



# JIRANISFOOD.COM

Jiranis food is an online community marketplace for people (travelers) to list, discover and book local cuisines experiences around Africa.



# Problem

- No authentic way that exist that allows people to get local food and cuisine experiences from locals in Africa.
- Restaurants leaves you disconnected from the locals culture.
- Local Cuisines in Restaurants are expensive.



## Solution

A website where locals can list food and cuisine experiences which can be booked by travelers

<https://jiranisfood.com/>



# Market validation

- 40 billion meals consumed annually by tourists around the world.



## Market Size

-Africa has the most diverse food and cuisine on the planet. Its US\$ 313 billion food and beverage markets are projected to reach US\$ 1 trillion by 2030. This projection offers the prospect of increased jobs, greater prosperity, reduced hunger and improved capacities for African farmers and entrepreneurs to integrate into the global economy.



# UNIT ECONOMICS

- Jiranisfood has low dollar but high frequency transactions. thus creating a ton of liquidity.



# Our Product



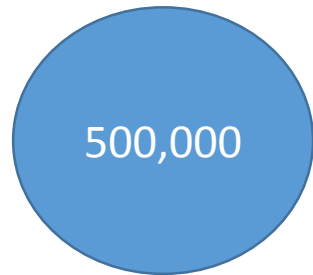
[jiranisfood.com](http://jiranisfood.com)



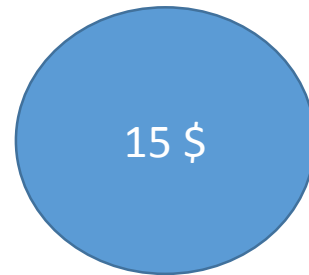
# Business Model

- We take a 10% percentage commission on every transaction on our platform.

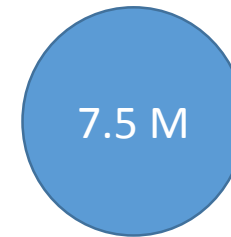
## Projections



Bookings



Avg Fee



Revenue in 3years



# Traction

- 75 Active Hosts
- 120 Guests

# MARKET ADOPTION

- Events
- Partnerships
- Social Media Ads



# Competition

- Eatwith.com
- Traveling Spoon
- Airbnb has recently started offering cooking experiences with locals late last year.



# Competitive Advantage

- Ease of use. Book in 3 clicks
- Affordable prices.
- Travelers/Guests creates the demand.
- Local Host offer better and more authentic cuisine experiences



# Team

1. Peter muchemi-CEO,Software Engineer and co-founder. Former software developer at Eclectics International. Peter Has more than 4 years of experience as a software developer.
2. Peter Kibe- Consultant and Hospitality Executive Training Manager at Strathmore University
3. Isaac Gakambi- Software Developer.
4. Mike Kinuthia- Web developer intern.
5. Gideon Mucheru- Software Developer Intern

# Achievements

- Recently Selected by Nigeria's Cchub/iHub Community impact innovators program to accelerate our growth for the next 6 months.
- Winner of the social impact category of the 2nd UNWTO Gastronomy Tourism Startup Competition.

# ASK?

- We are Looking for \$150,000 to help us reach 10,000 hosts and 100,000 cuisines listings for the next 15 months.
- This fund will also help us get a community and sales team to help us achieve the milestone.