

Rewear.

Secure, social e-commerce for Africa's thrift fashion economy

Problem

Africa's Youth Drive \$3.7B Thrift Market, But Lack Tools

The Engine: Youth Demand: Globally, younger generations (Gen Z/Millennials) are powering the \$227B+ resale boom (68% shopped secondhand in 2024 [cite: 6]). Africa's predominantly young population reflects this massive demand.

The Problem: Digital Desert: Unlike global counterparts increasingly using sophisticated online/social commerce platforms [cite: 5, 12], Africa's \$3.7B thrift market operates in digital chaos – dominated by inefficient physical markets and rudimentary, insecure social media DMs.

Buyer Frustration: Finding unique items is hard, trusting sellers is a major gamble, and secure, seamless transactions are virtually non-existent.

Seller Roadblocks: Entrepreneurs face severe limitations on reach, drowning in manual processes, and lacking the tools to build trust, professionalize, or scale their businesses effectively.

The Opportunity Cost: Without a tailored, trusted digital marketplace, this vibrant \$3.7B ecosystem remains fundamentally inefficient, insecure, and unable to reach its full potential within the booming global circular economy.

For the 68% statistic:

Source: ThredUp Resale Report 2025, p. 6

For the online/social commerce point:

Source: ThredUp Resale Report 2025, p. 5 & 12

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Our Solution

Rewear: The Trusted Platform for African Thrift Commerce

For Buyers: Discover & Shop Securely

Problem Solved: Difficulty finding items, lack of trust, risky transactions.

Rewear Solution:

- Personalized Social Discovery: Find unique items easily (like Pinterest, but shoppable).
- Verified Sellers & Reviews: Shop with confidence using our trust framework.
- Secure End-to-End Transactions: Integrated payments & tracked delivery for peace of mind.

For Sellers: Scale & Sell Efficiently

Problem Solved: Limited reach, manual overload, inability to build reputation/scale.

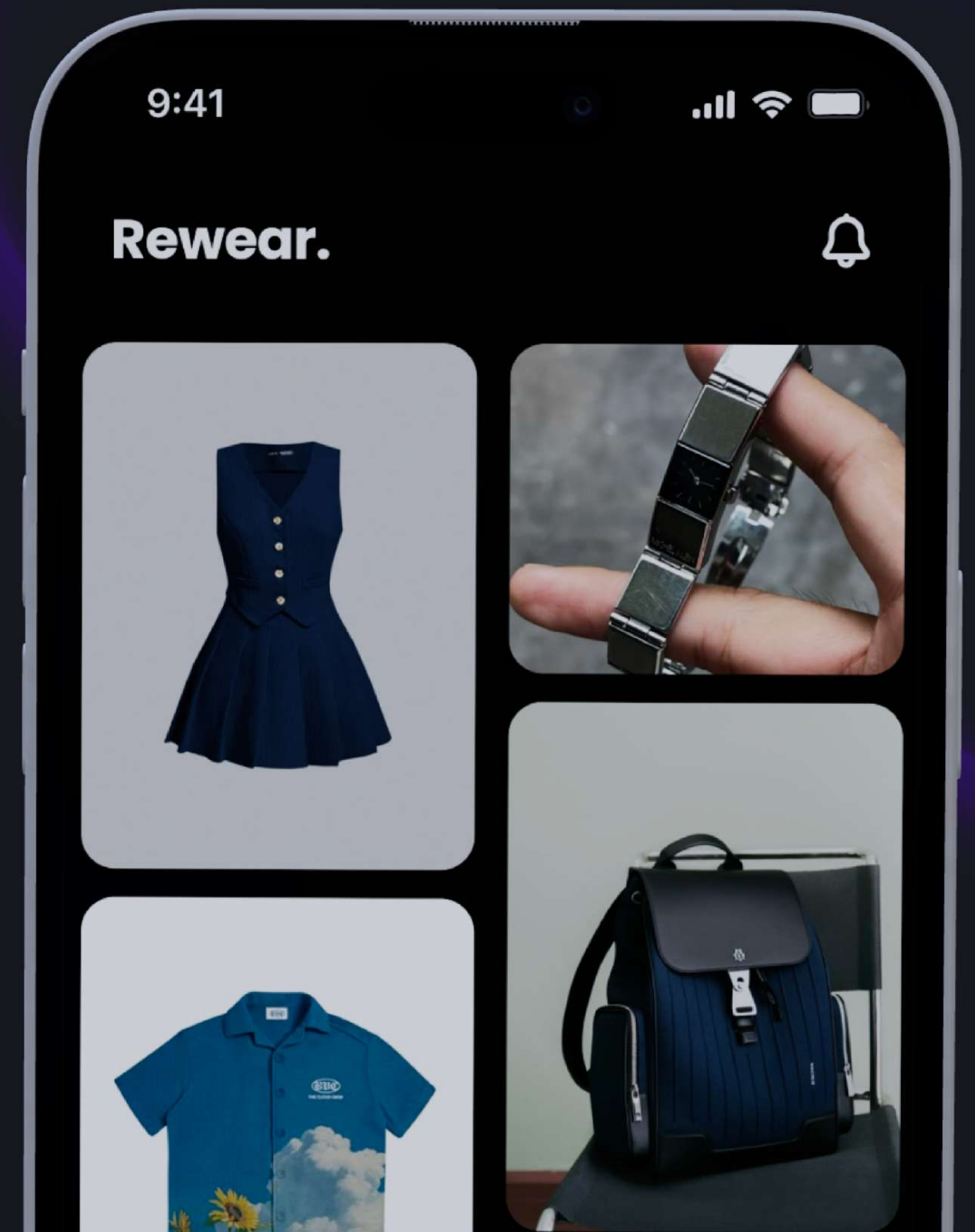
Rewear Solution:

- Instant Market Access: Reach thousands of targeted buyers via a mobile-first platform.
- Streamlined Operations: Easy listing (AI-assisted), automated payments, integrated logistics.
- Build Your Brand: Reputation tools, analytics, and community features to grow your business.

Our Difference: Beyond Just Payments

- Unlike basic storefronts, Rewear focuses on end-to-end operational efficiency, community building, and fashion-specific discovery tailored for the African market.

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Business Model

Revenue Stream:

1. Seller Commission (Primary)

We take a small percentage on every successful sale, ensuring Rewear only earns when sellers do.

2. Buyer Service Fee

A nominal fee on transactions covers trust, security, and payment processing — while keeping the platform sustainable.

3. Delivery Markups

Small markups on logistics and delivery fees create additional margin while maintaining affordable shipping.

4. Advertising & Future Features

Integrated in-feed ads and upcoming premium tools/subscriptions for sellers and buyers add recurring revenue potential.

Value Delivered:

- **Secure Payments:** All transactions go through Rewear — ensuring safe, verified, and reliable payments.
- **Verified Sellers:** Ratings, reviews, and verification build trust and credibility.
- **Seamless Logistics:** Integrated pickup, delivery, and real-time tracking for smooth fulfillment.
- **Easy Listings:** Quick AI-assisted uploads and smart product tagging.
- **Growth Tools:** Seller dashboards to track sales, insights, and performance.

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Market Size

Africa's \$3.7B Thrift Market Is Going Digital

Global Context

- \$351B projected global resale market by 2027 (ThredUp Resale Report 2025)
Growing 3× faster than traditional retail, powered by Gen Z & Millennials (68% shop secondhand)

African Opportunity

- \$3.7B current African secondhand apparel market, growing 10% CAGR (AfDB, Credence Research)
- 70% of Africa's population is under 35 — affordability, sustainability, and self-expression drive demand
- \$40B+ projected African e-commerce value by 2025, with 50%+ smartphone penetration (Statista, GSMA)
- Millions already trade via WhatsApp and Instagram, highlighting unmet need for a trusted digital platform

Launch Market: Nigeria

- \$1.2B Nigerian thrift market (AfDB 2023)
- \$360M digital-ready segment (~30%)
- Rewear targets 2% market share = \$7.2M GMV (Year 1)
- Expansion to Kenya, Ghana, South Africa → \$3B+ TAM by Year 3

Rewear is digitizing Africa's \$3.7B youth-driven thrift economy, transforming informal trade into a trusted, scalable marketplace.

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Go-To-Market Strategy

Launch Fast, Build Trust, Scale Regionally

1. Launch in Nigeria (Core Focus)

- Start with Nigeria's \$1.2B thrift market, where social commerce is already thriving on Instagram and WhatsApp.
- Establish Rewear as the trusted resale hub for youth and micro-sellers.

2. Seller Migration & Campus Activation

- Onboard 500+ Instagram thrift sellers with 0% fees for early adopters.
- Campus Ambassador Program across major universities to drive user growth and awareness.

3. Influencer & Social Marketing

- Partner with micro-influencers (5K–50K followers) in fashion and sustainability.
- Leverage TikTok & Instagram content ("Thrift & Flip" challenges, style hauls) to spark viral growth.

4. Regional Expansion (Phase 2)

- Expand to South Africa, Kenya, and Ghana within 18 months.
- Integrate local payments (M-Pesa, Paystack) and logistics networks.

Community-first growth, activating sellers, students, and creators to make Rewear the face of thrift fashion in Africa.

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Competition Analysis

Feature / Capability	Rewear	Vynt (Direct)	Social Commerce (Informal)	Classifieds (Jiji, etc.)
Trust & Buyer Protection	✓	●	✗	✗
Integrated Payments	✓	●	✗	●
Integrated Logistics & Tracking	✓	●	✗	●
Fashion-Specific Discovery	✓	✓	✗	✗
Advanced Seller Tools	✓	●	✗	✗
Social UX / Community Feel	✓	✓	✓	✗

Key: ✓ = Strong Feature | ● = Partial / Weak Feature | ✗ = Not

Meet the Team



Ted

Founder & CEO

- Full-stack engineer with experience across fintech, logistics, and surveillance tech.
- Former Lead Mobile Engineer at **BlinxHQ**, building cross-platform financial apps with real-time monitoring.
- Worked on logistics systems for Nextlyte (**Roppi, Faramoove**) and surveillance software at **Terra Industries**.
- Strong product-technology background driving Rewear's product vision and execution.
- Focused on scaling Rewear's platform, user experience, and long-term innovation strategy.



Pius

COO & Head of Strategy

- Former **Head of Business Operations at Waza (YC W23)** — led 6× revenue growth and multi-country expansion.
- Built global payment partnerships and secured key regulatory licenses across jurisdictions.
- Previously **VP of Operations at Todlr**, leading cross-continental teams (Nigeria, US, UK, Canada).
 - Deep expertise in business strategy, fundraising, operations, and process optimization.
- Brings proven startup-scaling and operational excellence to Rewear's business backbone.



Evelyn

Head of Marketing / Brand

- Renowned radio host at **Cool FM** Nigeria, connecting with millions across pop culture and lifestyle.
- Deep experience in audience engagement, brand storytelling, and influencer partnerships.
- Developed campaigns for major brands and promoted emerging creatives in entertainment.
- Brings community insight, media relationships, and brand-building expertise to Rewear.
 - Focused on growing Rewear's user base through cultural resonance and social storytelling.

Meet the Team



Great
Chief Product Officer

- Product designer with end-to-end experience from research to high-fidelity UX/UI implementation.
- Designs user-centric experiences focused on conversion, trust, and usability.
- Experience designing for **Stead Money** and other ventures (**ACEDHARS**, **LASIEC**).
- Proficient in Figma, Sketch, and data-informed design — merging creativity with functionality.
- Passionate about using design systems to make Rewear's platform intuitive and visually distinct.



Ifeanyi
CTO

- Full-stack engineer with experience building scalable systems for web and mobile.
- Leads Rewear's technical architecture, ensuring seamless integration of payments, logistics, and AI-driven recommendations.
- Experienced in backend systems design, cloud infrastructure, and real-time data applications.
- Committed to ensuring Rewear's technology is secure, fast, and scalable for Pan-African use.



Daniel
Business Operations Lead

- Current Operations Manager at Stead Money, overseeing process optimization and financial management.
- Former Operations Lead at Appceiv, managing cross-functional teams and daily execution.
- Skilled in project management, operations, and finance.
 - Supports Rewear's expansion, logistics partnerships, and operational infrastructure.
- Ensures efficient, scalable business systems as the platform grows.



Thank you,

Rewear is positioned to lead the secure clothing resale market in Nigeria and beyond. We welcome your questions and look forward to discussing how we can partner.

Contact Us

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Founder & CEO

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