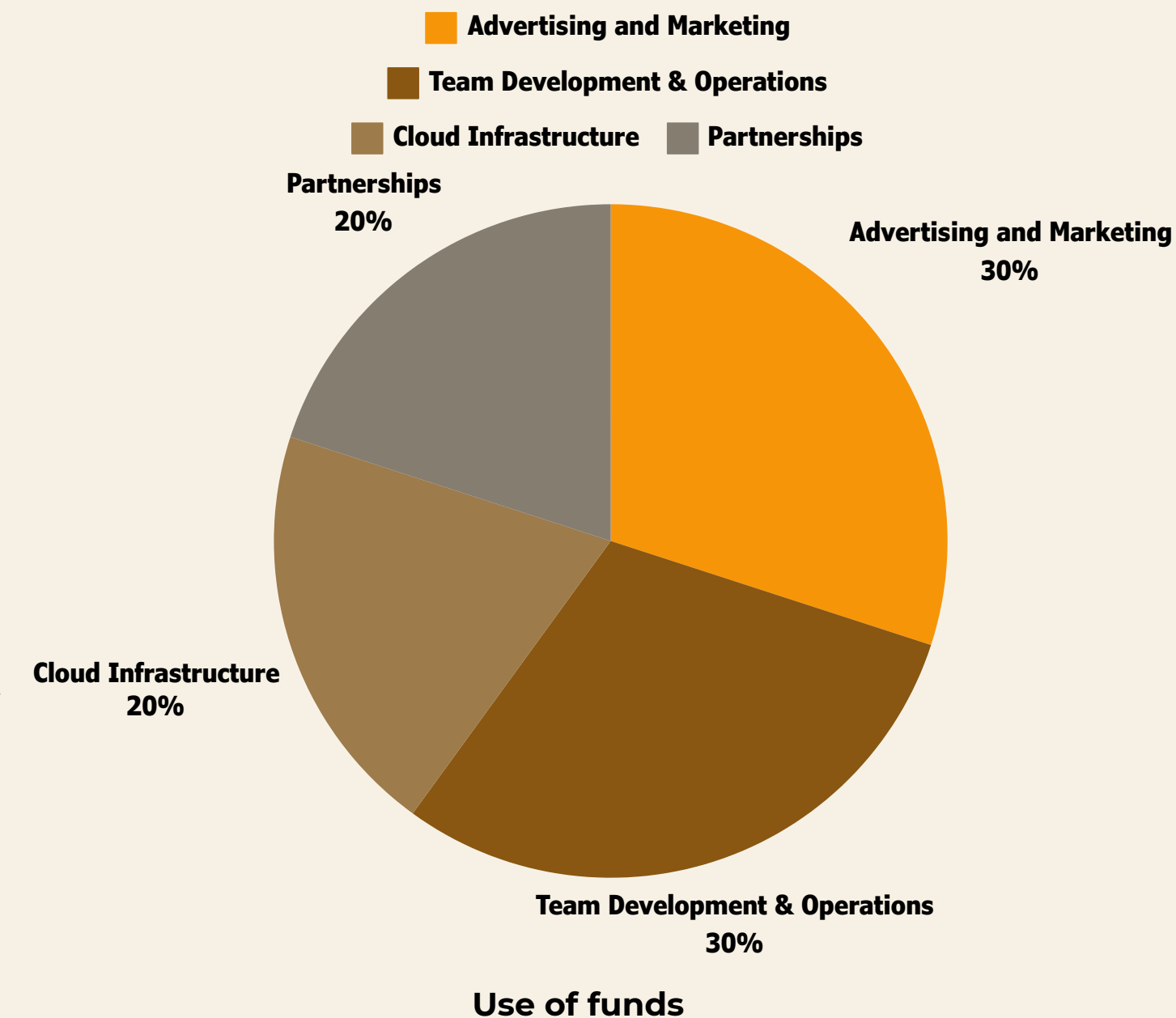
Amount of B2C subscribers by Year 2



Amount of Registered Businesses by Year 2



Projected Revenue by Year 3



The Nigerian food service market size is estimated to reach 10.01 billion USD in 2024 and is expected to reach 17.24 billion

# Join us in Building a **Better** **Future** for African Hospitality