LIMITED

OHCARGO

Move Smart, Move Ohcargo

Africa's Integrated Transport & Driver Marketplace

Pitch Deck

info@ohcargo.com

2026

Problem

Manufacturers problem

🚚 Tracking of goods

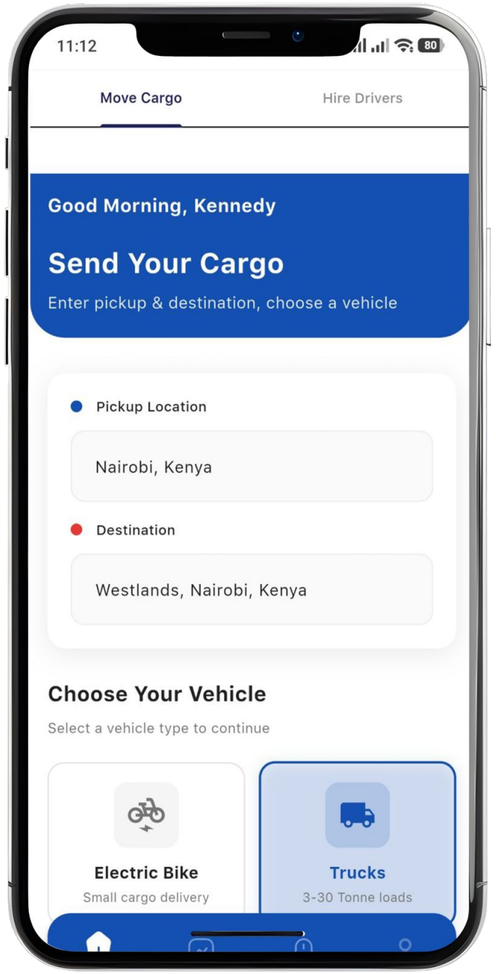
💸 Broker inconsistent pricing

📦 Increased time to get reliable drivers

🕑 Deliveries run late

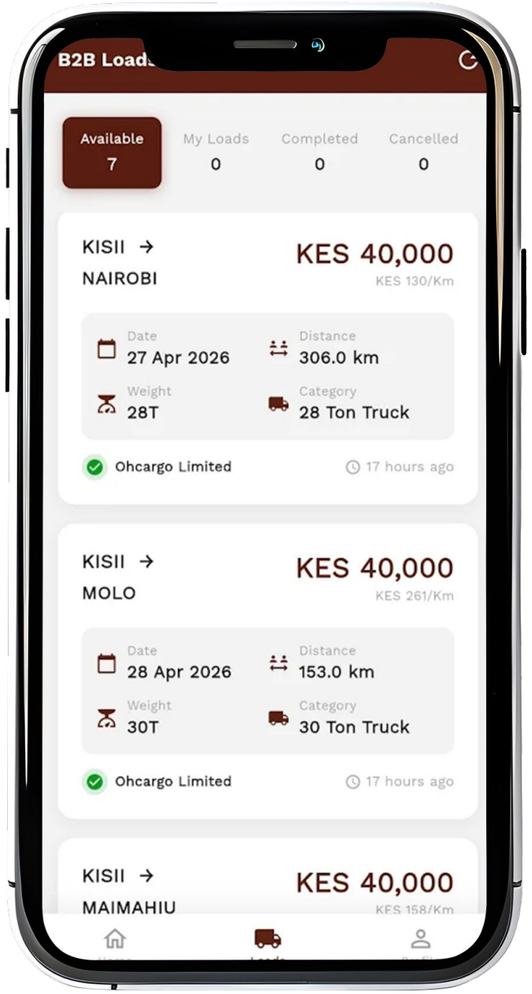


Digital Marketplace Solution



Ohcargo gets contract transport jobs from manufacturers/clients

Transport Job Allocations on the Mobile App to verified truck drivers



Competitive Positioning

	LORI	LETA	OHCARGO LIMITED Move Smart, Move Ohcargo
Country	Kenya	Kenya	Kenya
Primary Focus	Freight Marketplace	Fleet Software	Integrated Marketplace
Move Cargo	✅	❌	✅
Drivers Marketplace	❌	❌	✅
Verified Driver Network	❌	❌	✅
Business Marketplace	Freight Only	Fleet only	Cargo + Drivers

Market Opportunity

Total Kenya road freight

TAM $8B

SAM $1.5B

SOM $15M

Target 1% market share within

5 years through corridor focus

Target Customers

- 🏭 7,000+ Manufacturers
- 🛍️ 300+ FMCG Companies
- 📦 15,000+ Distributors
- 🏬 100,000+ Wholesalers
- 🛒 300,000+ Retailers & Shops

- 🚛 Logistics Companies
- 🏭 Manufacturers
- 🚌 Matatu Operators
- 🎓 Schools
- 🏥 Hospitals

Car Rental Companies

NGOs

Government Agencies

Individuals

Business Model



💸 15% commission from every delivery

🚚 $550 average gross sale per trips

Strategic Working Capital Cycle

30-day manufacturer payment terms to Ohcargo create strategic working capital cycle opportunity

Network Effects

More pay on delivery jobs attract transporters → Faster fulfillment → More manufacturers

Go-to-Market Strategy

1 DIRECT SALES

- Target FMCG & manufacturers, fleet companies, Mobility companies, delivery comp.
- Acquire through walk-ins, referrals & cold calling
- Convert to repeat customers

2 SUPPLY ACTIVATION

- Onboard verified truck owners
- Focus on key corridor clusters
- Ensure reliable, scalable capacity

3 DIGITAL CAMPAIGNS

- Run LinkedIn & email campaigns
- Deliver industry-specific offers
- Convert leads into delivery partners



Traction

$390K ARR

Annual Recurring Revenue

2,000+ Deliveries

Successfully completed orders

95% Retention

Customer retention rate

20% MoM Growth

Month-over-month expansion

10+ Enterprise Clients

LATO, Mombasa Cement, KTDA

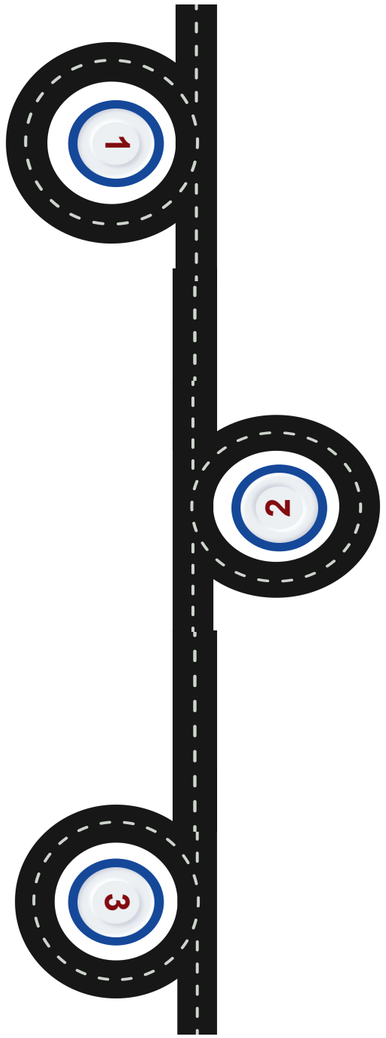
Fleet Composition: 100+ Marketplace Vehicles

One manufacturer alone generates 200+ daily delivery opportunities—we are currently constrained only by working capital.

RoadMap

2025 Foundation

$390K ARR year-end, proof of concept with initial clients, 50+ marketplace truck vehicles



2026 Expansion

$5M funds scale to $15M ARR, 15 clients and 200+ marketplace truck vehicles

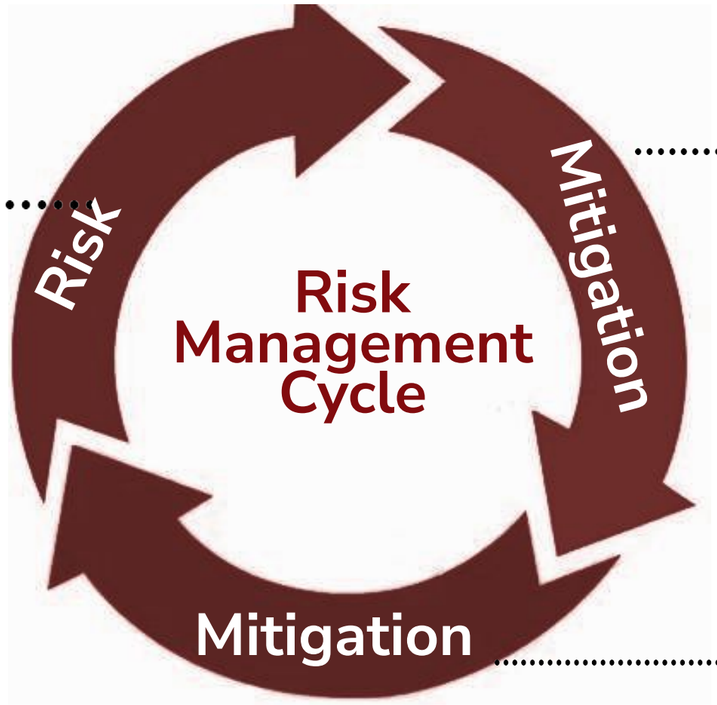
2027 Leadership

$15M ARR, Kenya market leader with 50+ clients. Expansion into Uganda/Tanzania entry.

Each phase unlocks conditional on prior targets met

Risk Management

Theft of goods and accidents



- Onboarding from truck owners not drivers
- Partnership with AA-Kenya for driver training.

Carriers liability Insurance



Impact & Sustainability Targets

↺ Reduce Empty Trips

Reduce empty trips and improve fleet utilization through smarter load matching.

⚡ Create Employment

Connect businesses with verified drivers, creating flexible and permanent job opportunities.

🌍 Lower CO_2 Emissions

Lower fuel consumption through route optimization and pushing for EV adoption.

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Team



Wilson Wanyugi

CEO

Logistics expertise with 10+ years of experience. Holds a BCom degree from Moi University.



Godfrey Kamau

CFO

Finance strategist with 12+ years experience. Currently pursuing a Master's in Finance at KCA University.



Brian Maseno

CTO

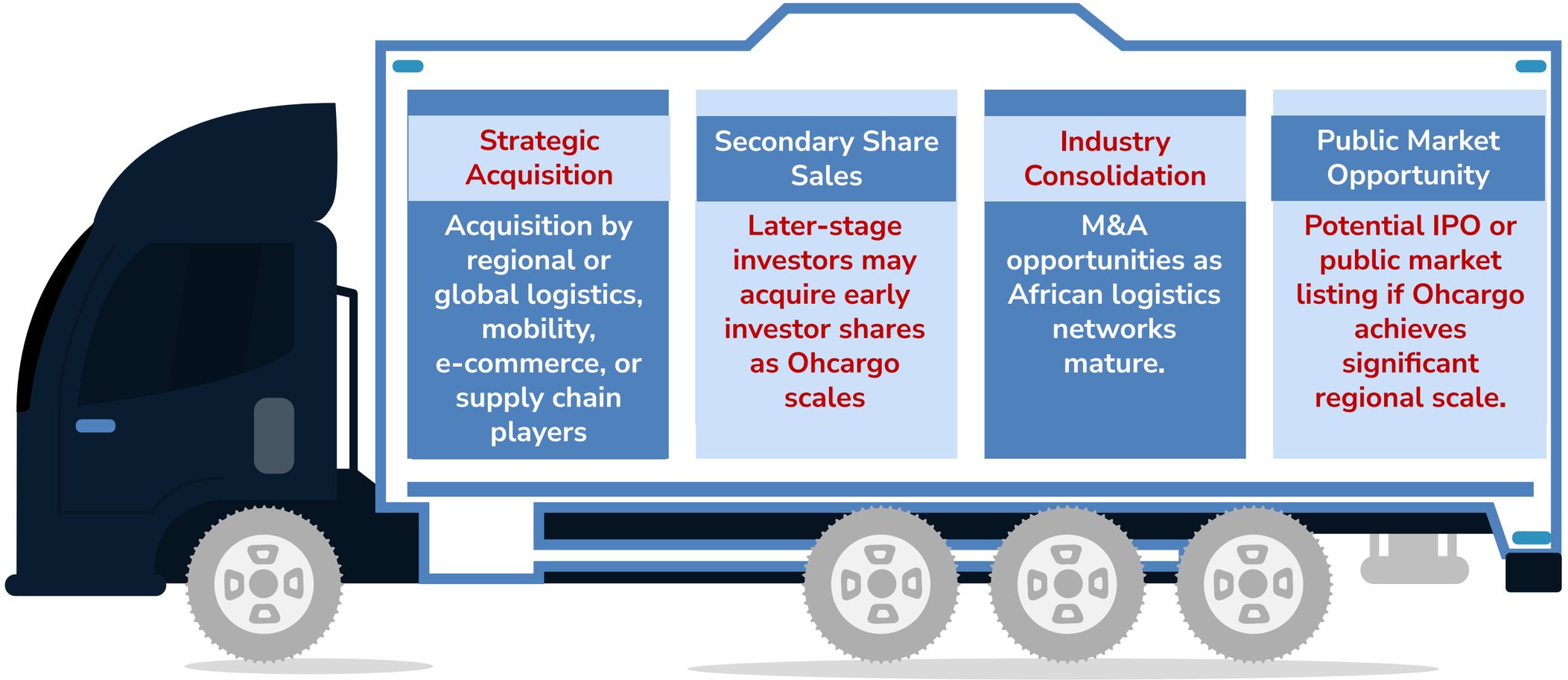
Full Stack developer with 5+ years experience. Holds a BBIT degree from Kenyatta University.

Raising $5M to Scale Across Kenya

$5M

Allocation	Amount
🚛 Paying Deliveries instantly (manufacturer pays after 30 days)	**$4.5M**
📈 Marketing (New business partnerships)	**$300,000**
💻 Technology & AI	**$200,000**

Future Exit Strategy Paths



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