



SuperGeeks

**IF WE CAN'T FIX IT,
NO ONE CAN!**

SuperGeeks has its presence across Lagos through its own stores and partnering with leading device and gadget sellers.

Founded by Sam Uduma and Edmund Olutu, alumni of University of Nottingham and Harvard have successfully co-founded two companies in the past.

SuperGeeks was formed in 2013 with the mission of revolutionizing the tech support/repairs industry in Nigeria with a core focus on professionalism and providing quality customer service.

SuperGeeks has drawn up plans to have a turnover of XXX in the medium term through innovation and geographical expansion.

SuperGeeks requires infusion of XXX to expand its customer base and geographical presence.

Who are we?

We are the leading provider of after sales technical support to customers within the Lagos Metropolis and suburbs of Nigeria.

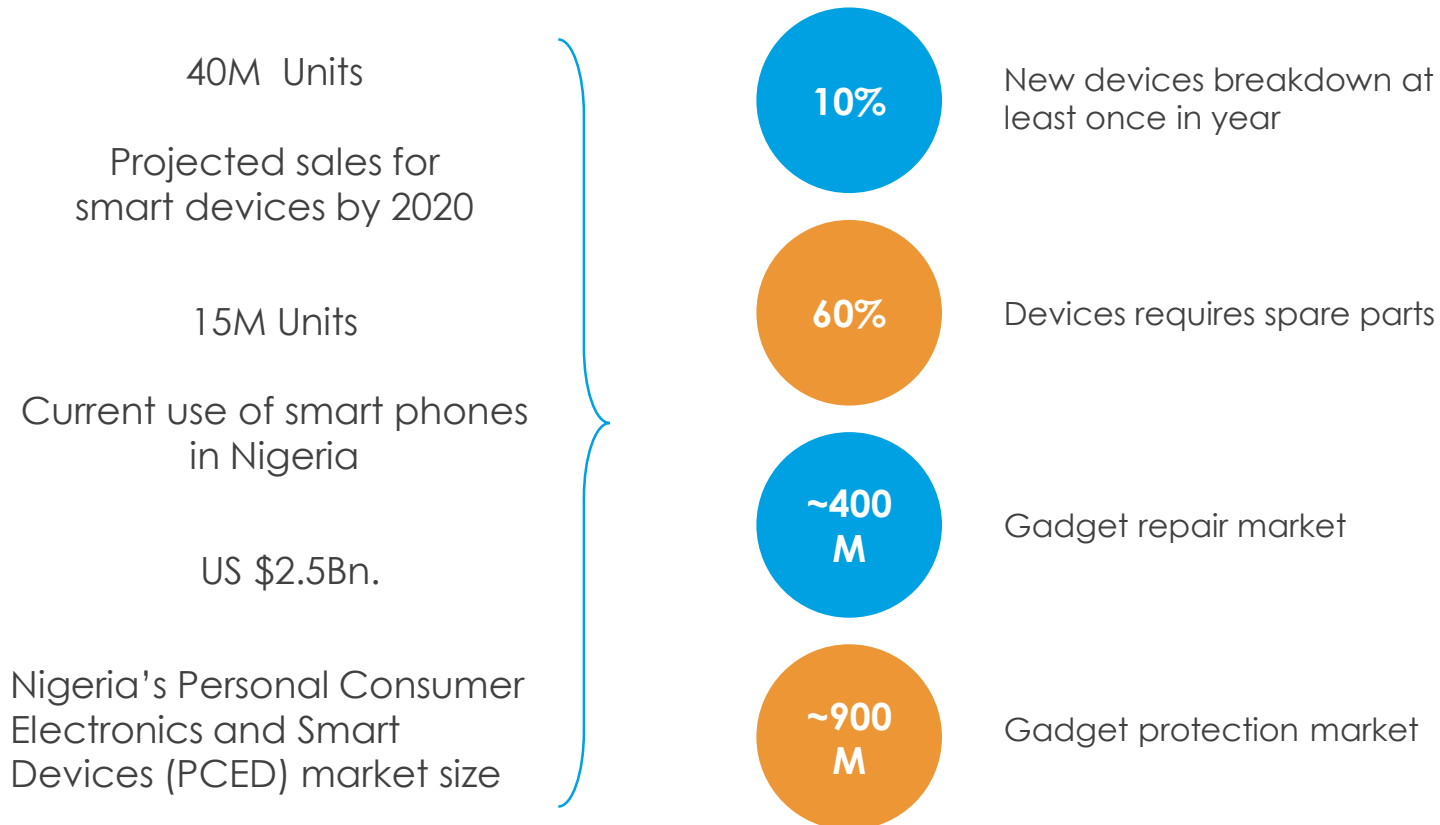
We support

- Hardware & Software faults
- Networking and network connectivity issues
- Anti-virus troubleshooting
- Hardware/Software upgrades
- Data back-up and recovery

We focus on providing quality and professional service at a reasonable and fair price.

THE TARGET PROBLEM

For years, the after-sales technical support market in Nigeria has been deemed fragmented and riddled with incapability.



Our Opportunities

Identifying the huge gap, SuperGeeks was formed in 2013 to provide services ranging from tech support to gadget repairs and protection at prices that suits all with quality guaranteed.

1

Current

Lagos and neighbouring cities of Kano and Ibadan

2

Future

Our future market will include other cities of Nigeria and neighbouring countries including South Africa and

Our Key partners





Gadget Repairs – By employing our expertise, sticking to industry standards and manufacturer prescribed parts, we tend to provide gadget repairs in super quick time with the highest quality.



Corporate Solutions – Our Corporate managed IT service aims at providing complete IT support to MSME's, delivering significant savings on operational costs.



Tech Support – With SuperGeeks catering to hardware and software, our objective is to ensure that our customer's devices are performing the day they bought it.



Gadget Protection – This includes giving extended warranty to products in order to provide high end after sales support and gadget repair



OUR GUARANTEED VALUES



We'll always stand behind our work

We're committed to providing the best possible service providing free service if our customers are not fully satisfied.

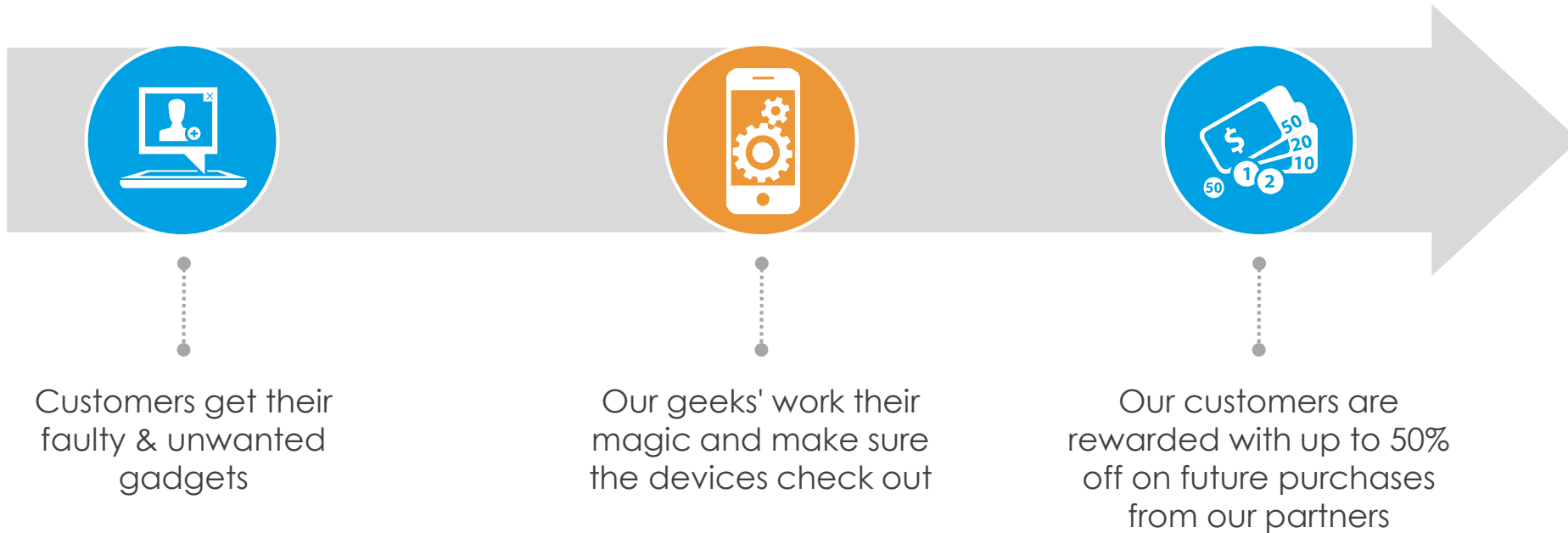
We treat customer's devices as it was ours.

We love technology and solemnly pledge to pamper and give devices the VIP treatment every single time.

BEST PRICE GUARANTEED

We promise to be reasonable and fair. If at any time our customers are not satisfied, we are determined to make it right.

HOW WE WORK?



WHY INVEST WITH US?



1

One stop solution for complete tech support and after sales service.

2

Highly talented founders and skilled team of geeks.

3

Wide presence across Lagos and strong network via channel partners.

4

We know effective utilization of funds to yield best returns.

5

Services of high quality at a low price is always an advantage.

ENTRY BARRIERS FOR NEW PLAYERS



Specialized repair and technical support provider

We are core provider for after sales technical support and repair services

SuperGeek

SLOT GROUP

Open market merchants

Affordable, transparent and best Quality

SLOT Group
50+ stores across Nigeria selling laptops and smartphones

Open Market Merchants
~20K small unorganized merchants generating \$2B sales annually through sale of and repair of gadgets.

COMPUTER VILLAGE
Located in the heart of Ikeja, Lagos.

Saka Tinubu Street Market,
Located in Victoria Island, Lagos



Strengths

- Team of experts
- Profound exposure to technology
- Network & Partnerships with our channel partners
- High quality services at low prices for all our customers

Weaknesses

- Discovering & preparing the next level of our human resource
- Sufficient funds that would be required to fulfil the various obligations of our organization

Opportunities

- Highly productive market with the current size being \$2.5bn
- Forecasts suggest that the curve would move exponentially with 400% growth rate
- Lack of entrepreneurship further puts us in a formidable position

Threats

- The local competition that already exists
- Presenting ourselves as a brand and proving our credibility

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Political

The Nigerian government has placed a great deal of emphasis on improving the Nigerian infrastructure, specifically as it relates to technology. Other areas of focus include building roads, railroads, and dredging of rivers. The country supports a free market economy and private enterprise.

Economical

Much of the economic growth rate in Nigeria is due to the fact that the country has vast supply of oil. Since 2008, Nigeria has focused on re-structuring its banking system through collaboration with the International Monetary Fund (IMF).

Social

The Nigerian population is currently young and will continue to be so through 2030. This is primarily due to the high fertility rates. By 2050, Nigeria will be the 5th most populous country in the world. Lagos is by far the largest city in Nigeria, home to nearly 14 million citizens.

Technological

Nigeria is growing fast in terms of developing research institutes to aid technological advancements. Automation is relatively less due to lack of industrialization.

Our future plans

2016

2013

- Developed brand collateral
- 1-2 tickets per day average
- Acquired 300 Customers on CRM
- Adhoc repair revenue grew from \$300 to \$1,500 monthly

2014

- Signed partnership deal with Cornerstone Insurance, Airtel, Konga, Samsung, GAME and The Hub Media Stores
- Commenced talks with 3 mid-tier OEMs SOLO, nerve mobile, FireFox Os
- 15 tickets per day
- 1600 customers on CRM
- Adhoc repair revenue grown to \$6,000 per month.

Build a team for Biz Development, Operations and HR

GROW PARTNERSHIPS

- Sign more retail partners
- Sign More OEMs – Offer Coverage On More Brands
- Offer GPP For Already Existing Devices

EXPAND MARKETING

Activate more marketing channels

INVEST IN INVENTORY TRAINING & TOOLING



Samuel Uduma
(CEO and Founder):

An avid entrepreneur and tech enthusiast of high experience cultured with education from UK.



Edmund Olotu
(VP and Co-Founder):

Globally recognized magnate, responsible for initiating plethora of projects

Our dexterous geeks

ABC
XYZ

Our marketing pundits

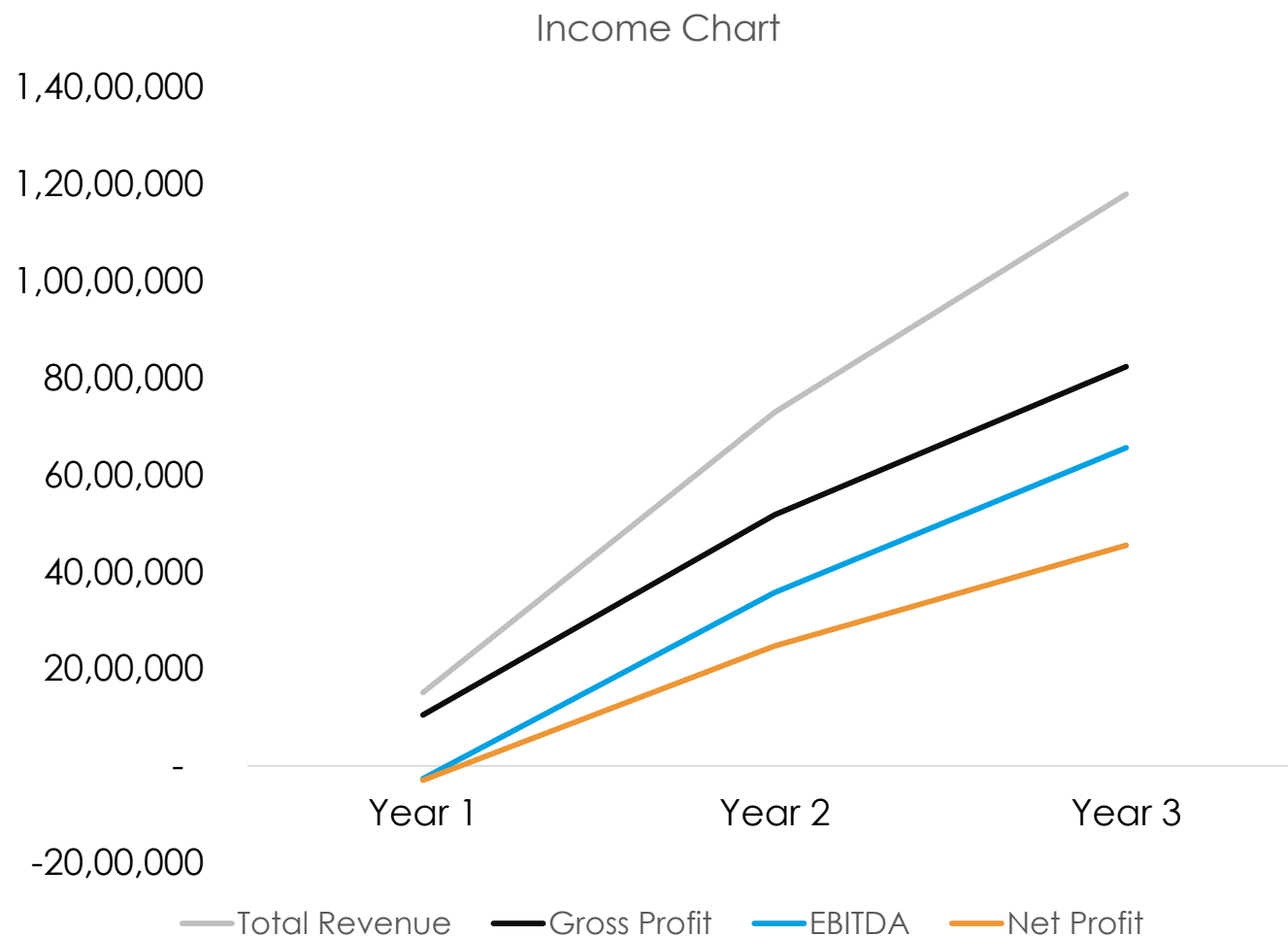
Total required funds
USD 11,32,553
Disbursement-
2 quarters at a time

Use of Funds (in USD)	Oct. 2015-Jul 2018
Capital Expenditure	5,66,798
Working capital (until business is cash positive)	3,90,755
Transaction Costs	25,000
Salary arrears	75,000
Outstanding Debt Repayment	75,000
Total funds required	11,32,553

FINANCIALS – INCOME CHART



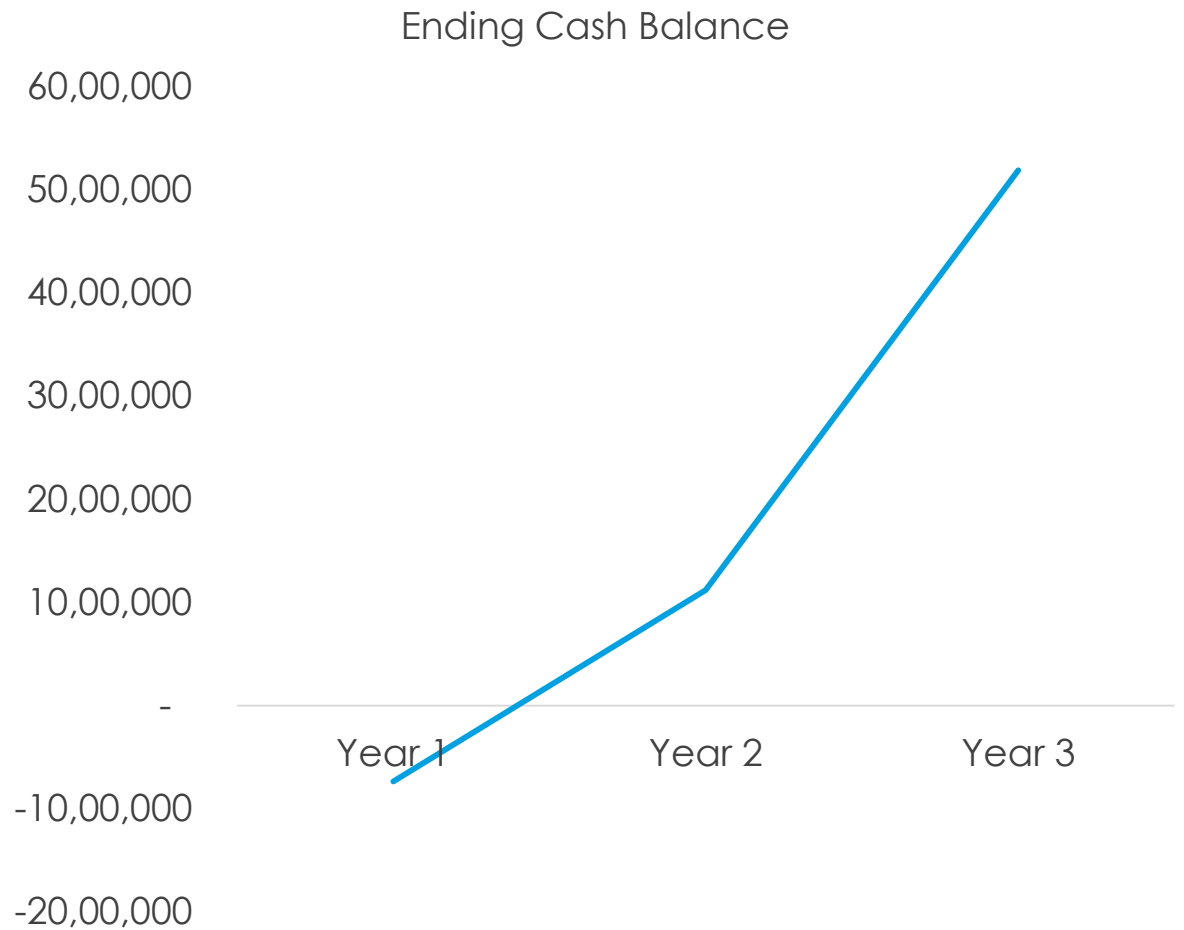
Income Chart	Year 1	Year 2	Year 3
Total Revenue	15,15,040	72,95,124	1,17,96,420
Gross Profit	10,53,823	51,78,624	82,40,489
EBITDA	-2,59,913	35,79,283	65,63,606
Net Profit	-2,92,326	24,74,382	45,54,848



	Year 1	Year 2	Year 3
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Ending Cash Balance (after note servicing)

	-7,34,880	11,18,303	51,88,721
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Requirement of USD
11,32,553

Entity:
Private Limited Company

Founder's Agenda

- To make the company operationally profitable immediately and grow the profits year-on-year
- Make the company a strong name in the chosen categories
- Expand overseas
- Keep innovating

Route

- Equity

Exit Route

For Equity investor, as per the company's performance & subsequent investment rounds

THANK YOU

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