



# GUIDERIG



## The Road So Far...



### initial concept

Inception of the initial idea focused on guiding people using audio commentary



### safaricom appwiz

Successfully joined the Safaricom Appwiz Challenge



### development of MVP

The Guiderig team developed the MVP for Guiderig Places



### product refinement and pivot

Refinement of Guiderig  
Product pivot to places & events.



### wins & accolades

Safaricom Appwiz  
Vodafone Appstar  
MWC Barcelona



### iBizz Africa mentorship

Mentorship Sessions  
Concept & Business Model refinement



### guiderig events launch

Launch of the Guiderig Events Product



### refine & scale product

Refining the product  
Working on Guiderig Places  
Scaling the product



### generate revenue & get investment

Generating revenue from the events platform  
Strategic Partnerships and investment

