

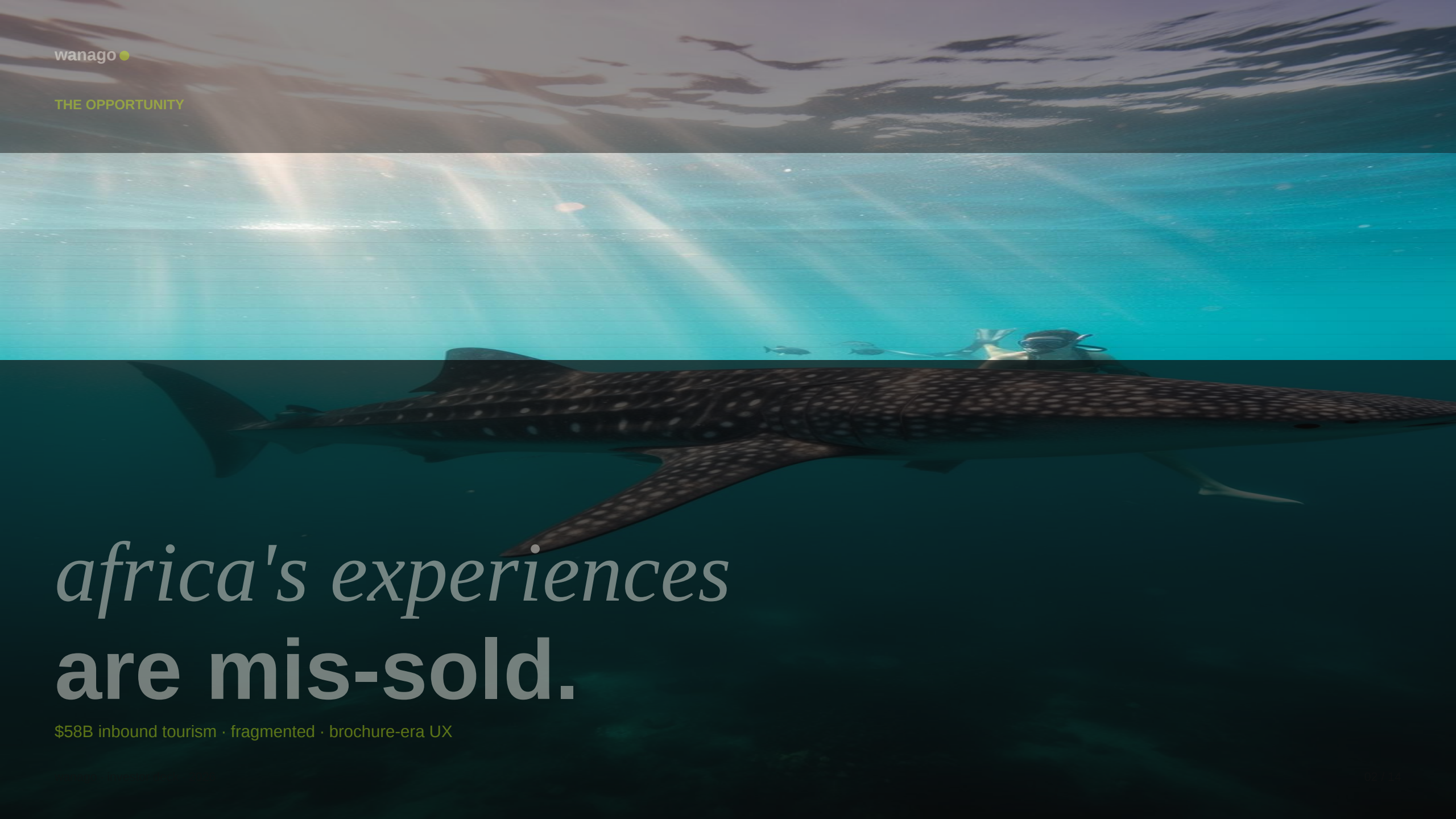
verb-first **africa.**

go.

the booking platform for african experiences —
wanago fly · wanago swim · wanago track · wanago stay.

wanago ●

THE OPPORTUNITY

An underwater photograph showing a large whale shark swimming horizontally across the frame. A scuba diver is visible near the shark's head, and several smaller fish are swimming in the background. Sunlight rays penetrate the water from the surface.

africa's experiences **are mis-sold.**

\$58B inbound tourism · fragmented · brochure-era UX

travelers don't search **destinations. they search verbs.**

noun-first booking is broken

OTAs index by city and hotel. you can't book 'wanago swim with whale sharks' on booking.com — yet 70% of meaningful travel memories start with a verb, not a place.

creators are uncompensated

instagram and tiktok drive demand for african experiences but the booking always leaks to an OTA. operators pay 15-25% commission to platforms that didn't surface them.

operators are invisible

the best mokoro guide, gyro pilot, or whale-shark skipper has no shelf. they live on whatsapp + a friend's referral. wanago is the shelf.



wanago ●

THE SOLUTION



verb-first.
creator-powered.

wanago = verb + place. one tap to book.

the booking platform for african experiences.

verb-first discovery

wanago fly · swim · track · stay · sleep · paddle · drink. the home page is a verb rail backed by a 9-language concierge (tembi) that converses in the user's mother tongue.

creator dashboards

every trip has an attributable URL. creators earn 5-50% on bookings. dean jackson and nico panagio onboarded as anchor founders. publisher tier C: flat 5% on credited bookings.

trip composer + dream lists

users co-design trips with friends, comment on each other's drafts, invite collaborators, and let tembi assemble logistics through heronafrica.com.



A photograph of a safari boat on a river, with a herd of elephants in the background. The scene is set during sunset, with the sun low on the horizon, creating a warm, golden glow. The boat is in the foreground, and the elephants are in the middle ground. The background is filled with trees and a clear sky.

production + logistics,
already wired.

we are not building **this alone.**

■ **mysky.africa — experience creator + production house**

shoots, edits and packages the verb-first content that makes wanago feel cinematic. every trip card ships with founder-grade media. mysky owns the studio; wanago owns the shelf.

■ **heronafrica.com — strategic logistics alliance**

heron's hospitality collective puts trips together across south africa, mozambique and botswana — vehicles, transfers, lodges, permits. when a user books on wanago, heron assembles the trip.

■ **wildearth.tv — broadcast partner**

live wildlife broadcast amplifies trip cards and creator stories to a global audience. wanago is the booking layer for wildearth's viewers.



what the seed unlocks.

1.5M

USD raise

9

languages live in tembi

5

countries on rollout

50/50

publisher rev-share

za → *mz* → *bw*
→ **na** → **zw.**

primary domains: wanago.africa · wanago.co.za

three rails that **compound.**

■ take rate on bookings

12-18% gross on every confirmed booking. payouts split automatically between operator, creator (5-50%), and wanago. heron assembles, wanago clears.

■ creator rev-share

tier A 50/50 anchor creators · tier B 5-10% lifetime publisher · tier C flat 5% per credited booking. vetting workflow keeps every published trip on-brand.

■ trip-design intelligence (year 2)

first-party data on verb + group + season + budget powers a recommendation engine no OTA has. licensable to lodges and tourism boards.



founder-led. **africa-deep.**

■ **johannes booysen — founder & ceo**

ex weareMove.ai (movement intelligence / computer-vision) · ex smartairgroup.com (premium private aviation across southern africa). lived the brochure-era pain. building the verb-first shelf.

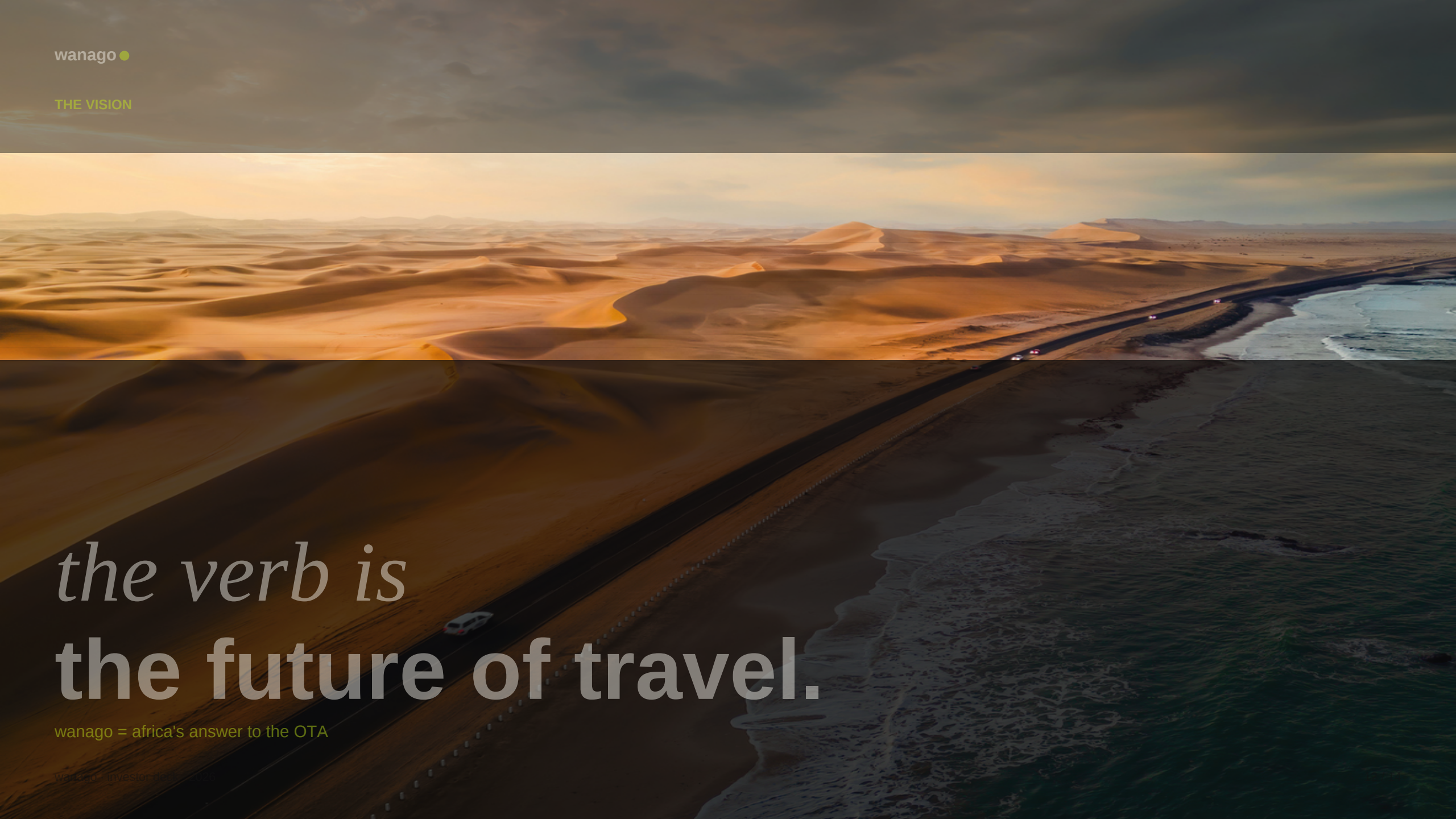
■ **dean jackson — anchor creator (proposal out)**

veteran broadcaster and conservationist. tier A 50/50 on co-designed trips. brings audience + wild-side credibility.

■ **nico panagio — anchor creator (proposal out)**

presenter and traveler with deep south african network. tier A 50/50 on co-designed trips. amplifies into mainstream + lifestyle channels.



An aerial photograph of a coastal road at sunset. The road, a two-lane asphalt highway, stretches from the bottom left towards the horizon on the right. It is bordered by a white dashed line on the left and a white solid line on the right. A few cars are visible on the road. To the right of the road is a dark, calm sea with white foam from breaking waves. To the left of the road is a vast, golden-brown desert landscape with rolling sand dunes. The sky is filled with soft, orange and yellow clouds, and the sun is low on the horizon, creating a warm, golden light across the entire scene.

the verb is
the future of travel.

wanago = africa's answer to the OTA

THE ASK

USD 1.5M seed.

18 months. 5 countries. one verb-first africa.

- 40%** product + engineering — composer, dashboards, attribution
- 25%** content + creator network — mysky.africa production engine
- 20%** operations + logistics — heronafrica.com alliance buildout
- 15%** growth + brand — verb-first launch across SA/MZ/BW/NA/ZW

let's go. **together.**

raising USD 1.5M seed · 18-month runway · ZA → MZ → BW → NA → ZW

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