



Love the freedom

visitcoast.co.ke

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Tembo Solutions Ltd visitcoast.co.ke (visitdiani.co.ke, visitmombasa.co.ke, visitkilifi.co.ke, visitwatamu.co.ke, visitlamu.co.ke) is a local Online Travel Agency that closes a gap between offerings of global OTAs like Booking.com, Expedia, AirBnB and traditional local travel agents. Our products come as a response to rapidly growing digitalization of our lives.

We are convinced the pandemic era will only accelerate contactless and efficient solutions like our platforms.

E-commerce for Online bookings
(technology that allows contactless bookings and Online payment in real time for accommodation, tours or experiences).

AI (artificial intelligence and machine learning enabled chat bot
that makes the booking process easy and time saving).

Digital content marketing (we create relevant, consistent, educative and valuable content that builds relationship based on trust, that in return, drives the bookings).

We are seeking an investment of USD100k in exchange of equity in Tembo Solutions Ltd, as the owner of visitcoast.co.ke and any other future projects that the company will take upon.





THE PROBLEM

✘ The Online coverage of African destinations and the quality of the content is poor.

✘ Global platforms like Booking.com, Expedia or Airbnb lack focus on particular destination and they disappoint when it comes to the service and rates.

✘ There is simply no source of information about our destinations. No tourist office or other organization that could answer particular questions related to the area.

✘ Bookings done offline consume a lot of time and energy. Currently any contact with an agent can even expose you to a virus.

✘ Hotels and other Suppliers are not treated with respect by global players. The latters show superiority rather than partnership which result with poor services and offerings.

✘ Current Online concept of selling a destination is limited to accommodation only. There is no information about experiences that actually create a craving for traveling.



THE SOLUTION

✔ we provide highest quality content including descriptive articles, images, videos, stories, event coverage. Everything well presented and easily accessible Online.

✔ Our team is made of people knowing the destination and being a part of it. We are close to the stakeholders, we know their strengths and weaknesses. We know the client and what she's looking for.

✔ Our chat bot will help in every step of the booking or planning your day. Our team is easily reachable through a 24h chat and will answer any questions that are not yet answered on our platform.

✔ On our OTA you can book and pay using mobile money like Mpesa (not available for global platforms). No need for lengthy calls with an agent or visits at their office.

✔ Hotels are our partners not clients. We have teams on the ground that develop the best marketing and sales strategy with involvement of our partners.

✔ We build our model around general experience of the destination rather than its hotel base. Visiting Kenyan Coast must be something to remember. We build memories through experiences.



TIMELINE

CONFERENCE.PLACE
 The first platform listing conferencing venues in Kenya comes to life. The first joined project by Patryk Ciechocinski and Eric Kivuti. 500 venues listed.



2015

HOTELONLINE
 Hotel tech and revenue advisory. Patryk Ciechocinski grows the inventory to 1700 properties in 17 African markets as the Group COO.

2016



JULY
 2020 July visitdiani.com becomes operational and first bookings start coming through the platform

2020



2013



PATRYK CIECHOCINSKI,
 One of the founders, starts building operations of Jovago (now Jumia Travel), Africa's number 1 online booking agency. As the Head of Operations, he grows Jovago to 8000 hotels in 2 years.

2015



CAROLINE KIDINGAI
 Founds Shop Digital Solutions, a successful online marketing, branding, design and printing venture.

2019



JANUARY
 Tembo Solutions Ltd (visitdiani.com) is built by the same team behind Jumia Travel, Conference.place, ShopDigital and HotelOnline

2021



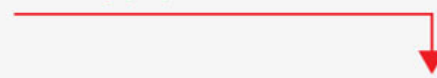
JANUARY
 2021 January visitcoast.co.ke comes to life and it becomes a brand umbrella to visitdiani.com and newly created visitmombasa, visitwatamu, visitmalindi, visitkilifi and visitlamu



BUSINESS MODEL - TRANSACTION FLOW

- Hotel/Villa/ Apartment
- Tours
- Activities
- Special Deals
- Holiday Packages

Booking payment



Booking payment



15% visitcoast.co.ke commission

- Accommodation provider
- Tour provider
- Activity provider

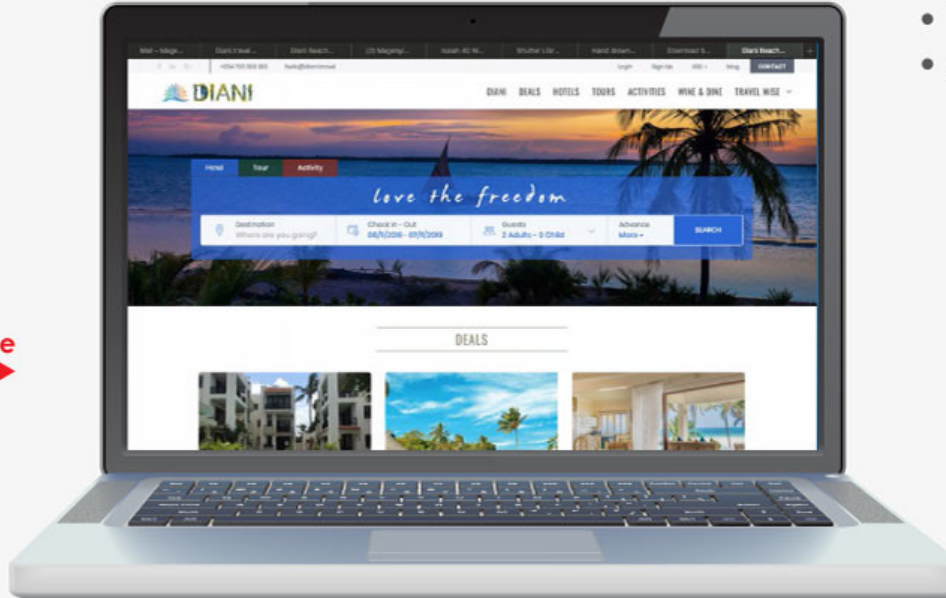
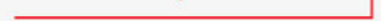
- Wine & Dine

Subscription fee



- Conferencing
- Weddings
- Events

Commission per event



Revenue: 97%, Booking payment: 2%, Events: 1% Subscription fee



COMPETITIVE ADVANTAGE



visitcoast.co.ke advantages:

- The only platform of its kind selling not only accommodation but also all current special deals in the destination
- Direct relations with hotels - better rates
- Mobile payment ability (direct Mpesa plugin)
- Resident rates lower than those offered by global OTAs
- Better booking experience combining E-commerce and Online payment solutions with 24h attentive reservations team and AI chat bot
- Bookings done Online save time and eliminate person to person contact
- Informative and aesthetic digital content focusing on specific destination



MARKET OVERVIEW (Accommodation)

USD158.4m

Market potential of
6,200 bed nights per year

USD18.3m

USD18.3m value of
bookings coming from
Online (20%) on average
annual occupancy of 58%

USD2.3m

projected annual GBV
(all sections) at the
end of year 2 (8-12% of the
Online Booking Market)

ONGOING MARKETING AND SALES STRATEGY



PHASE 1:

- Very strong social media presence. Rapidly growing circle of organic followers on Instagram (2,700), and Facebook (5,700) - 8 months
- Social media ads targeting all those looking for special deals at the coast (monthly spending of Kes60k-Kes100k)
- Continues, steady improvement of SEO

PHASE 2 (CURRENT):

- World class digital content
- Cooperation with local influencers (Tatiana Karanja / Mama Olive)
- Weekly newsletters with special promotions (mailchimp)
- Partnerships with major players of hospitality industry (Pollmans, Skyward, Safarilink, Somak)

PHASE 3:

- Direct agreements with foreign travel agencies
- Global Tourism and Travel Expos.
- Localised platforms targeting most promising markets (ex. Poland)
- Direct Agreements with foreign travel agents

FINANCIAL

Tembo Solutions Ltd is looking for investment to finalize development of technology (Booking engine, chat bot, CRS, CMS) and close on the acquisition of remaining suppliers along the Kenyan Coast. The same funds will be used to grow the team, open reservations office in Diani and to continue dynamic marketing and client acquisition activities.

USD100k
Investment

USD900k
GBV

USD23.6k
Net profit year one

Financing is sought to 12 months of operation, it will enable the company to break even and become self sustainable.

PREVIOUS INVESTMENT

USD180k
Founders
investment

Used for setting up the team, creating the MVP along with the booking solution, initial branding and marketing.

USD50k
Pre-Seed round

Already invested by Tomasz Kruppik, an angel investor with a great experience in managing corporations in different sectors. Tomasz will be joining the team as a Strategic Partnerships Director (selling technology and getting partnerships in strategic markets).



FINANCING ROUND

USD30K

Technology-Holistic CMS (content management system) and CRS (central reservations system) for all sections, AI enabled chat bot, enhancement of UX and desing.

USD5K

Finalizing on Supplier Acquisition, mostly Mombasa, Kilifi and Lamu

USD30K

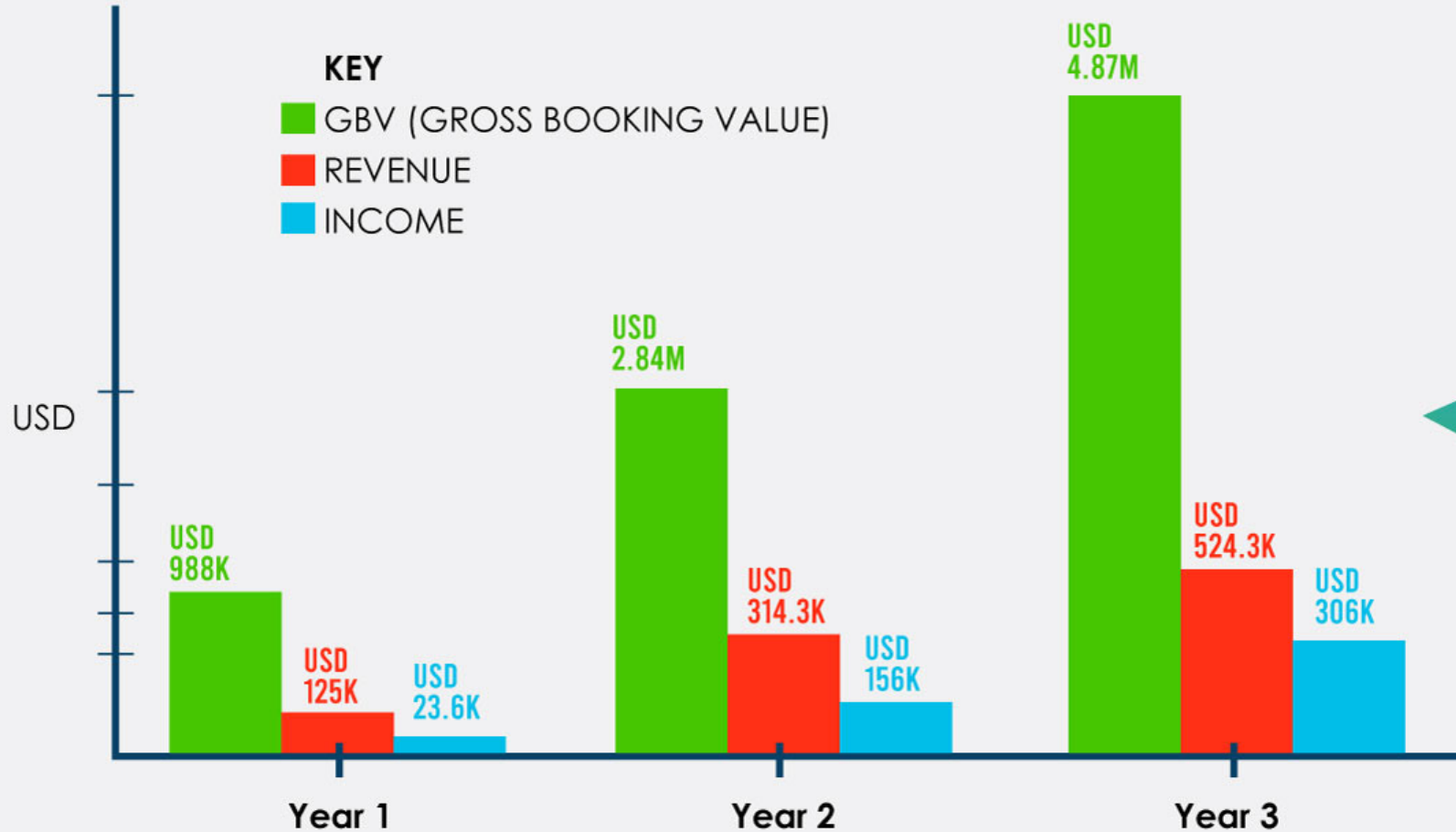
Diani office and HR cost-opening reservations office in Diani, adding on staff handling bookings, marketing and sales executive located in Nairobi, upgrading social media team.

USD35K

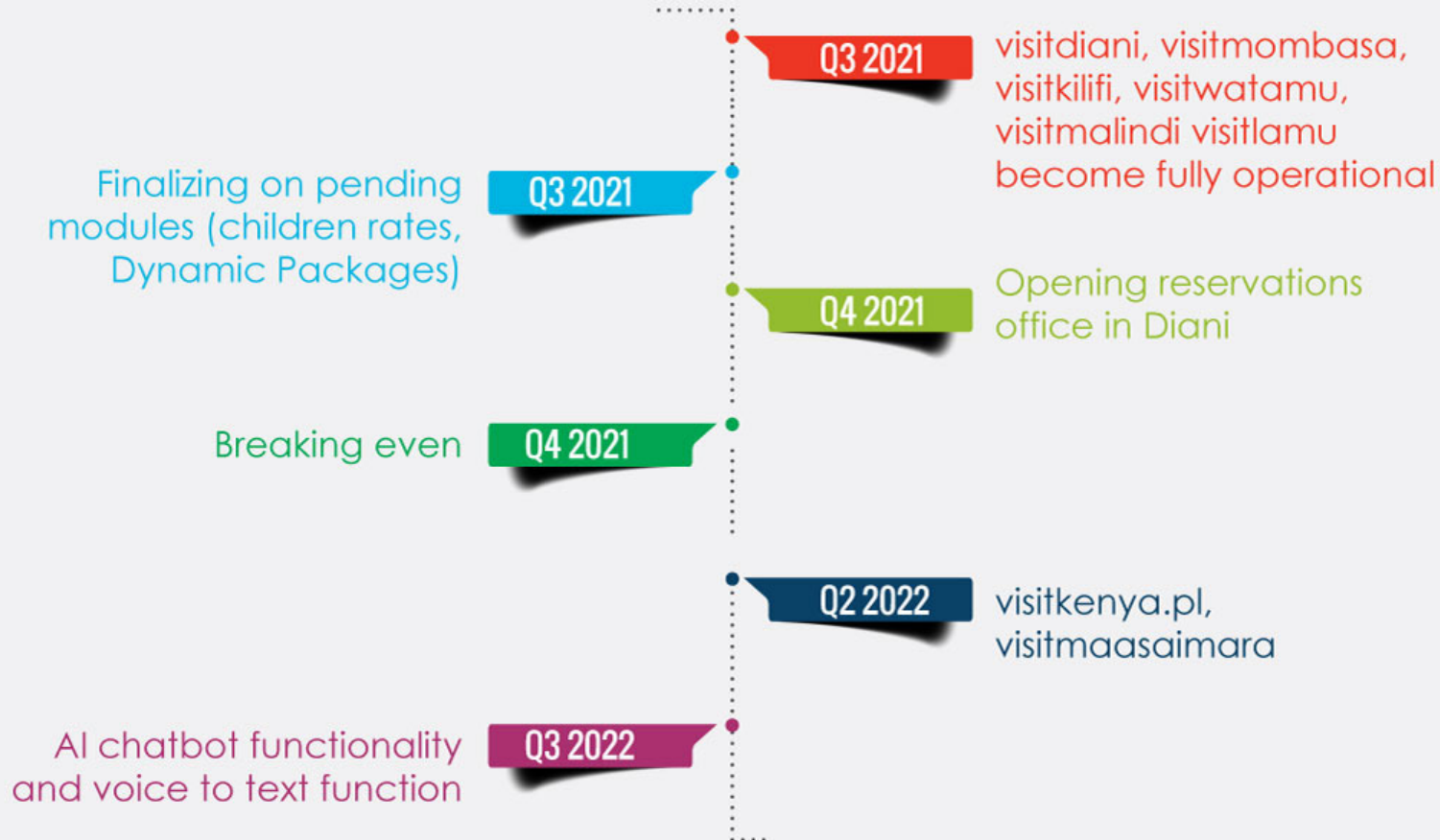
Marketing and client acquisition -strong brand recognition actions within Diani and Nairobi, SEO, digital content and social media ads.



GBV, REVENUE, INCOME for the first 3 years



GROWTH PLAN



TEAM



Patryk Ciechocinski
Founder

Seasoned Hotel Tech entrepreneur with vast experience in African market.

Founder of Conference.place, former COO of HotelOnline, Former Head of Operations of Jumia Travel.

Acquisition, Content, Partnership Management, Scaling.



Carol Kidingai!
Founder/CEO

Founder of Shop Digital Solutions, Partner at Kensoft Technologies.

Client acquisition, Reservations, Branding and Print Media, HR.



Erix Kivuti
Head of Tech Development

Experienced Web Developer, Founder of Contemplate Consultancy.

Coordinating development and maintenance of CRS, CMS and the frontend. IT Administration.



Tomasz Kruppik
Investor / Strategic Partnerships

He has been for 12 years CEO of Caparol Polska (DAW) and for 4 years CEO of Xella Poland and Eastern Europe.



Kelvin Mwangi
Digital Marketing Specialist for hotels.

Worked with 15 hotels in Kenya & Uganda since 2017.

Former SEO specialist for Conference.place and HotelOnline.





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**THANK YOU,
ASANTE SANA**

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