

TICKETDADDY.IO

The Experiences Super App

One Platform, Endless Experiences. Raising \$6M to Accelerate African Growth & MENA Market Expansion.

Events | Stays | Travel | Streaming

Instagram: @ticketdaddy_ www.ticketdaddy.io X: @ticketdaddy_

Problem Statement

The Experiences Economy Is Fragmented, Costly & Under-Monetized — across Africa and MENA



Fragmented Consumer Journey

Consumers navigate 4–6 separate platforms for a single event experience (Eventbrite → Booking.com → Airline App → Local Transport), increasing fraud risk and disjointed support.

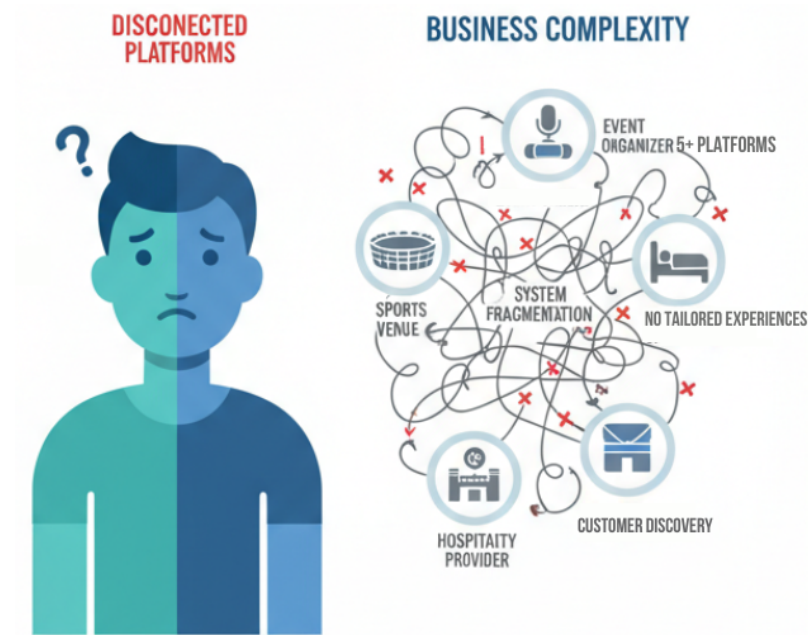


This "Fragmentation Tax" makes premium experiences unaffordable for the mass market.



Disconnected Business Complexity

Event management, accreditation and streaming revenue handled by multiple platforms with separate fees eating into margins. Zero capacity for upselling, high CAC, low conversion.

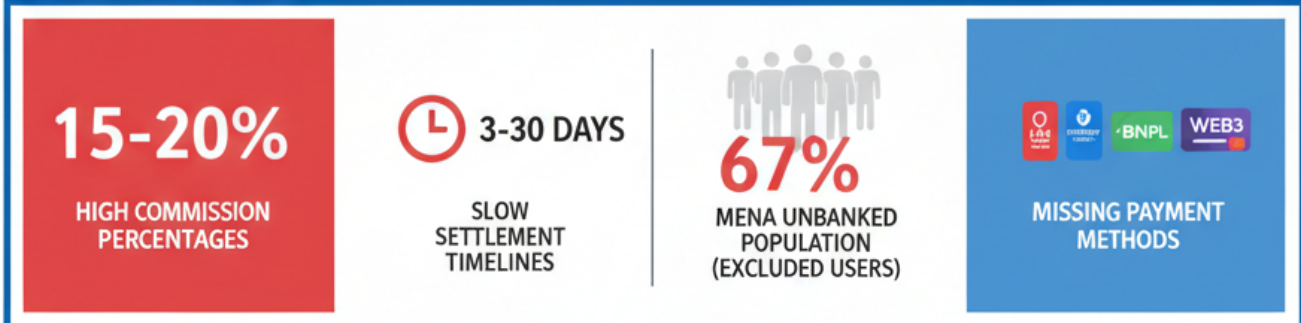


No bundled revenue opportunity across the value chain.



Payment Infrastructure Friction

15–20% per-transaction commission fees, 7–30 day settlement timelines, and 67% of MENA population unbanked and excluded.



Billions leaked in revenue. Cross-border gaming/esports transactions nearly impossible.

OUR VALUE PROPOSITION

TicketDaddy — A Super App for Experiences

Unified discovery, payment, access & management across Africa & MENA

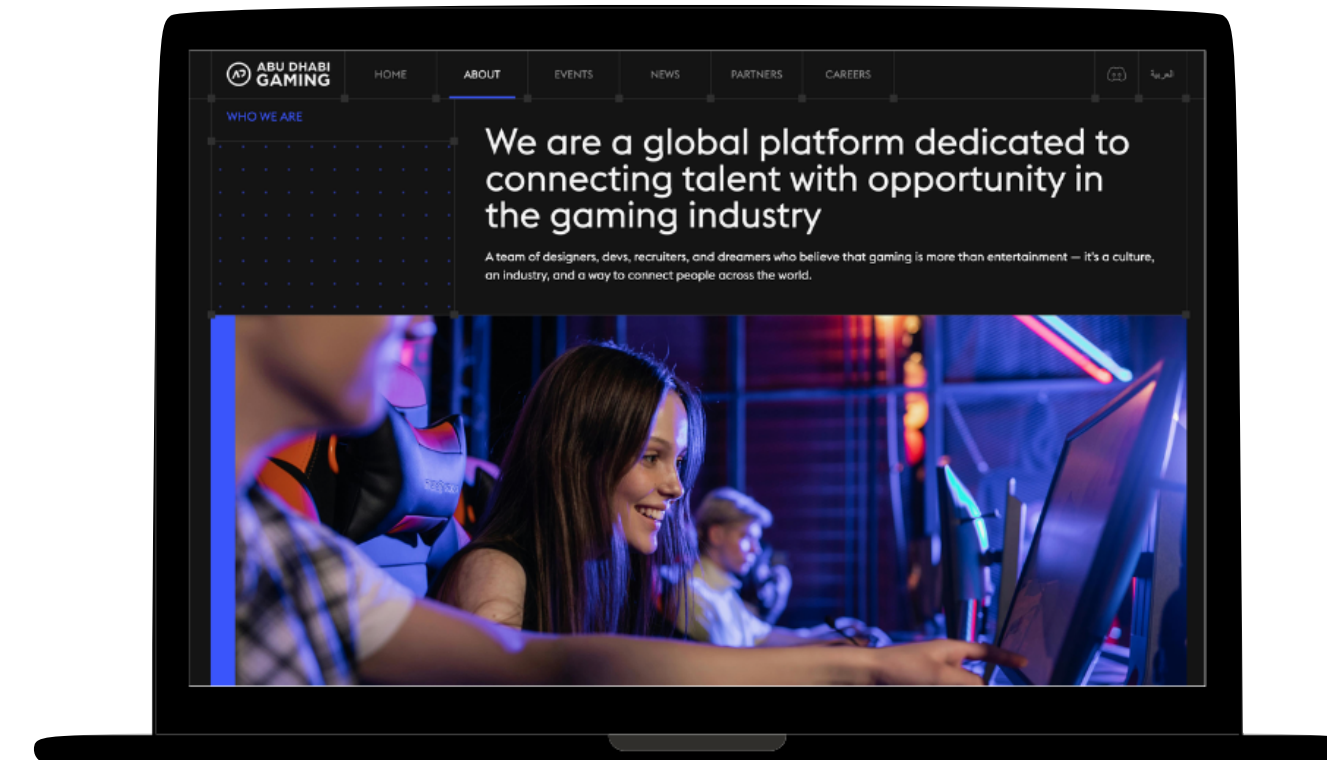
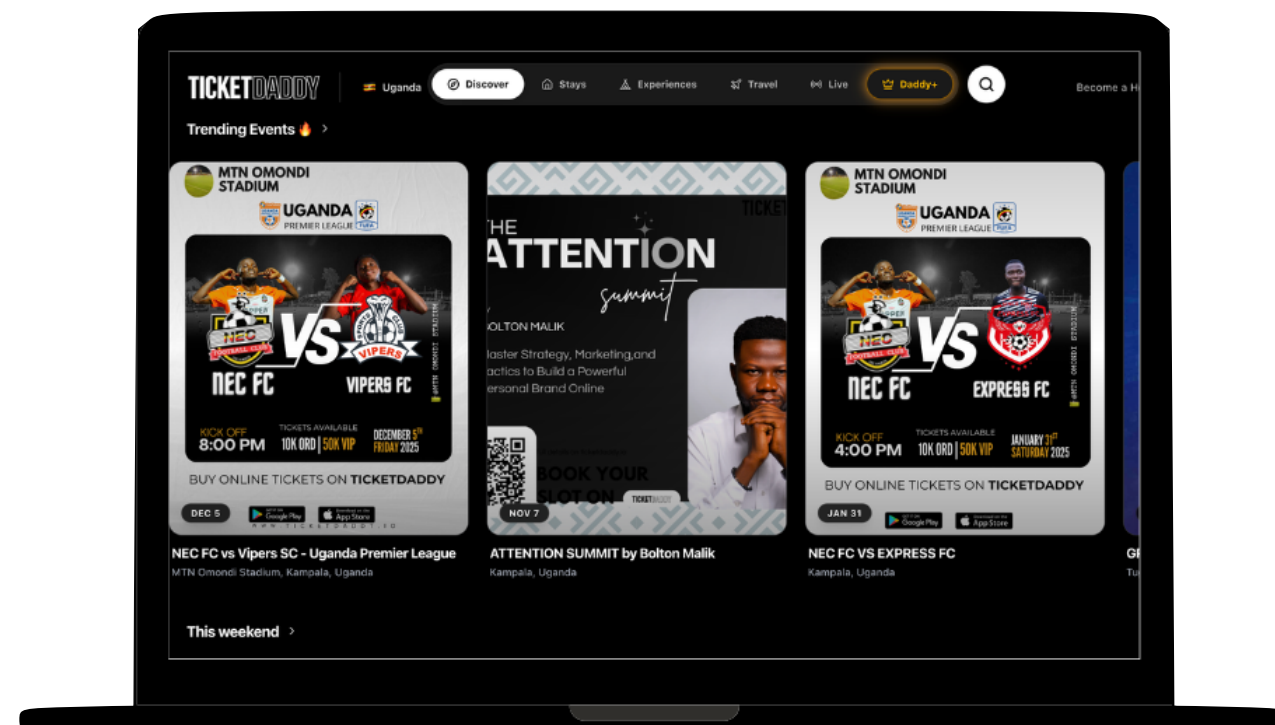
TICKETDADDY

For Consumers

- Buy, sell & share tickets to local & international events
- Watch live with PPV or stream on-demand (DaddyPlus)
- Search, book or list stays — apartments, B&Bs, shared homes
- TravelPlus 24/7/365 concierge — flights, charters, car rentals
- Mobile Money, USSD, VISA, BNPL & Web3 — one wallet
- Bundled mega-event packages: ticket + hotel + flight + dining

For Businesses

- Astra — Premier streaming & game marketplace for UAE & MENA
- Partner with organizers & venues to bundle packages
- Payouts in 24–48 hours vs. 7–30 day industry norm
- Access diverse clientele for increased conversion
- Data insights for price optimization & targeted marketing



Unique Service Proposition

The All Access OS — accelerates growth, boosts monetization & provides seamless access

TICKETDADDY



Revenue Expansion

Bundled packages unlock \$40–60B in hidden hospitality & ancillary revenue



Cash Flow Acceleration

48–72 hour payouts enable immediate reinvestment vs. weeks on incumbents



Data Leverage

Proprietary data for dynamic pricing, inventory & hyper-targeted marketing



Convert Spectators

Turn one-time event-goers into repeat multi-experience customers



Capture Ancillary

F&B, hospitality, VIP upgrades & merchandise in the booking flow



Flexible Payments

Cards, BNPL, Mobile Money, USSD & Web3 stablecoins via Lisk blockchain

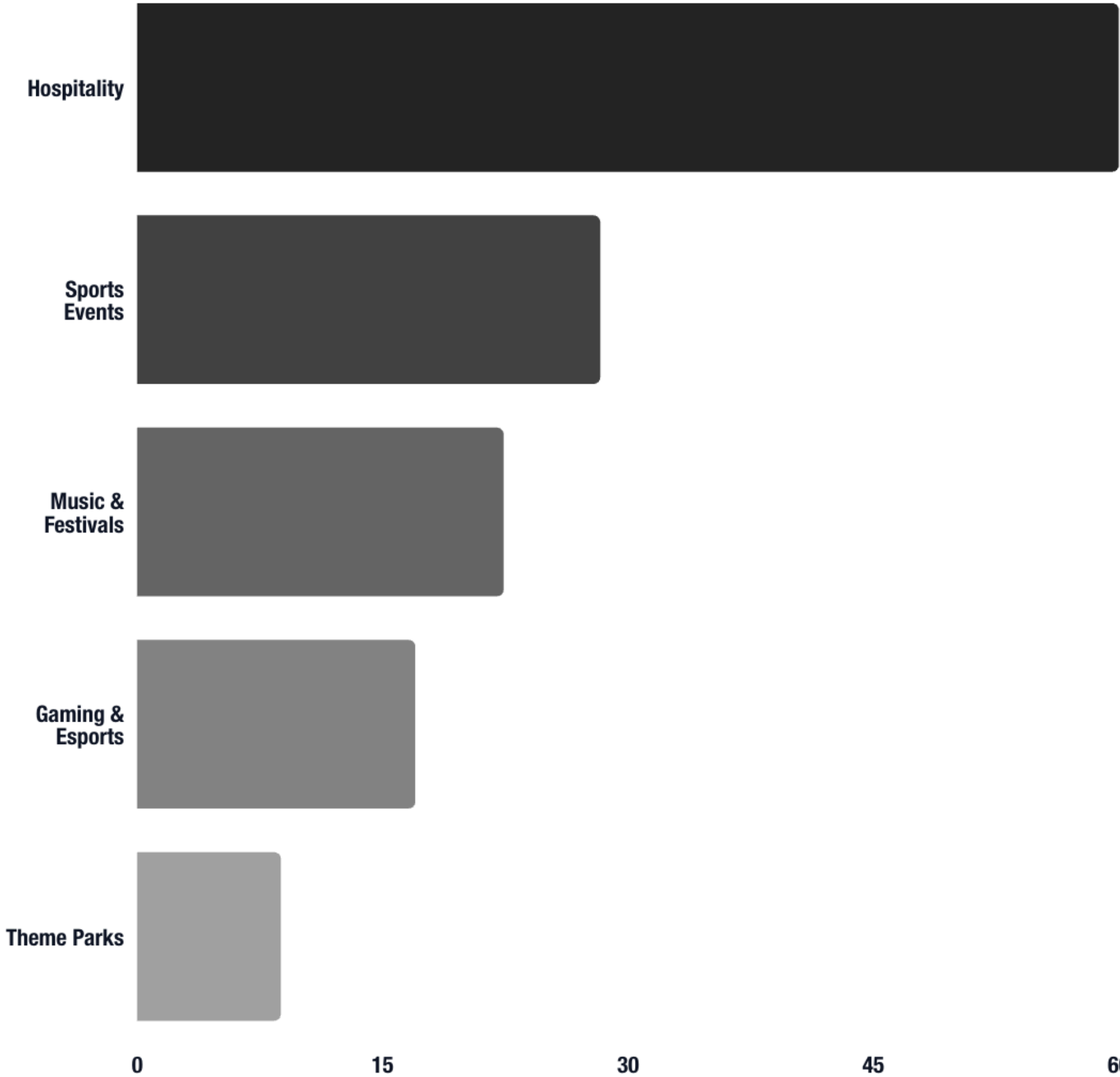
Why Now

Explosive Demand. Unmet Gap. Perfect Timing.

🌍 Africa — Why Now

- \$2B ARR in Sub-Saharan Africa — largely undigitized and fragmented
- Kenya, Uganda, Rwanda aggressively adopting digital rails for tourism & events
- 2027 AFCON (East Africa) & 2026 FIFA World Cup — unprecedented acquisition windows
- Platform 60% built, generating revenue — clear path to \$2.4M–\$5.4M ARR within 18 months

MENA — Market (\$B)



\$136B+
Combined TAM

10.77–23.1%
Gaming CAGR

Traction


Proof of Concept Across Two Markets - Backed by AYA HQ - Lisk \$20K Grant Recipient




400,000+
 Users Reached


1,000,000+
 Tickets & Accreditations








80+
 Business Partners


\$400,000
 Partner Revenue (6 mo)

Services Offered

- AVACS — Attendee Verification & Access Control
- DaddyPlus — PPV & Event Streaming
- TravelPlus — Travel & Experiences Concierge
- Stadium Ticketing & Access Control Infrastructure
- Accreditation & Player Licensing
- Events Management

Notable Partners

National Netball League Uganda		Javascript Kampala	
NEC Football Club		National Basketball League	
HAMZ Stadium		Paint n Chill	

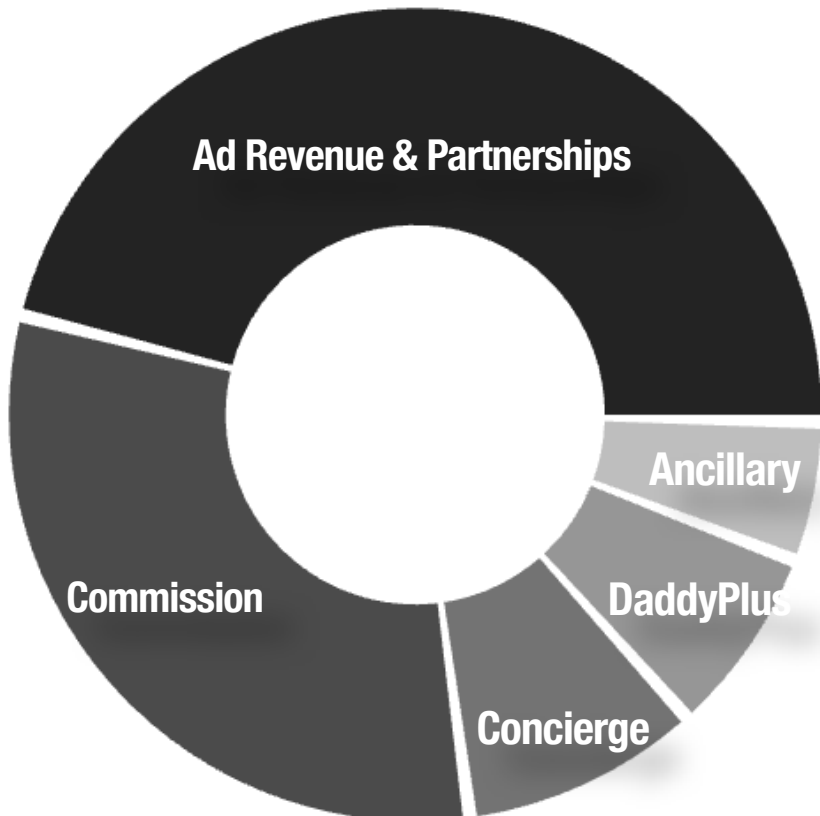
Competitive Analysis

Service Aggregation at the Lowest Cost

Competitor Class	Examples	Position
Low Aggregation, High Cost	TiCQe, Quicket, Sinc	Standalone ticketing; commissions >16%; 7–30 day payouts; single revenue stream
High Aggregation, High Cost	Airbnb, Hotels.com	Up to 30% payout costs; delayed settlements; no events/experiences integration
◆ High Aggregation, Low Cost	TicketDaddy	<13% fees; 24–48hr payouts; Web2+Web3 rails; full-stack bundled services; custom enterprise

Business Model

Diversified Revenue Streams — ancillary target: 40% of gross revenue post-raise

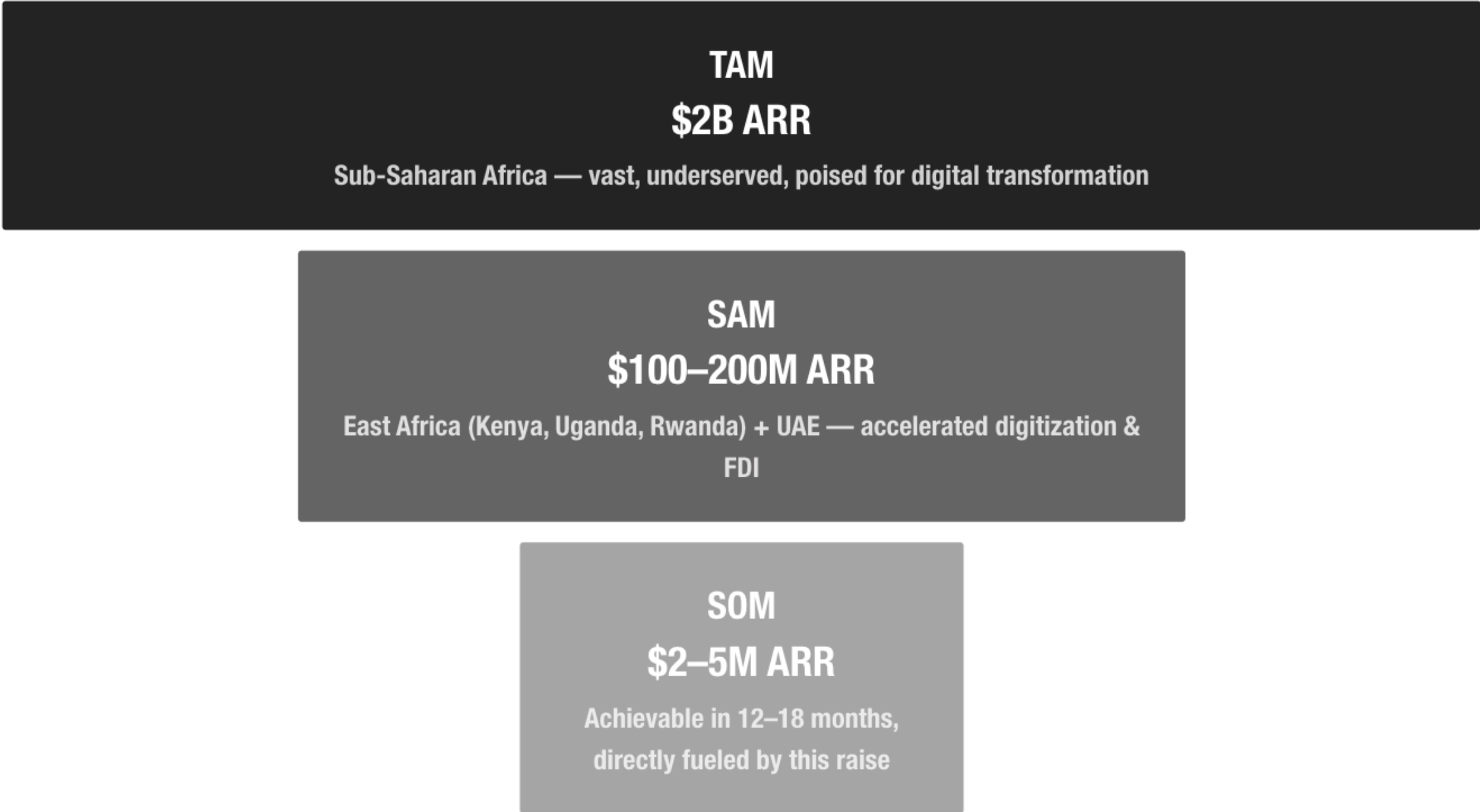


- Commission** 47.1%
Primary — Events, Stays, Travel (<13%)
- Ad Revenue & Partnerships** 31.4%
Growth — Targeted advertising
- Concierge (TravelPlus)** 9.19%
Ancillary — Premium concierge
- DaddyPlus (Streaming)** 7.16%
Subscription — PPV & on-demand
- Ancillary Revenue** 5.15%
Other — F&B, merch, VIP upgrades

Total current revenue: \$2.33M
Primary: Commissions on events, stays & experiences (all <13%). Growth: Ancillary services targeting 40% of gross revenue post-funding.

Market Size

TAM · SAM · SOM — Africa & MENA, a rapidly digitizing market



Key Metrics

- \$136B+**
Combined Global TAM
- 10.77–23.1%**
Gaming/Esports CAGR
- 60% Built**
Platform Readiness
- \$400K**
Partner Revenue
- Unmet Gap:** No universal discovery, seamless access & frictionless payments platform exists in either market.

Use of Funds

Strategic allocation of \$6M seed capital — five pillars across Africa & UAE



- **Mobile Dev, Ad Infra & Service Bundling** (36% · ~\$2.16M)
iOS/Android V1 completion & launch; ad revenue activation
- **MENA Expansion** (24% · ~\$1.44M)
UAE regional incorporation, partnerships & incentives
- **Team Scaling** (22% · ~\$1.32M)
Engineers, marketing & BD leads — targeting \$2.4M–\$5.4M ARR by 2027
- **Marketing** (12% · ~\$0.72M)
Partner activation; pre-event campaigns for 2026 World Cup & 2027 AFCON
- **Infrastructure** (6% · ~\$0.36M)
Web3 payment rails, blockchain integrations & prediction market infrastructure

Our Ask & Terms

\$6M to Accelerate Growth & Monetization — across Africa & UAE, structured in two tranches

TRANCHE 1

SAFE Agreement

\$2–2.5M

Valuation Cap \$22M

Timeline Immediate close

Target Early partners & angels

TRANCHE 2

Priced Seed Round

\$3.5–4M

Post-Money \$24M

Timeline 60–90 days

Target VCs & institutional investors

TOTAL RAISE

Seed Round

\$6M

Post-Money Valuation \$30M

Blended Cap ~\$24.5M

Quick close · Aligned partners · Institutional capital

The Team

36+ years of combined experience across fintech, events & Web3



Gavin Ngabonziza

Business Development Lead

Hamz Pay, TicketDaddy.io



Simon Tsiepe Marago

Solidity, Rust, ReactJS



Kayondo Edward

DevOps & Frontend Engineer

Rust, React Native · iOS & Frontend



Bruce Bagarukayo

Director

DevOps & Backend · Python, PHP,
Node



ST Wafula AbdulMalik

Creative Director

FX Pesa, Nyaka Global, TicketDaddy

Impact

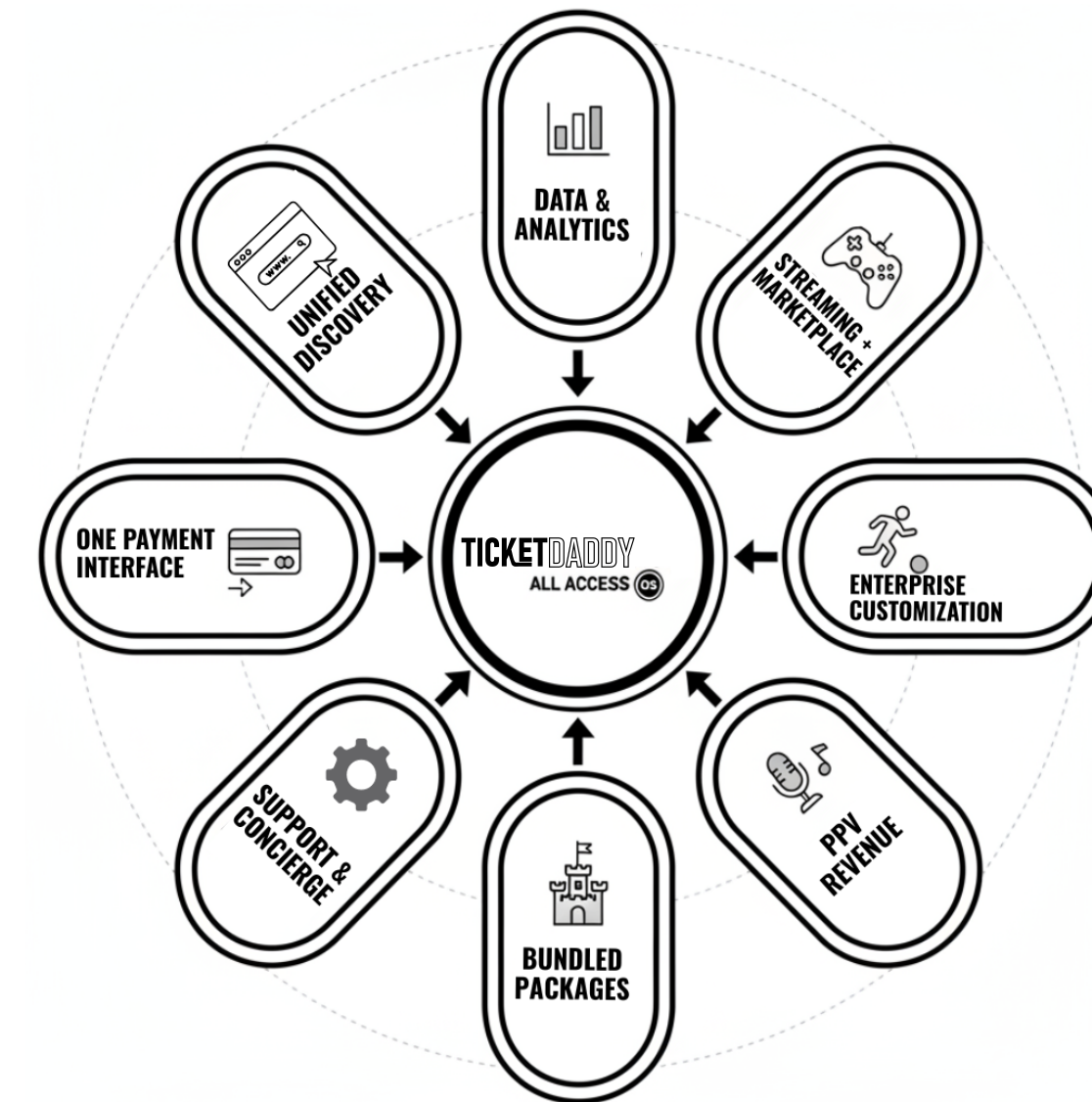
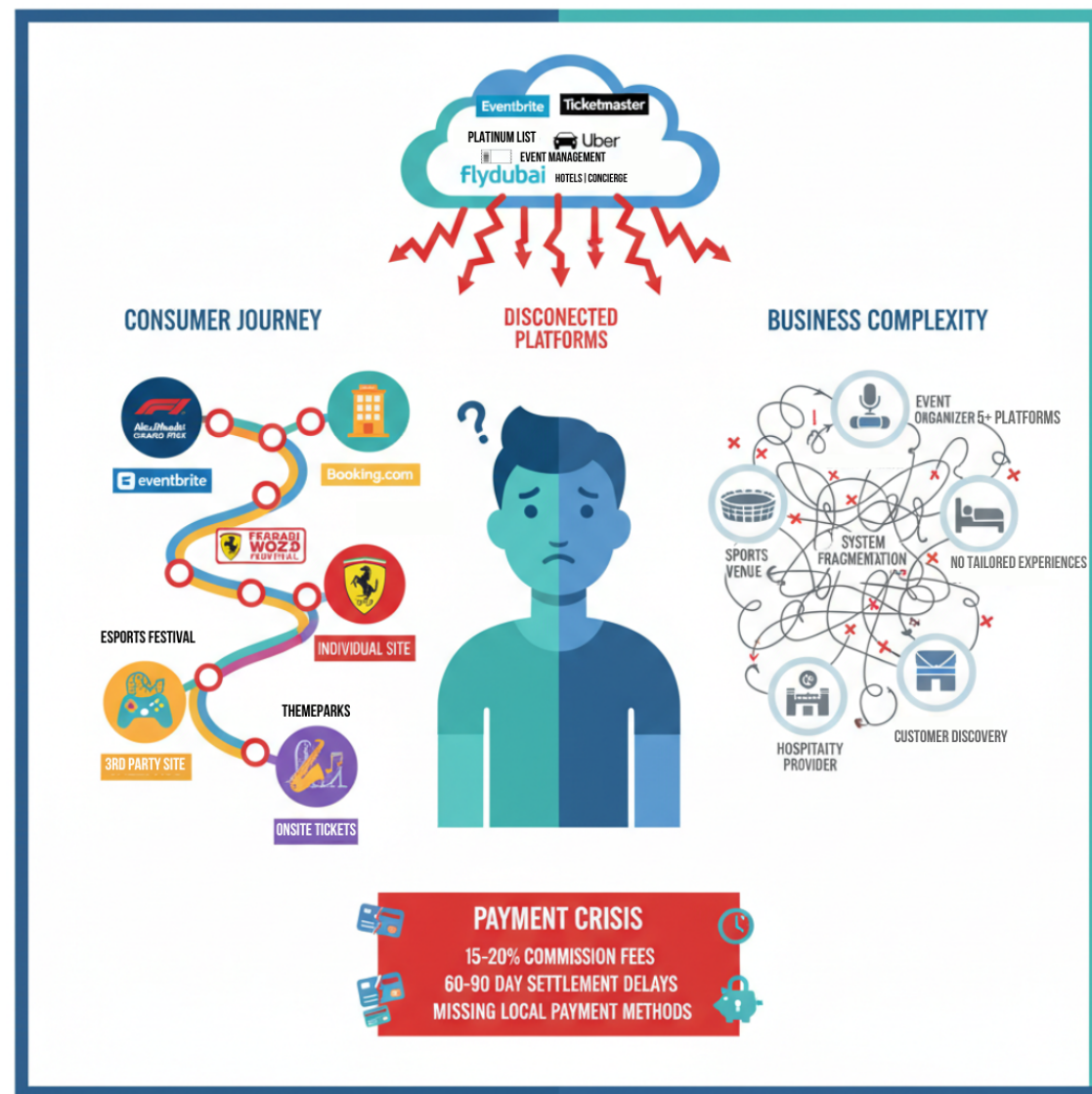
The Fragmented Ecosystem Is Our Opportunity — a multibillion-dollar gap, addressable now

For Consumers

- 1 Unified identity across all experiences & payment services
- 2 Bundled mega-event packages — ticket + hotel + flight + transport + dining
- 3 Flexible payment — International, BNPL & Web3 stablecoins
- 4 One platform for itinerary management, concierge & 24/7 support

For Businesses

- 1 Unified customer acquisition from search, ads & AI recommendations
- 2 Lowest service fees, fast payouts & operational agility
- 3 Platform customization tailored to specific business needs
- 4 Revenue growth from bundling — higher value per customer



TicketDaddy All Access OS:

Data & Analytics

Streaming & Marketplace

Enterprise Customization

One Payment Interface

Bundled Packages

Unified Discovery

PPV Revenue

Support & Concierge

TICKETDADDY

One Platform, Endless Experiences

Thank You.

Get in touch

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