Zera Global Group | Building Technology. Powering Possibilities.

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SECURE • SMART • AI POWERED

AFRICA'S ALL-IN-ONE TICKETING & EXPERIENCE PLATFORM

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VISION

WE BELIEVE EVERY EVENT DESERVES EXCEPTIONAL EXPERIENCES.

Our vision is to become the world's leading intelligent event technology platform, enabling organizers to create seamless, secure, and unforgettable experiences through digital innovation.



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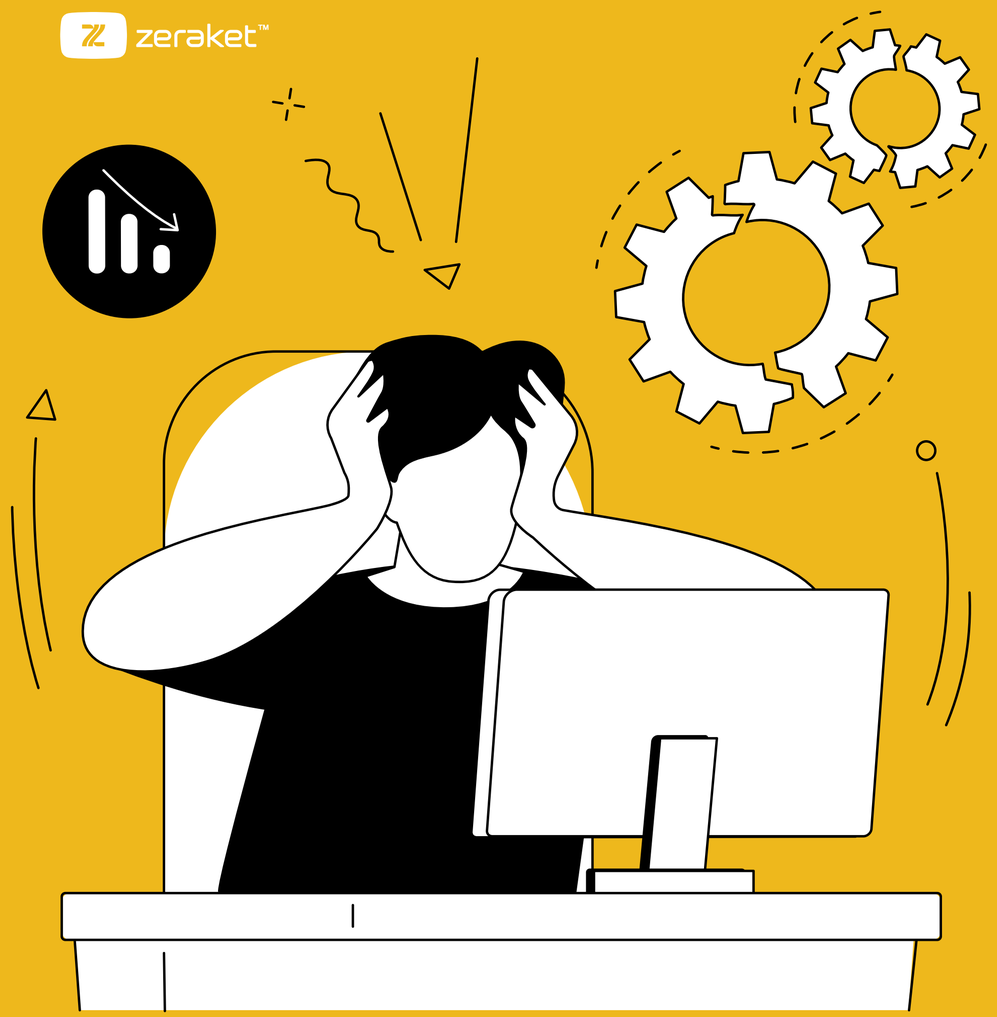

These problems reduce revenue, damage attendee experiences, and limit organizers' ability to grow.

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THE PROBLEM

Today's event industry still faces significant challenges.

- Ticket fraud and counterfeit tickets
- Slow check-in and long queues
- Multiple disconnected software tools
- Poor attendee engagement
- Limited event data and analytics
- High operational costs
- Complicated payment collection
- Limited AI adoption
- Poor networking opportunities
- Difficult event management

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OUR SOLUTION

ONE PLATFORM.
EVERY EVENT.
EVERY EXPERIENCE.

EVERYTHING FROM ONE INTELLIGENT PLATFORM.

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ZERAKET BRINGS TOGETHER



Ticketing | Registration | QR Check-in | Accreditation | Smart Badges | Payments | AI Event Assistant | Analytics | Marketing | Networking | Event Websites | Mobile Apps

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PRODUCT

BUILT FOR MODERN EVENTS. DESIGNED FOR SCALE.



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WHY WE'RE DIFFERENT

OTHERS	ZERAKET
Ticketing only	Complete event ecosystem
Manual check-in	AI-powered smart check-in
Static QR	Dynamic QR security
Limited analytics	Real-time insights
Separate systems	One unified platform
No AI	AI Event Assistant
Weak fraud protection	Advanced fraud prevention
Generic events	Enterprise-ready



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MARKET OPPORTUNITY

GLOBAL EVENT TECHNOLOGY MARKET

- Multi-billion-dollar global industry
- Rapid growth driven by digital transformation
- Millions of events every year
- Growing demand for hybrid and virtual experiences
- AI adoption transforming event management

PRIMARY MARKETS

1. Corporate Events
2. Conferences
3. Concerts
4. Sports
5. Government
6. Universities
7. NGOs
8. Religious Organizations
9. Tourism
10. Festivals

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REVENUE STREAMS

- SaaS subscriptions
- Ticket transaction fees
- Enterprise licensing
- White-label solutions
- Payment processing
- AI premium features
- Custom integrations
- Event technology services
- Advertising
- API access
- Consulting



RECURRING + TRANSACTION REVENUE = SCALABLE BUSINESS

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1K+ TRACTION

CURRENT PROGRESS

- Platform launched
- Beta deployed
- 222,500+ tickets processed
- Check-in time reduced by 80%
- 15,000+ registered users
- Multiple successful live events
- Growing customer pipeline
- Product continuously improving based on customer feedback



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TECHNOLOGY

- Artificial Intelligence
- Blockchain
- Cloud Infrastructure
- Dynamic QR
- NFC
- Mobile Wallets
- Enterprise APIs
- Secure Payments
- Analytics
- Real-time Dashboards



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FUTURE READY.

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COMPETITIVE ADVANTAGE

- AI-first architecture
- Fraud prevention
- Fastest event check-in
- Enterprise scalability
- Beautiful user experience
- Modular platform
- Multiple revenue streams
- Strong technology ecosystem
- Built for Africa, scalable globally
- Payment available in over 13 Countries



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GO-TO-MARKET

CUSTOMER ACQUISITION

- Direct sales
- Strategic partnerships
- Universities
- Event organizers
- Government
- Tourism
- Digital marketing
- Referral program
- Channel partners
- Enterprise sales



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GROWTH ROADMAP

2026

1. Uganda
2. Kenya
3. DRC
4. Tanzania
5. Rwanda

2027

1. Nigeria
2. Ghana
3. South Africa
4. Zambia

2028+

- Global Expansion

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THE MANAGEMENT TEAM



MUHUMUZA NASSIF

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Chairman Zera Global Group



ABEL NGENGELE

zeraket™

Founder Zera Global Group



NUWATEKATEKA LYDIA

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Marketing Director Zera Global Group



SOLOMON IBRAHIM MUSA

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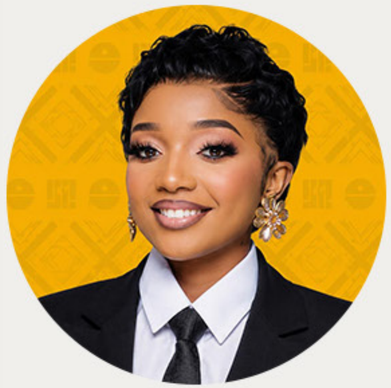
Director Legal Zera Global Group



MADELEINE BYAMUNGU

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Finance Director Zera Global Group

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THE ENGINEERIING TEAM



Abel Ngengele

Zera

Senior Product Engineer



Madeleine B.

DigitRise Africa

Co-Founder



ZZISIGN Kapingiri

DigitRise Africa

Lead Product Designer



Benedicta A.

VESON NAUTICAL

Software Engineer



Olame Galien

Lead Blockchain AI/ML Engineer

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THE BUSINESS TEAM



MUGABI NASIB

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Logistics Officer



LUYIMBAZI JIDAT

zeraket™

QR/NFC Scanning Manager



QUEEN SHARON

zeraket™

Public Relations Manager



YVAN ITEGWA

zeraket™

Operation Manager



JEAN LUC MBALE

zeraket™

Social Media Manager

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INVESTMENT OPPORTUNITY

WE'RE RAISING STRATEGIC CAPITAL TO ACCELERATE GROWTH

INVESTMENT WILL SUPPORT:

A. Product development
B. AI innovation
C. Market expansion
D. Customer acquisition
E. Hiring
F. Infrastructure
G. Strategic partnerships



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AFRICA'S ALL-IN-ONE TICKETING & EXPERIENCE PLATFORM
BUILDING SMARTER EXPERIENCES.

THE FUTURE OF EVENTS STARTS HERE.

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