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.
• Jiranisfood has low dollar but high frequency transactions. thus creating a ton of liquidity.
Our Product

jiranisfood.com
Business Model

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

Projections

- Bookings: 500,000
- Avg Fee: 15 $
- Revenue in 3 years: 7.5 M
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.


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.