

LODGESTATUS — SEED INVESTMENT MEMORANDUM

Next-Generation Multi-Property Hotel Operating System (PMS) & Hospitality Automation

Priced Seed Round: ₦6,000,000 · Valuation: ₦20,000,000 Post-Money · Co-founder & CTO: Bowofade Oyerinde · lodgestatus.com

ROUND TARGET ₦6,000,000 30% Total Equity	POST-MONEY VALUATION ₦20,000,000 Priced Seed Round	MINIMUM ENTRY ₦500,000 2.5% Equity Stake	5-YR CASH RETURN 103.7× Projected Dividend Yield
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1. EXECUTIVE OPPORTUNITY & PROBLEM STATEMENT

Across Nigeria and West Africa, the independent hospitality sector comprises over **25,000 hotels, lodges, and guest residences**. Today, more than **85% of these properties operate on manual paper logbooks** or obsolete, single-computer desktop software.

This manual workflow creates severe operational opacity, costing hotel proprietors **15% to 30% in annual revenue leakage**:

- **Unrecorded Cash Bookings:** Front-desk clerks pocket cash for walk-in rooms and short-rest stays without logging them into registers.
- **Unbilled Dining & Bar Tabs:** Food and beverages consumed by in-house guests go unlinked to room folios, leading to checkout disputes and unpaid debts.
- **Runaway Energy Costs:** High-consumption appliances and air conditioning run inside unoccupied or unofficially occupied rooms during expensive generator hours.
- **Foreign Pricing Prohibitions:** Legacy international PMS tools (e.g., Opera, Cloudbeds) quote monthly fees in USD (\$250–\$600/month), making them completely inaccessible to mid-scale and boutique African hoteliers.

2. THE SOLUTION: LODGESTATUS UNIFIED HOTEL OS

Built on a robust, high-performance architecture (Hono, PostgreSQL/PostGIS, and Nuxt UI), **LodgeStatus** delivers a unified operating system tailored specifically for emerging-market realities:

- **Visual Front-Desk & Room Ledger:** Instant room status visualizer, rapid guest check-in/out, and automated sweeps that prevent front-desk cash diversion.
- **Leak-Proof Multi-Outlet POS:** Centralized inventory for bars, restaurants, and room service with unit breakdown multipliers (crates, cartons, pieces) that halt stock theft.
- **Automated WhatsApp & SMS Guest Receipts:** Instant Meta-verified digital invoices delivered directly to guest mobile devices upon reservation and settlement.
- **Smart TV Concierge & Audio Chimes:** Real-time in-room guest messaging and pleasant hardware audio chimes alerting staff to new external orders.

Complete Cross-Platform Ubiquity: LodgeStatus is fully engineered for Cloud Web, Native Mobile (iOS App Store & Google Play with secure code signing), and Native Desktop (macOS, Windows, Linux) featuring offline resilience that safeguards billing during connectivity cuts.

100% Founder-Covered Engineering with AI Acceleration: Core system architecture, full-stack development, and continuous delivery are executed directly by Co-founder & CTO **Bowofade Oyerinde**. By leveraging advanced AI engineering tooling, development velocity is accelerated 10× with **₦0 developer salary drain**, allowing 100% of seed capital to power growth and customer acquisition.

LODGESTATUS — BUSINESS MODEL & CUSTOMER ACQUISITION

Section 2: Predictable Recurring SaaS Pricing & Omnichannel Go-To-Market Blueprint

3. BUSINESS MODEL & PREDICTABLE SAAS SUBSCRIPTIONS

LodgeStatus generates highly predictable, high-margin software subscriptions, complemented by automated unit credits for outbound communication and premium setup services.

Subscription Tier	Target Property Profile	Monthly Fee (₦)	Annual Fee (₦)	Key Limits & Scope
Basic	Boutique Lodges & Guesthouses	₦5,000	₦50,000	Up to 15 rooms, basic POS, daily cash ledger
Standard (Flagship)	Mid-Sized Hotels & City Resorts	₦10,000	₦100,000	Up to 50 rooms, multi-outlet POS, WhatsApp receipts
Enterprise	Chains & Large Hospitality Groups	₦50,000	₦500,000	Unlimited rooms, multi-property console, dedicated API

Conservative Blended ARPU: ₦150,000 / hotel / year (equivalent to just ₦12,500/month), accounting for annual plan renewals, outbound WhatsApp/SMS message bundles (₦5,000–~~₦15,000~~/mo), and direct booking engine add-ons.

4. OMNICHANNEL ACQUISITION BLUEPRINT (SCALING BEYOND PAID ADS)

Independent hotel owners rarely purchase core business infrastructure from cold calls. Our go-to-market engine combines institutional B2B trust with undeniable physical proof of cash recovery:

- 1. State Hoteliers Association Chapter Partnerships:** Direct sponsorship and keynote presentations at monthly meetings of recognized hospitality bodies (e.g., National Association of Nigeria Hotel Owners, regional hotelier chapters). Securing endorsements from executive association chairmen establishes immediate trust, yielding 30–60 hotel onboardings per state chapter.
- 2. The "1-Day Frontdesk Revenue Leakage Audit" (Trojan Horse):** Field sales representatives offer hotel proprietors a free 24-hour operational audit. By comparing physical register logs against genuine room turnover and unbilled bar items, agents demonstrate tangible cash recovery on Day One. On-site conversion to LodgeStatus exceeds 60%.
- 3. Proprietary 20% Recurring Marketer / Affiliate Network:** Freelance hospitality consultants, CCTV technicians, and POS installers receive 20% lifetime recurring commissions via our dedicated affiliate portal. This deploys boots-on-the-ground sales representatives across major hotel corridors at **zero fixed payroll overhead**.
- 4. Targeted Digital Performance & WhatsApp Click-to-Chat:** Geo-targeted Meta (Facebook/Instagram), WhatsApp Business, and Google Search campaigns targeting hospitality proprietors in high-density hotel clusters (Lagos, Abuja, Port Harcourt, Ibadan). Inquiries route straight to interactive WhatsApp demo sessions.
- 5. Actionable Industry Blog Guides & "The Hoteliers Digest" Newsletter:** Authoritative guides addressing core operational pain points (e.g., *"Eliminating Night Receptionist Cash Pocketing"*, *"Balancing Generator Diesel Expenses Against Room Occupancy"*). Coupled with a bi-weekly WhatsApp/email briefing, this creates a sustained organic inbound pipeline.

LODGESTATUS — FINANCIAL PROJECTIONS & INVESTOR ROI

Section 3: 5-Year Scaling Trajectory & Dividend Distribution Model

5. 5-YEAR FINANCIAL PROJECTIONS (PURE NAIRA — ₦)

Projections are modeled conservatively on an average annual ARPU of ₦150,000 per hotel. Operating expenditures (OPEX) cover enterprise cloud hosting, marketing, support personnel, affiliate commissions, and administrative overhead.

Growth Milestone	Active Hotels	Annual Revenue (₦)	Annual OPEX (₦)	Net Profit (EBITDA) (₦)
Year 1 (Initial Scale)	100 Hotels	₦15,000,000	₦5,160,000	₦9,840,000 (65.6% Margin)
Year 2 (Target Expansion)	500 Hotels	₦75,000,000	₦18,200,000	₦56,800,000 (75.7% Margin)
Year 3 (Regional Scale)	1,500 Hotels	₦225,000,000	₦42,000,000	₦183,000,000 (81.3% Margin)
Year 4 (National Dominance)	4,000 Hotels	₦600,000,000	₦95,000,000	₦505,000,000 (84.2% Margin)
Year 5 (Continental Hub)	10,000 Hotels	₦1,500,000,000	₦325,000,000	₦1,175,000,000 (78.3% Margin)

6. INVESTOR EQUITY & CASH DIVIDEND PAYOUT MATRIX

Capitalization: The company is raising ₦6,000,000 for 30% equity at a post-money valuation of ₦20,000,000. Minimum ticket size is ₦500,000 (2.5% equity).

70% Net Operating Profit Dividend Distribution Policy: At the conclusion of each operating fiscal cycle, verified operational expenditures and reserves are deducted. 70% of audited net profits are distributed directly to equity shareholders as cash dividends, while 30% is retained for corporate reserves and growth acceleration.

Investment (₦)	Equity Stake	Year 1 Dividend	Year 3 Dividend	Year 5 Dividend	5-Yr Total Dividends
₦500,000 (Min.)	2.5%	₦172,200	₦3,202,500	₦20,562,500	₦51,842,000 (103.7×)
₦1,000,000	5.0%	₦344,400	₦6,405,000	₦41,125,000	₦103,684,000 (103.7×)
₦2,000,000	10.0%	₦688,800	₦12,810,000	₦82,250,000	₦207,368,000 (103.7×)
₦3,000,000	15.0%	₦1,033,200	₦19,215,000	₦123,375,000	₦311,052,000 (103.7×)
₦6,000,000 (Lead)	30.0%	₦2,066,400	₦38,430,000	₦246,750,000	₦622,104,000 (103.7×)

Key Return Highlight: A baseline investment of ₦500,000 yields over ₦51,800,000 in cumulative cash dividends across 5 years—a ****103.7× cash return on capital****, excluding terminal equity valuation appreciation.

LODGESTATUS — CAPITAL DEPLOYMENT, GOVERNANCE & EXECUTION

Section 4: Itemized Use of Funds, Investor Rights & Founder Term Sheet

7. ITEMIZED ALLOCATION OF ₦6,000,000 SEED CAPITAL

Every Naira raised is directed toward tangible assets, customer acquisition velocity, and legal rails:

Expense Category	Operational Scope & Purpose	Share	Allocation (₦)
Cloud Infrastructure & Database	Annual high-availability cluster hosting 100+ hotels (\$360 @ ₦1,500)	9.0%	₦540,000
UK Entity & Multi-Currency Rails	UK corporate entity enabling Stripe, PayPal, and FX accounts (£350 @ ₦2,000)	11.7%	₦700,000
Starlink Satellite Connectivity	Annual high-speed satellite internet for 24/7 deployment & operations	11.4%	₦684,000
App Store Accounts & Code Signing	Apple Developer Program, Google Play, and native desktop signing keys	5.0%	₦300,000
AI Marketing & Lead Generation	Automated lead scraping, qualification bots, and personalized outreach	5.0%	₦300,000
Video Commercial Production	3 professional commercial walkthroughs showcasing front-desk leak stops	1.7%	₦100,000
Multi-Channel Paid Ad Campaigns	High-intent Meta, WhatsApp Click-to-Chat, and Google Search campaigns	6.7%	₦400,000
Hotelier Roadshows & Association Summits	State association sponsorships, chairman partnerships, and executive meetings	13.3%	₦800,000
Industry Blogs & Executive Newsletter	SEO authoritative operational guides and weekly hospitality briefings	5.0%	₦300,000
Direct Field Sales & Leakage Audits	Field rep transportation, on-site audit kits, and direct onboarding incentives	16.7%	₦1,000,000
Operating Contingency & Buffer	FX buffer, merchant reserves, and high-converting acquisition reserve	14.6%	₦876,000
TOTAL SEED CAPITAL DEPLOYED		100%	₦6,000,000

8. INVESTOR GOVERNANCE & INSPECTION RIGHTS

- Quarterly Audited Financial Statements:** Detailed revenue, cloud expense, and dividend reconciliation statements delivered to shareholders at the end of each quarter.
- Real-Time Analytics Dashboard:** Read-only access to our live management telemetry (active hotel count, monthly recurring revenue, and unit consumption).
- Pre-Emptive Rights & Liquidity:** Right of first refusal on future financing rounds and guaranteed participation in secondary buyout opportunities or institutional series rounds.



EXECUTION & DIRECT FOUNDER CONTACT

Direct access to technical leadership & equity allocation terms

To reserve your equity allocation or schedule a walkthrough, contact the founder directly:

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