

sm:)eswap

**Turning African Informal FX
market into a trusted, accessible
and compliant rail.**

THE PROBLEM

Africa's Parallel FX market is massive.

Heavily driven by foreign currency scarcity and because formal banking is slow and restrictive, leaving SMEs to trade on trust, whatsapp chat, and no recourse when something goes wrong.

45%

Informal FX Deals Rate Across ECOWAS

65%+

Of FX Transactions in Central Africa Goes Into Informal Flows

15%

Of EAC FX Transaction Are Through Informal Channels

\$1.5B+

ARR Opportunity

80%

Of Businesses In Africa Rely on Foreign Suppliers and are heavily impacted by structural parallel market frictions.

OUR SOLUTION

Escrow-Backed FX Marketplace

Bridging the systemic trust gap in informal FX.

Marketplace

Direct peer-to-peer engine design to give users rate options and ensuring they retain control of their assets at all times.

Escrow Engine

Securing funds through escrow-backed swaps to eliminate counterparty risk and default.

Payout

Fully auditable and transparent transaction layers designed for institutional-grade compliance.

Smileswap is a non-custodial FX marketplace that allows businesses to post currency exchange deals, which users can then browse and accept.

Swaps settle instantly using an escrow engine, powered by APIs from our licensed partners.



Escrow Protection: Zero counterparty risk.



Transparent Rates: Fair, market-driven pricing.



Unlimited Swap Size: Scalable for SMEs.



Compliance Logs: Fully auditable trails.

How It Works

Seamless, Secure FX Swaps in Four Steps.

[1]

Register & Verify

Secure digital onboarding and KYC/KYB verification.

[2]

Browse Offers

Access transparent marketplace rates in real-time from different verified liquidity partners.

[3]

Lock Escrow

Funds are securely held in escrow prior to transfer.

[4]

Auto-Settle

Instant, trustless completion via smart settlement.

Market Opportunity

Launching First in Nigeria. Where informal FX market moves billions on trust alone, no escrow, no audit trail, which is why SMEs and brokers lose money they can't recover.

\$50B+ untracked FX transaction processed through street cash dealers & parallel market, accounting about 46.3% of total FX inflow in Nigeria annually.

\$109.9B+

NGA FX Inflow Annually – CBN

\$50.93B

Official Utilization - Nairametric

50B+

Serviceable Obtainable Market

\$5-25M

Potential Annual Profit at Scale

OUR BUSINESS MODEL

Simple, Transaction-Based Revenue

Our model prioritizes scale through low-friction, transparent pricing that aligns with user growth and high-frequency volume.

Predictable, capped payout structures for enterprise trust.

- Swap Fees are split fairly between parties as 3:2.
- We charge 0.3% on global payouts

0.5%

FX Swap Fee (Split)

0.3%

Global Payout Fee (Capped)

\$100M

+

Projected GMV

\$5M

Projected MRR After First Year

GO TO MARKET

Strategic Expansion Plan

Target Segments

SMEs, Freelancers, and Diaspora
Families seeking seamless
cross-border rails.

Acquisition Channels

Scaling via offline networks,
strategic partnerships, and
frictionless digital onboarding.

1

Nigeria Launch

Establishing the foundation in Africa's largest economy with localized payment solutions.

2

West Africa Expansion

Connecting Abidjan, Accra, and Lagos to create a unified West African financial corridor.

3

Bank License Acquisition

Securing Microfinance Bank Licences to deepen financial inclusion and offer full-suite banking.

COMPETITIVE LANDSCAPE

Smileswap bridges the gap between informal flexibility and formal security.

CORE CAPABILITY	SMILESWAP	STREET BROKERS	REMITTANCE APPS	BANKS
Escrow Protection	✓	✗	✗	Slow
Flexible Rate	✓	✓	✗	✗
Transparent Rates	Real-time	Opaque	Mid-Market	High Spreads
B2B Swap Size	Unlimited	Unlimited	Strict limits	\$10K bi-weekly
Non-Custodial Escrow	✓	✗	Custodial	Custodial
Compliance Logs	Full Audit	None	Standard	Heavy Manual

PROVEN TRACTION

Early Pilot Demonstrates Strong Demand

Our initial pilot phase confirms rapid market adoption and the viability of our unit economics.

\$296K+ processed with \$0 marketing spent with a solid 1% Take Rate on transactions.

Over 1,000+ potential customers from existing offline channels and waitlist sign-up prepared for direct onboarding.

\$296.8K

Processed Volume

\$2.96

K

Gross Profit

1.0%

Effective Take Rate

1,000+

Potential Pipeline

TEAM

Deep domain expertise across fintech, regulation, and growth.

Richard NkamaEze Founder & CEO

2X Founder. 10+ years informal FX broker experience. Owns product development, product roadmap and handles partnerships.

Daniel Mabadeje Co-founder & CTO

7+ year fintech engineer. Software architecture expert & core developer. Convener & Host, PHPTalks.

Emenike Michael Head of Operations

10+ years banking and regulatory currency remittance operations management experience. Handles operations and money movement.

Stephen Arubike Legal & Compliance

20+ years+ Commercial Lawyer. Partner at a top-tier African law firm. Handles directs legal framework and licensing posture.

CAPITAL ASK

We are fundraising to launch Nigeria corridors and scale operations

\$1M

PRE-SEED TARGET

Use of Funds

- Marketing & Sales – 50%
- Ops & Team – 30%
- Legal – 5%
- Partnerships – 10%
- Others – 5%

\$100M

GROWTH PLAN

Operational Targets

- Onboard 10,000+ active registered businesses and 1M+ individual customers.
- Achieve a target of \$100M GMV
- Secure a projected \$500K monthly platform marketplace earnings.

Join Us in Transforming African FX

"To become the trusted marketplace layer that moves informal FX flows onto compliant, auditable rails across Africa."

hello@smileswap.app

www.smileswap.app