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Pitch Deck

Trust-First Mobility & Tourism Marketplace
Asset-Light | High-Margin | Emerging Markets

- Industry: Mobility / Travel Tech
- Geography: Sri Lanka (launch & scale), regional expansion potential
- Platform: Web + Mobile
- Stage: Late Pre-Seed
- Platform Link: dev.rydemor.com

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Value Proposition

Rydemor is an asset light marketplace that lets customers book vehicles, drivers, and tour guides together or separately through one trusted digital platform.

- No fleet ownership
- High-margin marketplace economics
- Built for fragmented, emerging-market mobility ecosystems

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The Problem

Impact:

Idle supply, leaked revenue, broken traveler experience, and lost tourism value

- Car rentals, drivers, and guides are fragmented and informal
- Vehicles and service providers are underutilized
- Booking happens via calls, WhatsApp, intermediaries
- Poor trust, opaque pricing, inconsistent quality

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The Problem: Renters, Drivers, and Guides are Fragmented

Renter / Tourist

Calls / WhatsApp, Intermediary

Vehicle Owner → Driver → Tour Guide

Poor Trust & Transparency

- No Price Transparency
- No Guarantees
- Low Trust
- Unreliable Availability

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- Unified digital marketplace for rentals + services
- Verified supply with reviews and ratings
- Transparent pricing and availability
- Seamless booking, payments, and support

The Solution

Outcome:

Higher asset utilization, predictable income for providers, and a trusted traveler experience

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Product & Platform

Customer

- Book vehicle, driver, guide—together or separately
- Clear pricing, secure payments

Supply

- Dashboards for vehicles, drivers, guides
- Availability, pricing, and analytics

Status

- Web MVP ready to launch
- Mobile apps launching in 4–8 weeks

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Market Opporutnity

Sri Lanka

- Tourism recovery accelerating
- Strong domestic mobility demand
- Large base of private vehicles, drivers, and licensed guides
- Very low digital penetration

Expansion

- Replicable model across South / Southeast Asia
- Similar fragmentation and tourism dynamics (e.g. Indonesia)

TAM/SAM/SOM

USD 600–800M

TAM

USD 150–230M
25–30% of TAM

SAM

Year 3
USD 3–7M
2–3% of SAM

SOM

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Business Model

Consistent Monetization Across All Services

Effective Take Rate
20% Per Transaction

15%

Commission From Supply Side

- Vehicle Owners
- Drivers
- Guides

5%

Customer Service Fee (Built into the Price)

- Paid by Renters

Additional monetization:

- Subscriptions for vehicle partners
- Featured listings and promotions

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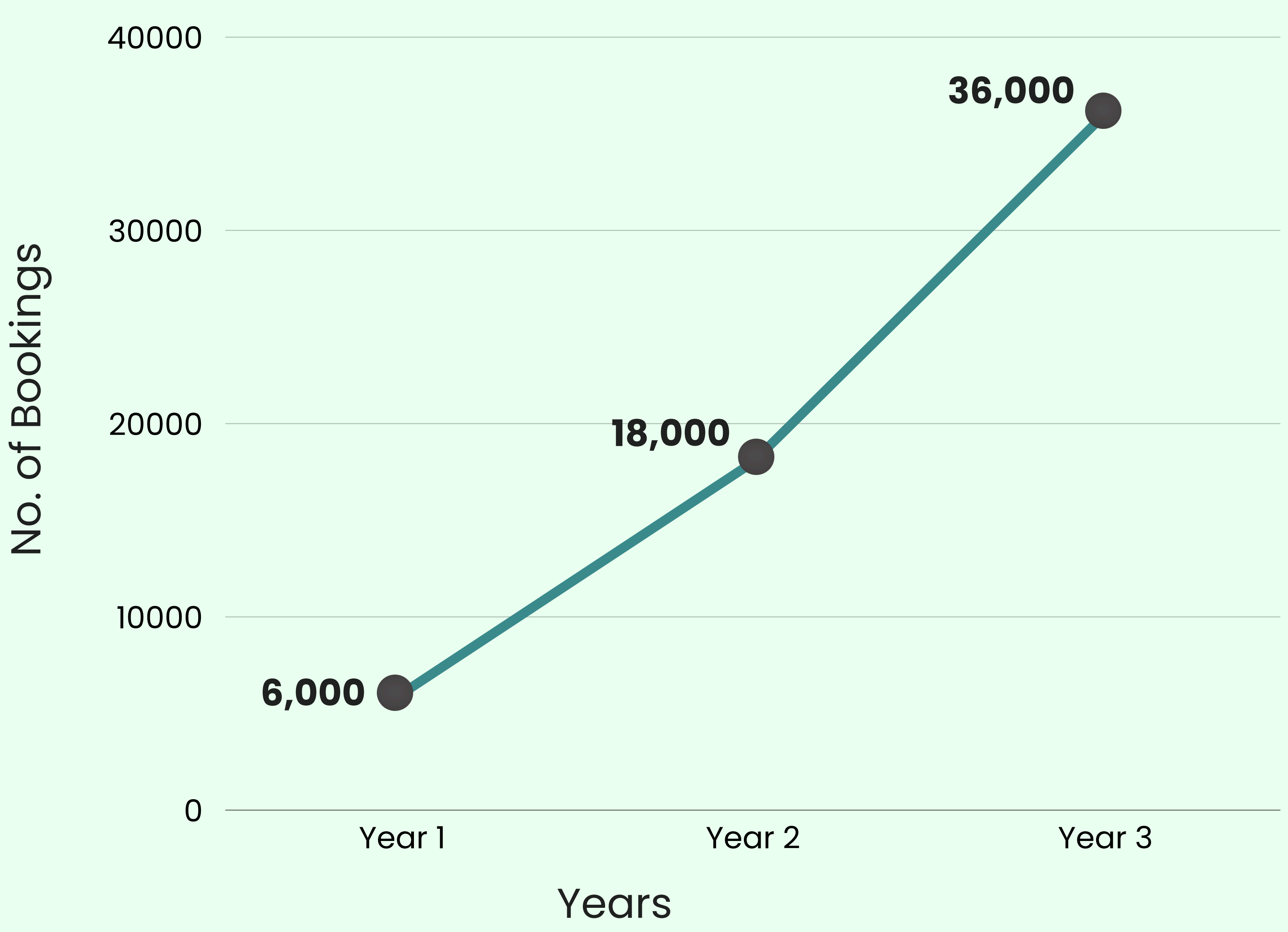
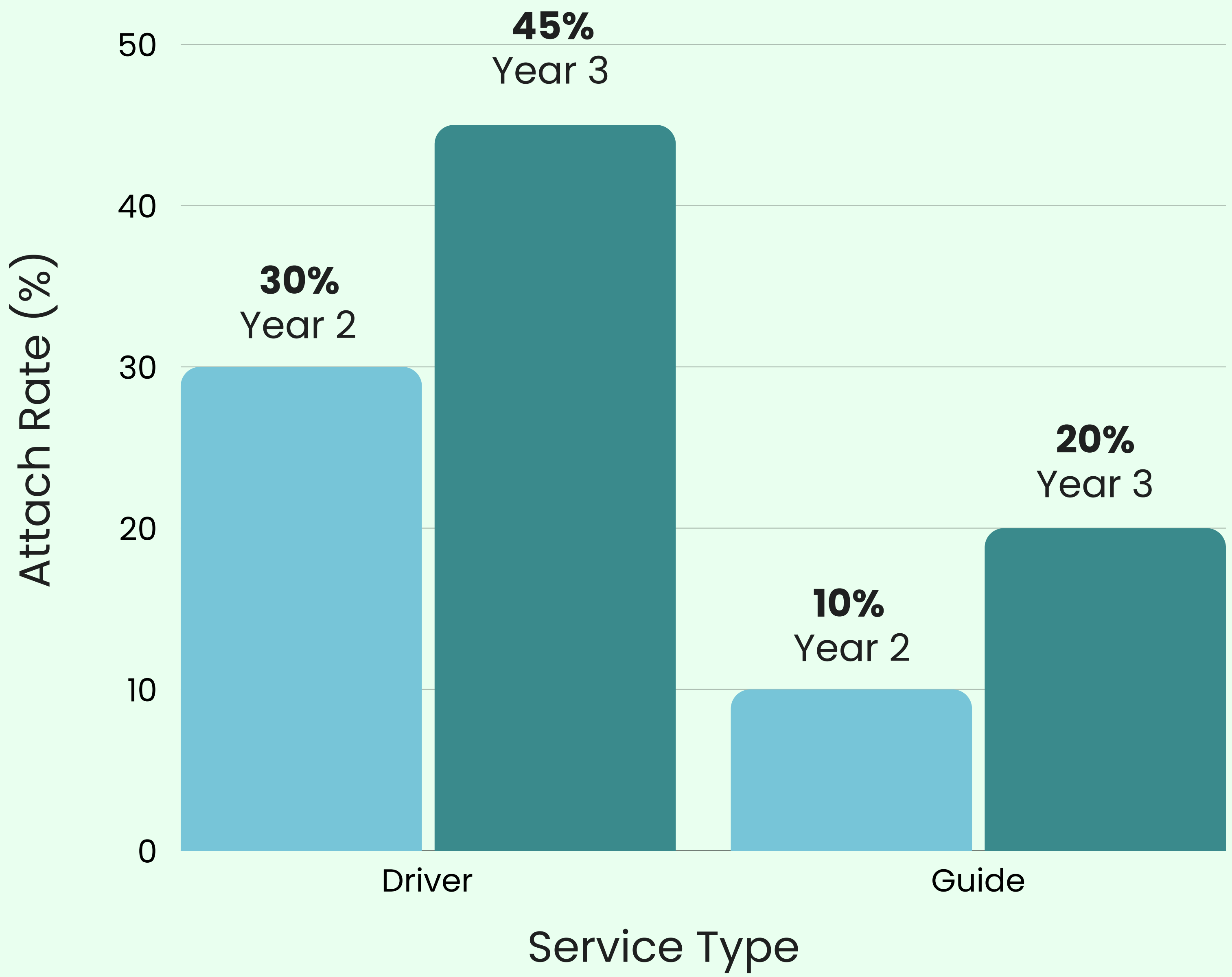
Traction & Operating Metrics

Bookings Growth



Service Attach Rate Expansion



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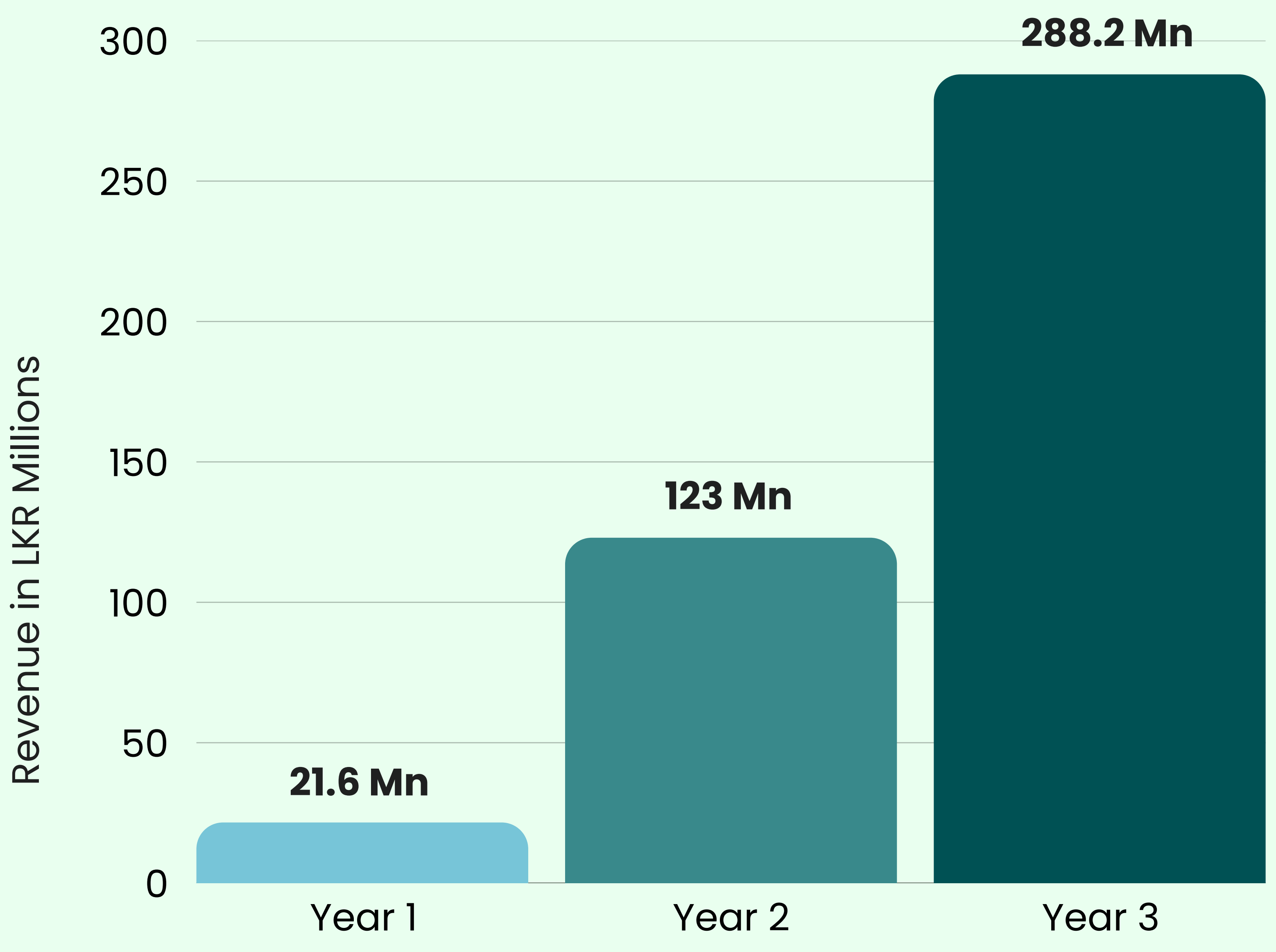
Financial Performance

Revenue Growth



EBITDA Progression

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Unit Economics & Margins

Average Booking Value (GBV)

- Vehicle rental (3 days): ~LKR 20,000
- Driver add-on (optional): ~LKR 9,000
- Guide add-on (optional): ~LKR 36,000

Variable Costs (Per Booking)

- Payment processing: ~2% of revenue
- Customer support & ops: ~LKR 200–250

Contribution margin:

- >80% per booking

Platform Revenue

- Blended take rate: ~20%
  - 15% from supply
  - 5% from customer

Revenue per booking

- Vehicle only: ~LKR 4,000
- Vehicle + driver: ~LKR 5,800
- Vehicle + driver + guide: ~LKR 11,000+

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Funding Ask & Valuation

Fundraise
LKR 30 Million (≈ USD 100k)

Pre-Money Valuation
LKR 450–550 Million

Implied Post-Money Valuation
LKR 480–580 Million

Expected Dilution
To be discussed

Valuation Basis

- Conservative seed-stage pricing
- Asset-light marketplace model
- Strong unit economics and early profitability path
- Aligned with comparable seed rounds in emerging markets

Use of Funds

- Product and mobile apps
- Initial liquidity and growth
- Operations and support

Runway

- 18–24 months

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Why Now & Why Rydemor

- Tourism recovery + digitization tailwinds
- Shift from informal to trusted digital services
- No integrated rental + driver + guide marketplace today
- Asset-light, high-margin platform with clear path to cash generation

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Trust-First Mobility Marketplace

Thank You

for your time and consideration

www.rydemor.com

ANNEXURE

RYDEMOR FINANCIAL FORECAST - 3 YEARS

ASSUMPTION SNAPSHOT

Key Operating Metrics (for reference)

LKR Mn	Year 1	Year 2	Year 3
Bookings (units)	6,000	18,000	36,000
Total GBV	108	464.4	1,161.00
Platform Take Rate	20%	20%	20%

PROFIT & LOSS STATEMENT (3-Year Forecast)

INCOME STATEMENT

LKR Mn	Year 1	Year 2	Year 3
Net Revenue	21.6	123	288.2
Operating Expenses			
Engineering & Product	8.5	12	28
Technology & Infrastructure	3.8	5.7	18
Operations & Support	4	7	24
Marketing	8	14	22
Finance & Admin	2	2.5	8
Contingency	1.5	5.5	4
Total Operating Expenses	27.8	48.7	104
Profitability			
EBITDA	-7.8	79.8	184.2
EBITDA Margin	n/a	65%	64%
Depreciation & amortization	-0.3	-0.8	-1.2
EBIT	-8.1	73.5	183
Finance cost	–	–	–
Profit Before Tax	-8.1	73.5	183
Income tax**	–	-14.7	-36.6
Net Profit / (Loss)	-8.1	58.8	146.4

*** Assumes Sri Lankan corporate tax applied only once profitable; losses carried forward.*

CASH FLOW STATEMENT (3 Year Forecast)

Cash Flow from Operating Activities			
LKR Mn	**Year 1**	**Year 2**	**Year 3**
EBITDA	-7.8	74.3	184.2
Working capital changes	-1.5	-3.2	-15
Tax paid	–	–	-22.6
Net Cash from Operations	-9.3	71.1	146.6
Cash Flow from Investing Activities			
Platform & tooling capex	-0.5	-1.5	-2.5
Net Investing Cash Flow	-0.5	-1.5	-2.5

Cash Flow from Financing Activities			
Equity raised	30	–	–
Dividends	–	–	–
Net Financing Cash Flow	30	–	–
Net Cash Position			
Net cash movement	20.2	69.6	144.1
Opening cash	–	20.7	91
Closing cash	20.7	91	222.6

BALANCE SHEET (3-Year Forecast)

Assets			
Current Assets	**Year 1**	**Year 2**	**Year 3**
Cash & cash equivalents	20.7	91	222.6
Trade & other receivables	3.5	10	18.5
Prepaid & other current assets	1.2	2	3
Total Current Assets	25.4	103	244.1
Non-Current Assets			
Platform & software (net)	2	3.5	4.8
Total Non-Current Assets	2	3.5	4.8
Total Assets	27.4	106.5	248.9
Equity & Liabilities			
Equity			
Share capital (fund raise)	30	30	30
Retained earnings	-8.1	50.7	197.1
Total Equity	21.9	80.7	227.1
Current Liabilities			
Trade payables & accruals	5.5	25.8	21.8
Taxes payable	–	–	–
Total Liabilities	5.5	25.8	21.8
Total Equity & Liabilities	27.4	106.5	248.9

TAM / SAM / SOM — Summary Table (Sri Lanka Mobility)

Category	Metric	Key Assumptions	Annual Value (USD)	Annual Value (LKR)
TAM	Local mobility	1.0–1.5M addressable users × 1.5 rentals/year × LKR 20,000 per booking	140–170M	45–55B
TAM	Tourist mobility	2.0–2.4M arrivals × 45–55% participation × USD 400–600 spend	450–650M	145–210B
TAM	Total mobility (Local + Tourist Mobility)	Short-term vehicle rentals only; excludes ride-hailing, public transport, long-term leases	600–800M	190–265B
SAM	Serviceable addressable market	25–30% of TAM; Colombo metro, airport corridor, major tourist hubs; digitizable demand	150–230M	50–75B
SOM	Serviceable obtainable market (Yr 3)	2–3% of SAM; early-stage penetration in limited cities & corridors	3–7M	1–2.5B

Notes:

TAM reflects total present-day economic ceiling, not revenue target

SAM reflects current digitization and trust constraints, not future potential

SOM is illustrative and conservative; not a market dominance claim

Tour guides and experiences are incremental upside and excluded from base TAM