



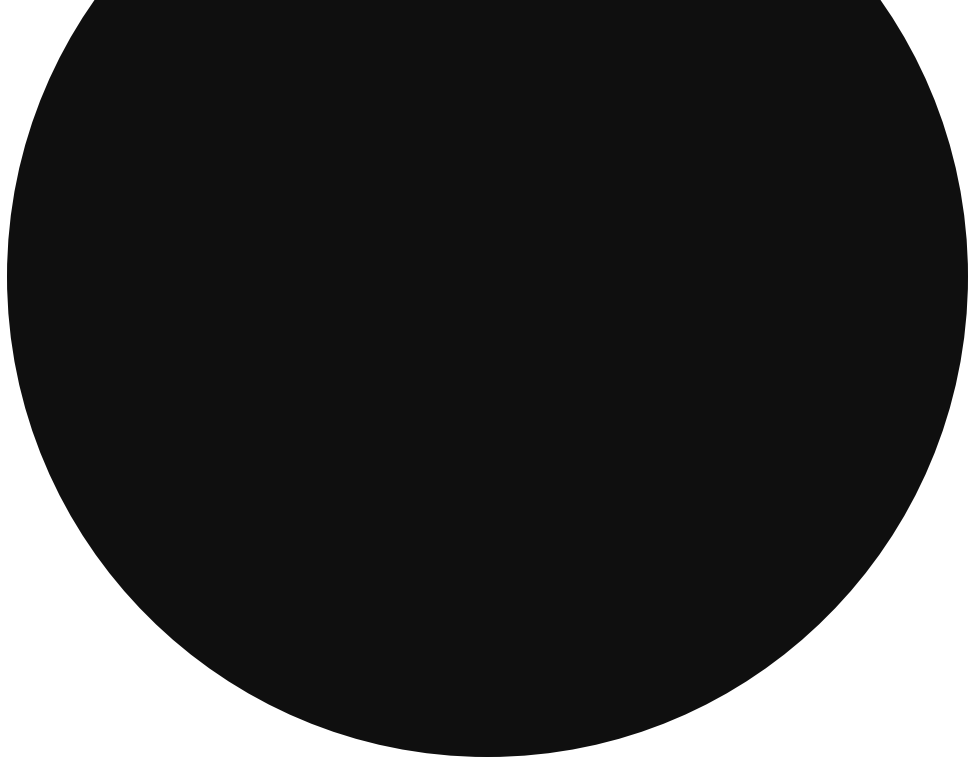
MET Pitch Deck

RE-IMAGINING RIDE-HAILING FOR HER

MADAME_TAXI

N E X T

Presented by: Madame Taxi founder
Date: December 2025



Who We Are

Madame Taxi is a ride-hailing platform **re-imagined for women** and powered by our **AI operator** transforming how we ride-hire. Transportation is our entry point and **financial inclusion** our mission. We aim to economically empower women and young people in the gig economy using **AI** to build credit scores for **decision automation** all while creating more opportunities for women to take up space in thriving tech-driven economies, in addition to **deliveries and on-demand errands services** provided by the youth.

Market Entry

Build a **credible network** of female drivers plus the service providers and acquire early users in high-density urban areas.

Expansion

Expand presence in additional urban/semi-urban centers while staying true to our mission and building trust.

Retention

Turn first-time users into **loyal, repeat customers** while expanding our driver network.

Innovation

Continue **innovating** and introduce additional smart, **personalized features** and **value-added services** to stay ahead of competition.

Our step-by-step roadmap ensures **consistent** and **sustainable growth**.

Growth Strategy • Roadmap



Traditional Gender Roles and Economic Barriers.



Safety Concerns for Women, Girls and Children.



Financial exclusion of gig workers.

These gaps create inefficiencies and leave a significant segment of the market underserved.

2025

The Problem

Despite rapid growth, the ride-hailing industry continues to grapple with these pressing issues.



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Our Solution ●

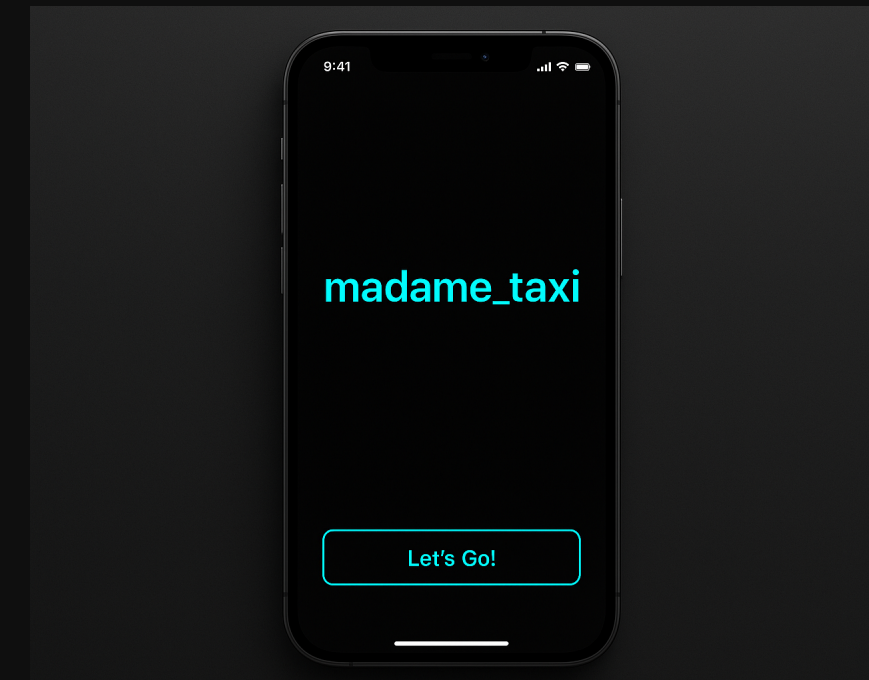
We have developed a scalable digital platform to solve these problems by providing



A network of skilled female drivers.



Empowering women and moving families safely.



AI-Powered platform delivering seamless rides and financial inclusion for women and gig workers.

Madame Taxi delivers smart, secure, rides with trusted female drivers for women and families to move all while [bridging the gap of financial exclusion in the gig economy](#).

Market Opportunity



In Kenya, the ride-hailing market is forecast at US\$56.7M in 2025, rising to **US\$71.6M** by **2030**. Grocery **delivery** is projected at US\$108.4M in 2025, **growing to US\$194.3M** by 2030, while **meal delivery** will reach **US\$216.4M** by **2028**. Kenya's wider **gig economy**, covering errands, delivery and rides, is expected to **triple** from US\$109M to US\$345M within a few years. In addition, **women make up 50–59% of passengers**, making a female-focused, family-oriented model highly relevant. This approach enables the company to **address key child-safety gaps** including low restraint use and support a largely **underbanked gig worker population**.

Our Business Model

Our revenue model includes the following key streams:

M

Commission & Subscription.

O

Delivery fees.

A

Errand fees.

This diverse revenue model ensures long-term profitability and sustainable growth.

Competitive Analysis



Our **strengths** compared to competitors across key metrics.

Feature	Madame Taxi	Uber	Bolt
Intelligent Booking Assistant and AI-powered Financial Products	(+)	(-)	(-)
Child-Safe & Family-Friendly Vehicles	(+)	(-)	(-)
Women-Led Driver Network	(+)	(-)	(-)

Women-First Mobility Network

Madame Taxi is **wholly betting** on women with our platform built around a **vett**ed community of **female drivers**, fostering **trust and safety** for passengers while creating meaningful **income opportunities** for women in tech-driven industries.

Safety for Little Passengers

Taxis designed with families in mind: the vehicles come equipped with **child safety seats** and family-friendly amenities, **giving parents peace of mind**.

AI-Driven Ride Experience and Decison Automation.

Ride optimization, predictive demand management and smart matching of drivers and passengers plus **AI-driven credit scoring** and income-shock prediction to provide micro-credit and parametric financial products.

Join us in creating the future of mobility: women-led, child-safe and powered by technology.

2025

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Let's Go!

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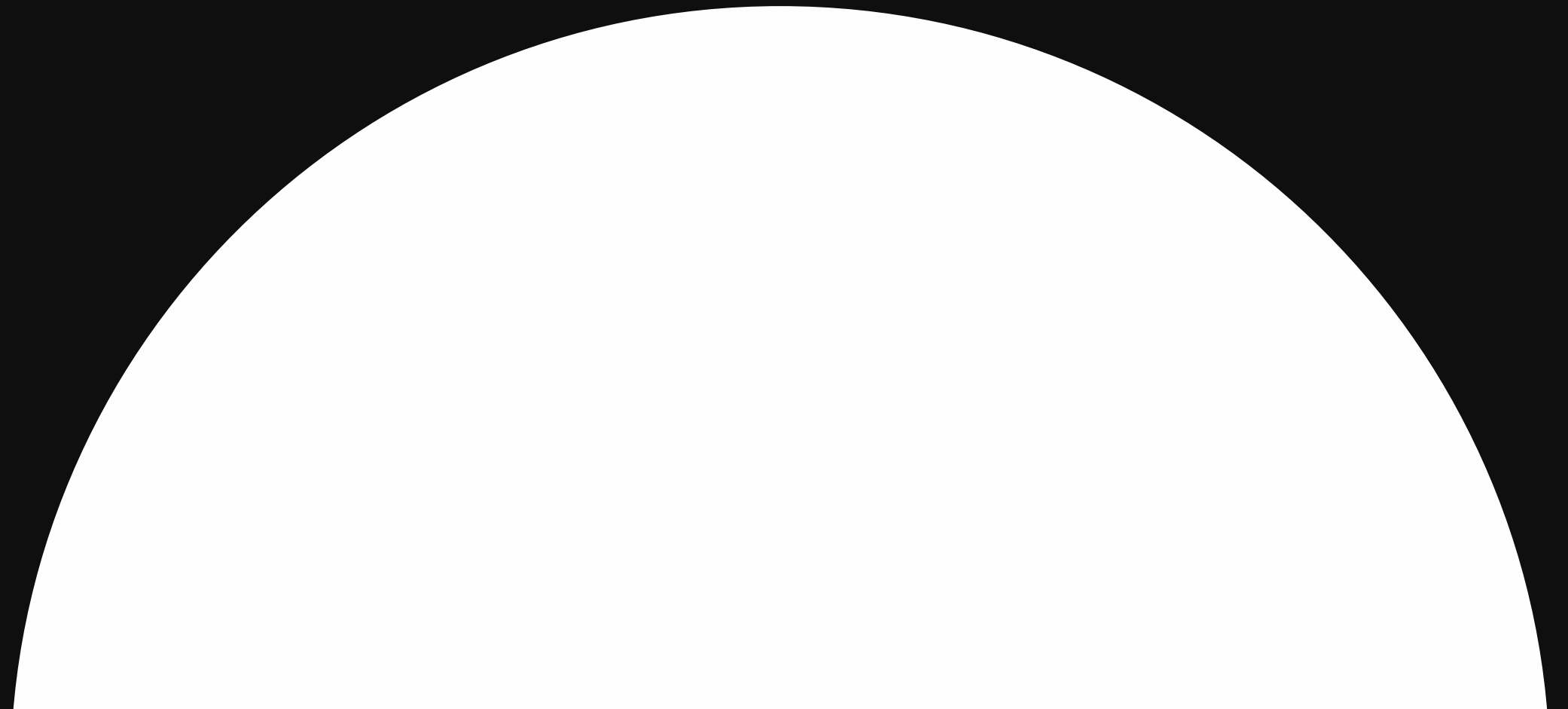
What Sets Us Apart

Our platform goes beyond simple ride hire, it **learns your preferences, anticipates needs** and matches you with the **best rides at the perfect time**. In addition, we aim to help close the **underbanking gap** by leveraging **AI**.

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“Though we do need more women in tech, the real change happens when women are leading in tech.”

— Susan Wojcicki (Former CEO, YouTube)





Get in Touch

We would love to connect and discuss this opportunity further.

For more information, please reach out to us at

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We look forward to hearing from you!

