



Sell Smarter. Grow Faster

Backed by:



Turning Digital Payments into Financial Clarity for African SMEs

<https://bluupay.co>

hello@bluupay.co

SMEs accept digital payments. But lack financial clarity.

- No real-time profit visibility
- Manual stock tracking
- No structured financial records

Payments grew. Intelligence didn't.





Solution

BluuPay sits between payment and record-keeping.

When a customer pays:

- ✓ Sale recorded
- ✓ Stock updated
- ✓ Profit calculated

Automatically.

We turn transaction data into insights.

- **Best-selling products**
- **Profit drops**
- **Margin erosion alerts**
- **Restock predictions**

From data to decisions.



\$65+B

African SME fintech & services
revenue opportunity by 2030

TAM

\$360+M

addressable revenue in
initial target markets

SAM

\$2.4+M

revenue in the first 24-
36 months with 10,000
merchants

SOM

— Sources (McKinsey & Company, 2022. IFC, 2017)



Transaction-based revenue.

Aligned with merchant growth.
Low adoption friction.
Scales with volume.

Future:
Analytics + Embedded Finance.

Traction



1. Successfully built and launched a production-ready platform for African SMEs, with integrated payments, inventory management, profit tracking, CRM, and AI-powered business insights.
2. Successfully onboarded 200 merchants onto the platform
3. Recruited 100 Merchant Success Executives ready for nationwide field deployment to accelerate merchant acquisition.



Features

- 1. Payment Acceptance
- 2. Smart POS
- 3. Inventory Management
- 4. Profit Tracking
- 5. AI Business Insights
- 6. CRM
- 7. Business Analytics

Competitive Advantage

Payment apps only collect money

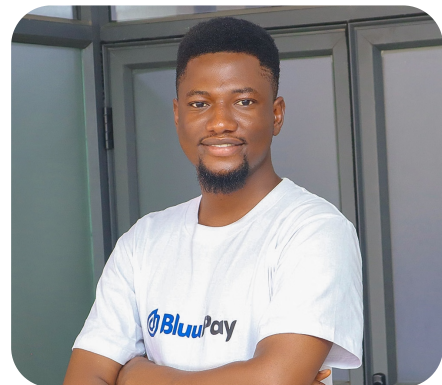
Accounting tools are complex



BluuPay:

- ✓ Eliminates reconciliation
 - ✓ AI-powered insights
 - ✓ Built for African SME workflows
-

Meet Our Team



Stephen Bitrus – CEO

Business | Cyber
Security Grad.



Martins Michael – CTO

Full-stack | AI | Cloud

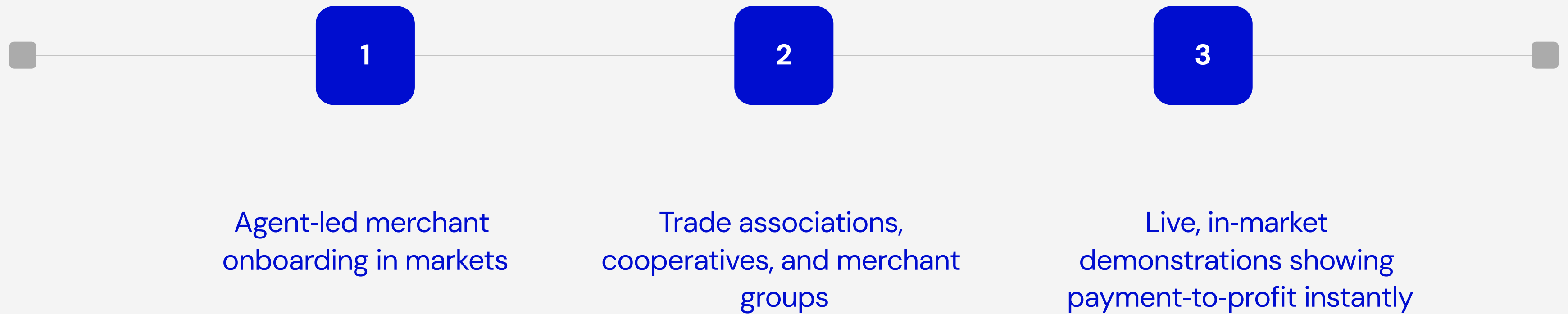


Dr. Abraham Barde, PhD (UK)

Director, Strategy &
Growth



GO-TO-Market Strategy



The Ask

We are Raising \$2.4 Million

Use of Funds (12 months):

- 45% Merchant Acquisition & Activation
- 25% Product & Engineering
- 15% Compliance
- 10% Operations & Team
- 5% Contingency



BluuPay



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Thank you