

EvMak Tanzania Ltd – Financial Needs Overview (2025–2027)

Company Overview

EvMak is a BOT-licensed fintech company that builds smart, simple, and mobile-first business and payment tools for African MSMEs. Our core platform, EvPay, enables small businesses to accept digital payments, manage sales, track cash flow, issue invoices, and access credit, all from a phone. We are on a mission to drive financial inclusion and digital empowerment across Africa.

Funding Requirement

Total Financial Need: \$1,000,000

To support our scale-up strategy across Tanzania and regional expansion into Malawi and Zambia.

Use of Funds (2025–2027)

Category	Percentage	Amount (USD)	Key Activities
Product Development & Tech	25%	\$250,000	Feature upgrades, AI integration, mobile optimization, and developer hiring
Sales & Marketing	20%	\$200,000	B2B campaigns, agent recruitment, digital marketing, events, and awareness
Talent & Operations	18%	\$180,000	Hiring key staff (compliance, finance, sales), training, and internal systems
Customer Support & Agent Network	12%	\$120,000	Expanding local support agents and onboarding capacity
Infrastructure & Compliance	10%	\$100,000	Cloud services, platform security, licenses, and regulatory compliance
Research & Data Products	10%	\$100,000	Credit scoring models, user insights, partner APIs
Contingency & Reserves	5%	\$50,000	Emergency buffer for unexpected expenses

Objectives for Funding

- Onboard 10,000+ MSMEs by 2027
- Reach 1 million+ end users
- Launch credit scoring engine and embedded lending
- Expand to 2 new African markets (Malawi, Zambia)

Revenue Growth Targets

Year	Revenue Target (USD)
2024	\$240,000
2025	\$300,000
2026	\$650,000
2027	\$1.1 Million

Funding Structure (Open to):

- Equity Investment
- Grants for Financial Inclusion
- Strategic Partnerships

Impact Goals

- 60%+ of users are women and youth-led businesses
- Enable access to credit for underserved businesses
- Promote cashless economies in urban and rural regions