

FOUNDED IN 2015

FIRST INVESTMENT IN 2019

 **2,000+**
MAX Champions
(drivers)

 **1 million+**
trips completed

Headquartered in
Lagos, Nigeria



 **\$524**
Average driver
income per month

 **\$1.70**
Average cost per ride



goodwell
invest with impact

MAX.NG



REDEFINING LAST MILE TRANSPORT IN NIGERIA

MAX is on a mission to make moto-taxis safe, affordable and accessible across West-Africa.

Today, 1 person dies every 20 minutes from motorcycle accidents in Nigeria. Less than 4.3% of riders wear protective helmets and 50% of households lack access to safe mobility. 70% of houses and streets do not conform to land use regulations, making navigation difficult or impossible for 4-wheeled vehicles. MAX mobile application provides commuters access to safe and affordable on-demand motorcycle-transport service and is currently available on both Android and iOS platforms.

MAX began as a delivery service in 2015 but has extended its product platform to include motorcycle taxi popularly known as Okada hailing. The company is focused on pioneering new commuting alternatives for drivers and passengers across Africa with an emphasis on speed, safety, and reliability.

MAX is solving a persistent problem in the Nigerian transportation system and Africa as a whole using data and mobile technology to formalize West Africa's fragmented and highly inefficient informal motorcycle taxi industry.

Working with MAX Champions (drivers) and passengers across various communities, the company aims to make moto-taxis safe, affordable and accessible to 1 billion Africans.

Max.ng in the last one year has raised \$7 million to expand into Ghana and Ivory Coast and provide job opportunities for youth in these countries.

Why we invested

MAX is at the intersection of mobility and financial inclusion - two important priorities for the uMunthu Fund. We are glad to be supporting the incredible team at MAX.ng and truly believe in their mission to address the mobility challenge in major cities across Africa, to empower everyday citizens, and to make mobility safe, affordable and accessible to 1 billion people.