



## SmorTing - Liberia's Professional Services Marketplace

"We'll do the small jobs for you, just give us Smor-Ting."

### Executive Summary

SmorTing is building the trusted digital infrastructure for Liberia's \$1.2 billion informal services economy. The informal economy dominates (80% of workers), yet there is no platform to connect skills with demand. We connect skilled professionals with customers through a mobile marketplace, bringing reliability and convenience to a market dominated by cash and informal agreements. With a seasoned team blending deep local expertise and global tech prowess, we are positioned to become Liberia's default platform for local services.

We are raising **\$300,000** at a \$1M pre-money valuation to execute a 36-month plan to acquire 35,000 active users, process over \$250,000 in GMV, and achieve profitability, establishing a defensible moat before regional expansion.

### Investment Highlights:

- **Massive Market Opportunity:** First-mover advantage in a \$50M+ untapped Liberian services economy, with regional expansion potential into Ghana and Nigeria.
- **Proven Leadership:** Uniquely qualified team with central banking regulatory expertise, world-class fintech security experience, and deep grassroots community connections.
- **Capital Efficiency:** 60-70% lower operational costs than regional competitors due to hyper-local focus and agile execution.
- **Clear Monetization:** Dual-sided fee structure with a combined take rate of up to 18% on all platform transactions.
- **Traction:** Initial pilot phase completed with over 500 pre-registered service providers and 100+ completed jobs.

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## 1. The Opportunity: Digitizing Liberia's Informal Economy

Liberia's economy runs on small jobs—from electricians and plumbers to hairdressers and tailors. Yet, this critical sector remains inefficient, unreliable, and cash-bound. Customers struggle to find trusted help, and skilled professionals lack access to consistent work.

SmorTing solves this by creating a trusted, efficient, and digital marketplace. We are not just an app; we are the digital rails for the service economy, facilitating trust, payments, and growth for millions of Liberians.

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## 2. Market Analysis

- **Total Addressable Market (TAM):** \$2B+ annual household spend on informal labor.

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- **Serviceable Available Market (SAM):** \$50–70M addressable within urban centers (Monrovia, Buchanan, Gbarnga).
- **Serviceable Obtainable Market (SOM):** 35,000 active users generating \$750k annual GMV by year 3.

### Market Tailwinds:

- **Population:** 5.5 million, with 52% under 25 (digital natives).
- **Digital Finance Growth:** Mobile money users grew from 600k to 1.5M in two years; government push for digitization.
- **Payments:** 95% cash, but rapid mobile money adoption creates our bridge.

## 3. Product & Business Model

SmorTing digitizes trust in the informal economy with an **offline-first mobile app**, integrated with **MTN Mobile Money** and **Orange Money**.

### Revenue Model:

- 10% customer service fee (capped at \$5)
- 8% provider finder's fee
- Combined take rate: up to **18% GMV**

### Unit Economics (Year 2):

- Average transaction: \$20
- Take rate: \$3.60
- CAC: \$3.50 (via referrals & WhatsApp marketing)
- LTV: \$30–35 per user

## 4. Competitive Landscape

	SmorTing	Telcos (MTN/Orange)	Informal Market (Status Quo)	Facebook Marketplace
Local Expertise	Excellent	Good	Excellent	Poor
Digital Trust & Safety	Excellent	Good	Poor	Excellent

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	SmorTing	Telcos (MTN/Orange)	Informal Market (Status Quo)	Facebook Marketplace
Payment Integration	Excellent	Excellent	Cash-Only	Limited in Liberia
Provider Relationships	Excellent	Fair	Excellent	Non-existent

**Our Advantage:** We are the only player that combines deep local knowledge with a dedicated, technology-first platform, creating a moat that is difficult for both incumbents and new entrants to cross.

## 5. Financial Projections & Key Metrics

Metric	Year 1	Year 2	Year 3
Monthly Active Users (MAU)	5,000	20,000	50,000
Gross Merchandise Volume (GMV)	\$300,000	\$1.5M	\$4.2M
Revenue	\$54,000	\$270,000	\$756,000
Take Rate	18%	18%	18%
Customer Acquisition Cost (CAC)	\$5.50	\$4.00	\$3.50
Net Profit / (Loss)	(\$186,000)	(\$40,000)	\$256,000

\*Projections based on achieving 15% month-over-month growth in GMV and controlling CAC through viral and grassroots marketing channels.\*

## 6. Use of Funds & Milestones

**\$300,000 Investment will be allocated to achieve the following 36-month milestones:**

Category	Amount	%	Key Milestones
Operations & Team	\$180,000	60%	1. Grow team to 8 full-time members. 2. Onboard 5,000 verified service providers.
Marketing & User Acquisition	\$75,000	25%	1. Acquire 35,000 active users. 2. Establish a referral engine with <\$5 CAC.

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Category	Amount	%	Key Milestones
Product & Tech	\$30,000	10%	1. Launch V2 app with offline/USSD capabilities. 2. AI chat capability for customer service and issue resolution
Legal & Compliance	\$15,000	5%	Ensure full regulatory compliance for payment processing.
TOTAL	\$300,000	100%	

## 7. The Team: Our Superpower

### CEO/Founder: Philip Kalewoun, II

*Tech Sector Pioneer & Serial Entrepreneur*

Proven track record founding and scaling technology ventures in Liberia's challenging market. Mobile developer and former product manager with deep understanding of local digital adoption patterns and regulatory landscape.

### CFO: Philip Kalewoun, Sr

*20+ Years Central Banking & Financial Services Leadership*

Former executive at Central Bank of Liberia (20 years), bringing unparalleled regulatory relationships and monetary policy expertise. Currently CFO of national peacebuilding NGO, demonstrating fiscal management of complex multi-stakeholder initiatives. His unique combination of regulatory insight and mobile money operations expertise ensures smooth navigation of Liberia's financial landscape.

### CTO: Roy Smith

*Enterprise FinTech Architect & Security Specialist*

Former Senior API Developer at Citibank specializing in mobile app authentication and security protocols. Successfully integrated Zelle payment systems handling millions in daily transactions. Years of experience building bank-grade secure payment infrastructures, bringing world-class technical standards to African mobile money integration. Expert in MTN and Orange Money API architecture.

### Head of Operations: Nae Pennoh

*Serial Entrepreneur & Community Engagement Expert*

Founded multiple successful businesses in Liberia, understanding the realities of local market operations. Professional MC and event planner with deep connections across Monrovia's business and social networks - critical for grassroots provider recruitment. Published women's empowerment author, ensuring inclusive platform design that addresses the 52% female service provider opportunity. Her unique blend of entrepreneurial experience and community influence drives both B2B partnerships and consumer adoption.



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### Strategic Advisor: Eddie Watson

*West African Entertainment Icon & Brand Strategy*

Award-winning Liberian-born Nollywood film star bringing massive regional recognition and trust. Strategic guidance on West African market expansion, celebrity endorsement strategies, and youth engagement. His involvement signals SmorTing's ambitions beyond Liberia, opening doors to Nigeria's 200M+ population when ready for regional scaling.

## 7. Investment Structure & Return Potential

We are offering **30% equity** for a **\$300,000** investment.

### Path to Return:

- **Series A (24-30 months):** Target a \$15M valuation for a \$2M raise to fund expansion into Ghana.
- **Exit Options (5-7 years):**
  - **Strategic Acquisition:** A logical target for pan-African fintechs (Interswitch, Paga) or telcos (MTN, Orange) seeking to dominate the local services ecosystem.

**Projected ROI:** A \$300K investment at a \$1.5M post-money valuation could return **10x+** upon a conservative \$15M acquisition in 5 years.

## 8. Risk Mitigation

Risk	Mitigation Strategy
Low Internet Penetration	<b>Offline-First Design:</b> USSD/SMS integration, WhatsApp-based ordering, and a network of physical agents.
Cash-Based Economy	<b>Multi-Rail Payments:</b> Accept cash via agents while incentivizing digital payments through discounts and security.
Telco Competition	<b>First-Mover Advantage &amp; Partnerships:</b> Rapid user growth to create network effects. Pursue joint ventures with telcos rather than direct competition.

### Contact Information

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