

# re/Inventing *Informal* Cities

Rapidly deployable, customizable  
infrastructure for Emerging  
socioeconomic Ecosystems

**SDG 11**



**Redcityco.com**

By Morountodun Obaigbo

# Problem Statement

Africa has an infrastructure problem.

According to UN, 20% of Africans live in Informal Urban Settlements which have poor housing quality, lack of access to basic amenities, insecurity, and high vulnerability to environmental and health hazards.

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



**MASSIVE FIRE HITS MANDILAS MARKET IN LAGOS**



Age of "climate whiplash" puts residents of Africa's cities in danger

## Solution

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

This allows us to deploy necessary infrastructure quickly and affordably.



**Mobile**



**Sustainably engineered**



**Easy to Order**



**Ready made/Prefab**

**Our Solution focuses on solving 4 problems in infrastructure**

**Cost**

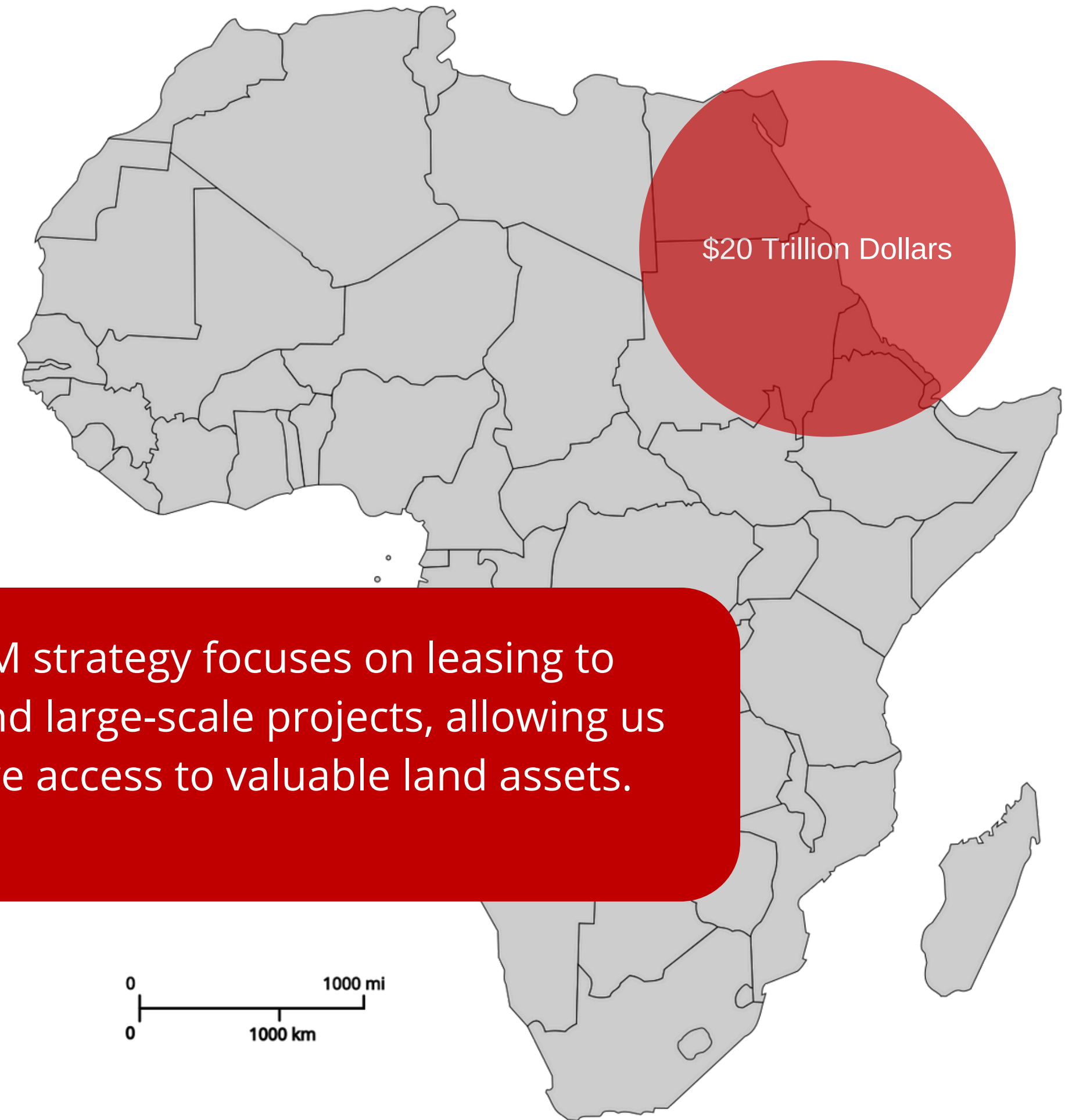
**Time**

**Access**

**Sustainability**

## Market Size

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



# Product Advantage

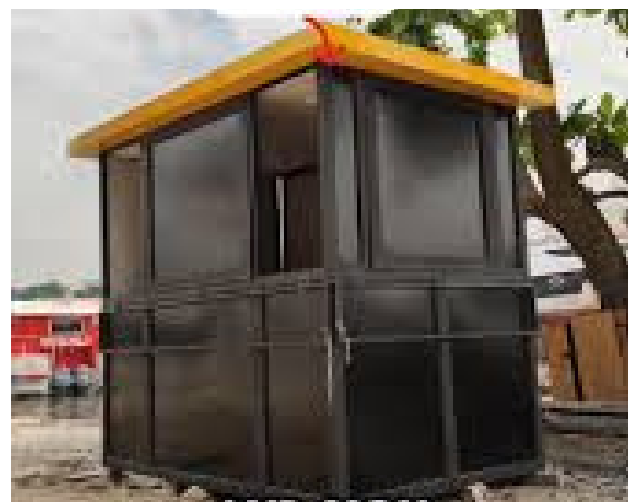
The solution is advantageous for 4 distinct reasons.

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, not fit for region



Permanent & Expensive investment



# Market Adoption



**Sustainability Partners**



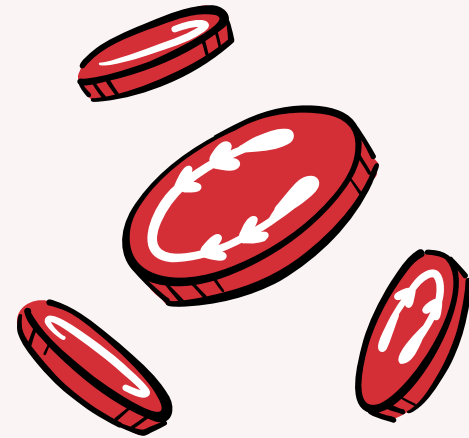
**Military Partnerships**



**Commercial Partnerships**



# Business Models



## Lease to Own

- Minimal maintenance
- Client owns product after consistent payment
- Minimal risk



## Fleet orders

- Large Scale custom order
- Client pays outright and modifies to specifications



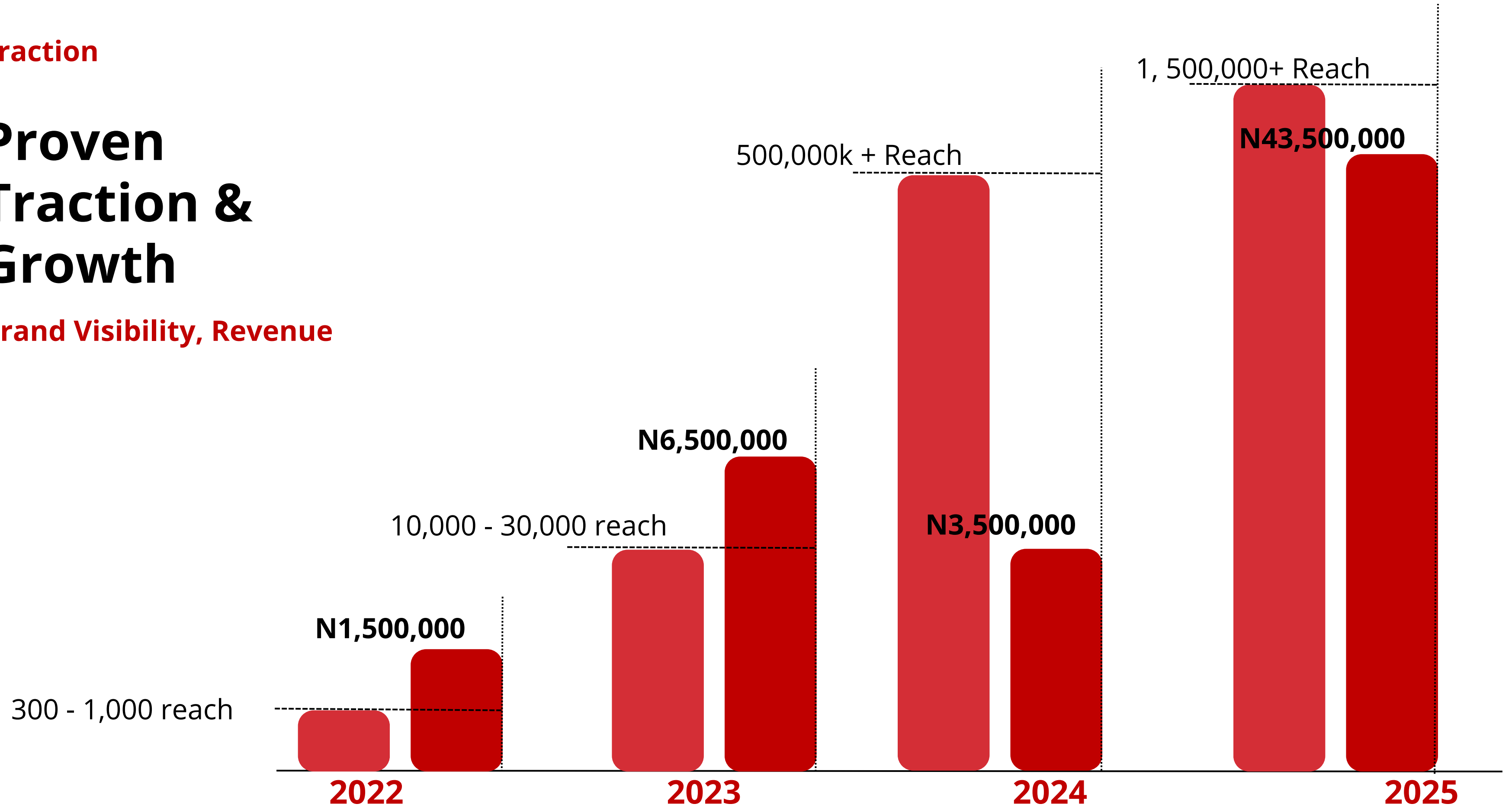
## Design & Consultation

- Premium services
- Custom projects
- Developing Infrastructural projects

Traction

# Proven Traction & Growth

Brand Visibility, Revenue



**Traction**  
**Impact**

**1 New office onboarded**

**3 new communities powered**

**50,000+ Litres of water saved**

**Over 500 tonnes of sand saved**

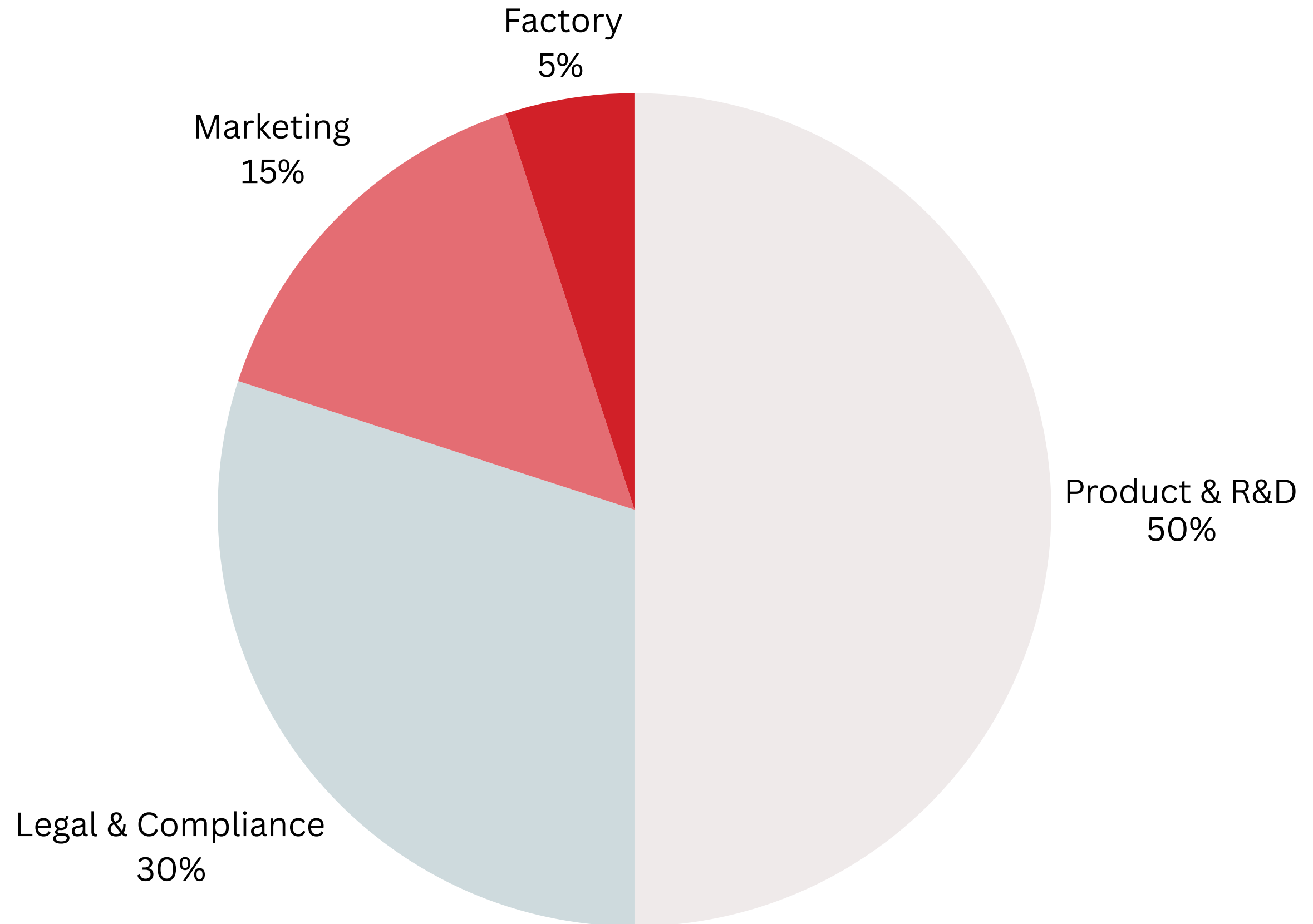
**5 new cofounders onboarded across regions of Africa, Asia & USA in Electrical, Chemical Engineering & Sustainability**

## The Ask

Pre-seed  
\$1,250,000

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?

## Now

**Pre-Seed**  
**\$1,250,000**

**Prove The Model**

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

## Next

**Seed**  
**2026/2027**

**Asset Aquisition**

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

## Later

**Series A**  
**2028**

**Scale & Expansion**

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



## Our Cofounders



**Morountodun Obaigbo**

Founder &  
Design Engineer



**Somto Madueke**

Cofounder &  
Electrical Engineer



**Ahmed Beya**

Cofounder  
Finance & BD



**Oreime Group**

Cofounder &  
Marketing Partner



**"007"**

Cofounder  
Materials & BD



**Fundco**

Cofounder  
Sustainability Advisor

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