



SUUQA BAKAARAH MARKETPLACE

The Somali Digital Marketplace



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The Somali Digital Marketplace

Name & Meaning

The name Suuqa bakaaraha Marketplace is a blend of two powerful Somali words:

- **Suuq:** A traditional marketplace, a hub of trade, trust, and social interaction.
- **Bakaarha:** A place of storage, connection, and the circulation of value.

Suuqa bakaaraha, immersed in e-commerce, represents a modern, innovative digital marketplace platform built on trust and efficiency.



Cultural Relevance: Suuqa bakaaarha represents Somali tradition reimagined through digital technology. For centuries, Somalis have thrived on trade, markets, and trust-based exchanges. This platform honors that history while modernizing it into a safe, scalable, and globally accessible digital ecosystem. It is designed to preserve cultural authenticity while enabling modern e-commerce for all Somalis.

Business Vision: The platform offers a powerful opportunity for Somali entrepreneurs. Building on the widespread use of mobile money (EVC Plus, Sahal, E-Dahab, while E-Peso and M-Peso are in the process of implementation), Suuqa bakaaarha integrates digital payments directly with an online marketplace. It creates a launchpad for small businesses, freelancers, and informal sellers who otherwise lack visibility or infrastructure. By leveraging mobile penetration, Suuqa bakaaarha transforms Somalia's informal economy into an inclusive digital economy.

Investor Perspective: Suuqa bakaaarha's investment appeal lies in three pillars:

- **Unmet Demand** – The first e-commerce platform where local sellers have control and the platform offers global connectivity.
- **Growth Potential** – Majority of Somalis already use mobile money, making adoption frictionless.
- **Diaspora Connection** – It connects local sellers with a larger customer base, including the Somali diaspora, creating opportunities for remittance-driven commerce and new revenue streams.

Conclusion:

Suuqa bakaaarha is more than a digital product—it is a movement. It embodies resilience, cultural pride, and economic opportunity. By investing in Suuqa bakaaarha, stakeholders not only gain access to a rapidly growing market but also contribute to the digital transformation of Somali commerce. This is a chance to invest in the future of Somalia's economy, built on trust, unity, and innovation.



Suuqabakaaraha Team in Somalia

Introduction

Mustaf Salim the founder & CEO has over a decade of experience running a successful Amazon store generating up to \$22,000 in daily sales, he experienced firsthand the challenges of high fees and delayed payouts. This inspired the creation of **suuqabakaaraha.com**, a platform designed for Somalia.

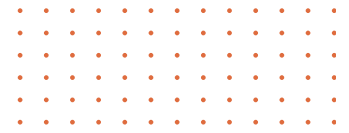
The Problem

In General entrepreneurs face significant barriers when trying to sell their goods and services online:

- ◆ **Excessive Fees:** Global e-commerce platforms charge high fees that cut deeply into profits.
- ◆ **Payout Delays:** Sellers often wait 15 days or more to receive payments, creating a crippling cash flow problem.
- ◆ **Lack of Localization:** Existing platforms aren't built for the specific needs of the East African market and lack the trust of local communities.



Our Solution



We created Suuqa bakaaraha Marketplace, an e-commerce platform designed from the ground up to empower Somali sellers. Our solution provides:

- ◆ **Lower Transaction Fees:** More profit for the people who do the work.
- ◆ **Faster Payouts:** Sellers get paid faster, keeping their businesses running smoothly.
- ◆ **A Localized Platform:** Built specifically for the Somali market, our system is already integrated with EVC and E-dahab. We are actively working to implement E-pesa and M-pesa.
- ◆ **Proven Concept:** Our platform is already live on Google Play, the Apple App Store, and the web, with a fully functional user experience.



Vision & Opportunity

Business Vision

Our vision is to become the leading e-commerce marketplace in Somalia. We're building a fair, transparent, and profitable ecosystem for sellers and a convenient, trustworthy platform for buyers. Our launch will serve as a digital launchpad for small businesses, freelancers, and the informal economy. We will convert Somalia's informal economy into an inclusive, globally connected digital economy.

The Market

Somalia is one of the fastest-growing economies in East Africa.

- ◆ **Rapid Growth:** Smartphone adoption and internet use are rising exponentially.
- ◆ **Market Readiness:** An astonishing 95% of Somalis use mobile phones for payments, which streamlines platform adoption and transactions.
- ◆ **Untapped Potential:** There is no unified Somali digital e-commerce marketplace for the nation or its vast diaspora. Millions of SMEs are ready to move their businesses online.

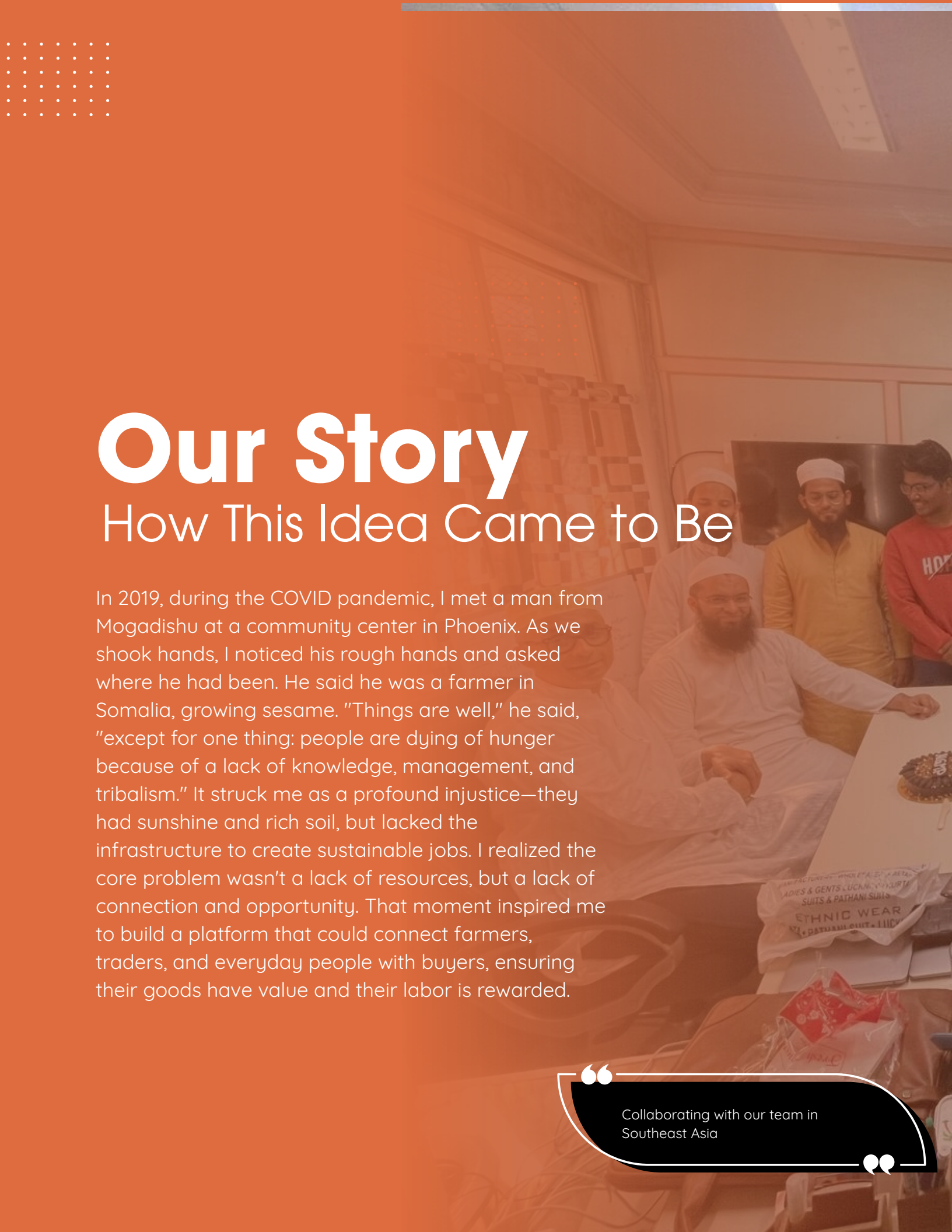
Investor Perspective

Investing in Suuqa bakaaraha Marketplace offers three key advantages:

- ◆ **Unmet Demand:** We're filling a significant market gap in an underserved region.
- ◆ **Growth Potential:** Our mobile money integration and a user-friendly backend create a powerful, scalable model. The easy-to-use interface for both sellers and buyers is a key to winning trust and loyalty in this market.
- ◆ **Diaspora Connection:** We unlock remittance-driven trade by bridging local sellers with diaspora buyers, a multi-billion dollar market.



My journey in Bangladesh with a team of expert advisors, focusing on the enhancement of our E-Commerce platform

The background image shows a community center with several people. In the foreground, a man with a beard and a white cap is seated at a table, looking towards the camera. Behind him, two other men in similar attire stand. To the right, a man in a red shirt is partially visible. The table is covered with various items, including bags of goods and a small cake. The text "Our Story" is prominently displayed in large white letters, and "How This Idea Came to Be" is written below it in a smaller white font. The overall scene is set in a room with large windows and a checkered curtain.

Our Story

How This Idea Came to Be

In 2019, during the COVID pandemic, I met a man from Mogadishu at a community center in Phoenix. As we shook hands, I noticed his rough hands and asked where he had been. He said he was a farmer in Somalia, growing sesame. "Things are well," he said, "except for one thing: people are dying of hunger because of a lack of knowledge, management, and tribalism." It struck me as a profound injustice—they had sunshine and rich soil, but lacked the infrastructure to create sustainable jobs. I realized the core problem wasn't a lack of resources, but a lack of connection and opportunity. That moment inspired me to build a platform that could connect farmers, traders, and everyday people with buyers, ensuring their goods have value and their labor is rewarded.

“ Collaborating with our team in Southeast Asia ”

About the Founder

I am a native of Somalia who has lived in Phoenix, Arizona for over a quarter-century. My journey began with over a decade of e-commerce experience, generating up to \$22,000 in daily sales on platforms like Amazon. I personally faced the high fees and delayed payouts that plague global marketplaces. I managed AAAB Auto Parts, a successful U.S. e-commerce business, and led international teams, developing global online operations. This is more than a business; it's a mission to fight hunger, create opportunity, and empower entrepreneurs in Somalia.



My trip in Saudi Arabia with investors who are interested in exploring opportunities for investment in East Africa



My trip in China Visiting one of our production bases to gain insights into our product operations



The company structure **Suuqa bakaaraha Marketplace** is a subsidiary of Nile Global Marketplace based in Phoenix, Arizona

