

# Flexell

## Tanzania

Smart Commerce for East Africa

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Investor Pitch Deck · 2026

[flexell.co.tz](https://flexell.co.tz)

# The Problem

*SMEs in East Africa are stuck in manual, disconnected commerce*



## No Digital Operations

Inventory on paper or WhatsApp. Orders lost. Stock unknown. Revenue untracked.



## No Customer Reach

Small shops have no online presence. Customers can't discover or order from them.



## Broken Last-Mile

No reliable, trackable delivery for SMEs. Logistics is ad hoc and expensive.

# The Solution

*One unified commerce ecosystem — built for East African SMEs*



## Flexell Business

Inventory, sales tracking & storefront management dashboard for shop owners.



## Flexell Shopping

Customer marketplace — browse local shops, checkout digitally, track orders live.



## Flexell Delivery

Logistics platform with smart routing and real-time job tracking for delivery partners.

# The Product

*Live at [flexell.co.tz](https://flexell.co.tz) · Web & Mobile portals · AI-powered support chat · English & Swahili*



Real-time inventory & sales tracking



Last-mile delivery with smart routing



Digital storefront for any shop owner



Built-in Flexell AI assistant



Customer marketplace with live order tracking



Web + mobile access, English & Swahili

# Market Opportunity

*East Africa's SME digital commerce market is massive and largely untouched*

**3M+**

**SMEs in Tanzania alone**

Majority still undigitised

**\$8B+**

**East Africa e-commerce**

Projected market by 2027

**40M+**

**Mobile internet users**

Tanzania & Kenya combined

*Flexell's initial focus: Dar es Salaam SME corridor — then expand across Tanzania and East Africa*

# Business Model

*Multiple revenue streams built into the ecosystem*



## Subscription Fees

Monthly/annual plans for Flexell Business — inventory, sales tools & storefront access.



## Transaction Commission

Small % cut on every order processed through the Flexell Shopping marketplace.



## Delivery Fee Share

Revenue share on delivery jobs matched through the Flexell Delivery platform.



## Premium Features

Advanced analytics, priority support, and enhanced storefronts for power users.

# Traction

*Built, launched, and growing — as a solo founder, as a student*



Full platform built and live at flexell.co.tz



Three working portals: Business, Shopping, Delivery



Early users onboarded across portals



Built-in AI assistant integrated and running



Web + Mobile with English & Swahili support



Scaling user acquisition in Dar es Salaam



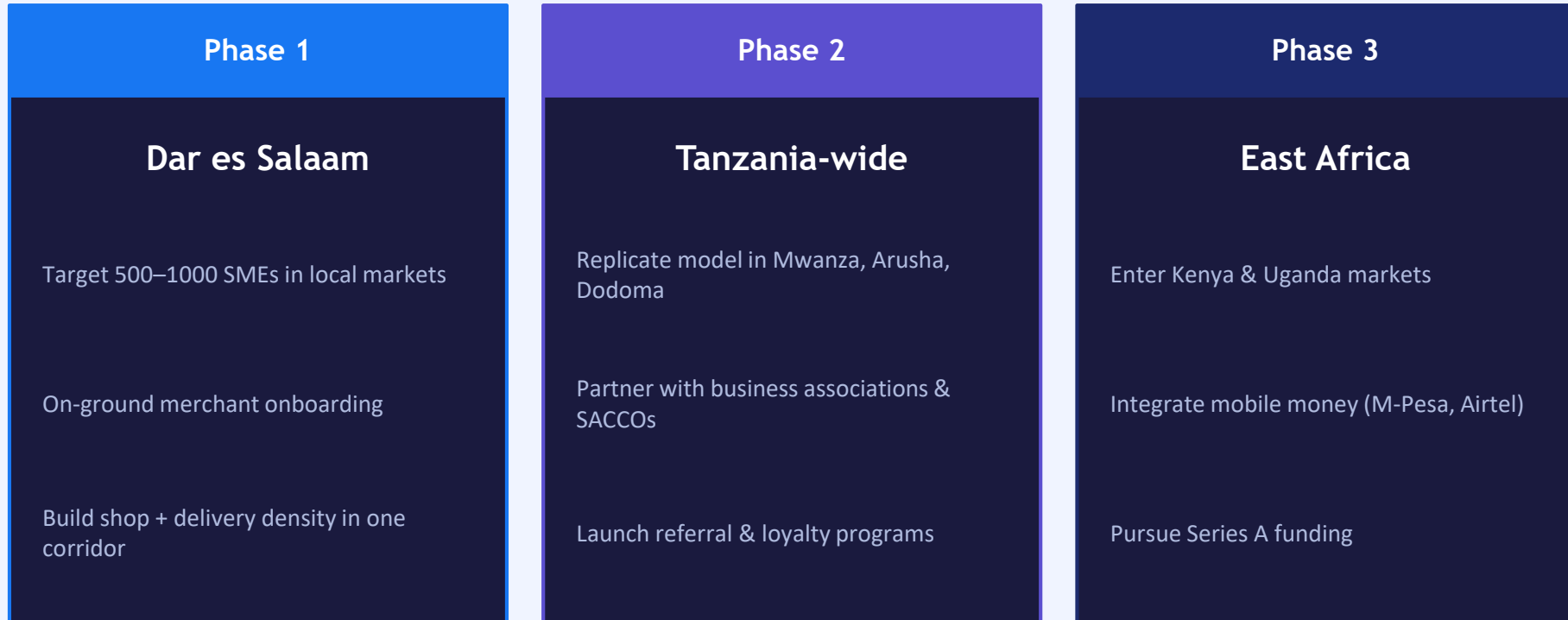
Merchant onboarding — targeting 50+ SMEs



Seed funding round to accelerate growth

# Go-to-Market Strategy

*Start local, prove the model, then expand across East Africa*



# Competitive Landscape

*No single platform unifies all three layers for East African SMEs*

Feature	Manual / WhatsApp	Generic SaaS	Flexell
Inventory management	X	Partial	✓
Customer marketplace	X	X	✓
Integrated delivery	X	X	✓
Built for local SMEs	X	Partial	✓
Affordable & accessible	✓	X	✓
Works in Swahili	✓	X	✓

# The Founder

*Solo founder — built the entire platform from scratch, as a student*



## Mendes Kamala

Founder & Developer · Bsc in BiT, University of Dar es Salaam

- ❖ Designed and built Flexell's full tech stack solo — web + mobile
- ❖ Integrated AI assistant, delivery routing, and real-time order tracking
- ❖ Deep understanding of East African SME challenges from ground level
- ❖ Looking to build a team as funding is secured

support@flexell.co.tz · +255 782 001 469 · flexell.co.tz

# The Ask

*Seed funding to accelerate growth and capture first-mover advantage*



40%

**Team Hiring**

First engineers & sales



30%

**User Acquisition**

Merchant onboarding & marketing



20%

**Infrastructure**

Servers, mobile apps, scale



10%

**Partnerships**

Business networks & integrations

# The Vision

In 5 years, Flexell will be the commerce backbone of East Africa's small business economy — the platform every shop owner, customer, and delivery rider relies on every single day.

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**The product is live.  
The users are coming.  
We need a partner to make it big.**

*Let's build East Africa's commerce future — together.*