Rellay

Build a business back home, without moving back.

Create, own, or invest in businesses back home.
Rellay coordinates the local work.



rellay.africa

Distance makes business ownership harder.

From abroad, it is difficult to know who to trust, **what things** should cost, and whether the work is actually getting done.

Who can I trust?

What should it cost?

Is the work getting done?



A massive opportunity backed by strong flows.

A large and growing diaspora, significant remittance flows, and millions of aspiring entrepreneurs want to invest and build businesses back home.



200M+
African diaspora worldwide

$104.8B
Remittances to Africa in 2024

$179B
Projected remittances to Africa by 2030

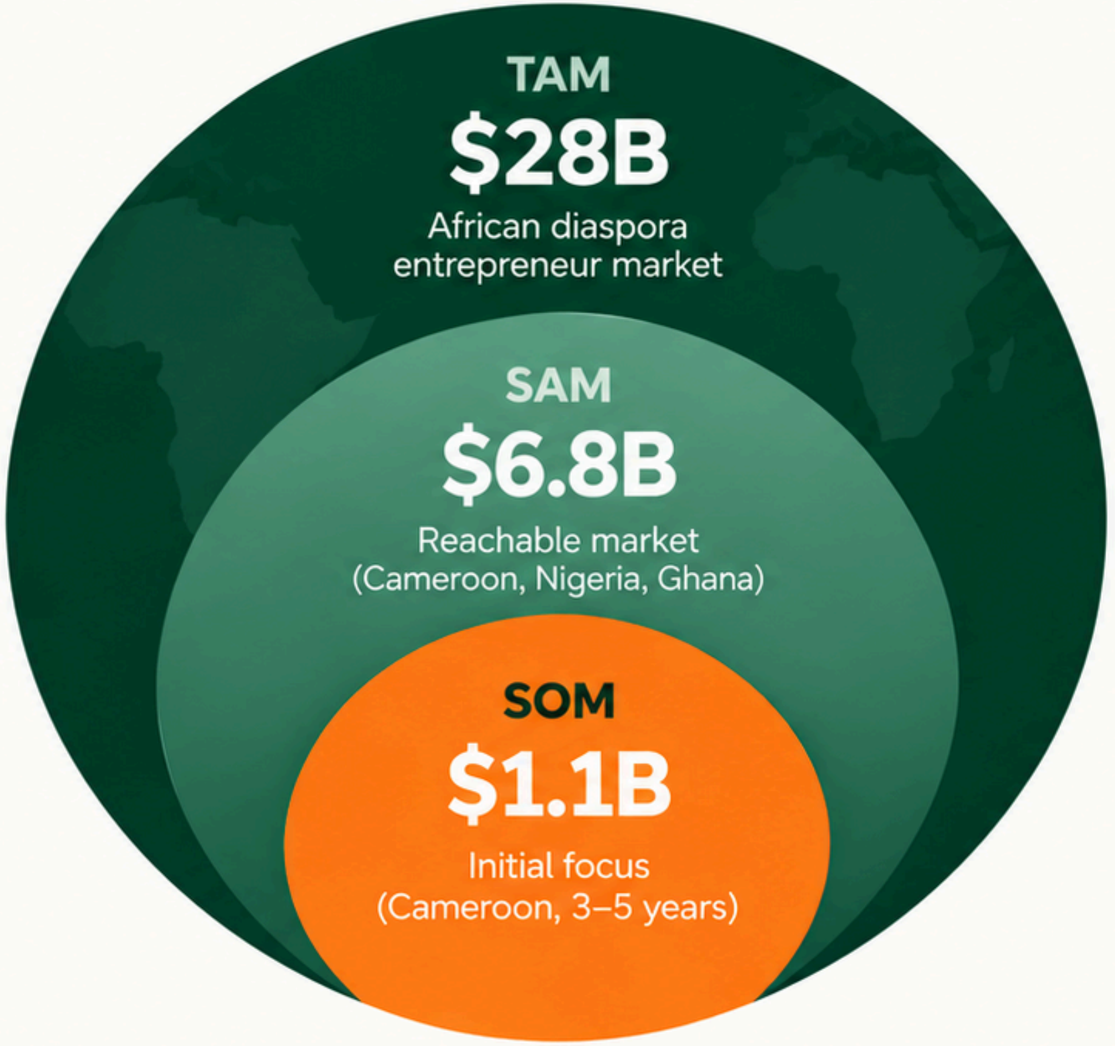


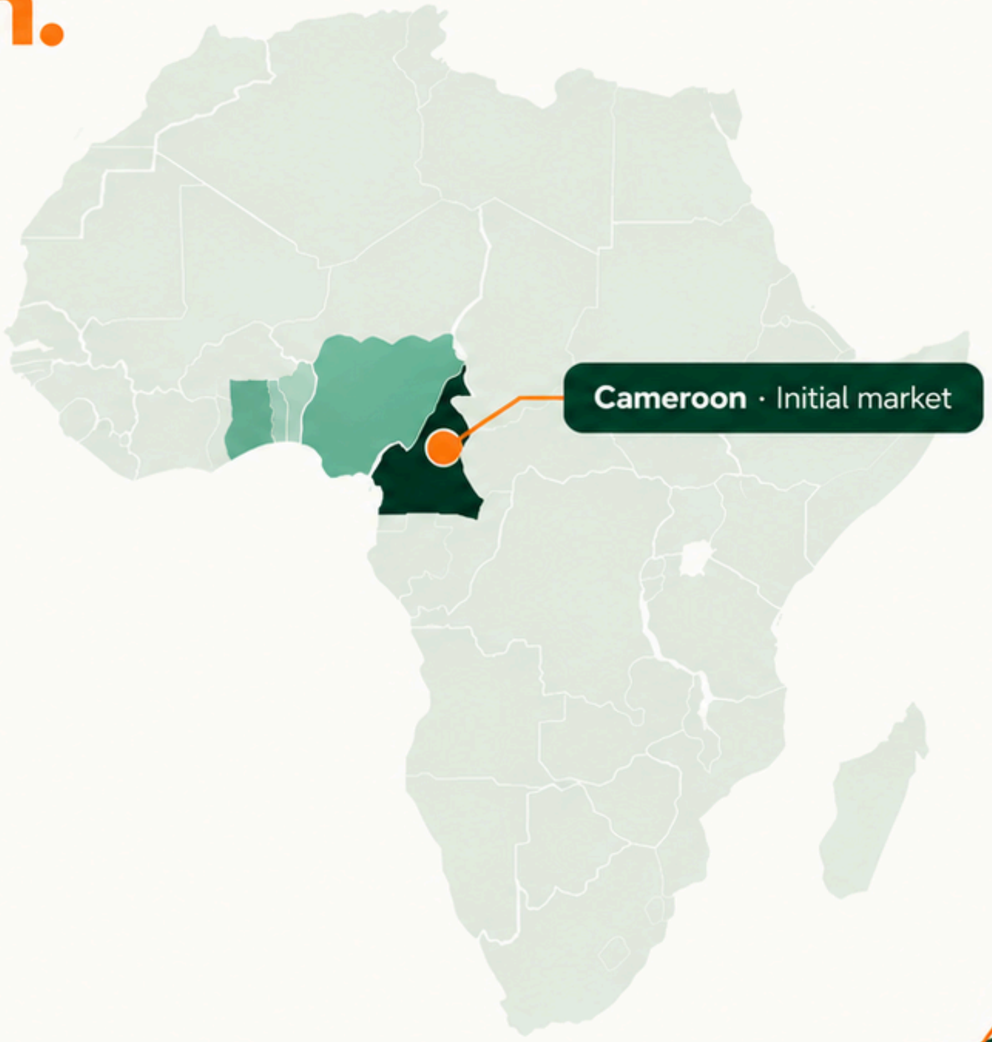
of diaspora Africans **want to invest or start a business back home.**



4 in 5
cite lack of trusted local partners as a key barrier.

A multi-billion dollar market, starting with Cameroon.





Rellay

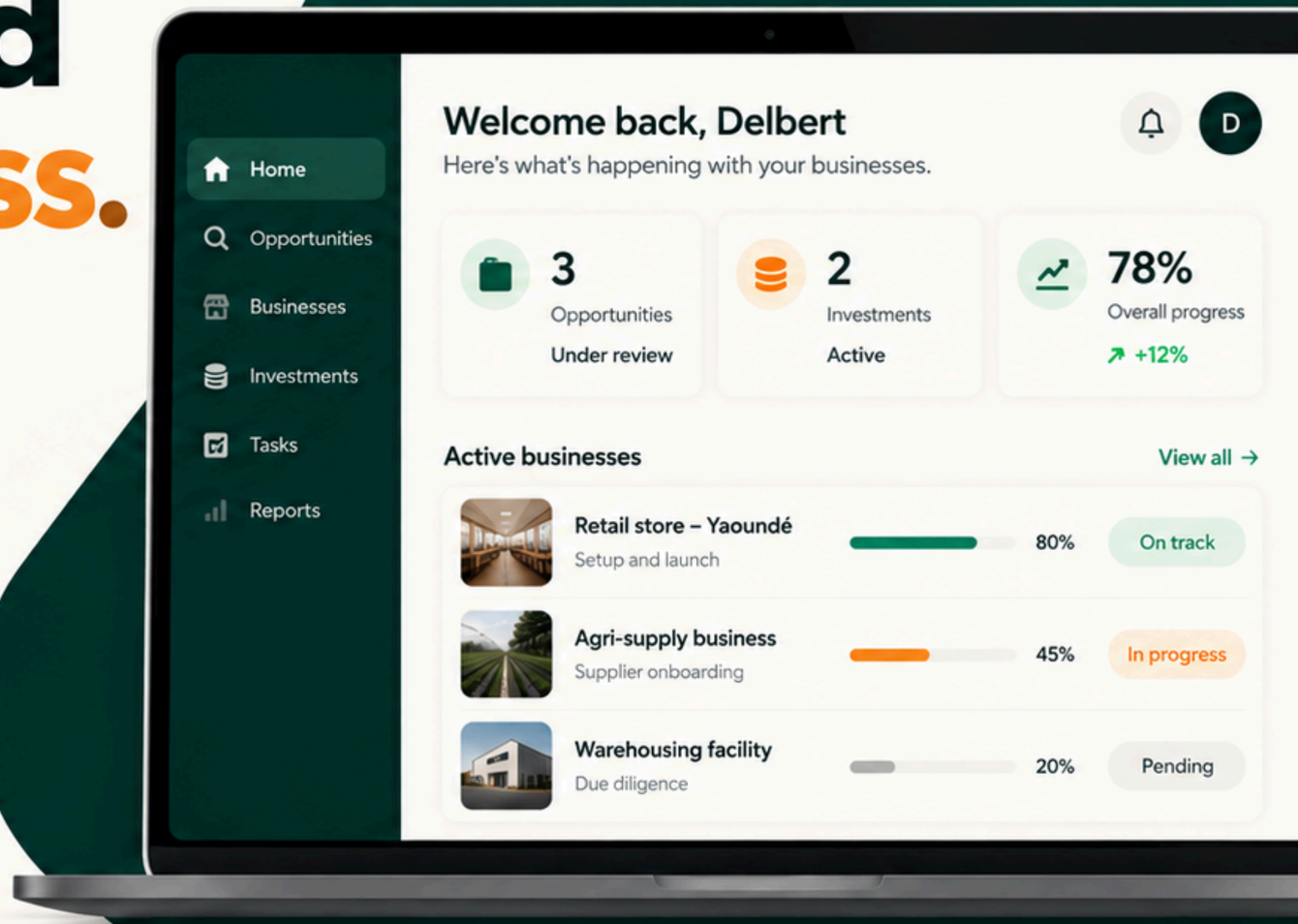
A clear plan and proof of progress.

Discover opportunities
Curated and verified across Africa.

Agree on the plan
Scope, budget and responsibilities.

Execute with local operators
Trusted partners handle the work.

Track progress and make decisions
Real time updates, evidence and reports.



How it works

Get from opportunity to execution in just a few steps.



01

Discover

Explore verified business opportuniities across Africa.



02

Assess

Review details, costs and potential returns.



03

Agree

Confirm the plan and set expectations.



04

Execute

Local partners bring the plan to life.



05

Review

Track progress and measure results.

Simple. Transparent. In your control.

Real interest. Growing momentum.

We are already in active conversations with diaspora entrepreneurs and partners to make this real.

200+

Diaspora entrepreneurs interested and in the pipeline.

10+

Active conversations in progress.

4+

Key partners onboarded.

Trusted partners

CAMEROON DIASPORA INVESTMENT COUNCIL

TEPOS

BlueMOON Limited

NPS

GLOBAL ENTREPRENEURSHIP FESTIVAL

Business Model

Assessment

Evaluate opportunities with market insights, costs and risks.

$150 – $300

per assessment

Coordination

We coordinate local operators for registration, setup and execution.

$300 – $1,000+

per project

Oversight

Ongoing progress reports, spending visibility and operator management.

$50 – $150

per month

Go to market

A focused, phased approach to build, prove and scale across Africa.

01

Prove delivery in Cameroon

Complete initial customer projects, establish local operator network, and validate delivery costs.

Phase 1

0 – 12 months

02

Build repeatable sales

Generate referrals, convert qualified leads, and improve the sales process.

Phase 2

12 – 24 months

03

Expand to Nigeria

Replicate the model, establish local partnerships, and scale to a larger market.

Phase 3

24+ months



Existing options solve parts of the problem.
Rellay is different.

Feature	Afrikrea Online marketplace	Jiji Classifieds marketplace	Umoja Diaspora property platform	DiasporaBuild Project management for diaspora	Ebrahim & Co Legal and business registration	Rellay End-to-end business ownership platform
Business registration and legal setup	✗	✗	✓	✗	✓	✓
Trusted local operators	✗	✗	✗	✓	✗	✓
Ongoing management and oversight	✗	✗	✗	✓	✗	✓
Real-time visibility and reporting	✗	✗	✗	✓	✗	✓
End-to-end solution from setup to operations	✗	✗	✗	✗	✗	✓
Designed for diaspora entrepreneurs	✗	✗	✓	✓	✗	✓

The team building Rellay

A complementary team with the right skills, experience and local access to build and scale Rellay.



Delbert Kimbi

Co-founder & CEO

Customers and delivery



Mohamed Moumie

Chief Technology Officer

Product, platform and technology



Daniele Nkan

Growth & Automation

Acquisition and CRM



Banen Yengue Naomie Ekon

Product Design & Research

Owner and operator journeys



Oben Desmond Ashu

AI Engineering

AI-assisted workflows

Unit Economics

Example: Small retail shop



Monthly revenue

$2,000

Local retail shop (e.g. groceries)

01

Assessment

Market validation and business plan.

$150

one-time

02

Setup & Launch

Registration, licensing and setup support.

$500

one-time

03

Ongoing Oversight

Monthly reporting and operator support.

$150

per month

Cost breakdown

Estimated cost to serve one business.

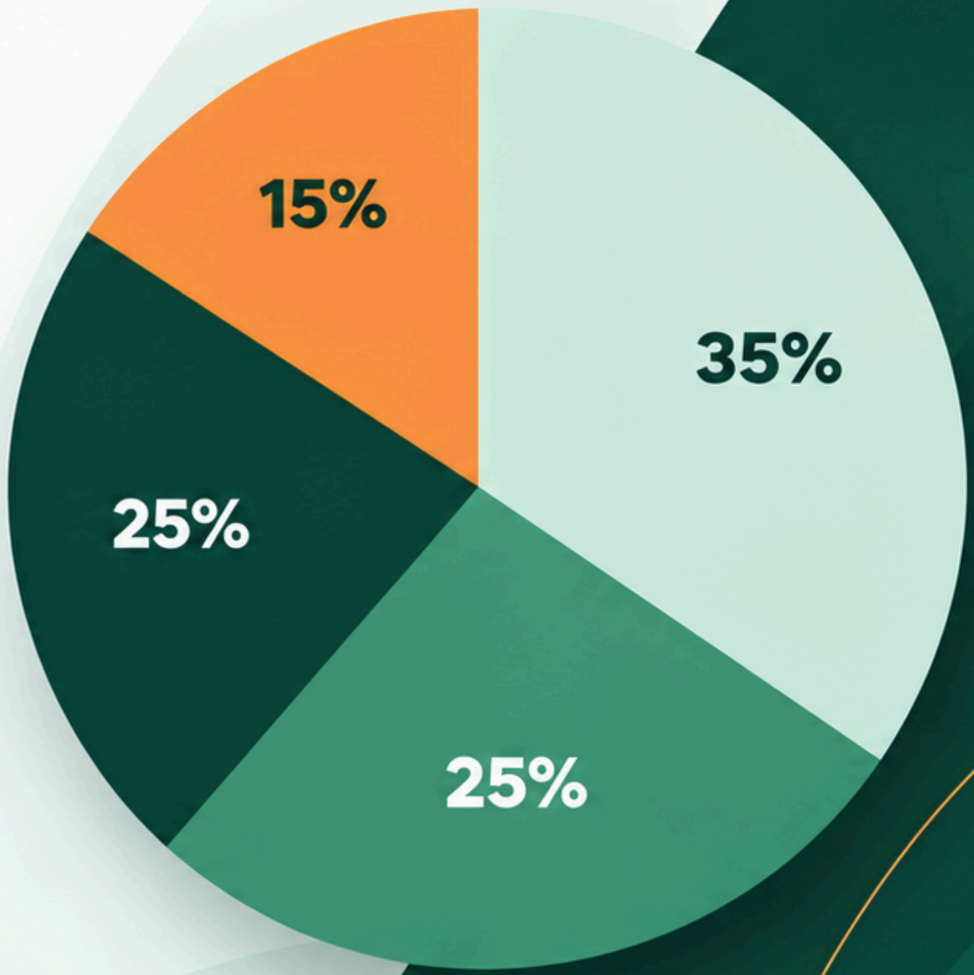
Assessment	$150
Setup & launch	$500
Ongoing oversight (6 months)	$150 / month $900 total
Total value to customer (6 months)	**$1,550**

Ask

$160,000

Pre-seed to prove repeatable delivery and scale Rellay.

Product	**35%**	$56,000
Customers	**25%**	$40,000
Operators	**25%**	$40,000
Delivery	**15%**	$24,000



Rellay

Where you live should not limit where you can build.

Rellay helps diaspora entrepreneurs invest in, build, own, and manage businesses back home with trusted local operators and end-to-end support.

rellay.africa
hello@rellay.africa

