

RALLY PITCH DECK

Building the Foundation for a financially stronger **AFRICA**



EXECUTIVE SUMMARY

Vision:

We are building more than a crypto exchange. Rally is the foundation for a financially stronger Africa, connecting millions of underserved people to the global financial system through accessible blockchain technology.

Rally's Mission:

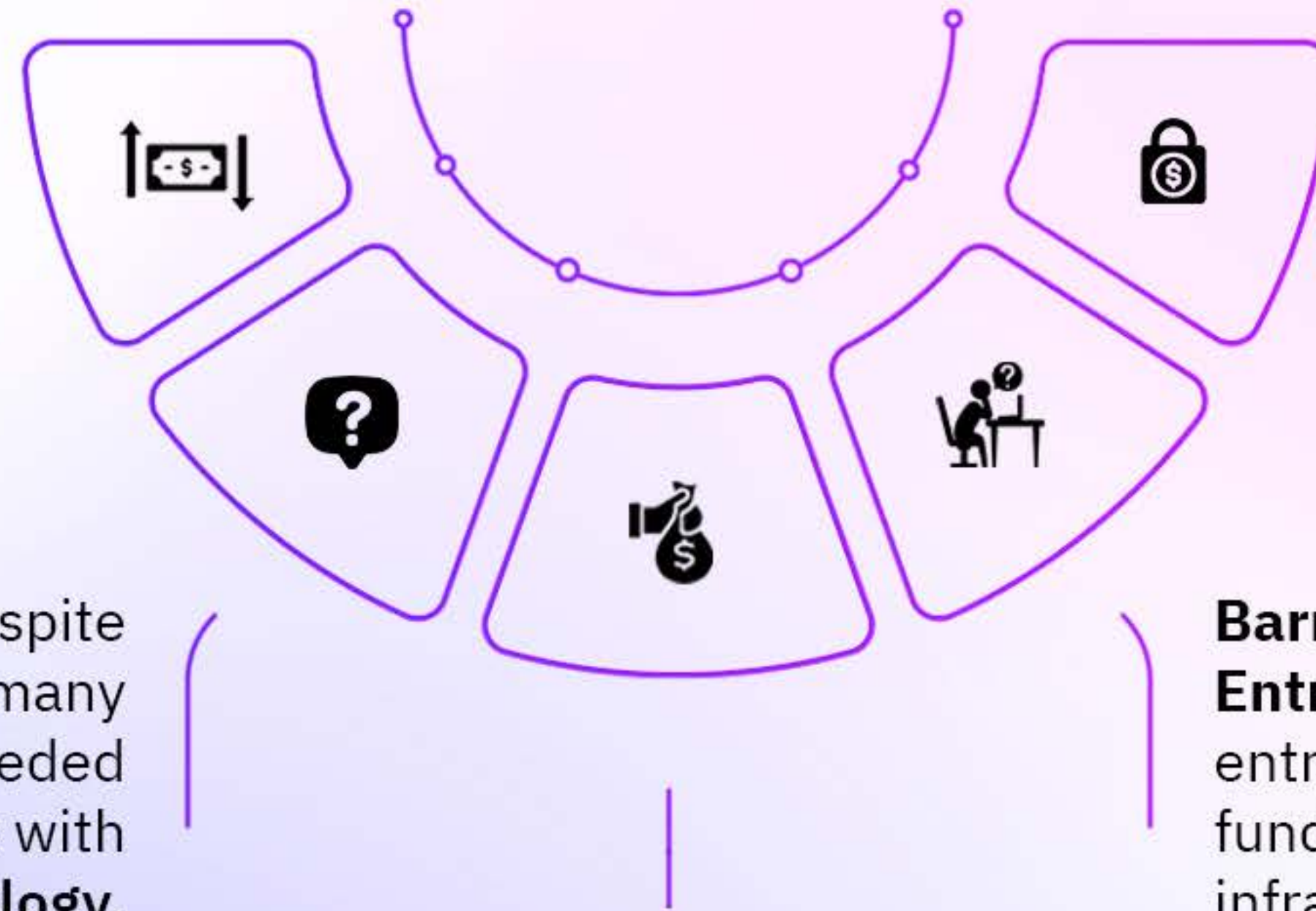
Our mission is to onboard **10% of Africa's population by 2030**, unlocking new opportunities for wealth creation and financial independence.

Why Now?

Africa's young, tech-savvy population is ready to embrace digital finance. With limited access to traditional banking, Rally fills the gap with mobile-first solutions that solve real financial problems.

PROBLEMS

Currency Instability: Frequent **currency devaluation** across many African nations **reduces purchasing power** and creates **economic uncertainty** for individuals and businesses.



Limited Financial Access: About **57% of Africa's population** remains **unbanked**, down from **77% in 2012**. Inadequate banking infrastructure still hinders full participation in the formal economy.

Crypto Knowledge Gap: Despite growing interest in crypto, many Africans lack the **education** needed to fully understand and engage with **blockchain technology**.

Barriers to Funding for Entrepreneurs: African entrepreneurs struggle to access funding, with fragmented financial infrastructures limiting their ability to grow and scale businesses.

High Fees & Regulatory Hurdles: Africans face high cross-border remittance fees, **sometimes reaching 20%**. While crypto offers a cheaper alternative, regulatory barriers slow adoption.



MARKET OPPORTUNITY

01

Mobile-First Economy: By 2023, Sub-Saharan Africa had about 520 million mobile subscribers, creating a strong foundation for mobile-based crypto adoption among the unbanked

02

Remittance Market: In 2023, Sub-Saharan Africa received \$54 billion in remittances; Rally will lower costs and speed up cross-border payments.

03

Untapped Institutional Market: Institutional investors contribute less than 10% of Africa's crypto volume, compared to over 70% in regions like North America and Europe, highlighting a significant growth opportunity.

04

High Crypto Adoption: Nigeria, Kenya, and South Africa rank in the top 20 for crypto adoption, with P2P transactions representing about 6% of the region's total crypto volume, indicating strong grassroots interest despite regulatory challenges.

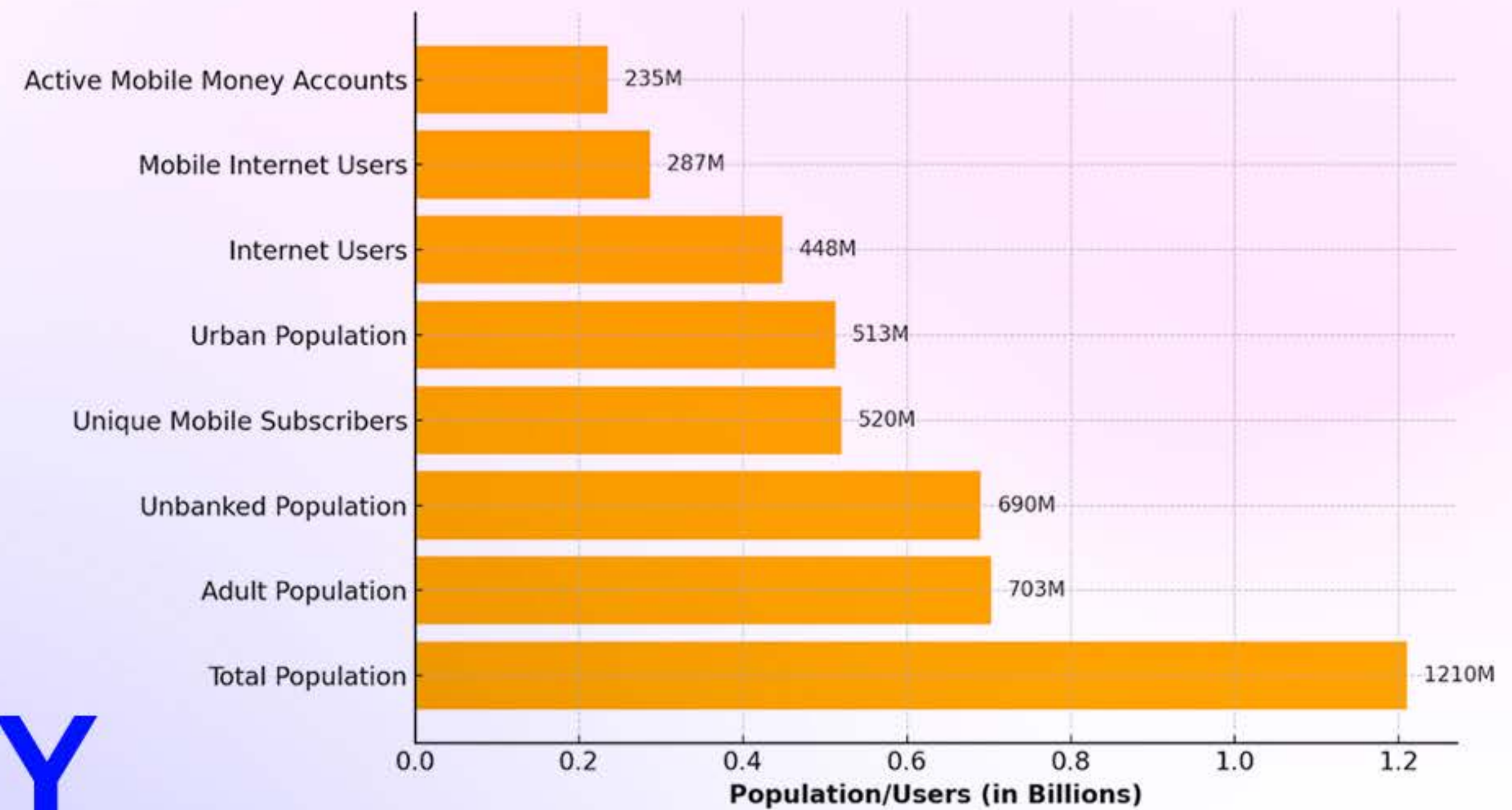
05

Wealth Preservation: Rally provides various cryptocurrencies that protect users against inflation and currency instability, serving as a reliable store of value in uncertain economies.

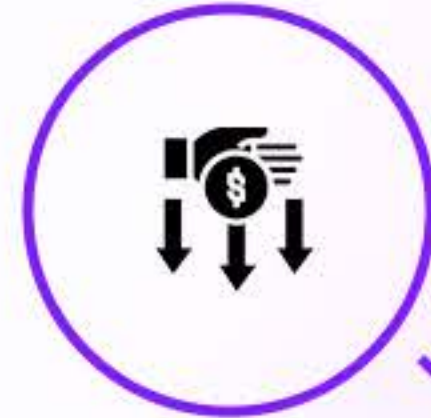


MARKET OPPORTUNITY

Sub-Saharan Africa Key Market Segments



Low-Cost Remittances: Rally offers fast, **affordable cross-border remittances**, reducing fees compared to traditional methods.



Secure, User-Friendly Exchange: A regulated platform with **strong KYC protocols**, making crypto **accessible** across Africa.



Education & Outreach: **Learning hubs** and online resources to ensure users **understand crypto** and its benefits.

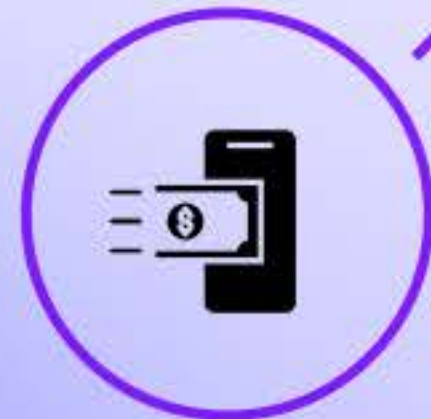


SOLUTION



Wealth Preservation: Provides multiple cryptocurrency options, to hedge against inflation and currency devaluation.

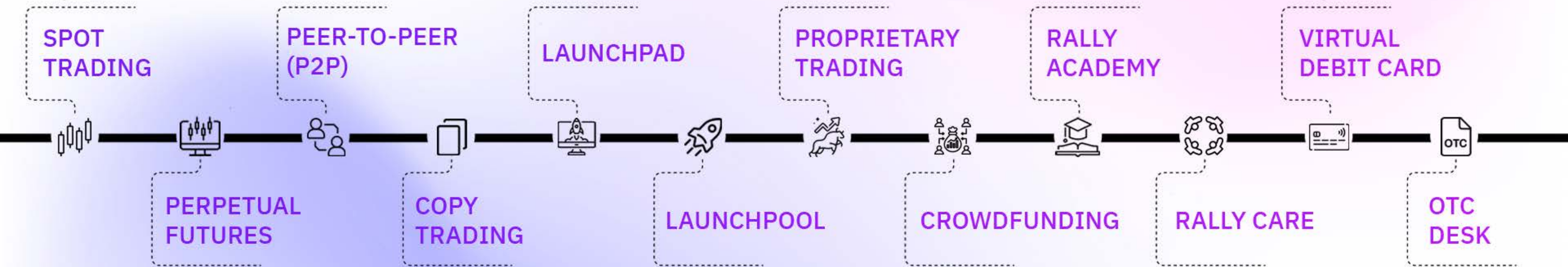
Mobile Money Integration: **Rally will work with mobile** money services to make it simple for users to buy, sell, and access crypto without a bank account.



Crowdfunding for Entrepreneurs: **Rally connects** African businesses with global investors, **supporting local innovation and entrepreneurship**.



RALLY PRODUCTS

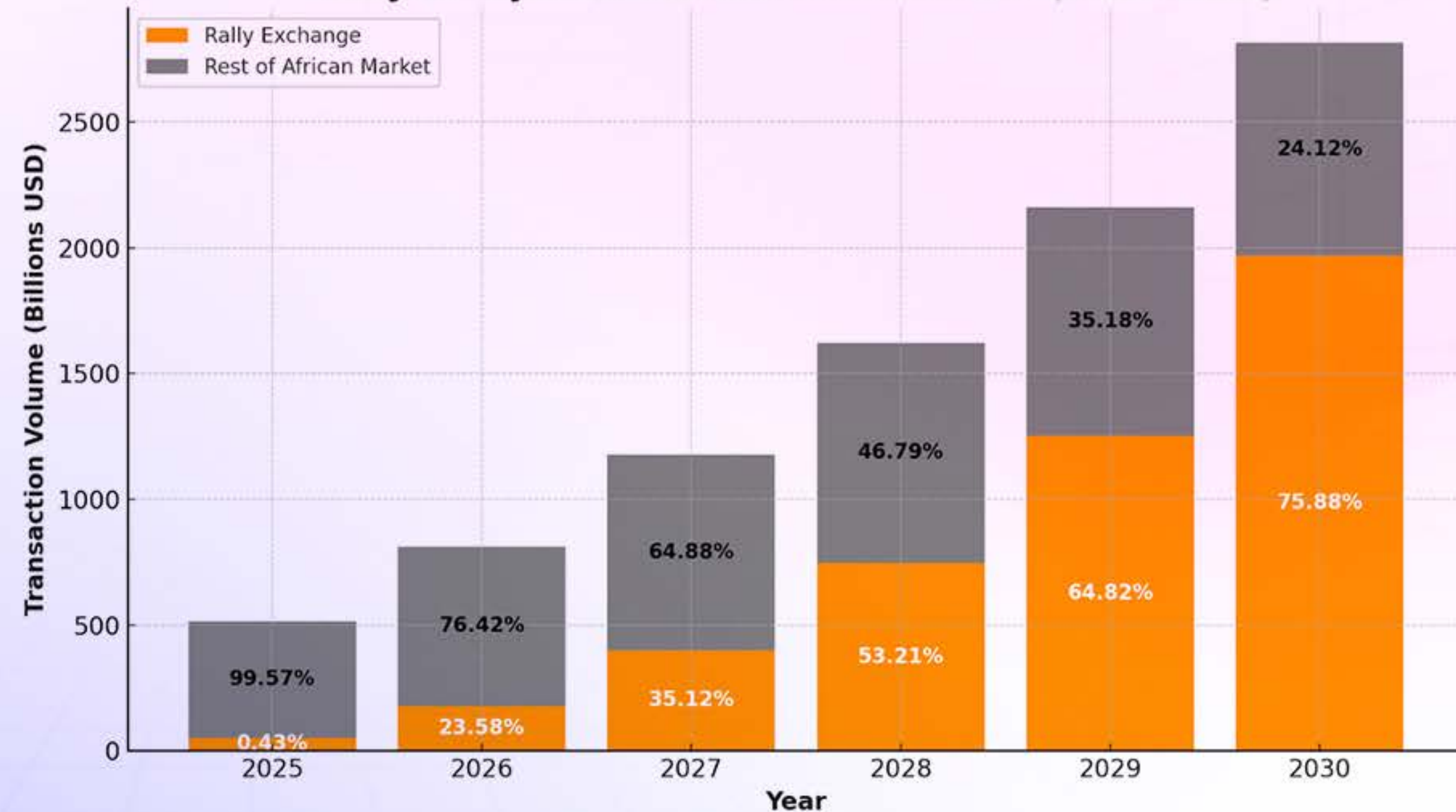




MARKET SIZE

The total addressable market for cryptocurrency in Africa is expected to exceed **\$2.9 billion by 2025**

Rally's Projected Market Share Growth (2025-2030)



MARKETING & GROWTH STRATEGY

1

REFERRAL PROGRAM:

Incentivise users to refer new customers



2

AFFILIATE PROGRAM:

Multi-level commission structure with high-volume rewards.



3

ONSITE LEARNING:

A centre with access to education & training materials



4

AMBASSADOR PROGRAMS:

Local influencers & students promote crypto adoption



5

OFFLINE EVENTS:

Campus events, Meet-Ups, affiliate events etc



6

DIGITAL MARKETING:

Social Media, Email Marketing, SEO, PR campaigns



RALLY BUSINESS MODEL



TRADING FEES:

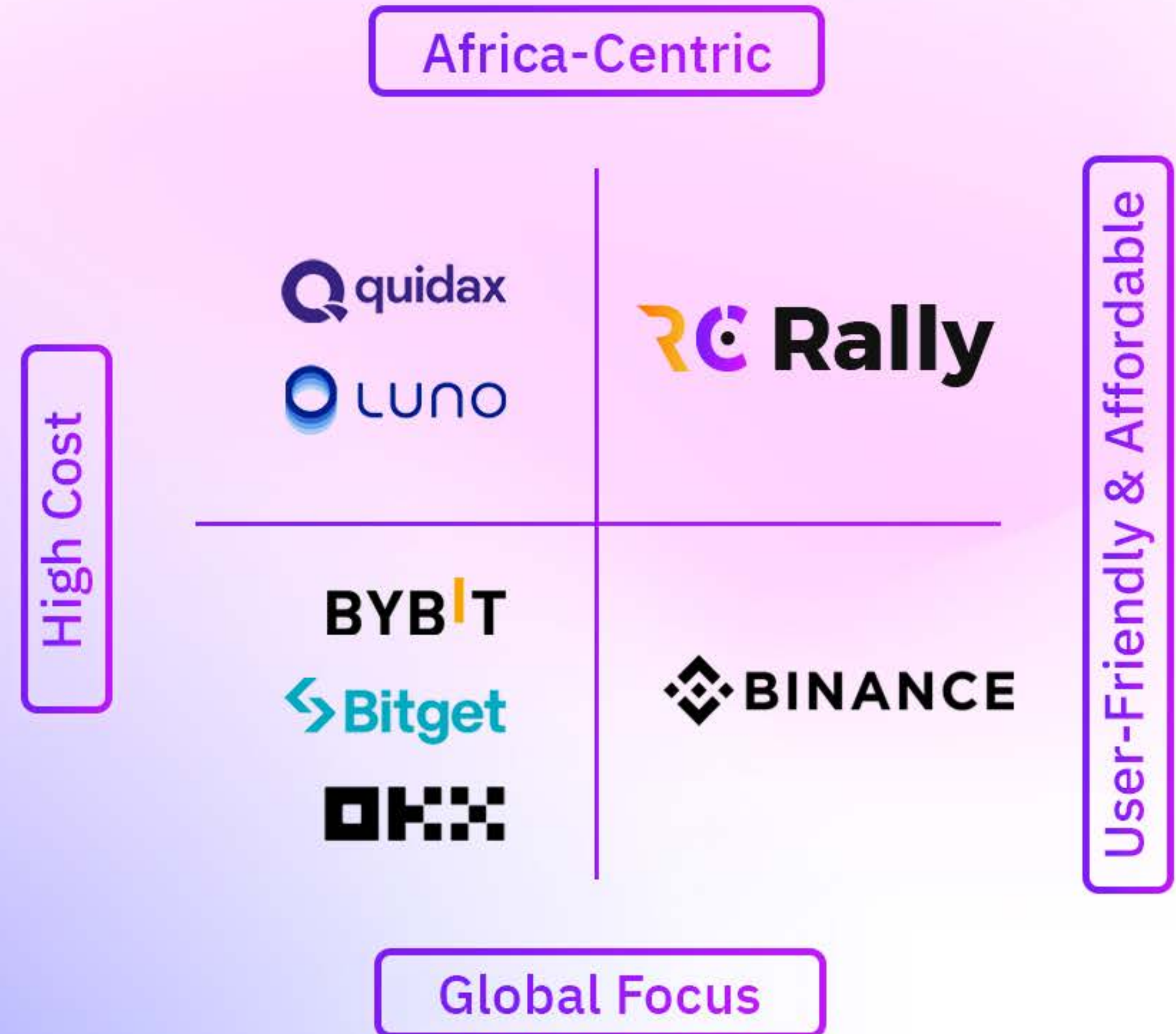
- ➔ Futures: Maker 0.02%, Taker 0.06%
- ➔ Spot: Maker 0.03%-0.10%, Taker 0.03%-0.10%

ADDITIONAL REVENUE STREAMS:

- ➔ Listing fees, P2P fees, OTC
- ➔ Virtual Debit Card, Prop Trading, Crowdfunding, and Premium Services

COMPETITION

Rally combines **Africa-centric focus** with **affordability and ease of use**, standing apart from global platforms like Binance that lack regional integration, and local platforms like Quidax and Luno, which tend to be more costly and less user-friendly.



COMPETITIVE ADVANTAGE

01

Leveraging High Crypto Adoption: Nigeria ranks 2nd globally in crypto adoption. Rally will capitalize on this momentum by offering customized solutions for daily use, expanding beyond trading into merchant services and payments, and addressing gaps left by global platforms.

02

Expanding P2P Services: Sub-Saharan Africa is a key player in the P2P cryptocurrency market, particularly with Nigeria leading in trading activity. Rally plans to provide efficient, low-cost P2P services to reach underserved markets where global competitors have less presence.

03

Capturing Institutional Investors: Rally will tailor services to meet institutional demands, onboarding major players and boosting volumes, positioning Rally as the premier trading platform for all market participants.

04

Focusing on Stablecoin Utility: Stablecoins comprise over 50% of digital assets in Africa. Rally actively provides users with stablecoin options to protect wealth against currency fluctuations, facilitating safer and easier everyday transactions.

KEY DIFFERENTIATORS

01

Built for Africa: Our platform addresses Africa's unique financial challenges with practical solutions that work for Africans.

02

Protecting Savings: Our stablecoin options give users a practical way to protect their savings from high inflation, a common concern across the continent.

05

Promoting Crypto Literacy: Our local learning hubs actively educate communities about cryptocurrency, building trust and understanding across Africa.

02

Backing Local Startups: We connect promising African startups with global investors, fueling economic growth across the continent.

04

Reaching the Unbanked: We're extending crypto solutions beyond traditional banking networks by integrating with popular mobile money services.

06

Working with Regulators: We will collaborate closely with African regulators, ensuring compliance and sustainable growth while adapting to each country's unique landscape.

Meet our founding team

SAM AGYIN

Chief Executive Officer (CEO)

MSc. (Economics). 10+ yrs in finance. 6+ years experience in crypto & forex industries (business development, project management, partnerships, African-market expansion, and expanding financial solutions across Africa). She is focused on driving financial inclusion and ensuring a strong foothold in the African crypto space.

A. O. TIMILEHIN

Chief Technical Officer (CTO)

BSc (Computer Science) and CSc (Blockchain Studies). Ex-BingX, Ex-Bitget. 8+ years of technical expertise in blockchain technology and cryptocurrency systems (designing reliable exchange architectures, implementing forward-thinking blockchain solutions, and leading technological innovations).

Meet our founding team

MAHMOOD MALIK

Chief Operating Officer (COO)

BSc. (Business Mathematics), BSc, (Computer Science), Vrije Universiteit, Amsterdam.
Founder, Analysts Agency. 10+ yrs experience in blockchain & cryptocurrency, building & scaling teams, implementing SOPs, and driving operational efficiency. Ex-CoinSouk (Operations Lead). Ex-CoinMastery (Marketing Lead),



FINANCIAL PROJECTION

YEAR 1

Partial Year - 4 months

Revenue: \$2M

Registered Users: 500K

YEAR 3

Revenue: \$1B

Registered Users: 5M+
35% market share in Africa.

Break-even expected in
Year 3

Expansion into **Latin
America and Asia.**

YEAR 5

Revenue: \$3B

Registered Users: 13M+
35% market share in Africa.

60% market share in Africa.

Global market expansion.

FUNDRAISING INFORMATION

SERIES 1: \$15M Initial Tranche

The first \$15M will be used to:

Platform Development & Technology: Build the core infrastructure and platform functionality needed for a secure launch.

Educational Hubs: Establish community-based hubs for user education and onboarding.

Partnerships with Mobile Operators: Connect with local operators to support accessibility and onboarding.

Launch Operations: Cover initial operational needs, including a lean core team to launch and manage Rally effectively.

SERIES 2: \$15M Follow-Up Tranche

The second \$15M will be used to:

Strengthening Operations: Expand operational resources and team capacity to manage growth.

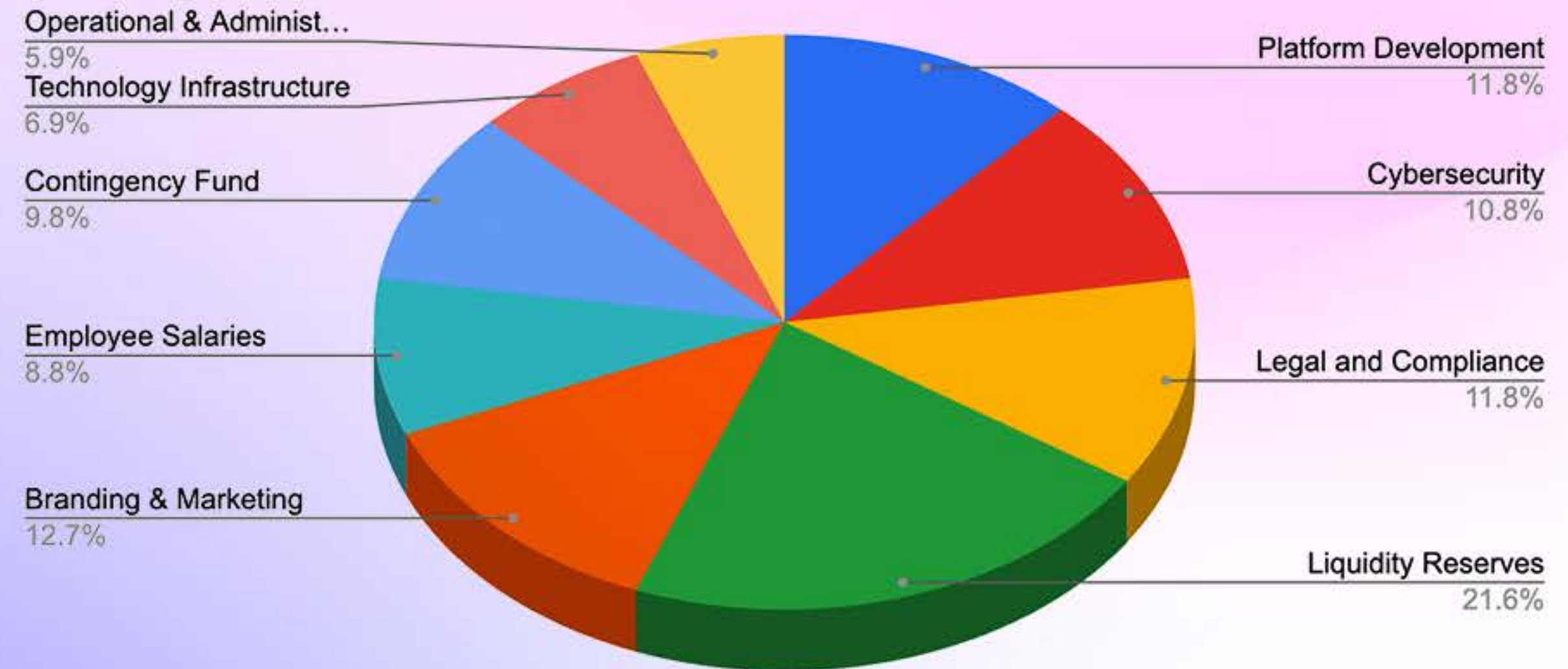
Platform Refinements: Improve and enhance the platform based on user feedback from the initial launch.

Marketing & User Acquisition: Drive deeper adoption within African regions through targeted grassroots marketing and community initiatives.

Working Capital: Ensure adequate liquidity for stable early-stage operations.

FUND ALLOCATION

Platform Development	11.8%
Cybersecurity	10.8%
Legal and Compliance	11.8%
Liquidity Reserves	21.6%
Branding & Marketing	12.7%
Employee Salaries	8.8%
Contingency Fund	9.8%
Technology Infrastructure	6.9%
Operational & Administrative	5.9%





CLOSING REMARKS

Rally's Vision:

Rally is building a bridge for millions of people in Africa to access the global economy and take control of their financial future.

Why Invest Now:

Africa's crypto market is at an inflection point, growing faster than any other region. Rally is positioned to lead this transformation by targeting regions where traditional banking falls short, unlocking untapped growth.

Join Us:

This is your chance to invest in a platform focused on reshaping the financial landscape of an entire continent. With Rally, you're not just backing a company - you're fueling Africa's economic revolution.



CONTACT INFORMATION

 Contact@azurion.io  <https://azurion.io/>