



PROPTIVA AFRICA

— INVESTOR PRESENTATION · PRE-SEED ROUND

Your property in Africa, *expertly managed* from anywhere.

The trusted, verifiable way for Africans abroad to buy, build, secure and manage property back home.

US\$280K

RAISING

Up to 10%

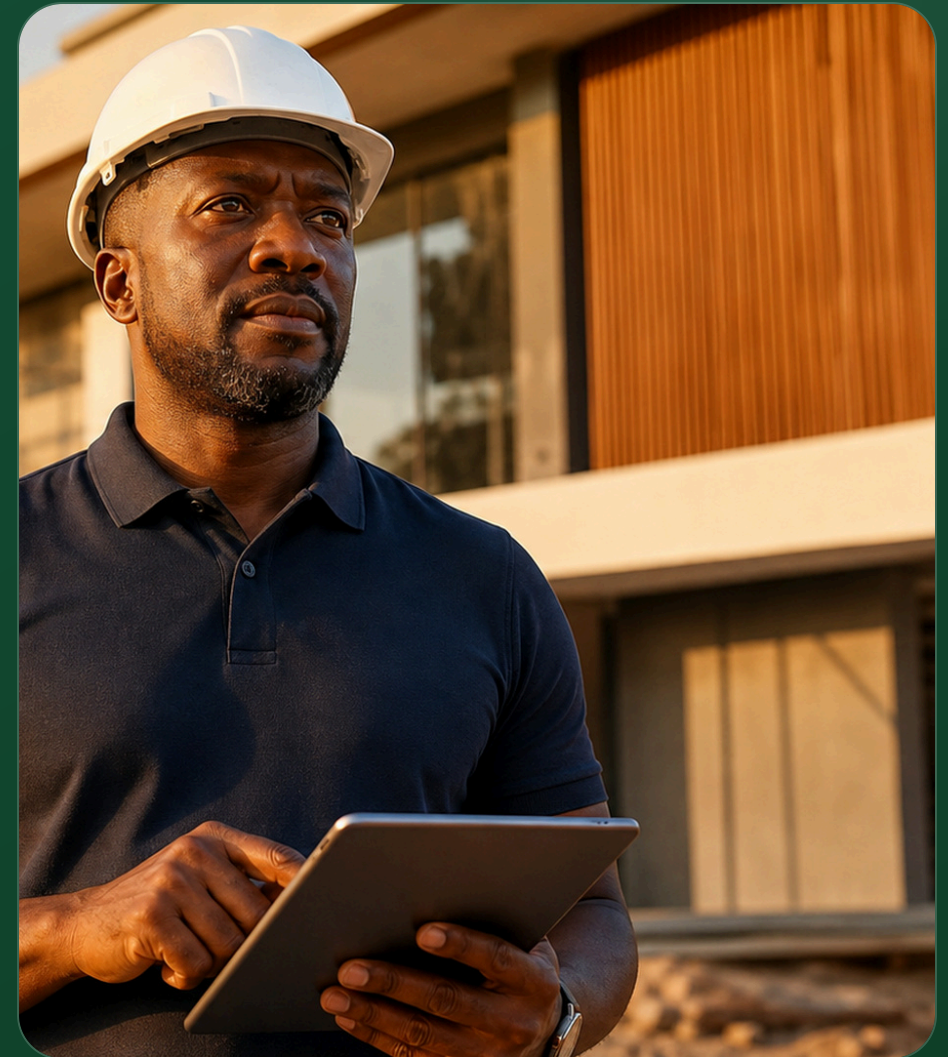
EQUITY

US\$2.8M

POST-MONEY

Priced equity

INSTRUMENT



THE PROBLEM

Owning property in Africa is common. Managing it from abroad is *a gamble*.

1

No visibility

Diaspora owners rely on relatives and informal caretakers, with no reports, photos or proof.

2

Fragmented services

Repairs, security, power, water and cleaning are separate, unvetted, cash-based relationships.

3

Leakage and fraud

Inflated quotes, unfinished builds and title fraud cost owners heavily.

4

No recourse

When work fails there is no guarantee, no paper trail and no one accountable.

THE SOLUTION

One accountable team on the ground, *one app* in your pocket.

Proptiva runs an owner's whole property operation: vetted vendors, inspected work, verified photos and every invoice in one place.

- Property care plans with monthly visits and photo reports
- Construction and renovation oversight with milestone sign-off
- Rental and shortlet management
- Inspections, title verification and a document vault
- Workmanship Guarantee on every job: 12 months on installations

The diaspora wedge

An owner in London or Houston commissions work in Lagos, approves and pays in-app, and watches it happen in the Update bank, with vendor photos shown only after Proptiva has verified the work.

— PRODUCT · BUILT AND LIVE

A live platform, *not a pitch.*

iOS · App Store

Android · Google Play

Web client portal

Vendor workspace

Operations admin

Update bank

Every report, photo, video, document and milestone per property.

Services & plans

17 priced plans clients can request in a tap.

Requests & approvals

Service requests, quotes, approvals and sign-off.

Invoices & payments

Invoiced and paid in-app; payments reconciled automatically.

Vetted vendor network

Vendor vetting, bidding, inspection and retention.

Operations command

Intake queue, onboarding, revenue KPIs and audit log.

HOW IT WORKS

From request to *verified result*.

01

Request

The owner requests a service or plan in the app or portal.

02

Scope & quote

Proptiva inspects, scopes and quotes; the owner approves.

03

Vetted vendor

A vetted vendor is assigned and does the work.

04

Inspect & verify

Proptiva inspects and posts verified photos and video.

05

Pay & guarantee

The owner pays in-app; the work carries our guarantee.

BUSINESS MODEL

Project fees today, *recurring revenue* at scale.

REVENUE LINE	WHAT IT IS	PRICE (LIVE)
Project coordination	Sourcing, coordinating and overseeing builds and installs	20% of project
Construction management	Oversight of builds from foundation to handover	5% of budget
Property care (HomeCare)	Monthly visits, reports and vendor coordination	₦50k–₦250k / month
Maintenance plan	Scheduled servicing for the year	from ₦650k / year
Rental management	Tenant placement, then rent collection	10% + 10%
Shortlet management	Full management of shortlets	20% of bookings
Inspections, title & vault	Reports, title verification, document custody	₦60k–₦250k+
Onboarding & vendor margin	Initiation fee, plus margin on vendor works	₦150k + margin

All plans are priced against Lagos market rates (October 2026) and are live in the app and portal. Diaspora project budgets typically range from US\$5,000 to US\$150,000+.

— TRACTION

Early, real and *on both app stores.*

50+

app installs in early Lagos use

13

properties onboarded

37

vendors in the network

18

service requests raised

Figures from the live Proptiva database and store consoles, October 2026. Seven registered clients; two partnership discussions under way.

— MARKET

A large, informal market *waiting for trust.*

Nigeria alone receives an estimated US\$20B+ a year in diaspora inflows, much of it tied to property and family upkeep. Property services remain overwhelmingly informal and offline.

LAYER	DEFINITION	ESTIMATE
TAM	African property services, Nigeria first	US\$2B+
SAM	Urban and diaspora-owned property	US\$400–600M
SOM	3-year obtainable GMV	US\$20–40M

Internal, illustrative estimates for context, to be validated with a bottom-up model in diligence.

— GO-TO-MARKET & WHY WE WIN

Lagos first, then *Africa's diaspora corridors*.

Go-to-market

- Diaspora communities and associations in the UK, US and Canada
- Referral partners: lawyers, estate agents, banks and developers
- Content and case studies proving delivery with real photos
- Lagos beachhead, then Abuja and Accra, then pan-African roll-out

Our edge

- Verification: vendor photos shown only after inspection
- A written Workmanship Guarantee competitors don't offer
- Full stack already built: client app, portal, vendor and ops tools
- Recurring plans that compound with every property onboarded

ILLUSTRATIVE PROJECTIONS

Bottom-up from *live pricing*.

YEAR	PROJECTS	PROJECT GMV	COORDINATION FEES	RECURRING & OTHER	NET REVENUE
Year 1 · Lagos & Accra	60	US\$1.08M	US\$216K	US\$24K	US\$240K
Year 2 · multi-market	200	US\$4.0M	US\$800K	US\$150K	US\$950K
Year 3 · pan-Africa	500	US\$11.0M	US\$2.2M	US\$550K	US\$2.75M

Illustrative: average project ≈ US\$18–22K at a 20% coordination fee, plus care plans, rentals, shortlets and vendor margin. Not a forecast or guarantee; to be validated in diligence.

Built by an operator who has *shipped before*.

Olanrewaju “Jay” Adewole

Founder & CEO

Leads strategy, product and partnerships across Point of View Consulting's portfolio, with operations in New York and Lagos.

- Serial entrepreneur, 8+ years building ventures in the US and Africa
- Founder & Managing Partner, Point of View Consulting (New York)
- Founder of POV CRM, Proptiva Africa and The Naija Concierge: 5+ digital products to market
- MBA · Harvard Business School alumnus · PMP · Six Sigma Green Belt
- Two-time award-winning business coach and author
- President, African Coalition for Development and the Eli Adewole Foundation

— THE ASK

Raising *US\$280,000* to turn a live platform into properties under management.

Raising	up to US\$280,000	USE OF FUNDS		%	AMOUNT
Equity	up to 10%	Vendor & property onboarding	<div></div>	30%	US\$84,000
Pre-money	US\$2.52M	Owner acquisition	<div></div>	30%	US\$84,000
Post-money	US\$2.8M	Product & engineering	<div></div>	20%	US\$56,000
Per 1%	US\$28,000	Team & operations	<div></div>	12%	US\$33,600
Instrument	Priced equity	Legal & contingency	<div></div>	8%	US\$22,400
Issuer	Proptiva Africa Limited				

Funds 12–18 months of runway. Share Subscription Agreement under Nigerian law, Lagos arbitration; a convertible note is available as an alternative.



PROPTIVA AFRICA

Africa's property, *finally accountable.*

We would welcome the chance to walk you through the product live and share the full investment memorandum.

Olanrewaju "Jay" Adewole · Founder & CEO

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This presentation is confidential and for discussion only. It is not an offer of securities. Projections and market sizes are illustrative. Any investment is subject to definitive agreements under Nigerian law.