



SafeDeal

The Trust Layer for Africa's Digital Commerce

Making online transactions safer for buyers and sellers.

ROYNEK TECHNOLOGIES LTD

PRE-SEED · NIGERIA

RAISING \$100K

safedeal.roynek.com

Africa's Digital Commerce Problem Isn't Only Access. It's Trust.

Buyers Ask

"Will I actually receive what I paid for?"

- Fear of fraud and non-delivery
- Difficulty recovering money after a bad transaction
- Limited trust with unfamiliar sellers

Sellers Ask

"Will I get paid after delivering?"

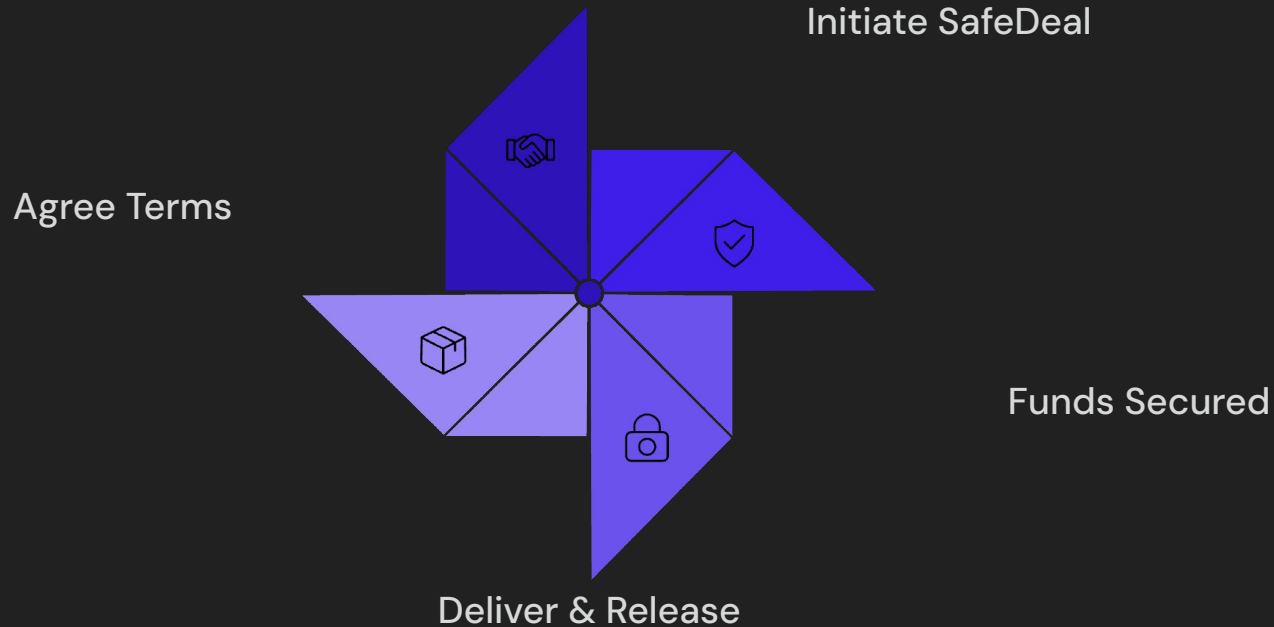
- Fear of fake buyers and payment disputes
- Difficulty establishing credibility with new customers
- Lost sales when customers hesitate to pay upfront

❏ **Low trust creates friction → friction reduces transactions → fewer businesses can confidently sell online.**



SafeDeal Turns Trust Into Infrastructure

SafeDeal provides a **trusted transaction layer** between buyers and sellers, protecting funds and reducing risk until agreed deal conditions are satisfied.

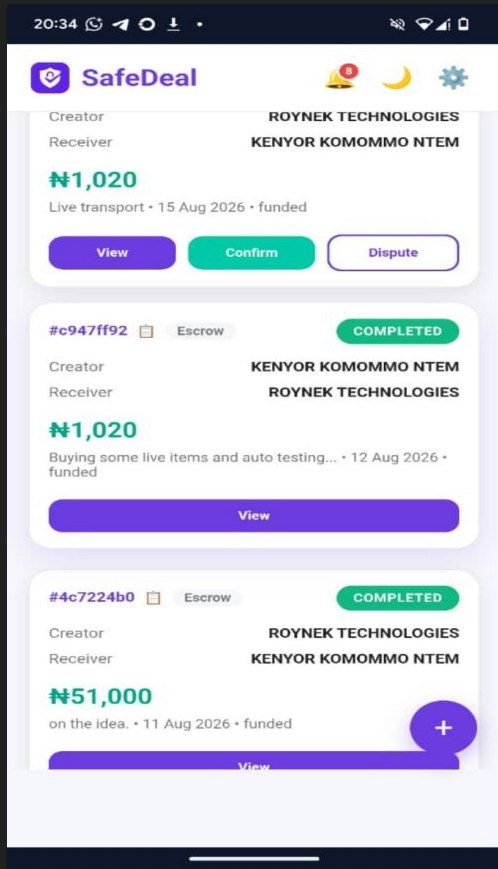


Every transaction passes through SafeDeal's secure layer, protecting both parties until the deal is complete.

Buyer
Protection + confidence

SafeDeal
Transaction security + dispute handling

Seller
Trust + higher conversion



PRODUCT

Built for Real-World Digital Transactions

- Deal Creation & Management
Full buyer/seller transaction workflow with status tracking
- Payment Protection
Secure payment and bank integration
- Dispute & Ticket Handling
Built-in resolution workflow for transaction issues
- User Profiles
Identity and reputation tools for buyers and sellers

📄 The product is built and ready for commercial launch.

A Massive Opportunity Sits Behind Every Digital Transaction



TAM — Africa

African digital commerce and online transactions — a continent-wide opportunity growing rapidly.



SAM — Nigeria

Nigerian online buyers, sellers, merchants, freelancers, and digital businesses.



SOM — Initial Segment

The first customer segment SafeDeal can realistically acquire and serve in Nigeria.



SafeDeal doesn't need to own the marketplace to participate in its transaction volume. If digital commerce grows, the need for trusted transactions grows with it.



We Monetize Transactions, Not Attention



SafeDeal earns a fee on every protected transaction, aligning revenue with transaction volume.

Current Model

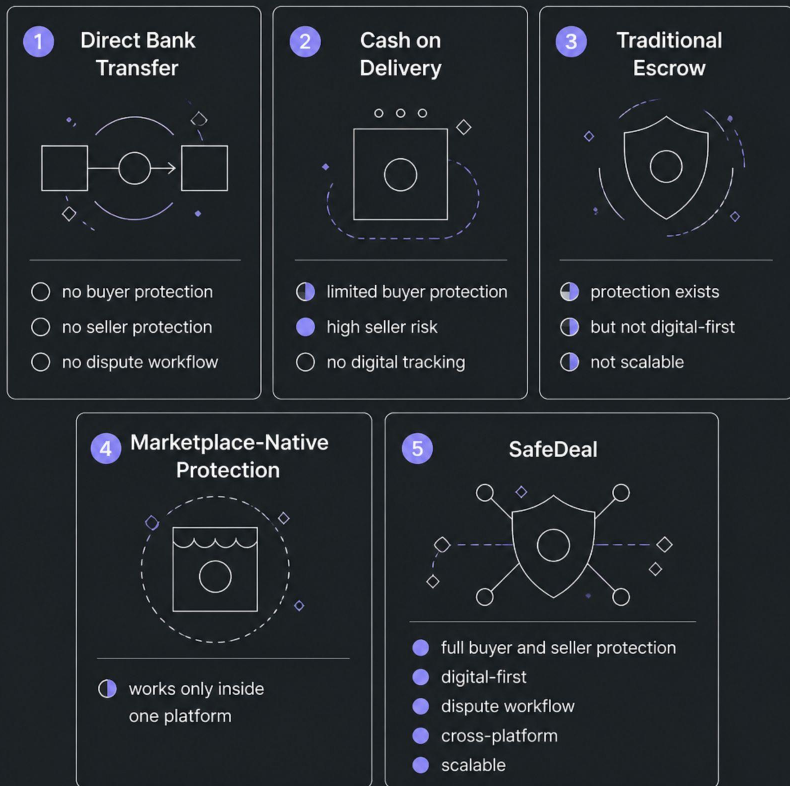
Transaction fees on protected deals

Future Opportunities

- Business & merchant plans
- API / embedded transaction infrastructure
- Premium protection services
- Enterprise partnerships

❏ **Current stage: Pre-revenue.** No revenue claimed. Investment will fund commercial launch and initial validation.

We Are Building More Than an Escrow Product



SafeDeal's Strategic Advantage

SafeDeal can become a **transaction layer that works across multiple digital commerce environments** — not tied to a single marketplace.

- Buyer & seller protection
- Digital-first experience
- Transaction tracking & dispute workflow
- Cross-platform scalability



Start in Nigeria. Build for Africa.



Phase 1 — Nigeria

Acquire early buyers and sellers. Validate transaction behavior. Build trust and brand recognition.



Phase 2 — Partnerships

Partner with merchants, communities, platforms, and businesses that already facilitate digital transactions.



Phase 3 — Africa

Expand into additional African markets where digital commerce is growing and trust remains a barrier.

Customer acquisition: Digital marketing + referrals + merchant acquisition + strategic partnerships + community-led growth

Founder & CEO

Kenyor Ntem

Roynek Technologies Ltd

Technical founder with product-building and entrepreneurial experience. The team currently consists of 1 founder and 2 Devs(Joseph C. and Akintola Richard).

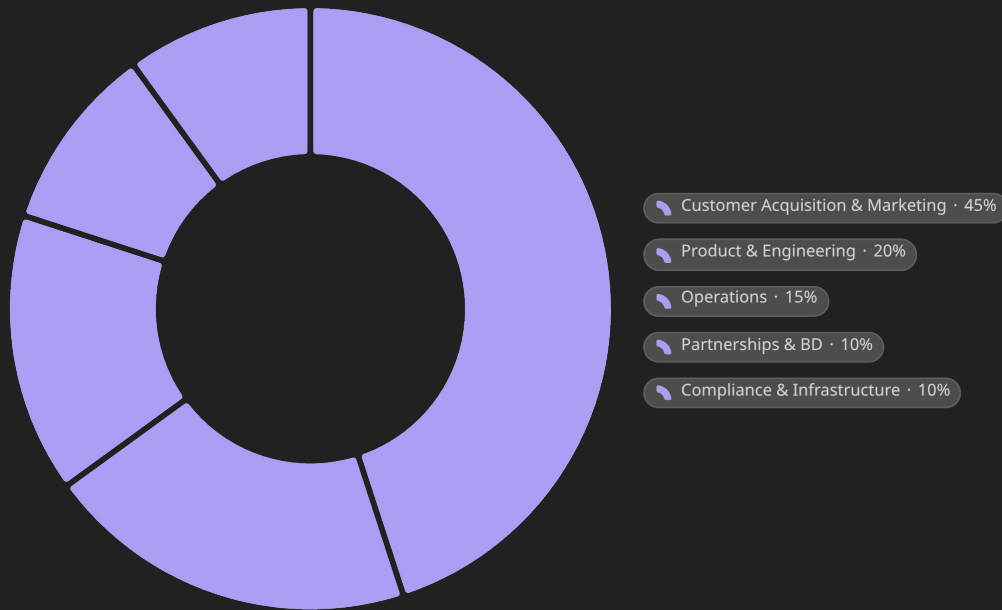
nkenyor@gmail.com

THE ASK

Raising \$100,000 Pre-Seed

Turn a completed product into a commercially validated business. Primary objective: acquire initial users, generate transaction activity, validate unit economics, and establish the foundation for a larger growth round.

Proposed Use of Funds



Join Us in Building the Trust Layer for Africa's Digital Commerce

Massive Market

Africa's digital commerce is growing
— SafeDeal captures value from every trusted transaction.

Built & Ready

Product is complete. Investment funds commercial launch and user acquisition.

Scalable Vision

Start in Nigeria. Expand across Africa. Become the default transaction security layer.

SafeDeal is the transaction security layer that can sit between buyers and sellers across digital commerce — not just an escrow app, but **trust infrastructure for Africa.**

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