



# Customizable Prefab Housing & Retail Solution for Africa's Emerging Socioeconomic Ecosystem

[redcityco.com](http://redcityco.com)



## Problem Statement

Africa has an infrastructure problem. From Nigeria to Kenya, you can find most African buildings to be below par. In the interim, many African structures are built as poorly constructed shacks by roadside laborers or rely heavily on imported engineers from other countries which most of the continent cannot access.

In addition to this, with worsening climate changes leading to flooding, many of these poorly built structures are destroyed, leading to disruption of socioeconomic ecosystems and continued displacement of people.

According to the African Development Bank, the value of Africa's infrastructure problem is estimated to be \$1.4 trillion.

This market for this problem includes millions of unhoused people and millions of SMEs.





## Solution

To tackle this problem we have engineered a simple solution, customizable prefabricated housing.

We have engineered a simple plug-and-play prefabricated building that is easy to customize via our web app and can be ordered in 3 sizes, dispatched to any part of the continent, and coupled together by anyone using simple tools.

We have built quite simply an Ikea for housing solution.



**Mobile**



**Sustainably engineered**



**Easy to Order**



**Ready made/Prefab**

Our Solution focuses on solving 4 problems in African housing infrastructure

**Cost**

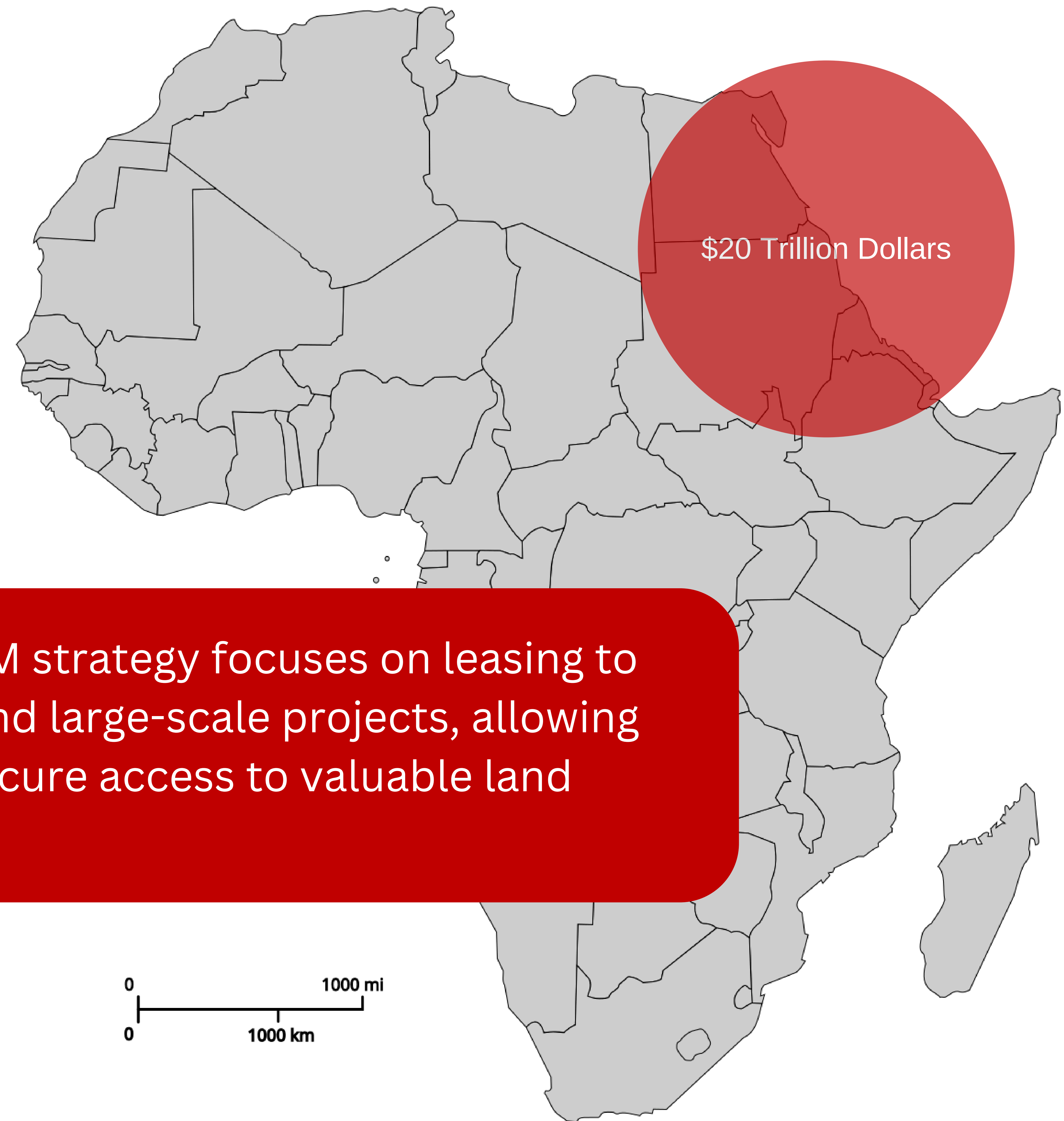
**Time**

**Access**

**Sustainability**

## Market Size

- 20% of all Nigerians live in shack housing.
- 45million SMEs in Nigeria alone.
- The housing deficit in Nigeria is estimated to be between 17 million and 28 million units.



# Product Advantage

The solution is advantageous for 4 distinct reasons.

1. Research & Development: We research and develop our own IP that will have long-term value in sustainable building development over time.
2. We develop real estate value and assets at low cost over short periods.
3. Our market is primed and waiting, making conversion easier
4. Our product solves the physiological need for shelter



## The Competition



Expensive, logistics  
Nightmare



No Unique IP, Made with little to no  
engineering qualifications, time-consuming  
construction



Luxury with no customizable features,  
targets consumers with disposable income

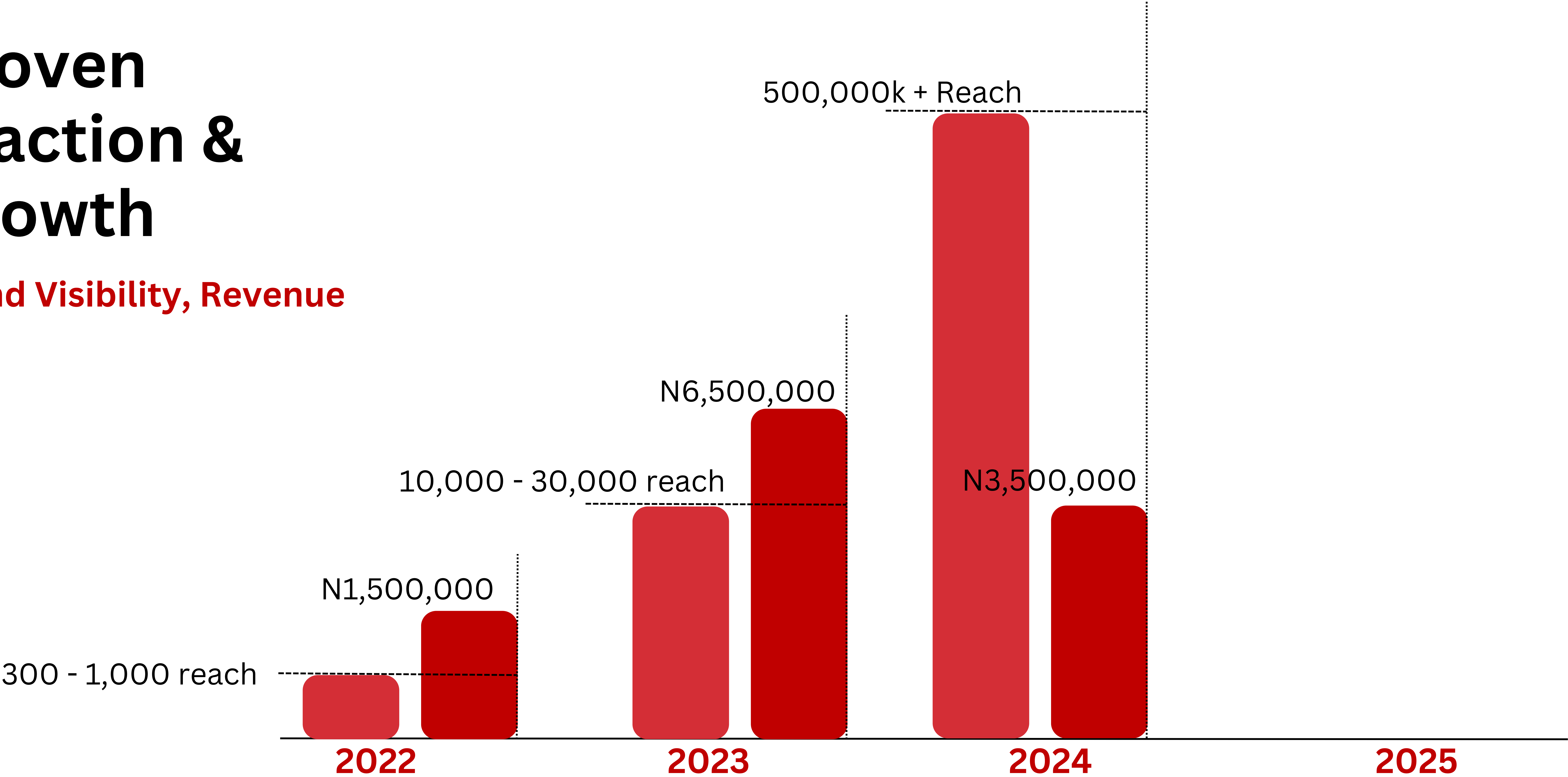


Permanent & Expensive  
investment

Traction

# Proven Traction & Growth

Brand Visibility, Revenue



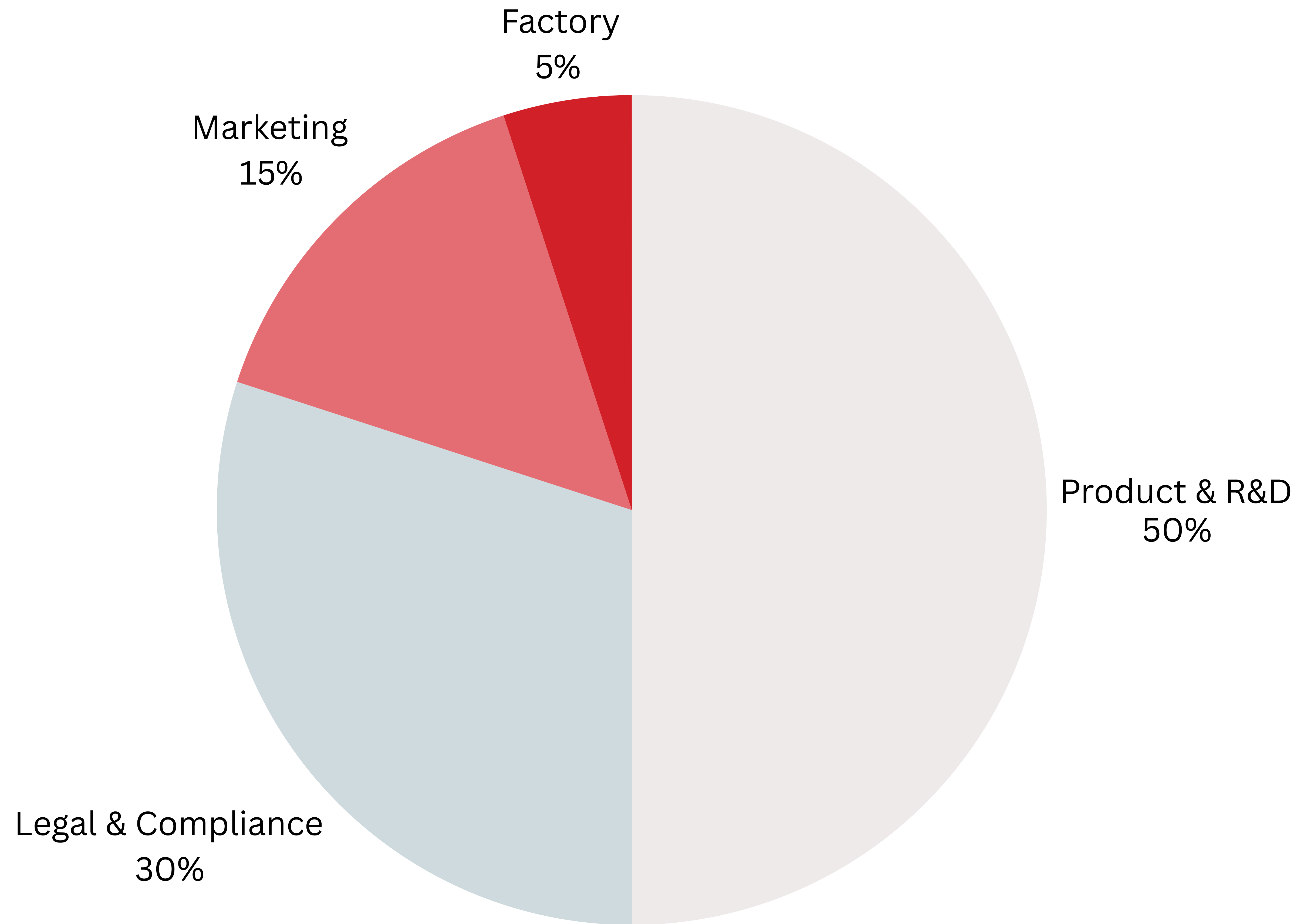


## The Ask

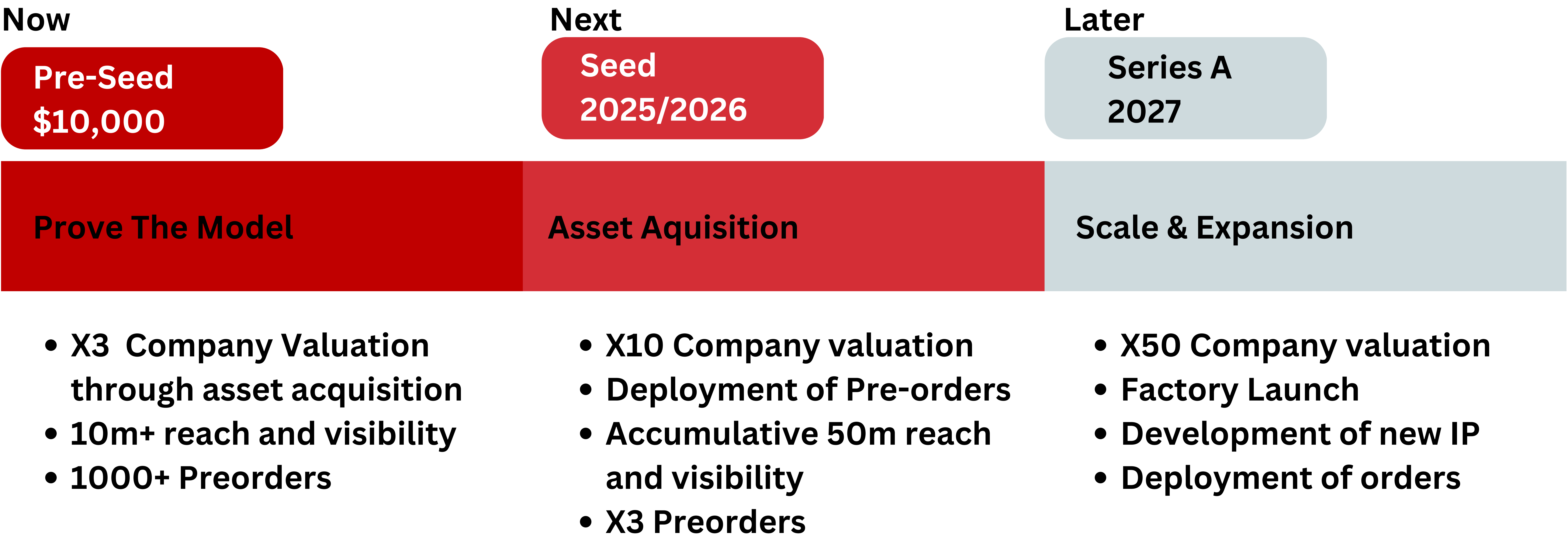
Pre-seed  
\$10,000

Milestones we will achieve within  
**6 months:**

- File IP copyright
- Launch Prototypes for lease and secure 3 land assets within 1 month
- 2m+ offline reach within 1 month of prototype deployed
- Buy new equipment for the factory
- Hire a YouTube & Tiktok marketing team
- 10m+ Online reach within 6 months
- 1,000+ Pre-orders



# Whats next?



## Our vision

We are thinking big and long term to solve Africa's infrastructure problem one product at a time.

