



2024 REPORT | KEY UPDATES | OVERVIEW

MAKING PRODUCTS AND SERVICES ACCESSIBLE FOR EVERYONE



Group Performance

Key Metrics

\$72 829

Revenue

Cost of Sales
\$2 578

7

No. of Employees

35

Business Users

Life time Everyday users

1.4K

Customers

Registered buyers

\$205 263

GMV

240k

Annual Web Visit

Key Partners



Banking



Distribution



Delivery



Authority



Support

Group Overview

Who We Are

We're Aveade, a technology company that connect businesses and customers through the use of internet. We enable businesses and bring access to important things to the customers. We want to make it easy and safe to buy and sell online. We create solutions. We want to become the world's most valuable business by businesses and customers we both serve.




Mission

Our mission is to make products and services accessible for everyone.



Vision

To become the centre of human activities for as long as humans are still alive.



Values

At the heart of our company is customers, inclusion, access, innovation, integrity, and equal opportunities.


What We Do

We bridge the gap between businesses and customers through innovative internet solutions. We actively support initiatives that align with our mission of enhancing accessibility to products and services. By deeply understanding the dynamics of our industry, we strive to create a world where technology empower as many lives as possible. We develop products and solutions that revolutionise the way businesses and customers connect. To sustain our growth and competitiveness, we continuously adapt to evolving market trends. By providing solutions that meet the needs of businesses and customers, we are uniquely positioned to identify emerging opportunities and markets. We Focus only on business activities close to transaction.



Marketplace

Enabling Businesses to reach customers. Making it safe and easy to buy and sell online.



Distribution

We distribute products and services through the use of the internet on a global scale operating worldwide on the internet.



Delivery and Logistics

We help people and businesses get their products delivered through the use of our technology products and network.



Digital Advertisement

We enable businesses to maximise brand awareness and boost product visibility to reach customers everywhere.



Payments

We process transactions for businesses and customers using our digital platforms



Software Services

We provide digital platforms for businesses to grow their presence on the internet using our technologies.

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Advantage



Customers Orientated

Our platform contains customers who rely on the platform to buy from businesses.



Sellers Support for Growth

We do not compete with our sellers, this means we are focused on onboarding more businesses of every size.



Data for further Developments

We use the data we have to build and serve our customers and sellers, this gives us insights.



Technology focused

We build our own technologies to produce unique solutions for our users.

PERFORMANCE

\$260

Funding used to Get Here.

\$357K

Paid To Marketplace Sellers since Inception

5.6K

Products Are Listed by This Businesses

Zero

Returns Since We Started

\$3.9B

South African Market Size

10k+

Deliveries Completed Nation Wide

35

Business Uses The Platform

100%

Quarantined Daily Sales

OUR EFFORTS

New Customers

- Reach New Customer Base
- Increase Sales
- Retain Customers

Support

Innovating AI Solutions.

We Are Growing

We have reached Over 240k Web Visit No Marketing or Advertising

We Value

- Customers
- Users
- Partners
- Stakeholders

OUR CURRENT CHALLENGES

- Current Sellers are unable to manage high number of orders we bring for them, as a result customer complains increases.
- Inventory Management, Current sellers needs solution to be able to manage their inventory effectively for website, marketplace and instore so inventory availability is accurate

OUR SOLUTION

- We split orders and share them to seller of the same items.
- Introduced Point of Sale software they can use to sell directly in store and online under 1 platform.



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Market Update

Our Journey

Aveade was founded in a bedroom with just a laptop and \$260 (R4600) by Hasane Mathe, who built the platform after being excluded to sell online on marketplaces operated by retail companies, Aveade grew too faster to employee at least 7 people, and now empowering over 30 SMEs to fairly run their business online. When we started, we started by selling 2 SKU of electronic study material and 5 earrings online, To grow the business, Hasane borrowed R5000 (\$277) from lobola that was received by his mother, Hellen Mathe for one of his sister, which we used to purchase initial products that were listed on the platform to attract buyers and sellers. We grew very repaidly until 2022 when we ended the consumer model to focus on growing the platform for our users. We have since generated at least over \$72 829 (R1.3m) year on year purely through the marketplace with no marketing.

Market Growth

E-commerce is one of the fastest growing sectors of technology with over \$3.9 Billion (R74 Billion) spent annually in 2023 and expected to reach \$5.5 Billion (R105 Billion) by end of 2025 in South African online market. The growth will not stop anytime soon as more people start to move online. Even without investment, we have managed to grow our business without traditional marketing and generated over \$203,841 (R3 900 000) for our sellers. Ecommerce makes 6% of all retail sales, the growth will continue even further and we predict by 2035, customers will continue to prioritise lower price, and fast delivery. By building our technology, we can also license the technology to large retail players due to high demand of these type of platforms.

Direct to Market

In 2024, Aveade received recognition and was selected by Google for Startup to participate in the Accelerator program with over 2000 applications, Aveade was one of the first 5 selected startups. Aveade is also selected for MTN Xlerator program, to gain business networks build relationships, By having direct impact, we are positioned to empower others. The Marketplace have seen a Gross Merchandise Value of \$204,883 (R3 919 940) for SMEs that rely on our solutions to serve customers. SMEs are the backbone of every economy, yet they are excluded and still face unfair trade conditions, unfair treatment, and high cost to run their small business. As of 2024, we have grew our SMEs Sellers from 25 in 2023, to 35 in 2024. Our effort in building inclusive technology products, enable these businesses to participate in digital economy. Our customers have faced difficulties in having their orders delivered on time, and slow customer services. We have since conducted the root cause of these issues, we understood we could not be solving the problem by addressing issues 1 by 1, we given attention to internal causes and business processes that our technology must follow to improve and enhance customer services. We have built a basic AI base model, which we looking to expand in our next term, to enhance customer services.

Competitive Analysis

Aveade has positioned itself as the go to platform for business of every size, for that, we will not engage in deals that exclude others to participate on our marketplace. We are seeking partnerships, warm introductions and new relationships to grow our business. We remain committed to have our stakeholders, customers, users, partners and affiliates to participate in a digital economy. Emerging technology like AI put threat to many businesses, and industries, at Aveade we are at the centre of development of new technologies and we take advantage of our position by leveraging the data we have to expand, we are looking forward to revolutionise how business operate online. In few months, we will be launching complementary products to our marketplace to further intensify competition while generating additional revenue from the technology we introduce. We have conducted market analysis and have seen our competitors becoming concerned about our progress and growth, this is due to our position and competitive advantages around our business model and product offerings. We hope for collaborations, and building long lasting relationships with our investors, partners, associates, stakeholders, and customers.

Latest Development

We have launched our mobile apps both on Apple AppStore and Google PlayStore, and still working on Huawei AppGallery, this release took us over 7 months to be accepted into developer program, we launched our App without payment gateways to allow customers to track their orders using the mobile app, we are currently still working on obtaining Payment APIs for our apps to process online transactions on the App, we have already built the payment technologies and integrations for this development and we looking for our partners to provide us live credentials to activate these functions. Through our mobile App search, we have built AI voice search, this allow customers to search by communicating with our mobile App verbally, to collect data that help us in expanding this AI module. This is our own module and we are training this further and improving it. As time goes by, customers will be able to talk directly with our platform, things like “show me what's on special today, what was on special yesterday, purchase this for me when it goes on sale next time, is this safe to use? where is my order, can this size fits me, what I was searching for last week, this are the new AI modules we are training for speedy implementation and increase competition, and owning this AI module, gives us further competitive advantage. Our businesses, systems, and processes have been evaluated by South African Revenue Service, and we obtained numerous licenses and authorisations to effectively run a successful business that comply within the markets where it operates.





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MARKET INSIGHTS

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Hasane Mathe
Founder and CEO

“Scalable business model, can also emerge from anywhere, not just the Silicon Valley”

Message from the CEO

The journey has not been easy, but the mission kept us going. Over the years we have been working hard to keep the business going, we have faced lot of difficulties and challenges, some include business sabotage and macro economic factors in our country. Never the less, we carried on with our mission and we will continue to do so for million years to come. Technology is very powerful, with it lives changes and how business conduct business also changes. Is a very powerful tool for us. And over the years, large businesses have enjoyed market position due to lack of skills and capital resources in other countries including South Africa, but the time has come, AI. AI is everywhere and will be everywhere. We look at it in a way that it will become an essential instead of a premium, but the proper way to monitise and earn profit around it is yet to be fully identified. There will be no barrier and lack of skill set in building digital platforms. We can assure you that there will be lot of emerging platforms come out built using AI. With AI, almost any digital platform can be improved and updated very fast, the value is in the data. We are currently working hard to reduce amount of data we share that we have to build solutions that align with our users. A platform which used to take months in development can now be completed in few days if not minutes. Currently 38% of our development code is written using Generative AI, with 64% of our current activities automated using Machine Learning to identify users patterns. We are a company that focuses on profits and serving value to our users. The market is competitive, so do we. Since we understand lack of entry barrier and fast product development through AI, to stay competitive we considered reducing commissions, and we will continue to do the same for years to come until no one pays commission on the marketplace. This way we will add huge competitive layer to our business. We have since committed to work on development of AI, and build ecosystem that gives us competitive advantage. Our speedy Digital platforms developments are accelerated using AI, the ecosystem we are buiding is a one-stop solution for businesses and customers alike. We will be introducing new product line into our ecosystem, and we are going to open the borders with our digital platforms. We have no intentions to own or operate warehouses, we are not an online retail company. We are pure internet player and we scale with technology while we move with our people. We are on the journey to enrich million lives, and keep businesses in business through the use of digital platforms.



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Risk Management



Branding

We obtain authorisations, licenses, and approvals to conduct business on enterprise level, this gives us recognition to our partners



Intellectual Property

We protected our valuable asset, “Aveade”, to reduce unauthorised use of our brand online.



Privacy

We have security measures in place that comply with regulations, and we actively monitoring our system for any cyber attacks.



Product

Manufacturer, distributors, importers, resellers, and sellers are responsible for compliance and take liability of the products they offer.

Market Update

Competitive Business Model

Aveade is more than just the platform, we are building ecosystem. Aveade.com contain other complementary services that generates revenue apart from the marketplace itself. Aveade AI will be expanded from data these platforms will provide. Aveade Group is presented below.

Aveade Seller Portal Offer more than just one.
Sellers uses this suit under one platform, providing a huge value. We also allow sellers to accept in-store payments using our Payment technologies for online and offline transactions on our digital platform.







Aveade Digital Revenue Opportunity
We charge \$0.07 (R1.50) For every sale that is happening in store for our Point Of Sale users. This Point of Sale works even without internet connection and still sync data with our marketplace.

Aveade Digital Platforms

Aveade Live Shopping will allow influencers to promote products live for sellers. This will then appear on Aveade.com Live Shiopping section when influencer is Live.







Aveade Digital Revenue Opportunity
Aveade Ads will display ads on Live Shopping sections for Businesses and Seller advertisers. Charges will be based per click.



Business to Business
Sell to Businesses and Sellers



Business to Customers
Sellers sell to the public

Products & Services

Aveade.com Aveade AI Aveade Business Aveade Seller Centre Aveade Point of Sale Aveade Ads Aveade Pay Aveade Live Aveade Driver

26 Million

South African spend their time on social platforms, by introducing live shopping we will reduce cost of advertisement and add another revenue stream with paid ads.

46%

South African population spend average of 3 hours online. We will reduce commissions and we will continue to do so and monitise around other business model until there is no value for anyone to build marketplace. Example, who wants to build new facebook? We looking to do the same with Aveade.

43%

South African, discover products via videos. By introducing Live Shopping is relatively still on its early day. But we will be experimenting. We don't value being the first, we value improving lives for everyone.

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| | |
|--------------------------|-------------------|
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| 35 | 1.4K |
| Business Users | Customers |
| Life time Everyday users | Registered buyers |
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Team Management



Guidance & Skill Development

The team is actively being guided by industry experts, they are continuing to develop their skills by training and participating in programs.



Regulation & Framework

The company develop working guidelines, and frameworks which are implemented into the company.



Individual Qualities

Team members go through a test before working independently, their complementary skills allow them to work independently and reviewed.



Product Development

The team contribute by writing procedures and industry processes and knowledge that becomes part off our product development.



Hasane Mathe Founder and CEO

He is a technical founder. He is a software architect, product designer and head of e-commerce, He leads and build the company and responsible for sales and strategies.

Platform Experience

amazon takealot makro ebay Etsy



Peter Mogadima Chief Financial Officer

Responsible for compliance, legal and financial obligations of the company, Accredited accountant.

Platform Experience

Sage QuickBooks



Yolande Phillips Operation Manager

Responsible for day to day she worked in retail and experience customer relations, and sales.

Platform Experience

Sage



Rajat Carter Software Engineer

Responsible for day to day product development, he worked on project of some of best companies.

Platform Experience

Walmart HUAWEI Costco KFC SAMSUNG

ADVISORY BOARD



Matthew Emanuel Advisory Member

He has over 15 years serving at some of large corporates. He launched CapaciTech with the vision to create a pan-African multi-functional player in the tech start-up and seed investment space.

Companies

Standard Bank pwc



Jaco de Wet Advisory Member

He has extensive senior-level experience at various management services firms. he has worked as an independent consultant, specialising in systems, projects and software development and working as an industrial engineer with tech start-ups.

Companies

ANGLO AMERICAN

Guidance and Support

Google for Startups

MTN

SARS
South African Revenue Service

93%

Of our users do not require training to use our platforms, we have improved our user interface both for customers and sellers.

72%

South African technology companies, large and small outsource software development, making it difficult for them to effectively control their internal processes, by building our platforms, this gives us competitive edge.

99%

Of South African websites, uses the same payment technologies, which means they can't control how users pay on their websites, by building our payment technologies we control how customers pay inside our platforms without redirect.



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