



Digitising Payments and Mobility in Emerging Economies

Pitch Proposal – Seed Round

MISSION

We are agents of change,

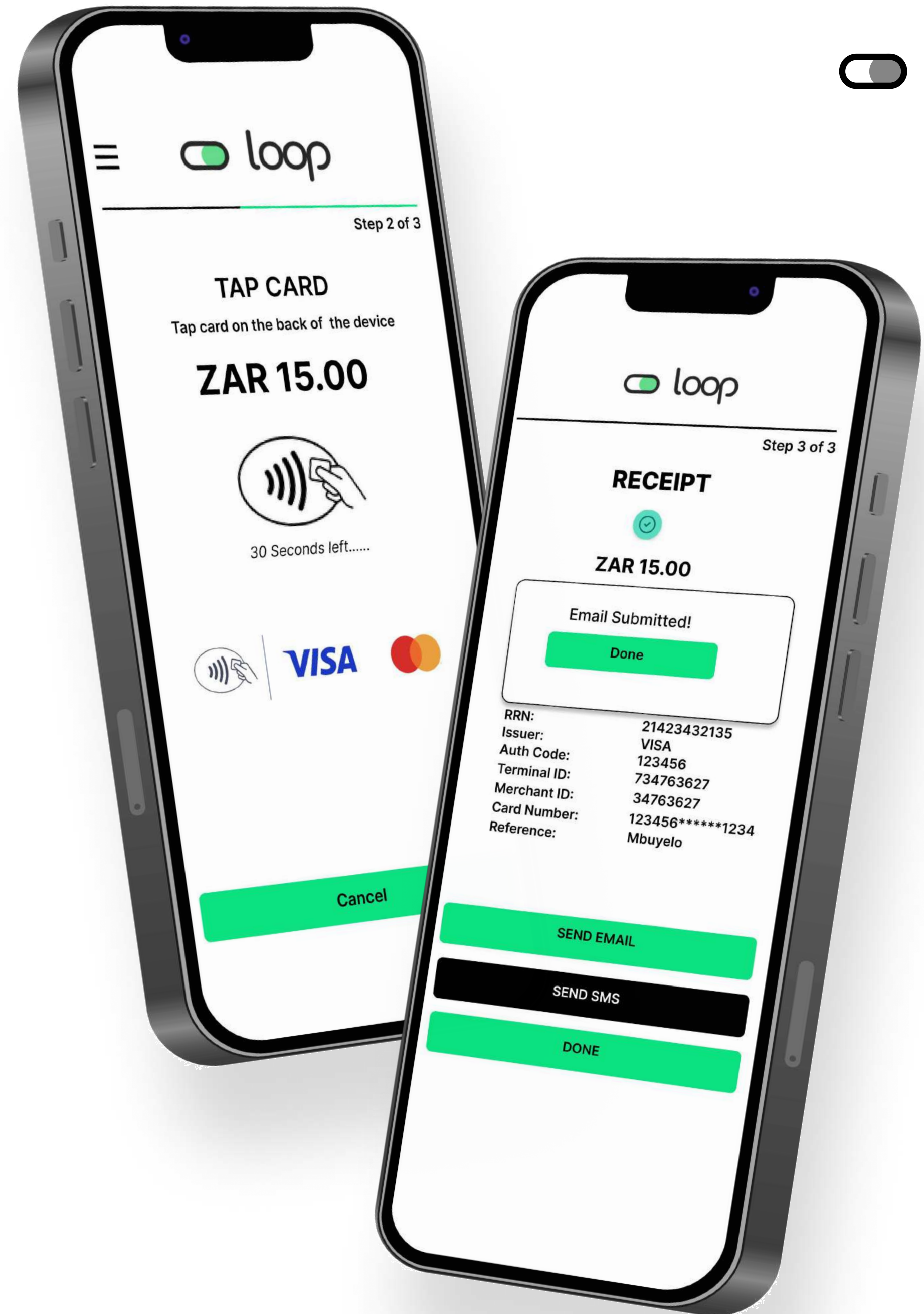
committed to digitising emerging economies in Africa by leveraging the power of technology.



VALUE PROPOSITION

Loop seamlessly integrates mobility services with innovative booking, payment and logistics technologies.

Empowering people and industries by enhancing transport accessibility, simplifying transactions, improving operational efficiency, and reducing carbon footprint.



AWARD-WINNING STARTUP



African Startup of the Year 2021



Top 10 Startup of the Year 2022



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

City Hustlers Winner 2022

startup of the year

Startup of the Year -
Informal Economy in SA



SAB Foundation Finalists 2023



AFRICAN
STARTUP
AWARDS

GSA Africa 2024 Southern
Regional Winner



THE PROBLEM

The country's inefficient transport system hinders economic growth and accessibility.



Public transport is often ill-maintained, overcrowded, and unsafe.



Limited access to digital payment systems disrupts revenue potential.



Developing markets suffer disproportionately from these inefficiencies.

THE SOLUTION



The future of mobility and payments



Streamlines mobility with MOBILITY services.



Integrates digital payment solutions for convenience and accessibility.



Reduces costs for users while enhancing safety, reliability and accessibility.

WHY LOOP MATTERS IN THE SOUTH AFRICAN CONTEXT

1

ECONOMIC GROWTH:
Better access to transportation means increased activity in the labour market.

2

REDUCED TRAFFIC CONGESTION:
Potential to decrease congestion by **15–30%***

3

ENVIRONMENTAL IMPACT:
Transport accounts for around 30% of global carbon emissions. Promoting the use of shared rides can help reduce emissions.

4

ECONOMIC INCLUSION:
Enhanced transportation options that are more cost-effective, safer, and better accessible for underserved areas will empower more individuals to participate in the economy.



*Research by Boston Consulting Group

MARKET OPPORTUNITY



A growing market for on-demand services

Targeting over
4 million daily
commuters in
South Africa.

Increasing smartphone
penetration facilitates
digital payment
adoption.

Aligns with global
trends towards
shared mobility
solutions.

Entire ecosystem

Drivers

Riders

Spaza Shops

Street Vendors

Peer to Peer Payments

Mobility and payments mobility

Mobility Segments

Corporate Mobility Solutions

Ride-Sharing Services

On-Demand Transport Solutions

Mobility-as-a-Service (MaaS)

Payment Segments

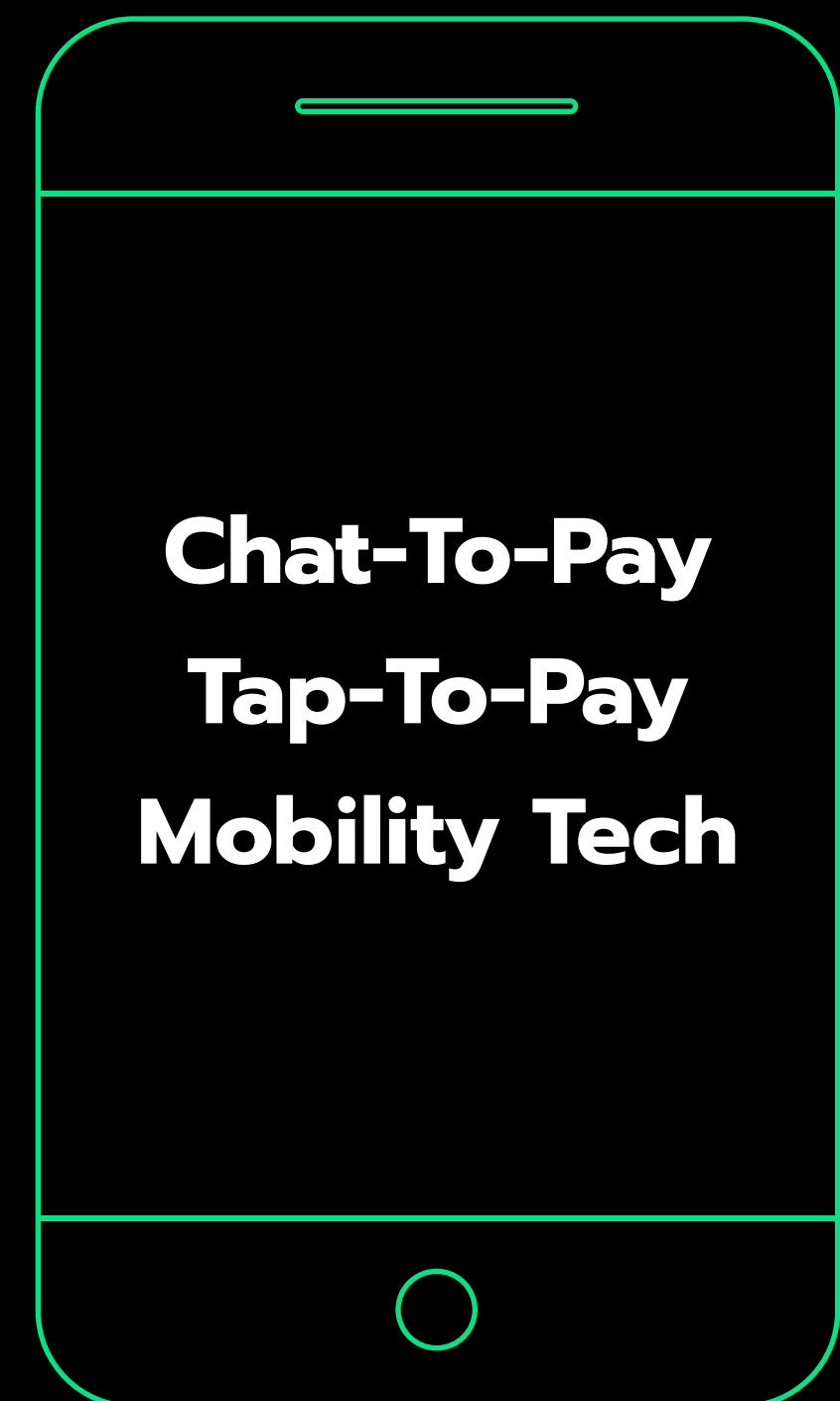
Digital Wallet Integration

Contactless Payments (NFC)

Mobile Payments (e.g. Chat-to-Pay)

Peer-to-Peer (P2P) Payments

POC:



TRACTION



Loop has validated its innovative solutions with successful proofs of concept across key offerings:

CHAT-TO-PAY

TAP-TO-PAY

MOBILITY TECH

paving the way for scalable impact in Africa's transport and payment ecosystems.

60,000

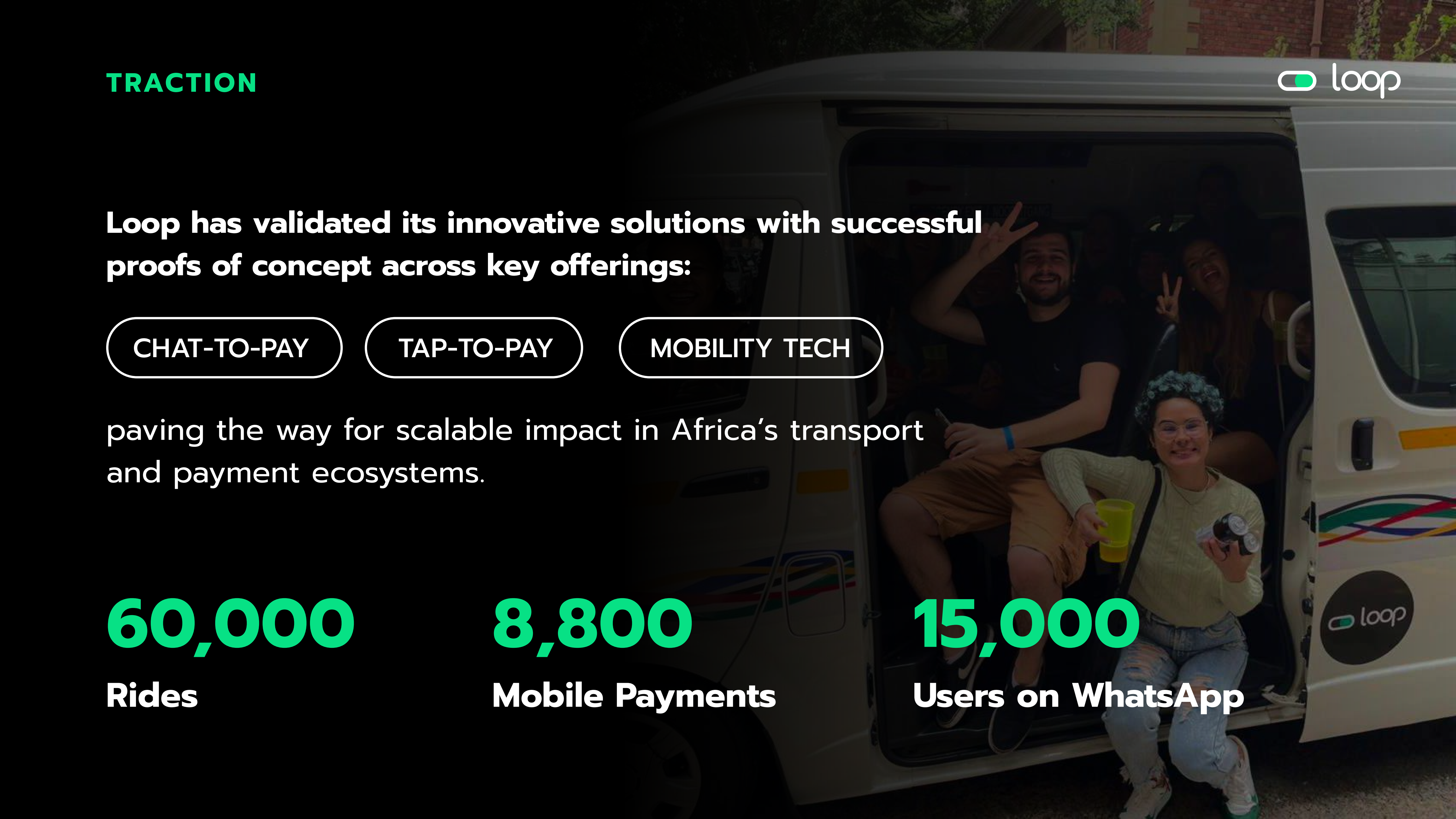
Rides

8,800

Mobile Payments

15,000

Users on WhatsApp



BUSINESS MODEL

Loop's business model captures revenue across both consumer and corporate channels, **creating a sustainable, high-impact ecosystem** that drives value through B2C payments and B2B2C mobility solutions.



REVENUE STREAMS

- **B2C:**
Payments for minibus taxis
- **B2B2C:**
Corporate mobility as a service

FUTURE REVENUE OPPORTUNITIES

- WiFi and connectivity in taxis
- IoT Solutions
- Data-Driven Ads
- Value Added Services

GO-TO-MARKET STRATEGY

Loop's go-to-market strategy leverages strategic partnerships, targeted promotions, and community engagement to integrate our seamless mobility and payment solutions into daily life, driving widespread adoption and accessibility.

PARTNERSHIP DEVELOPMENT:

- Collaborate with institutions, communities, and corporations.
- Engage with taxi associations to strengthen industry ties.

PRODUCT PROMOTION:

- Utilise targeted creative campaigns to:**
- Partner with relatable brand ambassadors to promote our brand.
 - Promote our instant, zero-transaction-cost payment solutions.
 - Highlight our convenient booking and advanced logistics technology.

MARKET EXPANSION:

- Increase market reach through strategic partnerships with corporates.
- Embed our services within the daily lives of individuals through community engagement.
- Collaborate with schools and universities to introduce Loop's services to students as a reliable transport option.



 loop **TEAM**



Imtiyaaz Riley
FOUNDER & CEO



**Jamie Thurston
Wyngaard**
CO-FOUNDER & CXO



Zulfiq Isaacs
CHIEF TECHNOLOGY ADVISOR



Dylan Melen
CHIEF OF PEOPLE & LEGAL



Imtiyaaz Potgieter
CHIEF OF FINANCE



Haniefa Gaibe
INDUSTRY EXPERT

KEY INVESTORS

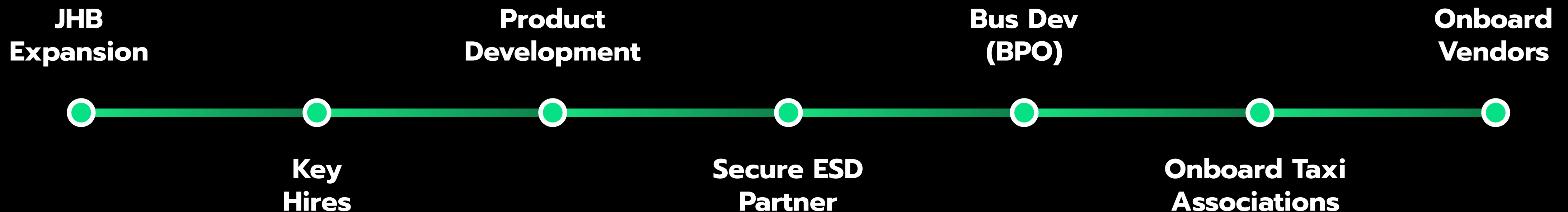


WHAT'S NEXT?



As Loop continues to gain traction, our next steps are focused on scaling operations, enhancing our offerings, and solidifying strategic partnerships.

From expanding into Johannesburg and onboarding key hires, to advancing product development and integrating new vendors, these initiatives position Loop for sustainable growth and greater impact in South Africa's transport and payment ecosystem.



INVESTMENT PROPOSITION

Loop is at a pivotal stage of growth, following successful angel rounds.

We are now raising a **\$500K Seed Round** to accelerate our expansion, refine our technology, and scale operations.

This investment opportunity offers a 5% equity stake with an attractive discount on our upcoming Series A, presenting a chance to partner with a company transforming transport and payments in emerging markets.



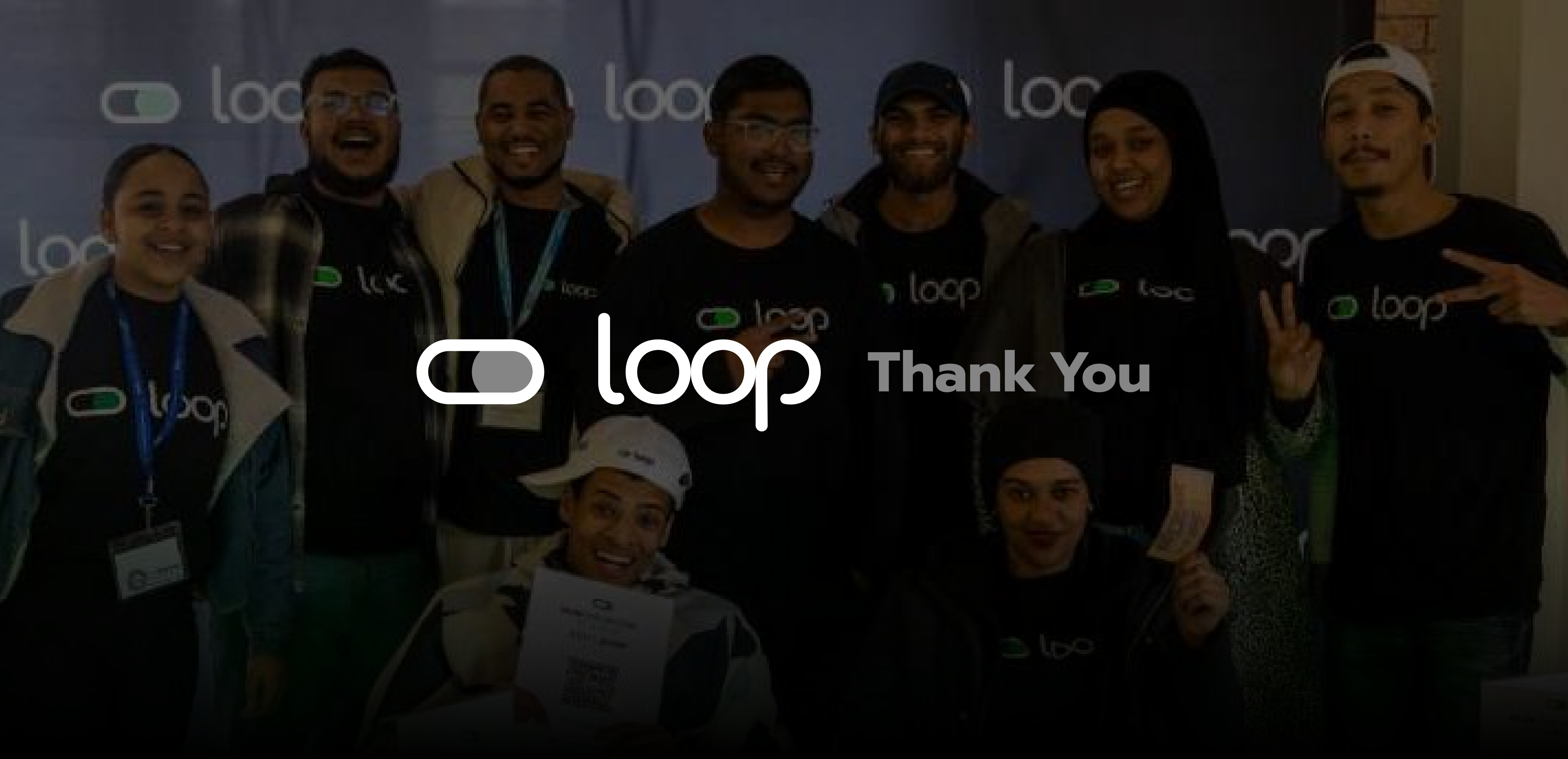
INVESTMENT OPPORTUNITY

Loop is raising

\$500K

in a Seed Round to drive growth, with a **minimum investment of \$100K.**

Investors will receive **5% equity** with a discount on Series A.



 **loop** **Thank You**



www.looptaxi.co.za