



ORU SOCIAL

Pitch Deck One Global People



Vision & Mission

Vision: To be Africa's leading and globally recognized multipurpose social commerce platform.

Mission: To empower individuals, corporates, and governments by providing inclusive digital tools for trade, networking, learning, and advertising while promoting entrepreneurship and economic participation across all sectors.



The Problem

Millions of Africans and global users lack a unified, secure, inclusive digital marketplace and networking platform. Fragmented tools make it hard for entrepreneurs, businesses, and communities to connect, market, and grow — especially in underserved or rural areas.



Our Solution

ORU Social integrates social networking, B2B marketplaces, advertising, crowdfunding, premium memberships, and crypto features in one user-friendly platform — designed to uplift communities, entrepreneurs, and institutions across Africa and beyond.



Business Model

- Premium Memberships (\$500+ annually)
- Sponsored Ads & Tailor-Made Ads
- Marketplace Transaction Fees
- Exhibition Stands & Event Ticketing
- Shareholder Investments
- Guest Post Packages
- Institutional Partnerships & Funding



Market Opportunity

Our Total Addressable Market (TAM) includes over 800 million African internet users and millions globally seeking inclusive e-commerce, social networking, and digital advertising platforms. We expect exponential growth over the next 5–10 years as Africa becomes the global digital frontier.



Traction

- 25,000+ users across 300 countries
- 50 Premium Members
- 100 Sponsored Ads
- 20 Tailor-Made Ads
- Marketplace transactions growing monthly
- Recognized by FNB App Awards, TEF, Innovation Hub, SEDA



The Team

- **Florida N. Mpengesi:** Founder & CEO, author of “Rejected Stones Become the Cornerstone”, founder of Umlilo FNM
- **Noziphiwo Mpengesi:** Founder’s Secretary
- Supported by advisors, developers, marketers, and community leaders.



Financials

- Past 12-month revenue: \$21,000
- Projected 12-month revenue: \$75,000
- Next Fiscal Year Revenue: \$120,000
- Previous Expenses: \$16,000
- Projected Expenses: \$52,000



Use of Funds

We are raising \$120,000 to scale operations:

- Server Hosting & App Scaling
- Marketing & Global Outreach
- Staff Hiring & Training
- Security & Platform Infrastructure
- Event Planning & Guest Posting Expansion



Stakeholders & Funders

- The Innovation Hub Management Company (TIHMC)
- SEDA (Small Enterprise Development Agency)
- Tony Elumelu Foundation (TEF)
- MTN/FNB App of the Year
- Self-funded: Founder's initial investment



Contact Us

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"If your brand is not on ORU Social in future, your competition will slay you."