

A D E G O

WE DELIVER EVERYTHING · EVERYWHERE · ANYTIME

Company Booklet

Delivery, mobility and diaspora services — built from Cameroon, for Africa and its diaspora.

ADEGO SARL · RCCM CM-NSI-02-2025-B12-00623 · adego.app · Yaoundé, Cameroon

CONTENTS

Inside This Booklet

01 Who We Are

02 Meet the Founder

03 What We Do

04 How We Deliver — Our Hybrid Fleet

05 B2B Fleet & Logistics

06 Rider Identity & Equipment

07 Our Model

08 Where We Are Today

09 The Expansion Roadmap

10 Why Now

11 Company Snapshot

01 — WHO WE ARE

Trust, Delivered.

ADEGO is a Cameroon-born delivery and diaspora-connection platform. We move packages, groceries, documents and everyday essentials across cities with speed and accountability — and we give Africans abroad a direct, trustworthy way to provide for family back home, without losing sight of how that support is used.

We were founded on a simple observation: logistics in our markets has always worked around trust gaps, not through them. Riders are unverified. Deliveries go untracked. Money sent home is spent without transparency. ADEGO was built to close all three gaps at once — with one platform, one brand, and one standard of accountability.

2025	100%	EN / FR
FOUNDED & REGISTERED	FOUNDER-OWNED	FULLY BILINGUAL PLATFORM

Our Mission

To build the most trusted delivery and diaspora-support network in Africa — connecting people, goods and money with speed, transparency and dignity.

Our Vision

A platform present in every major African market and every diaspora community that supports it — where sending help home is as simple, safe and visible as sending a message.



Simon Donum
FOUNDER & CEO, ADEGO

02 — MEET THE FOUNDER

Why ADEGO

Simon built his career auditing and advising some of the world's most demanding institutions before turning to building his own.

At Ernst & Young, he worked as an auditor across 15 countries in the telecommunications and transportation sectors — gaining a front-row view of how infrastructure, trust and capital move at scale.

He was selected as the first African member of a 5-person task force appointed by the city of Niigata, Japan to help design the region's post-COVID economic revitalization strategy — working directly with 32 local business stakeholders, earning both an award and national media recognition.

He went on to found Pro Digital Tokyo, and now splits his time between Tokyo and Cameroon — roughly eight months a year on the ground — to build ADEGO.

Education & Credentials

- Master's in International Banking, Money & Finance — IRIC, Cameroon
- Certified Business Analysis Professional (CBAP)
- Chartered Wealth Manager (CWM)
- Fintech Diploma, The Wharton School

Languages: English · French · Spanish · Japanese

> *"I used to send money home to my mother without ever really knowing how it was used. ADEGO exists so the next generation of Africans abroad never has to choose between helping family and knowing that help actually helped."*

03 — WHAT WE DO

Four Products. One Trust Layer.

ADEGO operates as one platform with tightly connected products — local delivery for everyday life, a secure in-app wallet, recurring subscriptions built for the diaspora, and dedicated logistics for businesses.

LOCAL

ADEGO Delivery

On-demand delivery of groceries, documents, gas, medicine and everyday essentials — with real-time GPS tracking and photo confirmation at the door.

PAYMENTS

ADEGO Wallet

A secure in-app wallet for storing funds and paying instantly for deliveries and subscriptions, built for a market where digital trust has to be earned.

DIASPORA

ADEGO Diaspora

Recurring, subscriber-set care packages that let Africans abroad fund verified deliveries and services for family back home — delivered and confirmed, never just wired.

B2B

ADEGO for Business

Scheduled and on-demand delivery for local merchants, turning ADEGO's rider network into their own last-mile logistics arm.

04 — HOW WE DELIVER

A Hybrid Fleet, Built for Trust

ADEGO runs on a hybrid fleet model. A small, wholly-owned core fleet of bikes and mini-trucks anchors our most sensitive and time-critical deliveries. Around that core, we operate an open partner-rider network — in the same spirit as Uber's model — that lets us scale reach and capacity on demand, without carrying the full capital cost of every vehicle on the road.

Openness without verification is a liability in our markets, so every partner rider goes through a structured verification process before ever carrying an ADEGO order: identity and national ID checks, driving license and vehicle document verification, and a review of background and conduct history. Only verified riders are activated on the platform.

> *Verification is only half of trust — the other half is visibility. Every rider under contract with ADEGO, owned-fleet or partner, is issued a full set of branded, standard-issue equipment before their first delivery.*

05 — B2B FLEET & LOGISTICS

B2B Delivery Infrastructure, Built for Cameroon

Beyond motorcycle delivery, ADEGO is building a dedicated, branded fleet of compact Kei trucks to serve businesses — merchants, suppliers and distributors — with reliable, scheduled and on-demand logistics across the city.



Fleet livery design — illustrative rendering of ADEGO's planned B2B Kei-truck fleet.

B2B DELIVERY

Reliable movement of goods between businesses, suppliers and customers.

BRANDED FLEET

Highly visible ADEGO vehicles create continuous brand exposure across the city.

SCALABLE LOGISTICS

Kei trucks provide an efficient bridge between motorcycle delivery and larger commercial transport.

> *Two wheels for speed. Four wheels for scale. One brand, visible on every street we serve.*

Every Rider, Instantly Recognizable

Standard-issue kit for every ADEGO rider under contract — owned-fleet and verified partners alike — engineered for high visibility, durability and a consistently premium brand presence on the street.



- Branded reflective vest with functional storage pockets
- Verifiable photo ID badge with rider number
- ADEGO-branded helmet for road safety and visibility
- Country-flag identification for local trust
- Insulated, weather-resistant delivery bag
- Optional QR verification for customer peace of mind

07 — OUR MODEL

Two Revenue Engines, One Platform

Local Delivery — Zone-Based & Transparent

Every local delivery is priced dynamically by zone, built from real fuel-cost and rider-economics research rather than a flat guess — keeping pricing fair to customers and sustainable for riders as we expand across cities.

ADEGO Diaspora — Monthly Subscriptions

PLAN	PRICE / MO	WHAT'S INCLUDED
Diaspora Essentials	$150	Core recurring support package — everyday essentials delivered and confirmed at a family's door.
Diaspora Care+	$280	Expanded package with higher order value and priority scheduling for regular family support.
Diaspora Premium	$450	Our fullest care package — maximum order value, priority service, and premium support handling.

Every diaspora plan is billed monthly, fulfilled locally by verified ADEGO riders, and confirmed back to the subscriber — replacing an untracked wire transfer with a delivered, photographed, accountable outcome.

08 — WHERE WE ARE TODAY

Live, Bilingual, Built to Scale

- Live in Yaoundé, fully bilingual (English/French) across web and app
- Zone-based dynamic pricing built from real local fuel-cost and rider-economics research
- Legal and compliance framework in place — bilingual Terms & Privacy Policy, verified rider onboarding
- Douala and Bamenda mapped as the next Cameroonian markets
- Diaspora subscription model designed, priced, and ready for market

> *Cameroon is our proving ground, not our ceiling. Every process, every price model and every piece of trust infrastructure we build here is designed from day one to travel.*

09 — THE EXPANSION ROADMAP

From Yaoundé to a Continent

Our expansion is sequenced deliberately — proving the model at home, then moving through markets where language, currency and diaspora ties give us the fastest path to trust, before reaching for Africa's largest and most distant markets.

PHASE 1 · NOW → YEAR 1

Cameroon Consolidation

Target markets: Yaoundé (live) → Douala → Bamenda

Prove unit economics, rider density and diaspora conversion in our home market before exporting the model.

PHASE 2 · YEAR 1 → 2

Francophone West Africa

Target markets: Côte d'Ivoire · Senegal · Benin

Shared language, CFA-zone familiarity and dense diaspora corridors make these the fastest, lowest-friction markets to enter next.

PHASE 3 · YEAR 2 → 3

Anglophone & Pan-African Reach

Target markets: Nigeria · Ghana · Tanzania · South Africa

Africa's largest consumer and diaspora markets — entered once our playbook, compliance approach and payment rails are proven across two language zones.

Indicative timeline, subject to regulatory approval and capital raised at each stage. Ambitious — and, given what we've already built with far less, realistic.

10 — WHY NOW

The Opportunity in Front of Us

Africa's diaspora sends tens of billions of dollars home every year through channels built for one thing: moving money. None of them confirm that the help arrives, or how it's used. At the same time, on-demand delivery across most African cities remains fragmented, unverified, and hard for a serious partner — a bank, an investor, a merchant — to plug into with confidence.

ADEGO sits directly in that gap. We are not a remittance company competing on transfer fees, and we are not a delivery app competing purely on speed. We are the accountability layer between the two — the only platform where a diaspora subscription turns into a verified rider, a tracked delivery, and a confirmed outcome at someone's door.

We have built and proven this in one of the world's more difficult operating environments — bootstrapped, bilingual, and compliant from day one. That is precisely why the next markets will be faster: the hardest version of this problem is already solved.

11 — COMPANY SNAPSHOT

Built With Discipline

ADEGO has been entirely self-funded to date — built with personal capital, not external investment, through every stage of legal registration, platform development, and market launch.

$115,000+
INVESTED TO DATE (SELF-FUNDED)

100%
FOUNDER-OWNED EQUITY

$250K–$300K+
EST. CURRENT VALUATION (PRE-LAUNCH)

2025
RCCM CM-NSI-02-2025-B12-00623

These figures reflect capital deployed and platform value built to date; they exclude the additional value of the diaspora subscription model, which materially expands ADEGO's addressable market and recurring-revenue potential once fully commercialized. Figures are founder estimates, not an independent valuation.

Let's build the next chapter together.

admin@adego.app

+237 695 672 245 (ADEGO, Cameroon)

www.adego.app

ADEGO SARL · RCCM CM-NSI-02-2025-B12-00623 · Yaoundé, Cameroon