RYTCHE

The Operating System for Modern Property Management
in Emerging Markets

Seed Round • Raising $500,000

Stephen Adah • Founder & CEO

The Problem

Property management in emerging markets is still stuck in the analog era

Fragmented Communication

Managers and tenants rely on WhatsApp groups, calls, and SMS. No audit trail, lost messages, and zero professionalism.

Broken Rent Collection

Manual tracking of rent, arrears, and bad debts leads to high leakage, delayed payments, and poor cash flow visibility.

No Single Source of Truth

Tenant data, payment history, maintenance requests, and communications live in different tools — or on paper.

Trust Deficit

Tenants lack transparency. Landlords lack control. Property managers spend more time chasing than managing.

The Solution

RYTCHE is the modern operating system for property managers, estate companies, and service providers

01

Smart Clusters

Group tenants by property or estate. Centralized communication, announcements, and private chats with full history.

02

Rent & Operations

Track payments, arrears, bad debts, automated reminders, digital receipts, lease agreements, and unit listings.

03

Scalable Hierarchy

Estate Manager accounts for large portfolios + integrated Vendor Service Providers for maintenance.

Product Highlights

Cluster Communication

Real-time group and private chat between managers and tenants with full history.

Rent Lifecycle Tools

Payments, arrears, bad debts, automated reminders, and digital receipts.

Digital Lease Agreements

Generate agreements from templates. Both parties sign electronically in-app.

Property Unit Listings

Property Managers can list available units directly on the platform.

Estate Manager Accounts

Large portfolios can create Estate Manager accounts (limit based on plan).

Vendor Service Providers

Access a network of service providers for maintenance and other gigs.

Market Opportunity

Africa's formal and informal rental market is massive — and largely underserved by software

$1.2T+	40%+	Low
African Real Estate Market by 2030	Urban Population in Informal Rentals	Software Penetration in PropTech

Our Focus

We are starting with multi-unit residential properties and estate managers in West Africa — a high-pain, high-frequency segment that is ready for digital transformation. Nigeria alone has millions of rental units managed through informal processes.

Business Model

Current Revenue Streams

SaaS Subscription

Monthly / Annual plans charged to:
- Property Managers
- Vendor Service Providers
- Higher tiers unlock more Estate Manager seats

Service Fee on Gigs

A service fee is charged on every successful gig completed by vendor service providers.

Future Expansion Opportunities

Rent Collection Fees

Small % when rent is paid through the platform

Premium Features

Advanced analytics, white-label, API access

Enterprise Plans

Custom pricing for large portfolio managers

Go-to-Market Strategy

Phase 1

Beachhead

Win 50–100 property managers and estate companies in key Nigerian cities. Deep product-market fit.

Phase 2

Network Effects

Tenants and vendors become advocates. Managers invite other managers. Organic growth through clusters.

Phase 3

Expand

Roll out to Ghana, Kenya, and other high-growth African markets with localized features.

Phase 4

Platform

Full rent collection, deeper marketplace, APIs, and ecosystem partnerships.

Competitive Landscape

Most existing solutions are either too Western, too basic, or focused only on listings — not full operations.

Capability	WhatsApp + Excel	Legacy PMS	RYTCHE
Real-time Chat	Partial	Rare	Native & Professional
Rent + Arrears + Reminders	Manual	Yes	Intelligent + Automated
Digital Lease + E-Sign	No	Limited	Fully In-App
Estate Manager Hierarchy	No	Limited	Built-in & Plan-based
Vendor Marketplace	No	Rare	Integrated
Mobile-First + Local Context	Yes / N/A	Poor	Excellent

Current Status & Roadmap

Where We Are

→ Live group + private chat system
→ Rent, arrears & bad-debt tracking
→ Automated rent reminders + receipts
→ Digital Lease Agreement + E-Signature
→ Property unit listing feature
→ Estate Manager accounts (plan-based)
→ Vendor Service Provider marketplace
→ Wallet funding, withdrawals & subscriptions
→ Cluster & tenant management
→ Mobile-responsive professional UI

Next 12 Months

→ Full rent collection via payment gateway
→ Advanced analytics dashboard
→ Pilot with 30–50 property managers
→ Tenant mobile experience refinement
→ Deeper automation & bulk actions
→ Expanded vendor marketplace tools
→ Multi-currency & regional expansion prep

The Ask

We are raising $500,000 in seed funding to accelerate product development and market entry.

$500,000

Seed Round • 18–24 month runway

Use of Funds

40%	25%	20%	15%
Product & Engineering	Go-to-Market & Sales	Operations & Support	Legal, Compliance & Contingency

Why Now • Why RYTCHE

1. **Digital Leapfrogging**

   Africa is skipping legacy property systems and going straight to mobile-first solutions.

2. **Rising Formalization**

   Growing middle class and institutional capital are pushing for professional property management.

3. **WhatsApp Fatigue**

   Users are ready for purpose-built tools that offer structure without losing the familiarity of chat.

4. **Founder-Market Fit**

   Deep understanding of the local pain points and the technical ability to build for them.

Let's Build the Future of Property Management Together

We are looking for partners who believe that emerging markets deserve world-class tools.

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Ready to discuss • Let's talk