Universe.com

Business visibility and crypto payment solution for Africa.

UNIVERSE.COM

2024

Hidden Business Potentials in Africa.

The big market in Africa lacks the digital platform to thrive. Big and small businesses suffer significant lack of access to the right customers and at the right time even with the given existing platforms like social medias. At most, all businesses suffers lack of reach to about 40% of their potential customers for big businesses with websites and significant resources, and about 60% for small businesses who probably has no website and has little resources to operate.

At the same time, these businesses face traditional financial barriers like lack of seamless cross-border payments processing and financial inclusion in some remote areas.

Value Proposition

Web3 Platform

Universe.Com
- A reliable platform that uses Map and Live Messaging to connect Businesses and customers.

Blockchain

Universe Protocol

— A layer 1 public protocol that supports innovations and dynamism.

Onyx Coin

— A revolutionary Cryptocurrency to power up the African market place and economy.

Inclusive Solution

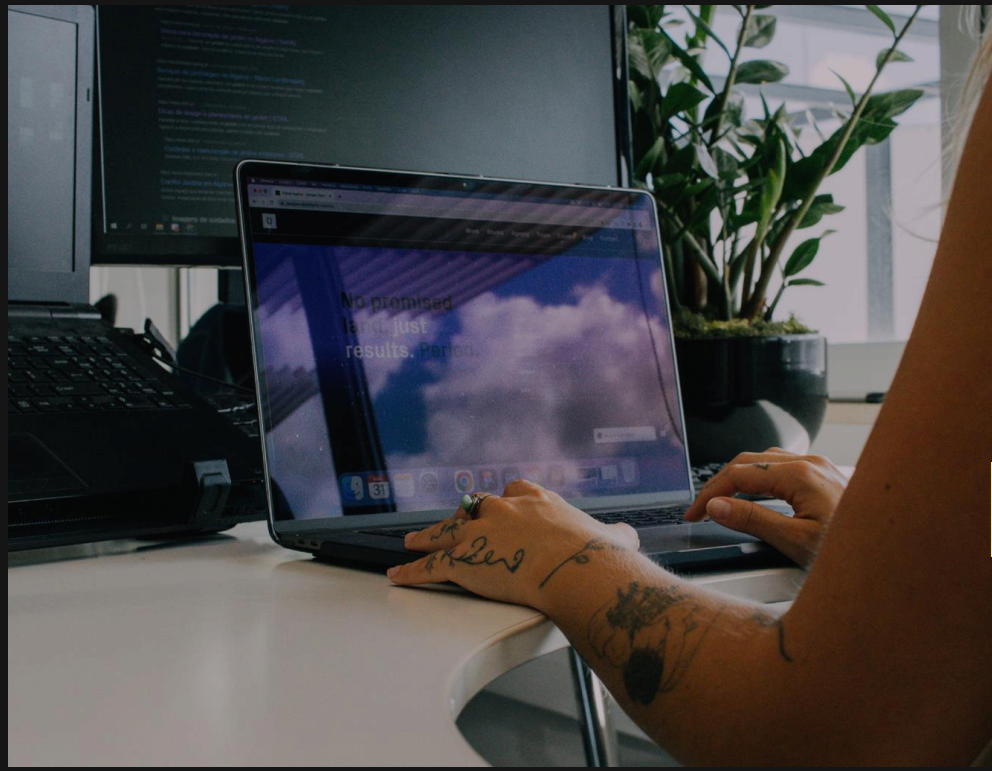
Artificial Intelligence (AI)

— An integrated tool to enhance experience and market outcomes

Government solutions

— Centred solutions to help government to collect revenues effectively and also to serve its citizens.

Underlying Magic



Google Map

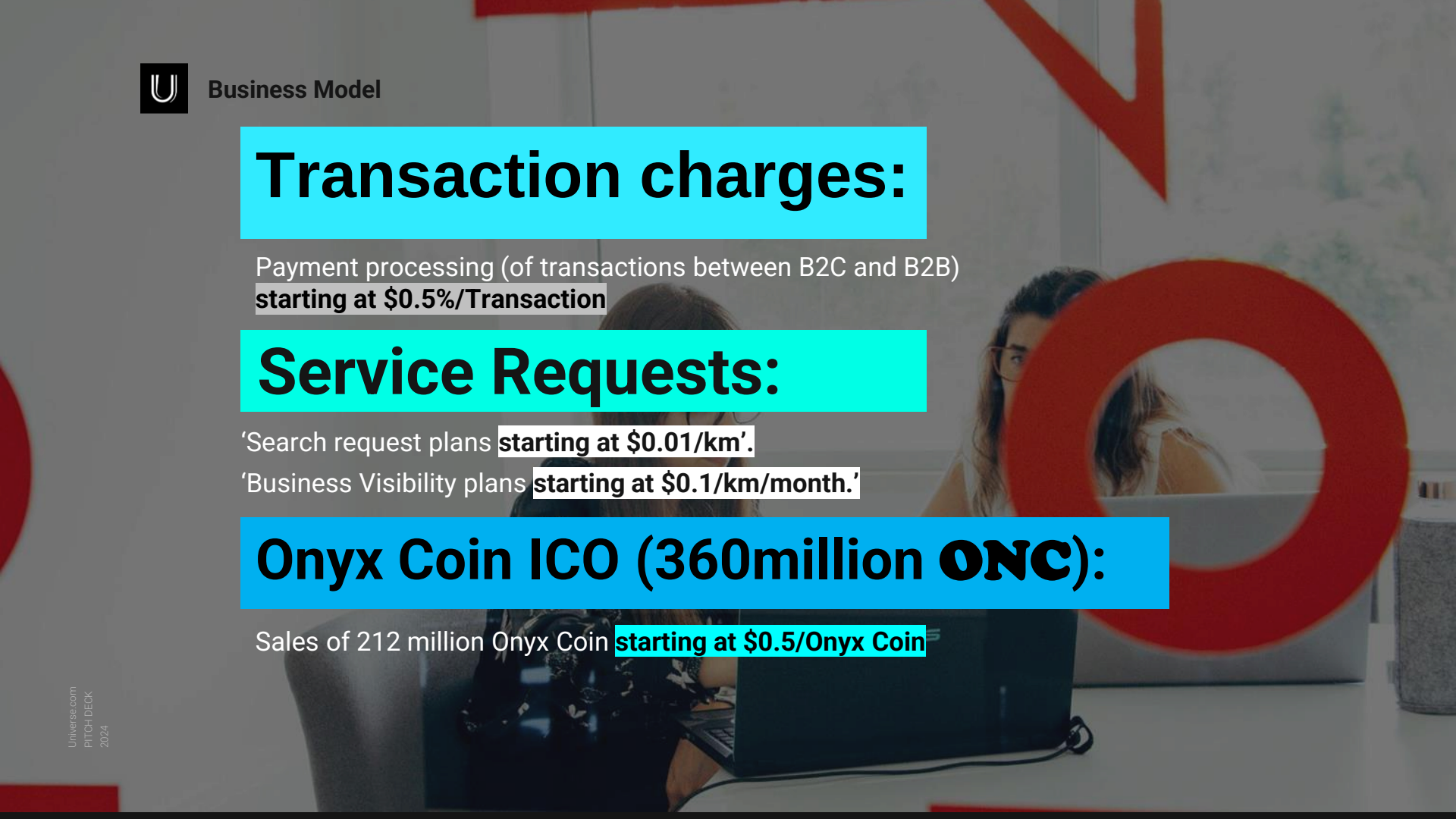
-To find and locate businesses both near and far with specific product or services in mind.

Live Chat

-Live communication between parties; text, audio and video.

Blockchain

-Decentralized payment processor (Universe Protocol)
-Web3 features (Onyx Coin Wallet and Smart Contracts)
-Cryptocurrency (Onyx Coin)



Business Model

Transaction charges:

Payment processing (of transactions between B2C and B2B)
starting at $0.5%/Transaction

Service Requests:

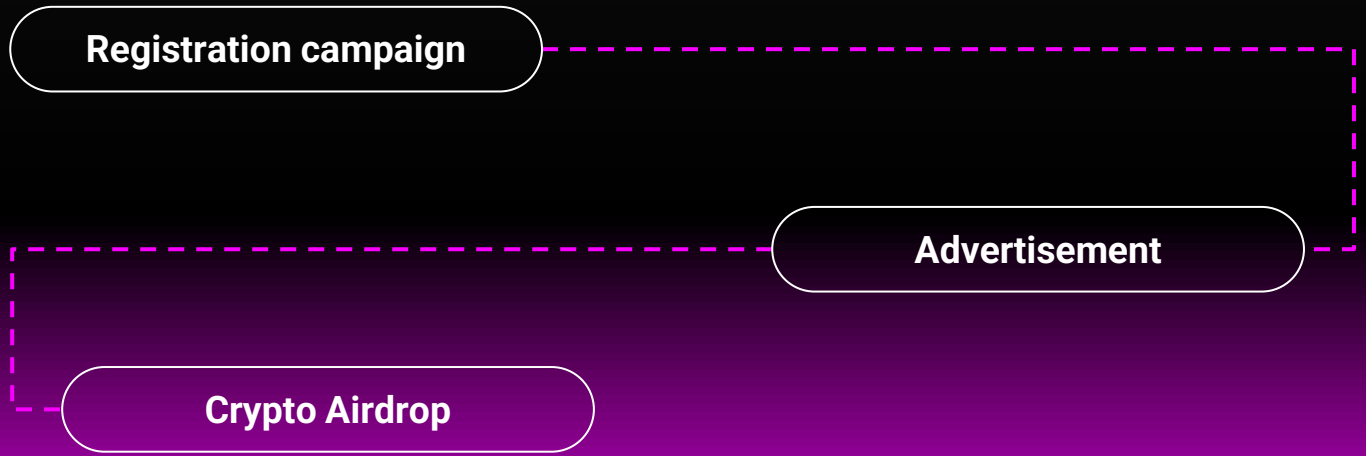
'Search request plans **starting at $0.01/km'.**

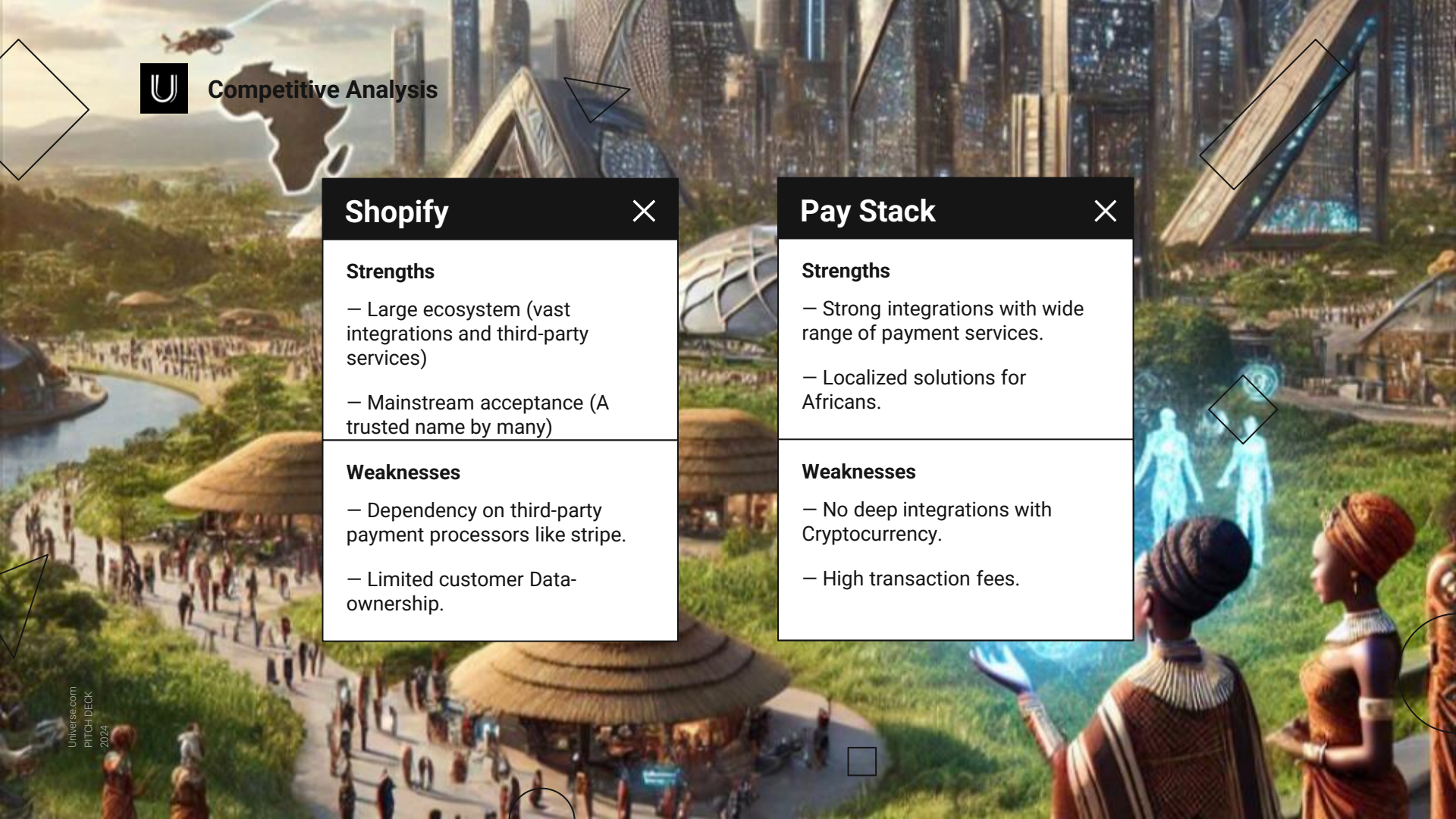
'Business Visibility plans **starting at $0.1/km/month.'**

Onyx Coin ICO (360million ONC):

Sales of 212 million Onyx Coin **starting at $0.5/Onyx Coin**

Go to Market





Competitive Analysis

Shopify

Strengths

— Large ecosystem (vast integrations and third-party services)

— Mainstream acceptance (A trusted name by many)

Weaknesses

— Dependency on third-party payment processors like stripe.

— Limited customer Data-ownership.

Pay Stack

Strengths

— Strong integrations with wide range of payment services.

— Localized solutions for Africans.

Weaknesses

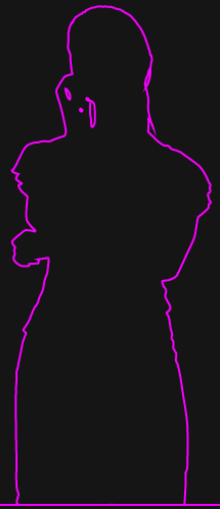
— No deep integrations with Cryptocurrency.

— High transaction fees.

Management Team

Anthony Richard

CEO



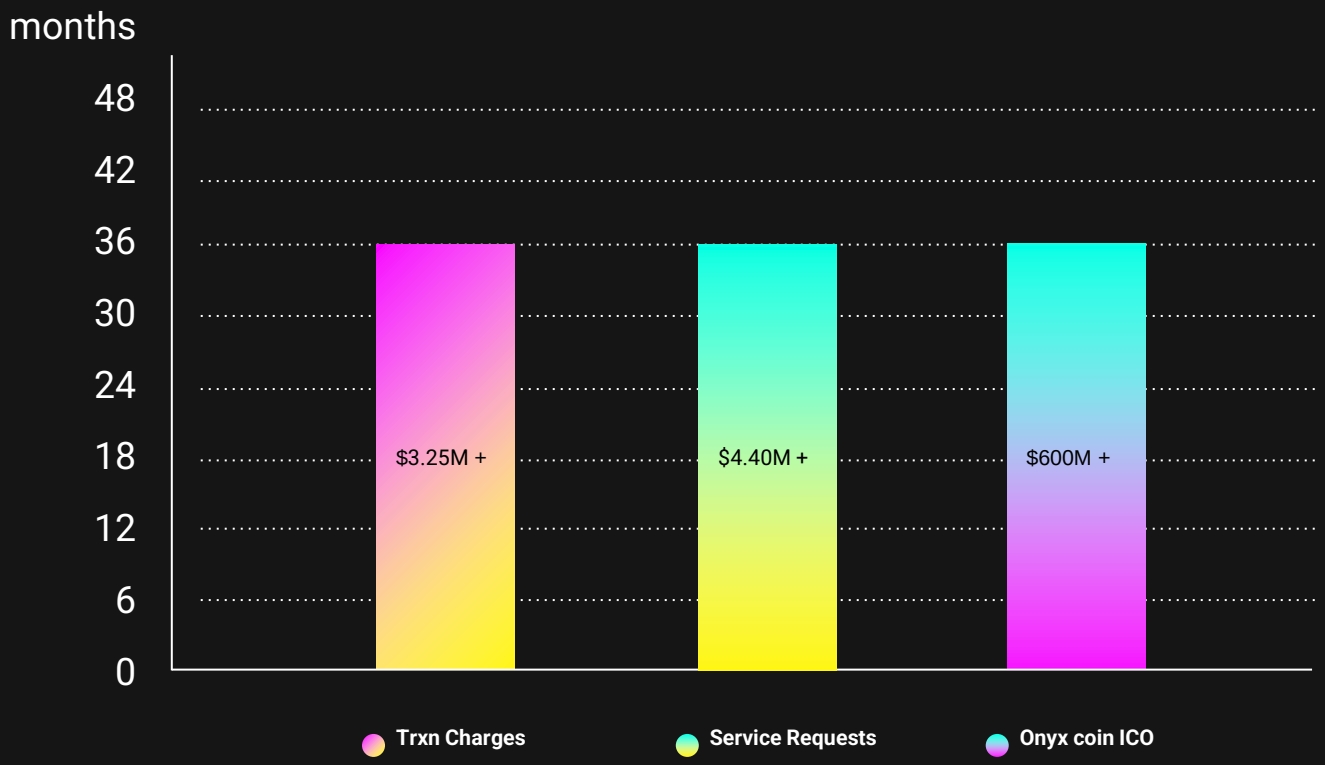
David George

COO

Anna Mambula

HR

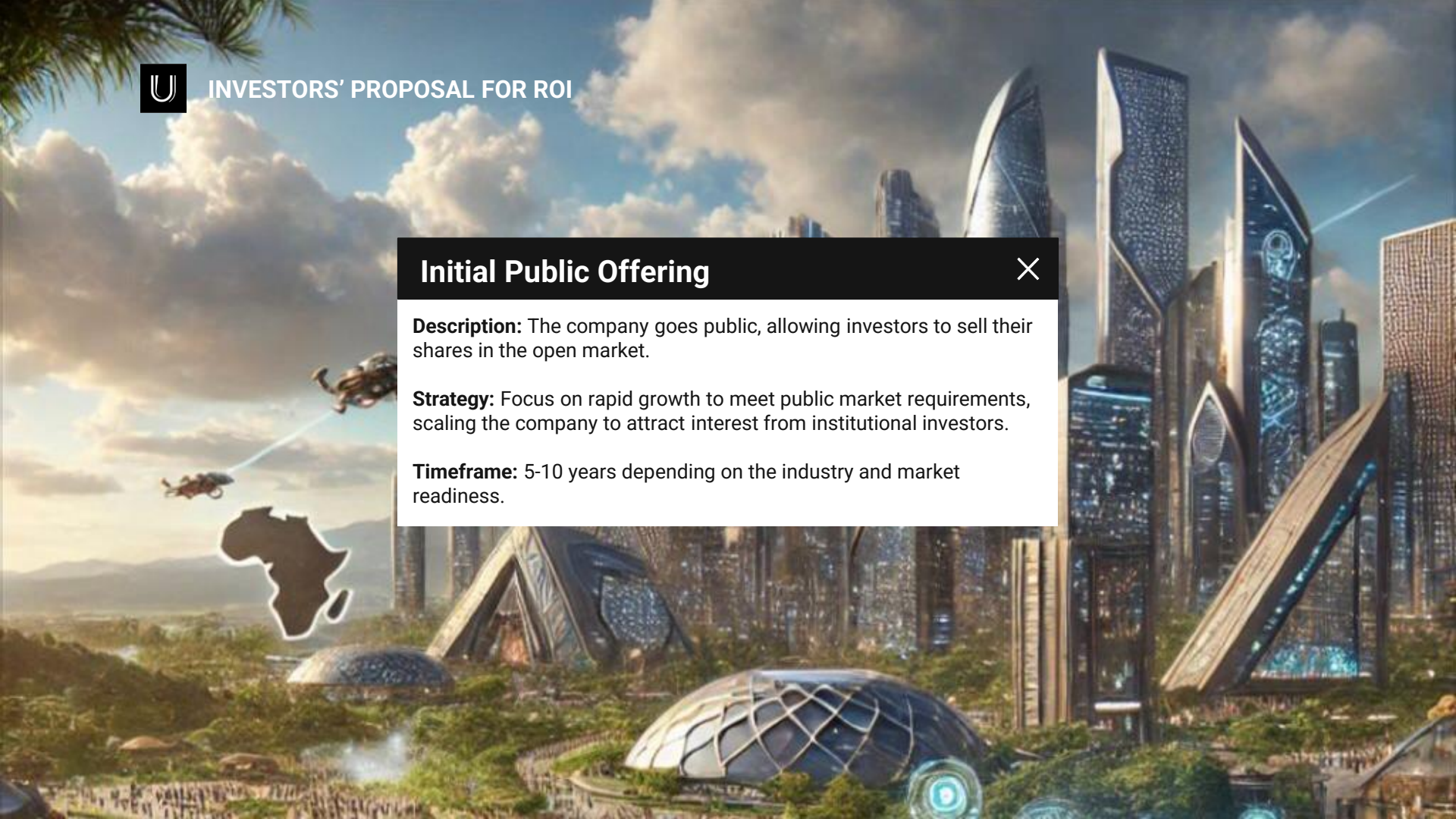
Financial Projections and Key Metrics



INVESTMENT NEEDS

$2,280,000 USD

n/b	Description	Cost	Period
1	— Chain Development	$650,000	6 months
2	— Web3 platform	$100,000	1 week
3	— Security Audit	$120,000	2 weeks
4	— Node Hosting	$150,000	1 week
5	— Community Building & Marketing	$300,000	3 month
6	— Office & Setup	$200,000	2 weeks
7	— Staffing	$50,000	2 weeks
8	— Legal Compliance	$200,000	-
9	— Runway (18month)	$360,000	-
10	— Miscellaneous	$150,000	-



INVESTORS' PROPOSAL FOR ROI

Initial Public Offering

Description: The company goes public, allowing investors to sell their shares in the open market.

Strategy: Focus on rapid growth to meet public market requirements, scaling the company to attract interest from institutional investors.

Timeframe: 5-10 years depending on the industry and market readiness.

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Increasing Business-Customer Reach....

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