



## THE PROBLEM

90% of adult Tanzanians are employed in the informal sector. They **lack access to affordable credit** to sustain and expand their economic activities which they rely on for their livelihood.



## THE SOLUTION

GetPesa provides **immediate and affordable credit options** by linking borrowers to lenders, and make personal finance education accessible to everyone through online platforms.



With GetPesa users **feel hopeful, certain and empowered** when they are actually able to meet and exceed their financial obligations.

## Market Validation



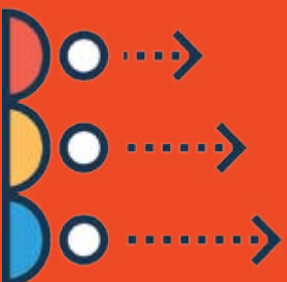
**24.75 Million**  
Informal Labour Force

## Business Model



**4% commission**  
on Interest Rate  
Average Ticket Size \$25

## Unfair Advantage



**Faster and cheaper customer acquisition**  
& affordable interest rates.

## The Team

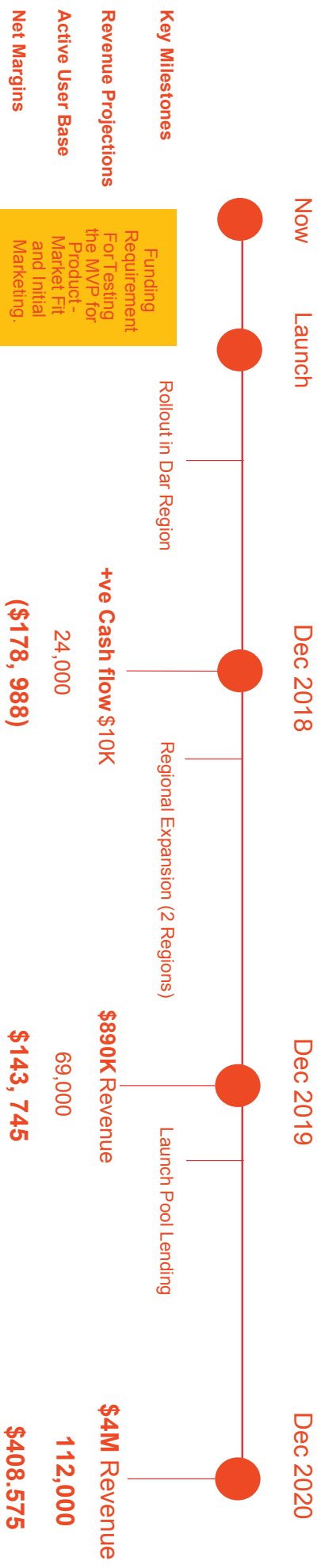


**Dave Kahwa**  
Chairman  
15+ Yrs Exp



**Imani Alfayo**  
Product Manager  
6+ Yrs Exp

## Roadmap and Financial Forecasts



For more details contact us : write to us at [imani@getpesa.co.tz](mailto:imani@getpesa.co.tz) or call +255753696636or visit [www.getpesa.co.tz](http://www.getpesa.co.tz)