INVESTOR PRESENTATION · 2026

Borderless commerce

between Africa, Türkiye and China.

An all-in-one marketplace: buying, selling, protected payment, automatic translation, international cargo and local delivery, in a single app.

Web · Android · iOS

Français · English · Türkçe

9 currencies

Mobile Money



Scan me
wisebledmarket.com

THE PROBLEM

Buying abroad from Africa is still an obstacle course.

Language

The supplier speaks Turkish or Chinese, the buyer speaks French or English. Every misunderstanding costs money.

Trust

Paying a stranger abroad up front, with no guarantee of ever receiving the goods.

Payment

Many people have no bank card, and foreign websites do not accept Mobile Money.

Logistics

Cargo, warehouse, customs, delivery: one middleman per step, no single tracking.

Visibility

Turkish sellers and African buyers have no shared storefront to find each other.

THE SOLUTION

Wisebled Market brings the whole chain into one platform.

Multi-vendor marketplace

Verified shops, categorised catalogue, promotions and flash sales.

Translated messaging

Everyone writes in their language and reads in their own.

Protected payment

Money stays in escrow until delivery is confirmed.

International cargo

Warehouses, per-kg rates, consolidation, customs and tracking.

Local delivery

Geolocated couriers and a mandatory handover code.

Commercial intelligence

Real market demand, measured continuously.

HOW IT WORKS

Four steps, from search to delivery.



1 I find

Instant search, filters, categories, deals and flash sales.

2 I chat

I ask the seller my questions, translation is automatic.

3 I pay safely

Mobile Money, card or wallet. The money is held in escrow.

4 I receive

Cargo, then courier, handover with a code. The seller is paid after confirmation.

TARGET USERS

A platform built for six audiences.

Buyers in Africa

Individuals who want quality products at a fair price, paid with Mobile Money.

Traders & resellers

African shops sourcing wholesale in Türkiye, and soon in China.

Sellers & manufacturers

Turkish companies that want to sell in Africa without an office there.

Cargo companies

Freight forwarders who publish their rates and receive qualified customers.

Independent couriers

Local missions, tracked income, a clear status.

Diaspora & influencers

They recommend products and earn a commission.

CONFIGURED DELIVERY COUNTRIES

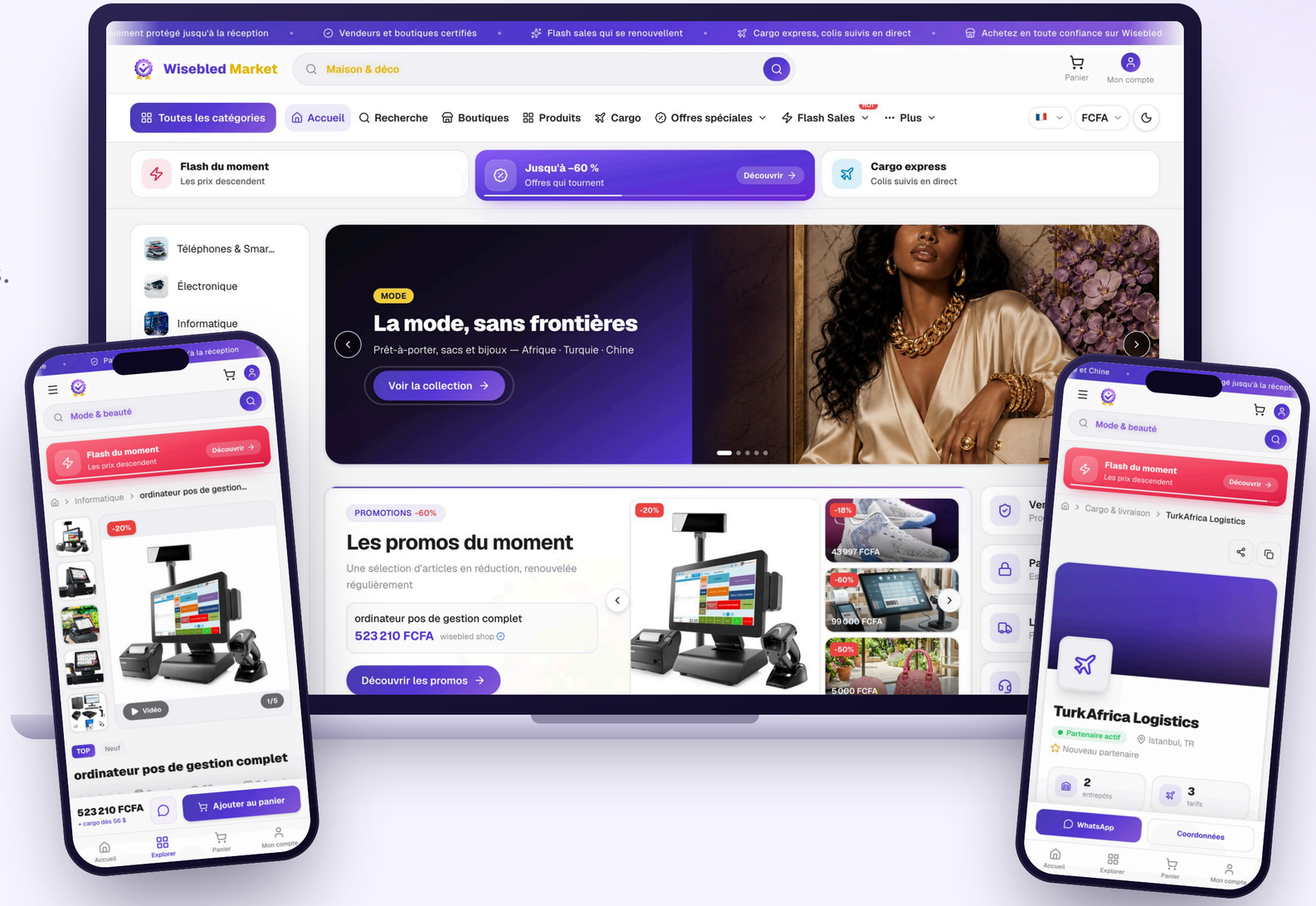
Cameroon · Nigeria · Côte d'Ivoire · Senegal · Ghana · Kenya · DR Congo · Gabon · Congo · Benin · Togo · Mali · Burkina Faso · Niger · Guinea-Bissau · Türkiye · France · Germany · United States

THE PRODUCT

A real product, already live.

Website, Android and iOS apps: the same experience everywhere, in three languages.

- wisebledmarket.com
- Android & iOS app
- FR · EN · TR



TRANSLATED MESSAGING

You write in English. Your supplier reads Turkish.

Buyer · Douala · English

Hello! Do you have this bag in black? I need 20 for my shop in Douala.

Yes, black is in stock. For 20 pieces, the unit price is €18.

Translated from Turkish

Perfect. Can you ship it with the Istanbul cargo?

Of course, I'll drop it at the warehouse tomorrow.

Translated from Turkish

Seller · Istanbul · Türkçe

Merhaba! Bu çantanın siyahı var mı? Douala'daki mağazam için 20 adet istiyorum.

İngilizceden çevrildi

Evet, siyahı stokta var. 20 adet için birim fiyat 18 €.

Harika. İstanbul kargosuyla gönderebilir misiniz?

İngilizceden çevrildi

Tabii, yarın depoya teslim ediyorum.

- Automatic translation based on the profile language: French, English, Turkish.
- The original message is always kept and can be viewed.
- Photos and product cards shared directly in the conversation.
- Anti-scam moderation: insults, fraud and contact sharing are filtered.

NEXT STEP Next language: Chinese, to open the China corridor.

PAYMENT METHODS

Pay the way you pay at home.

Mobile Money

MTN Mobile Money and Orange Money, via CamPay and CinetPay.

Bank card

Visa and Mastercard, secured by Stripe.

Wisebled wallet

Refunds, earnings and rewards, reusable in one click.

Bank transfer

Available depending on the country and provider.

Nine currencies, converted automatically

XAF	XOF	USD
EUR	TRY	NGN
KES	GHS	CNY

FINALISING — Instalments (2×, 3×, 6× or a 50% deposit): ready in the back office, being activated at checkout.

PROTECTED PAYMENT

Money is protected until delivery.



Payment

Funds are held in escrow. The seller receives nothing yet.

Shipping

The seller prepares the parcel and ships it. Real-time tracking.

Handover code

The courier hands over the parcel against a code: delivery is proven.

Confirmation

The buyer confirms and releases the funds, or they are released automatically 48 h after delivery.

Seller paid

The amount reaches the seller's wallet, withdrawable to Mobile Money or IBAN.

Dispute opened
Funds are frozen until a decision is made.

Automatic commission
8% by default, deducted on release.

THE SPACES

Four business spaces, one account.

Each role has its own dashboard and navigation, on the web and on mobile.

Customer space

- Catalogue and search
- Cart, orders, tracking
- Wallet and refunds

Seller space

- Verified shop
- Listings, orders, analytics
- Pro plan and boosts

Cargo space

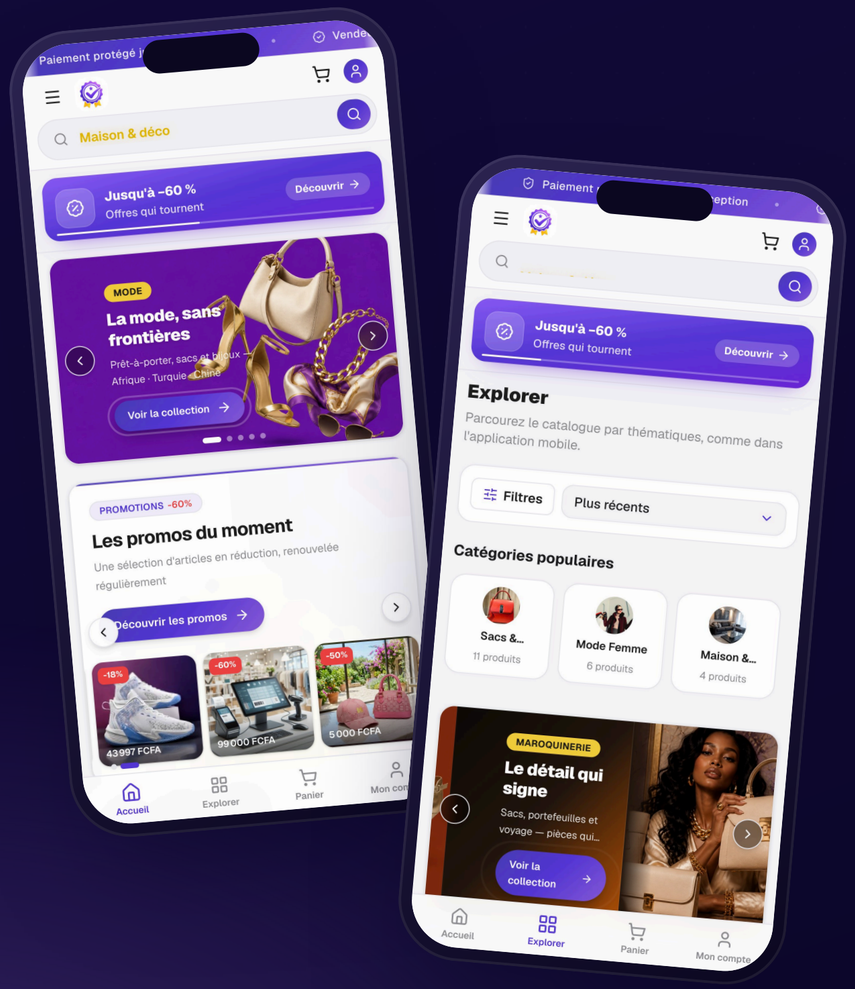
- Warehouses and rates
- Reception, consolidation, customs
- Commissions and payouts

Courier space

- Local missions
- GPS and handover code
- Earnings and history

Back office

46 modules: finance, KYC, moderation, cargo, disputes, currencies, AI.



CUSTOMER SPACE

Everything you need to buy with peace of mind.

Instant search
Real-time results, price and condition filters, sorting.

Multi-shop cart
One payment for several sellers.

Wallet
Refunds and earnings credited instantly.

Favourites
Your favourite items, everywhere.

Stock alerts
Notified as soon as the product you searched for arrives.

Step-by-step tracking
From preparation to your door.

Verified reviews
Products and shops rated by real buyers.

Notifications
Push and e-mail at every step of the order.

SELLER SPACE

An online shop selling to Africa, in minutes.

Verified shop
KYC required to publish, trust badge and score.

Rich listings
Photos, video, variants, promotional prices.

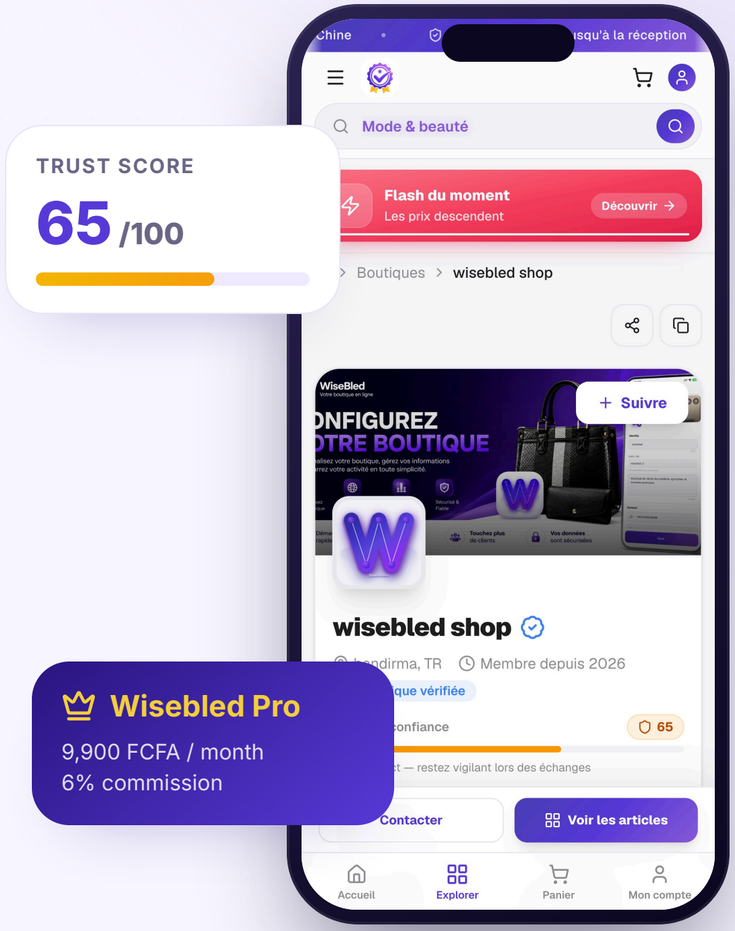
Analytics
Views, sales, revenue, ratings.

Wisebled Pro
9,900 FCFA per month or 99,000 FCFA per year: commission cut to 6% or 5%, boost credits.

Boosts & flash sales
Featured on the home page and in search results.

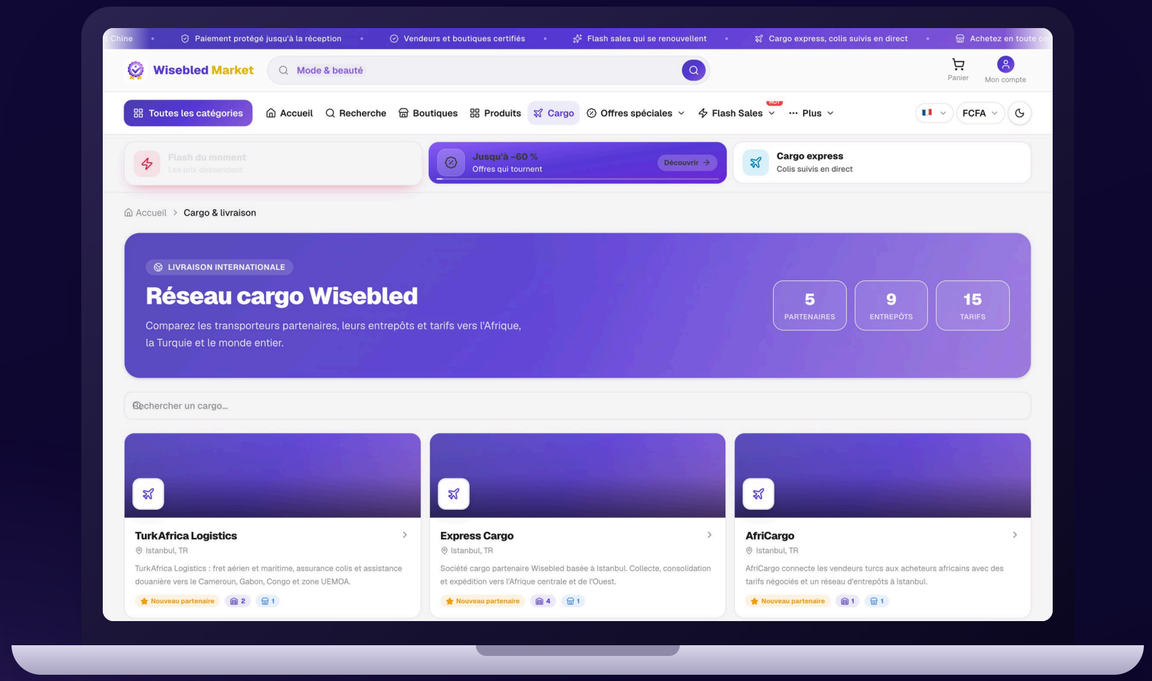
Market intelligence
What customers search for and cannot find.

Withdrawals
To Mobile Money or a bank account (IBAN).



CARGO SPACE

Freight forwarders become platform partners.



Public profile

Rates, warehouses, reviews and direct WhatsApp contact.

Per-kg rates

By destination and weight bracket.

Warehouses

Reception, weighing and customer notification.

Consolidation

Several parcels grouped to cut costs.

Customs

Clearance status visible to the customer.

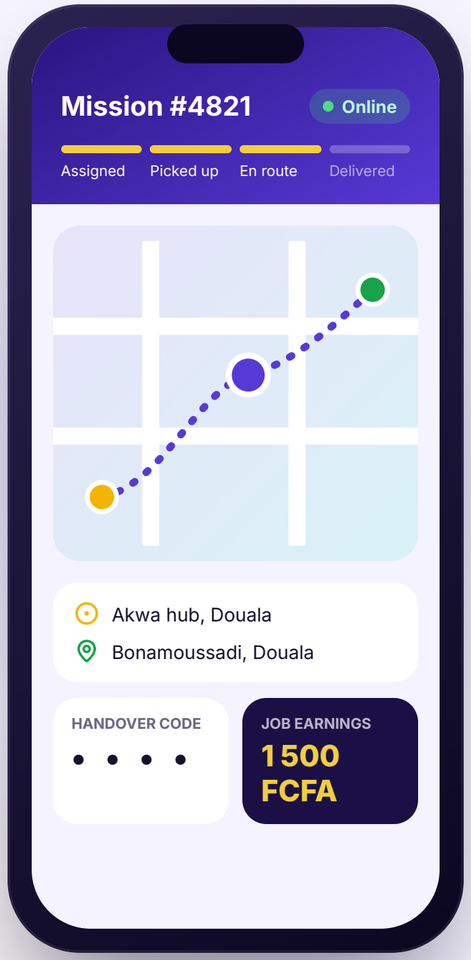
Commissions & payouts

Calculated automatically per corridor.

SAMPLE RATE · TÜRKIYE → CAMEROON

0 – 1 kg	1 – 5 kg	5 – 10 kg
€15	€35	€60

5	9	15	18
cargo partners	warehouses	published rates	operator modules



COURIER SPACE

The last mile, proven and paid.

Online sign-up
Application, vehicle, validation by the team.

Nearby missions
The courier goes online and receives jobs.

GPS tracking
Position shared in real time during delivery.

Handover code
Without the customer’s code, delivery is not validated.

Tracked earnings
Every job is paid and recorded.

A PARCEL'S JOURNEY

From Istanbul to Douala, step by step.

Istanbul — Douala

01
Order
The customer pays, funds are held in escrow.

02
Preparation
The seller packs the parcel and drops it at the cargo company.

03
Istanbul warehouse
Reception and weighing, the customer is notified.

04
Consolidation
Parcels are grouped to cut costs.

05
Shipping
By air or by sea, tracked live.

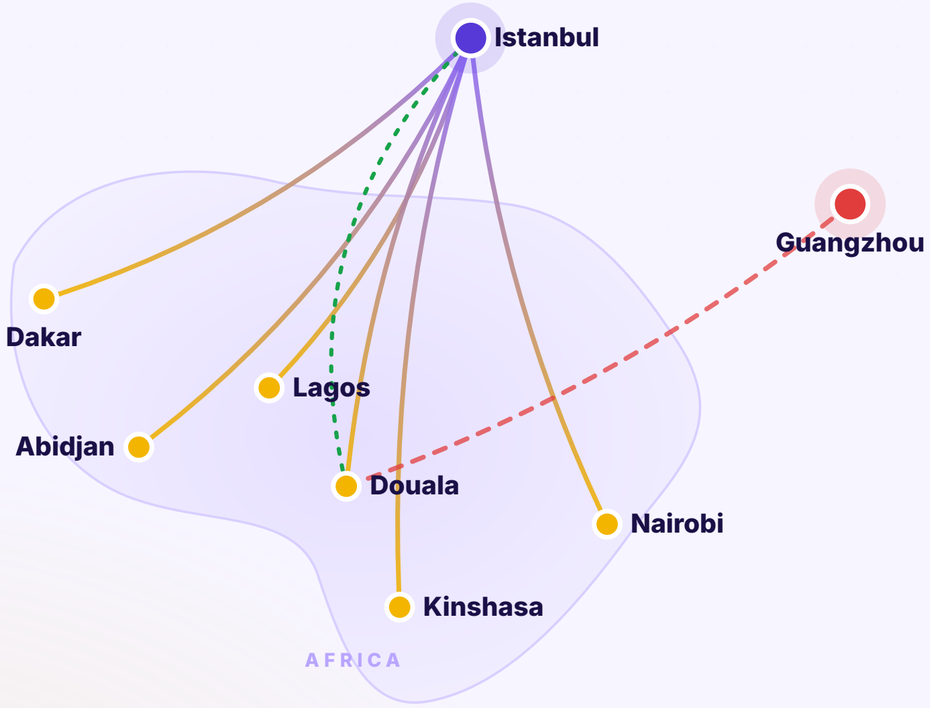
06
Customs
Clearance on arrival.

07
Local delivery
A courier hands over the parcel against the code.

08
Everyone gets paid
Seller, cargo and courier, automatically.

CORRIDORS

Trade routes opening in both directions.



Türkiye → Africa

AVAILABLE

Warehouses in Istanbul, published rates, 19 destination countries configured.

Africa → Türkiye

FINALISING

The same cargo engine with a configurable origin: African products to Türkiye and the diaspora.

China → Africa

NEXT STEP

CNY already supported. Cargo partners and Chinese translation in preparation.

Africa ↔ Africa

FINALISING

Local delivery today, then trade between neighbouring countries.

WHEN SOMETHING GOES WRONG

Every incident has its procedure.

Cancellation

Before shipping, the buyer cancels and is refunded automatically.

Refund

Paid by card: refunded to the card. Paid by Mobile Money: credited to the wallet.

Dispute

Funds are frozen, evidence (photos, messages) is gathered, the team arbitrates. The arbitration module is being finalised.

Reporting

A suspicious user or listing is reported and reviewed by moderation.

Verified sellers

KYC required to publish, trust score visible on every shop.

AI moderation

Messages and listings analysed: fraud, prohibited content, contact sharing.

COMMERCIAL INTELLIGENCE

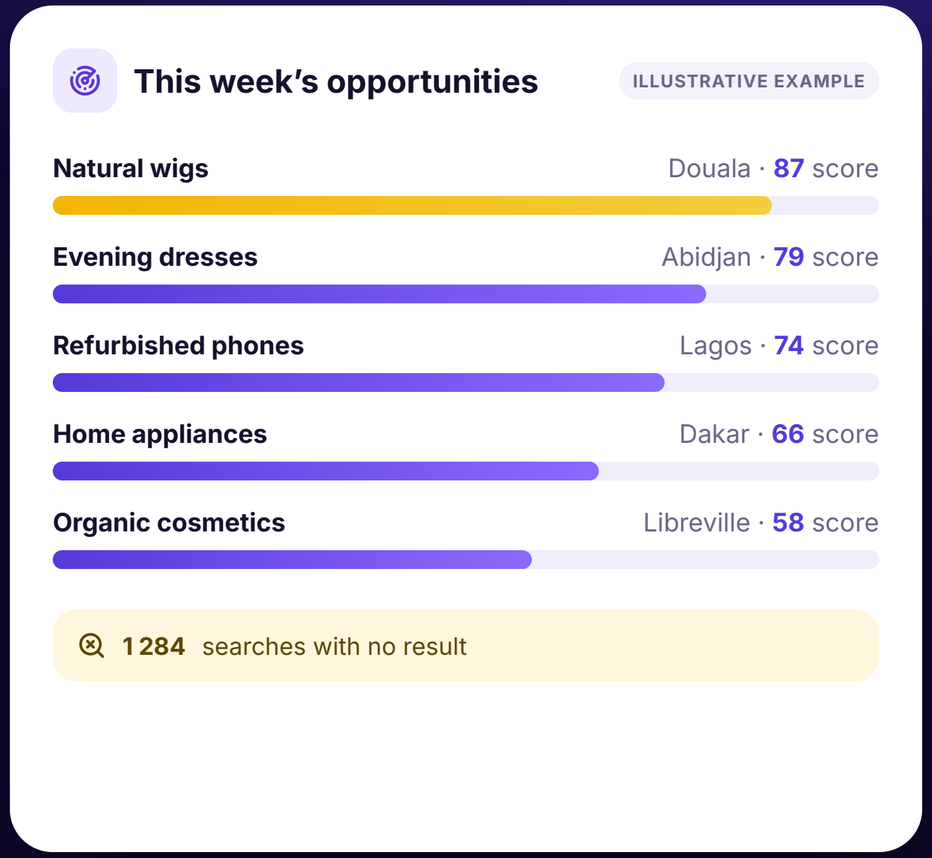
We know what people are looking for.

Every search is measured: trends, zero-result searches, opportunity score by category and country.

Sellers see unmet demand and add the right product.

Buyers are alerted as soon as the product arrives.

Wisebled can buy in Türkiye or China and sell the most-requested products itself.



GROWTH

Growth engines built into the product.

Affiliation

A shared product link, a percentage or fixed commission on every sale, paid to the wallet.

Referrals

A reward when the invited friend receives their first order.

Wisebled Pro

Seller subscription: lower commission and boost credits.

Flash sales & coupons

Recurring promotions that bring customers back.

Advertising

Sponsored placements managed from the back office.

SEO & Google Shopping

Indexed pages and product feeds for Türkiye, France and Cameroon.

TECHNOLOGY

World-class technology.

300,000+
lines of code

404
API endpoints

104
web pages

152
database tables

Artificial intelligence

- Three-level moderation (text and images)
- Personalised recommendations
- Instant search

Security

- Escrow and KYC
- Two-factor authentication
- Cloudflare bot protection
- GDPR compliance

Infrastructure

- Vercel and Railway
- Cloudflare R2 storage
- Real-time WebSocket
- Firebase notifications

BUSINESS MODEL

Multiple revenue streams, from the very first sale.

Sales commission

8% standard, 6% or 5% for Pro sellers.

Pro subscriptions

9,900 FCFA per month, 99,000 FCFA per year.

Cargo commission

From 7.5% to 9.5% depending on the destination country.

Delivery & express

Local delivery fees and an express option.

Boosts & advertising

Paid promotion of products and shops.

Direct sales

Margin on the most-requested products, sourced by Wisebled.

WHERE WE ARE

The product is built. Now for the commercial launch.

● AVAILABLE

Available today

- Website and Android app
- Translated messaging FR · EN · TR
- Escrow-protected payment
- Courier space with GPS
- Commercial intelligence
- Multi-vendor marketplace
- Mobile Money, card, wallet
- Cargo Türkiye → Africa
- Affiliation and referrals
- Complete back office

● FINALISING

Finalising

- Disputes with arbitration
- Price negotiation in chat
- Instalment payments
- iOS app on the App Store

● NEXT STEP

Next steps

- Chinese translation and China corridor
- Africa → Türkiye corridor
- Live shopping and short videos
- Cargo and payment partners per country
- Country-by-country launch



Dylane Sopgui Nidjo

Founder · Product architect

THE TEAM

A founder between two markets.

Cameroonian full-stack developer based in Türkiye, founder of DylaneCodeur (2020). He designed and built the whole of Wisebled Market: API, website, mobile apps and artificial intelligence services.

Wisebled Tec Ltd · Istanbul, Türkiye

AN ECOSYSTEM OF PARTNER PLATFORMS

- Tendance Shop
- Tendance Livreur
- EleShop
- GoToShop
- SecondMain 237
- Proprio237
- Emlak237
- AfriTurk
- BindiNetwork
- AgriForex

WHY INVEST

A ready product, a waiting market.

The product exists

Built, deployed and usable today: the technical risk is behind us.

A unique position

Marketplace, cargo, Mobile Money and translation combined on the Türkiye–Africa corridor.

Multiple revenues

Commissions, subscriptions, cargo, delivery, advertising and direct sales.

A network effect

More sellers attract more buyers, who attract more cargo companies and couriers.

What investment accelerates

Acquisition
Sellers in Türkiye, buyers in Africa.

Operations
Cargo partners and couriers, country by country.

Team
Development, quality testing, customer support.

Compliance & payments
Licences, KYC, new providers.

THANK YOU

Let’s build Africa–Türkiye trade together.

Scan to explore the platform live.

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Wisebled Tec Ltd · Istanbul, Türkiye

Google Play
Android app