

# Imali.biz

Ramba Methode  
CEO

# Vision and Value Proposition

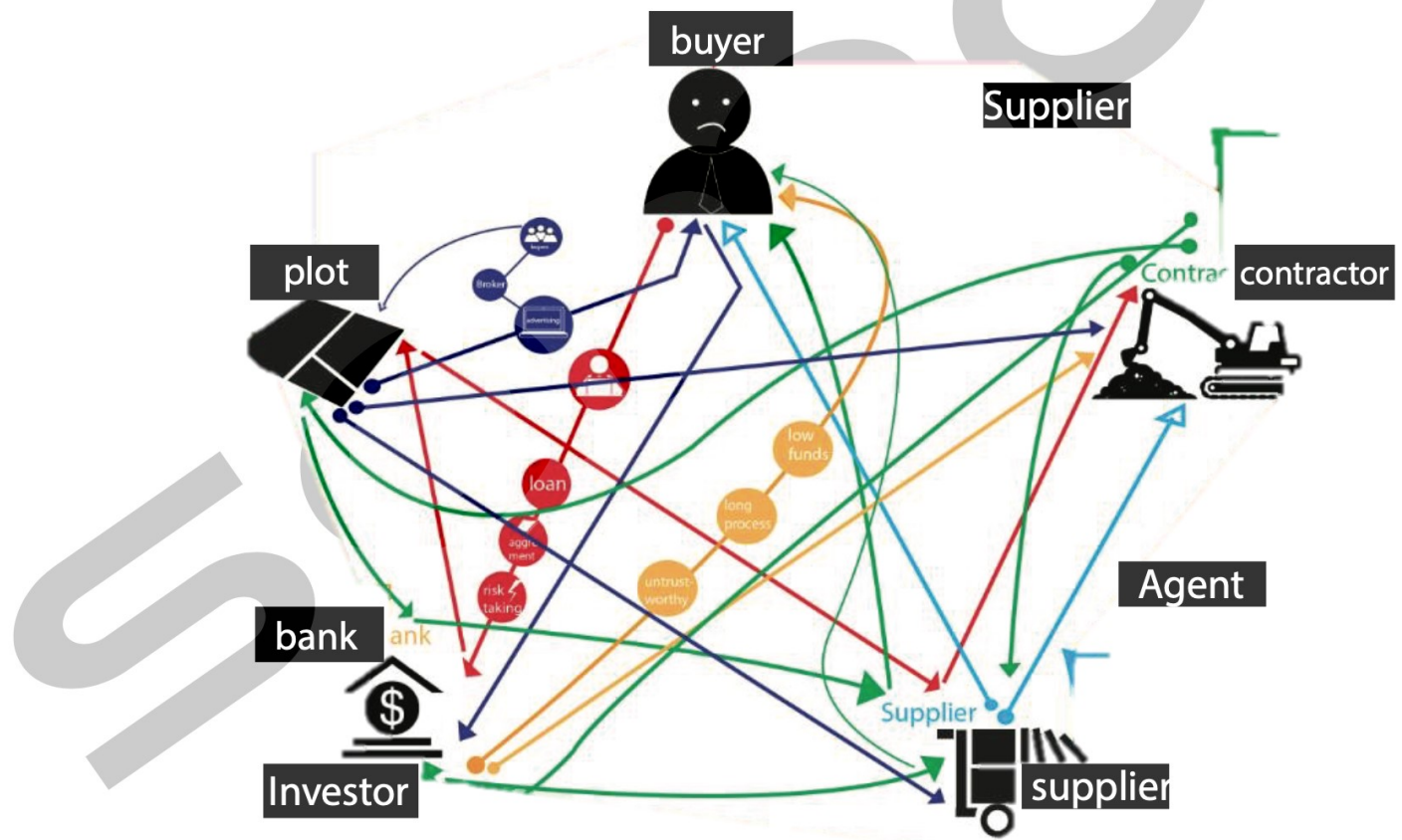
## Vision

Simplifying Home Ownership in Rwanda

## Value Proposition

Connecting Land Owners with Home Buyers, Contractors and Financiers in Rwanda

# The Problem



# Target Market and Opportunity

**Kigali: 700.000 new dwelling**

The Housing Market study done in City of Kigali (IGC 2018) showed that 700,000 new dwelling units were needed by 2028, where 70% dwelling units lay in Affordable Housing category.

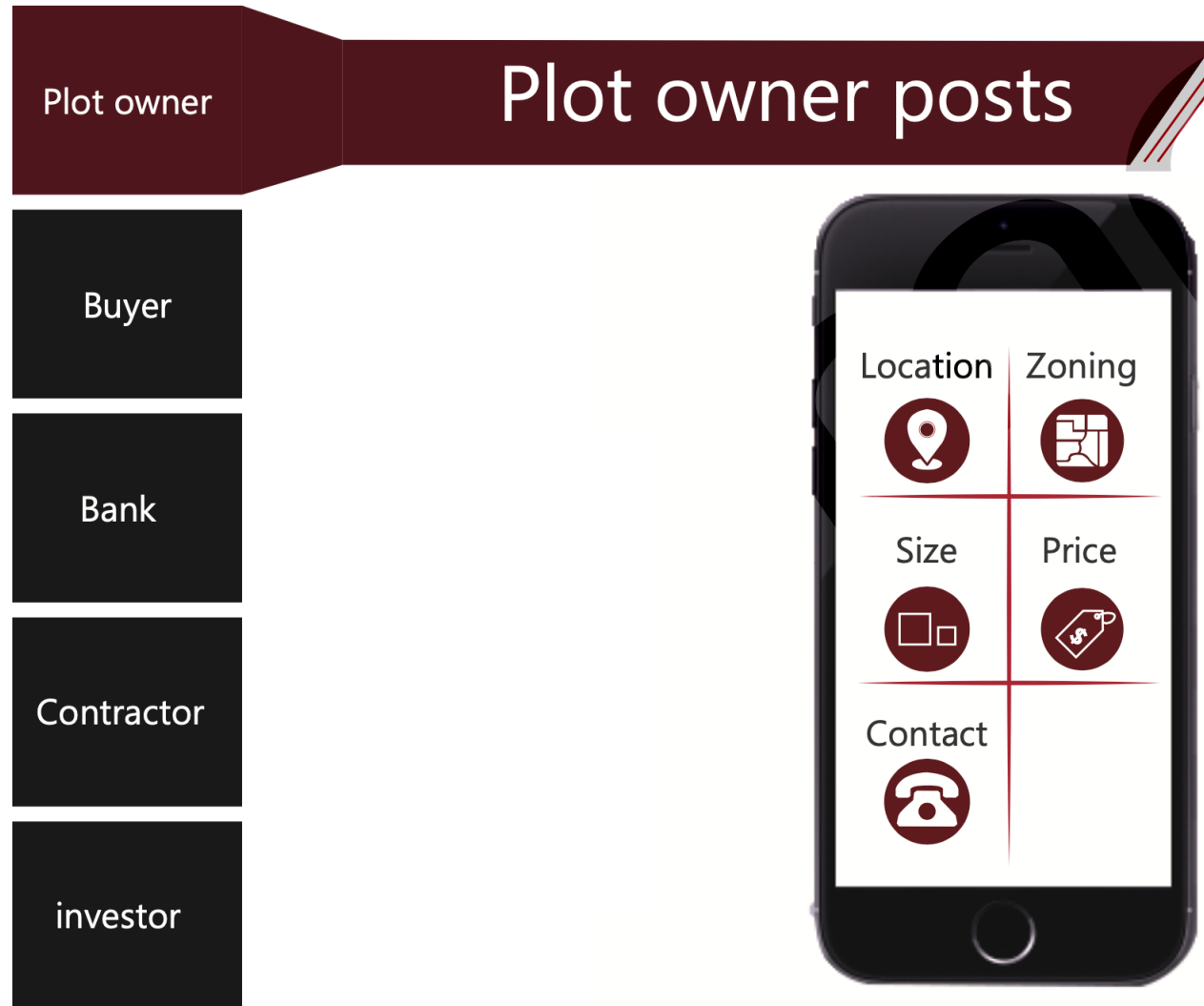
**UNDERSERVED MARKET**

**472 Million**

**U**rban areas in Africa comprise 472 Million people. That number will double over the next 25 years as more migrants are pushed to cities from the countryside.

The largest cities grow as fast as 4% annually.

# The Solution



# Revenue Model (Business Model)

Imali.biz makes commission fees from the following;

- Plot Owner
- House Seller
- Mortgage Provider
- Construction Materials Sellers

# Traction (Validation/Roadmap)

Imali.biz is Number 1 most visited Real Estate Website in Rwanda

Imali.biz has over 10,000 Unique Visitors every day

Imali.biz has over 1,000 Broker with signed Accounts

# Marketing and Sales Strategy

Imali.biz advertises on Social Media

Imali.biz has partnerships with Mortgage Providers

Imali.biz carries out direct marketing to select groups like Associations of Medical Doctors, Lawyer and Tax Drivers.

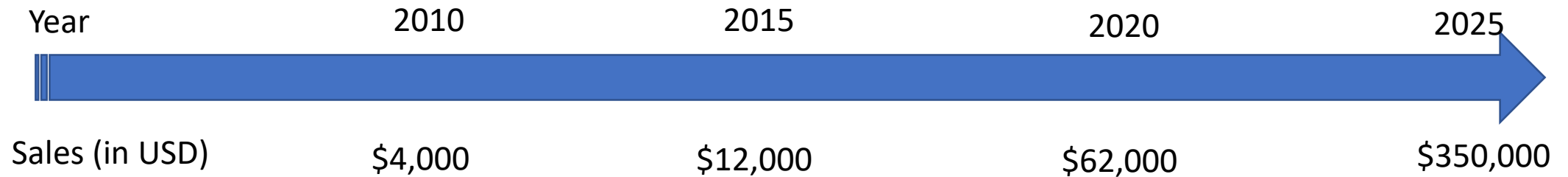


# Team (CVs of Founders or Key 3 Employees)

Imali.biz is led by Ramba Method who has over 15years Experience in Swiss and Rwandan Real Estate Sectors

Imali.biz has a 15people team of software developers, Architects, Civil Engineer, Accountants and Sales Team.

# Financials (Sales and Profit Projections)



# Competition (Other competitors in the Market)

Service Provider	Match Making with Land,Buyer,Bank,Contractor	Network of Brokers	Construct Affordable Houses	Web Presence
Imali.biz	Land,House,Buyer,Bank,Contractor	5000	Yes	Over 10k/daily
Houseinrwanda	Land,House,Buyer,	Less	No	Less
Vibehouse	Land,House,Buyer,	Less	No	Less
Kigalilife	House,Buyer,	Less	No	Less
Homeland	Land,House,Buyer	Less	No	Less
Regs	Land,House,Buyer	Less	No	Less
Realestate	Land,House,Buyer	Less	No	Less

# Investment or Type of Partnership Needed

Interested in Japanese Companies that Manufacture Affordable and Long Lasting Housing Materials

Interested in Capital Investment

Interested in partnerships with Contractors and Mortgage Providers

# Imali

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