

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

## 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.

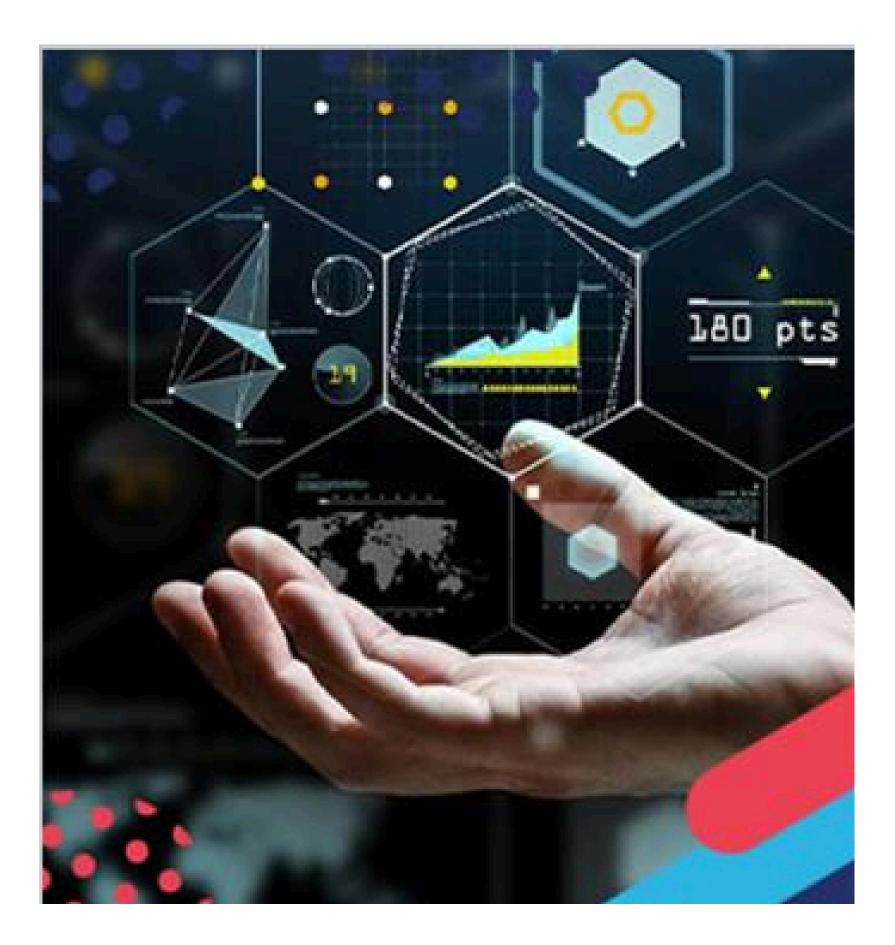
We have engineered a simple plug-and-play prefabricated building that is easy to customize via our web app and can be ordered in 3 sizes, dispatched to any part of the continent, and coupled together by anyone using simple tools.

We have built quite simply an Ikea for housing solution.





#### Sustainably engineered



#### **Easy to Order**



### **Ready made/Prefab**





### Our Solution focuses on solving 4 problems in African housing infrastructure



# Access







# Sustainability

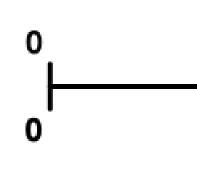


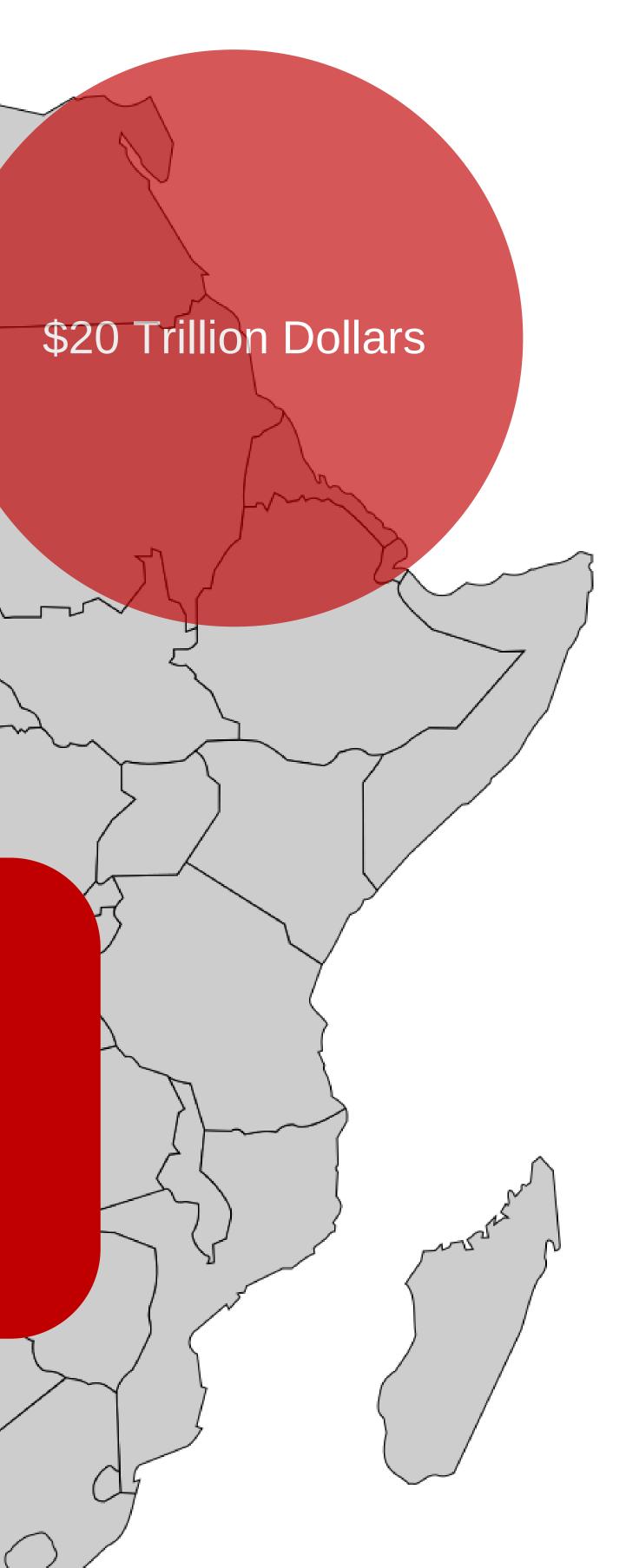
#### Market Size

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



## Our GTM strategy focuses on leasing to us to secure access to valuable land assets.





SMEs and large-scale projects, allowing

1000 mi 1000 km

# 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

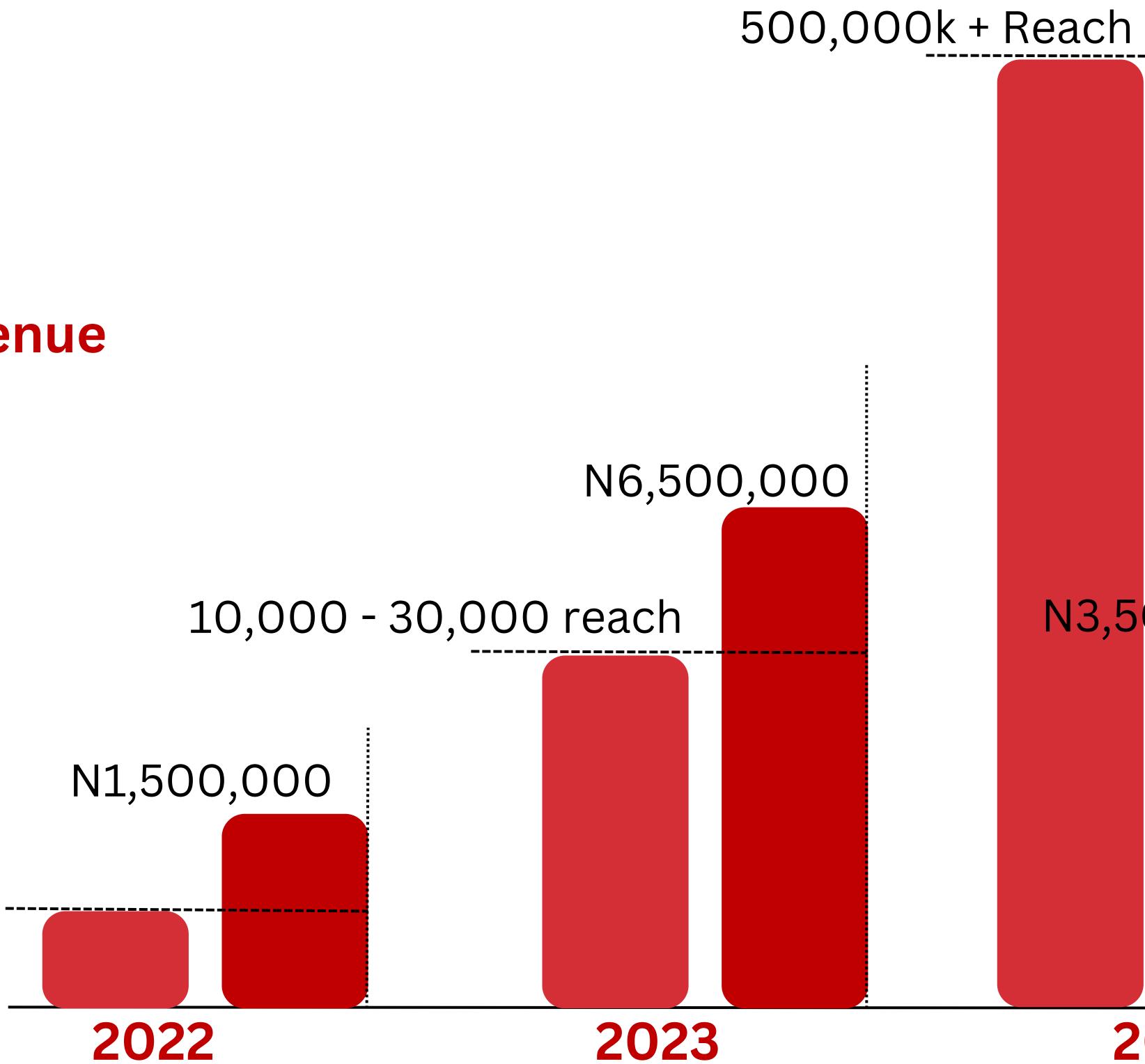


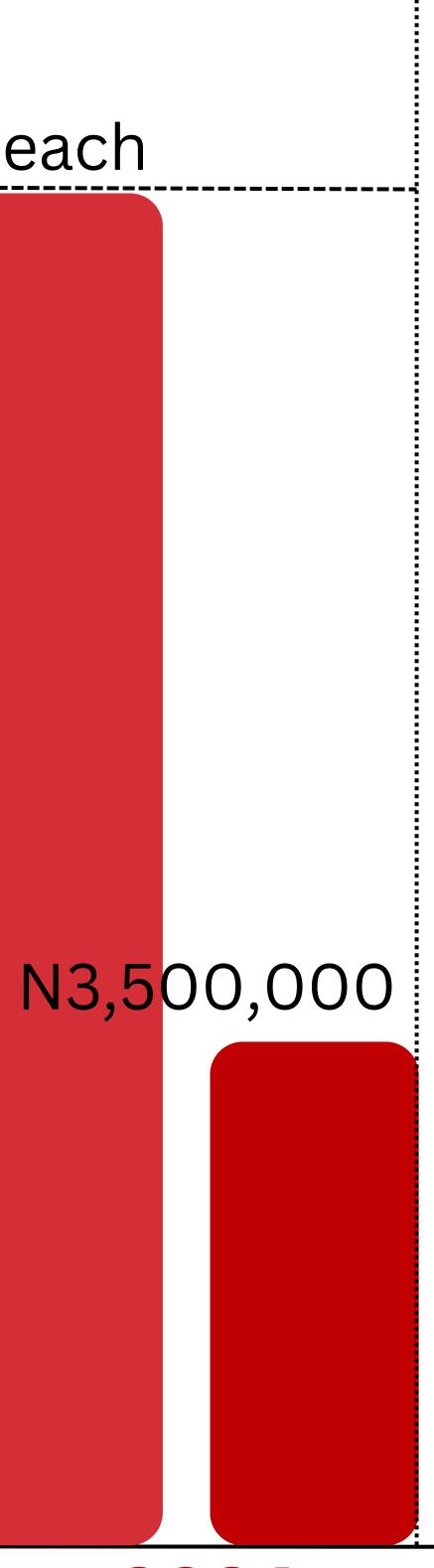
#### Traction

# Proven Traction & Growth

**Brand Visibility, Revenue** 

#### 300 - 1,000 reach







#### 2024

### The Ask

### Pre-seed \$10,000

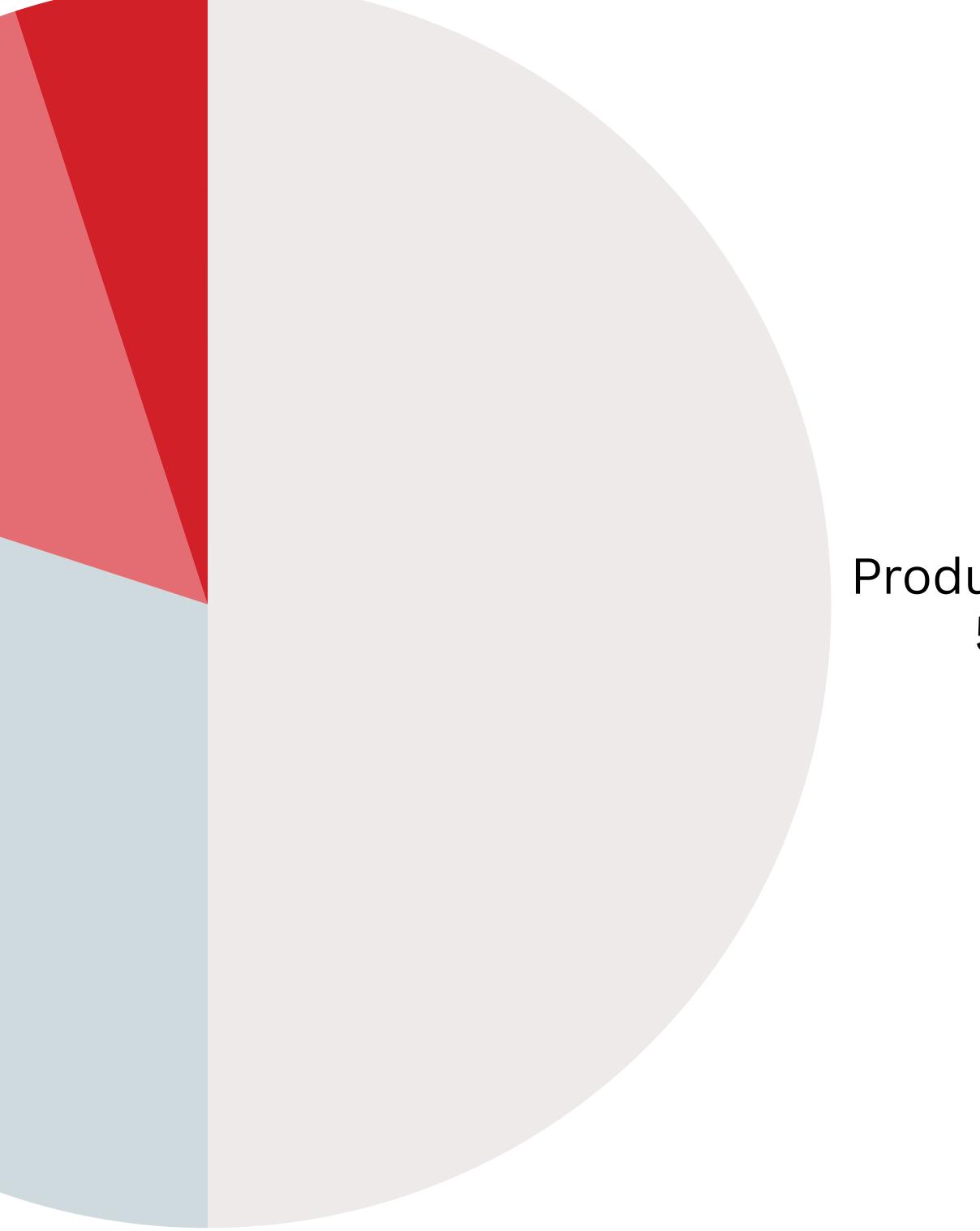
#### Milestones we will achieve within 6 months:

- 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

#### Marketing 15%

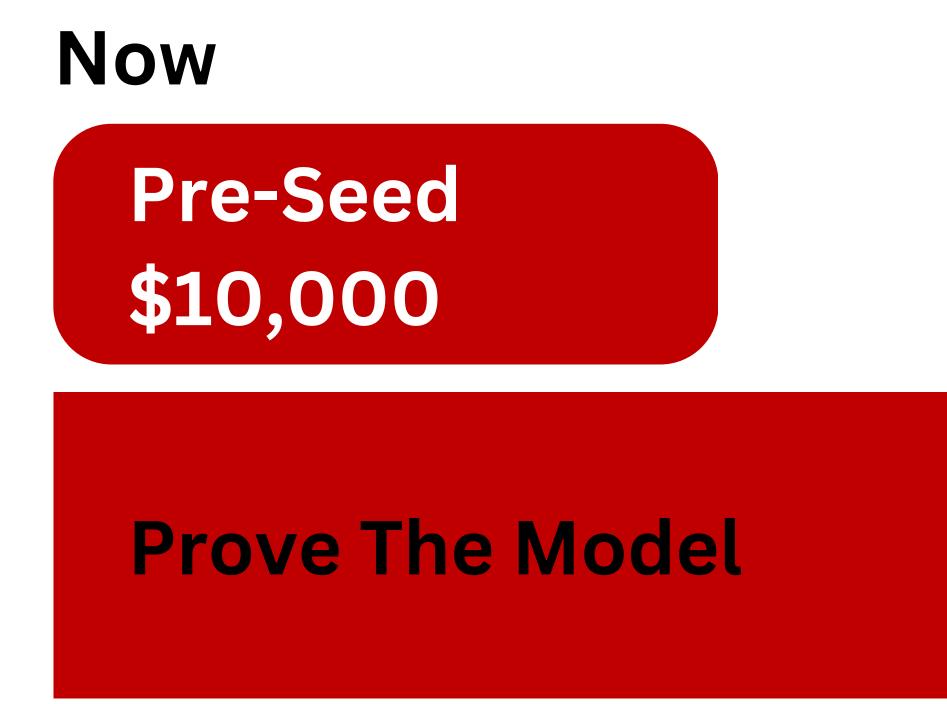
#### Legal & Compliance 30%

#### Factory 5%



#### Product & R&D 50%

#### Whats next?



- X3 Company Valuation through asset acquisition
- 10m+ reach and visibility
- 1000+ Preorders



#### **Asset Aquisition**

- X10 Company valuation
- Deployment of Pre-orders
- Accumulative 50m reach and visibility
- X3 Preorders

Later Series A 2027
Scale & Expansion

- X50 Company valuation
- Factory Launch
- Development of new IP
- Deployment of orders

#### **Our vision**

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

Founder & Design Engineer Morountodun Obaigbo • 10 years Design Engineering • 5 years Business Development **Co-Founder & Electrical Engineer** SomtoMadueke • 10 years Electrical Engineering • 4 years Media

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Marketing Partner Oreime Group



Sustainability officer, Shell 9 June 20 June

