

INVESTOR OVERVIEW

# Premium Short-Term Rental Management.

Nairobi, Kenya · East Africa

**\$2.1B**

East Africa STR Market 2026

**34%**

Annual Growth Nairobi

**20%**

Full Management Revenue Share

**70**

Target Properties H2 2026

## EXECUTIVE SUMMARY

# 00 About VIP ONE

VIP ONE is a premium short-term rental management platform operating in Nairobi, Kenya. We deliver property owners an end-to-end operational solution combining independent quality certification, IoT smart monitoring via GAZPILOT, and a luxury concierge guest experience through VIP ONE EXPERIENCE. Our Essentiel subscription at **KES 19,900/month** is available now. Full Management at **20% of generated revenue** launches in January 2027. With a target portfolio of **70 properties by H2 2026**, we project monthly recurring revenue of **KES 1,393,000**.

<b>KES 19,900</b>	<b>KES 1,3 93,000</b>	<b>70</b>	<b>Jan 2027</b>
Essentiel / month	Target MRR (H2 2026)	Target properties	Full Management launch

We are seeking strategic investors and capital partners to accelerate growth and regional expansion across East Africa.

## MARKET OPPORTUNITY

## 02 Nairobi: A Market at an Inflection Point

The Nairobi short-term rental market is experiencing structural, sustained growth — driven by digital economy expansion, rising international business travel, and a consumer shift towards premium, verified accommodation.

<b>\$2.1B</b>		<b>&lt; 5%</b>	
East Africa STR Market 2026	Annual Growth Nairobi	Certified Properties	Revenue Premium

## WHY NOW

- ◆ **50,000+** Airbnb listings in Nairobi — fewer than 5% meet consistent professional standards
- ◆ **Demand gap** International demand is outpacing the quality of available supply
- ◆ **Regulatory shift** Formalisation of the STR market is imminent — creating a compliance gap VIP ONE already fills
- ◆ **First-mover** No dominant, vertically integrated operator exists in the East Africa premium STR market

## WHAT WE DO

# 01 Our Three-Pillar Ecosystem

VIP ONE is Nairobi's reference operator for premium short-term rentals. We protect and optimise rental properties through a proprietary three-pillar ecosystem combining independent quality certification, intelligent infrastructure monitoring, and a luxury guest experience service.

VIP ONE PROPERTY		VIP ONE EXPERIENCE
<p>Independent certification &amp; quality control system. Rigorous inspection against hotel-level standards. The <b>VIP ONE Certified</b> label is the market's trust signal.</p>	<p>IoT smart monitoring for gas, utilities, and infrastructure. Real-time alerts, predictive maintenance, compliance tracking. Protects assets 24/7.</p>	<p>Luxury concierge service for guests: private transfers, chefs, safaris, event planning, restaurant reservations. Revenue commission model.</p>
<ul style="list-style-type: none"> <li>● Quality Certification</li> <li>● Hotel-level Standards</li> <li>● VIP ONE Certified Label</li> </ul>	<ul style="list-style-type: none"> <li>● Real-time IoT Alerts</li> <li>● Predictive Maintenance</li> <li>● 24/7 Compliance Tracking</li> </ul>	<ul style="list-style-type: none"> <li>● Private Transfers</li> <li>● Private Chef Bookings</li> <li>● Safari &amp; Event Planning</li> </ul>

*"To transform Nairobi's premium rental market by setting an uncompromising standard of quality, safety, and guest experience — and making it the foundation of every property we manage."*

## REVENUE MODEL

## 03 Three Complementary Revenue Streams

Each revenue pillar is designed to be recurring, scalable, and independent — reducing concentration risk while maximising long-term value.

01

### ESSENTIEL SUBSCRIPTION

KES 19,900 / month per property

AVAILABLE NOW

Monthly recurring subscription for property owners. Includes professional cleaning management coordination and GAZPILOT smart monitoring. High retention, low churn model.

— Cleaning coordination & scheduling — GAZPILOT IoT monitoring — Monthly property report — VIP ONE Certified label maintenance

02

### FULL MANAGEMENT

20% of generated revenue per property

LAUNCHING JAN  
2027

End-to-end operational management. VIP ONE handles everything: listings, pricing strategy, guest management, cleaning, maintenance, and revenue optimisation. Performance-aligned — we earn when the property earns.

— All Essentiel features included — Listing creation & optimisation — Dynamic pricing management — Guest screening & communication — Revenue optimisation

03

### VIP ONE EXPERIENCE

Commission on each booking

ACTIVE NOW

Concierge service commissions generated through the VIP ONE EXPERIENCE network. Revenue earned on transfers, private chef bookings, safari arrangements, event planning, and restaurant reservations.

— Private airport transfers — Private chef bookings — Safari & wildlife experiences — Event & celebration planning

## KEY METRICS &amp; TRACTION

# 04 Where We Are Today

Operational Launch	Nairobi, Kenya — 2026
Essentiel Subscription	KES 19,900 / month — cleaning mgmt + GAZPILOT
Current Portfolio	Pilot phase — active expansion underway
Target Portfolio H2 2026	70 properties on Essentiel subscription
Monthly Recurring Revenue Target	KES 1,393,000 / month (~USD 10,700)
Full Management Launch	January 2027 — 20% of revenue generated
Projected Break-Even	End of 2026 (per financial model)
Technology Deployed	GAZPILOT IoT (operational) + SaaS Dashboard (in development)
Phase 2 Target Markets	Mombasa · Kampala · Dar es Salaam

## FINANCIAL PROJECTIONS

# 07 Revenue Scenarios — Essentiel Subscription

Based on KES 19,900/month per property. Full Management revenue (20% of property revenue) adds significant additional upside from January 2027 onwards. USD equivalent based on KES/USD rate of ~130.

PROPERTIES	MONTHLY REVENUE (KES)	ANNUAL REVENUE (KES)	ANNUAL REVENUE (USD)
20	398,000	4,776,000	~36,700
40	796,000	9,552,000	~73,400
<b>70 ★ Target</b>	<b>1,393,000</b>	<b>16,716,000</b>	<b>~128,600</b>
100	1,990,000	23,880,000	~183,700

## KEY MILESTONES

<b>2025</b>	◆	VIP ONE operational launch — Nairobi pilot phase
<b>H1 2026</b>	◆	Platform refinement — Essentiel subscription live — First certified properties
<b>H2 2026</b>	◆	Target: 70 properties — Break-even — GAZPILOT IoT rollout
<b>Jan 2027</b>	◆	Full Management service launch — 20% revenue model activated
<b>2027–2028</b>	◆	Regional expansion — Mombasa · Kampala · Dar es Salaam

## INVESTMENT OPPORTUNITIES

## 05 How to Partner with VIP ONE

We welcome several investor profiles depending on objectives and investment horizon. All structures are negotiated on a case-by-case basis.

### ◆ Equity Participation

Enter the VIP ONE capital at an early stage. Participate directly in platform growth and regional expansion. Equity terms negotiated individually based on investment size and strategic contribution.

### ◆ Revenue Sharing

Subscription revenue sharing on a defined property portfolio. Predictable, recurring returns aligned with operational performance. Minimum portfolio size applies.

### ◆ Portfolio Investment

Co-investment in the expansion of VIP ONE's certified property portfolio. Investor provides capital for property acquisition or fit-out; VIP ONE provides operations and certification.

### ◆ Strategic Partnership

For funds, family offices, or real estate operators seeking managed exposure to East Africa's premium STR market. Structured as a separately managed allocation.

WHY INVEST WITH VIP ONE

## 06 Our Competitive Advantages

### First-Mover Positioning

No vertically integrated premium STR operator currently dominates the Nairobi market. VIP ONE is establishing the standard before the market consolidates.

### Experienced Founding Team

Deep operational and technology expertise. Track record in cross-border business across France and Kenya.

### Two-Tier Subscription Model

The Essentiel plan (KES 19,900/month) generates immediate recurring revenue. Full Management (20% of revenue, from January 2027) is a high-margin performance model.

### Regional Expansion Runway

Nairobi is the proof of concept. Mombasa, Kampala, and Dar es Salaam represent natural expansion markets with similar demand dynamics.

### Proprietary Technology

GAZPILOT is a proprietary IoT monitoring system built specifically for the East Africa property context. Creates a durable, defensible barrier to entry.

### Global Trend Alignment

STR formalisation, PropTech adoption, and premiumisation of travel accommodation are global megatrends that structurally favour VIP ONE's positioning.

## TRUST &amp; GOVERNANCE

## 08 What We Commit to Our Investors

- ◆ **Full Transparency**  
Monthly financial metrics and operational reports shared with all investment partners. No surprises.
- ◆ **Structured Reporting**  
Quarterly performance reports — revenue, KPIs, portfolio growth, pipeline, and development milestones.
- ◆ **Active Collaboration**  
Strategic investors are involved in expansion decisions and product direction. Your capital comes with a seat at the table.
- ◆ **NDA Protection**  
All investor materials, financial models, and proprietary data are shared exclusively under a signed Non-Disclosure Agreement.
- ◆ **Discretion**  
The identity of all investment partners is treated with absolute confidentiality at all times.

## NEXT STEPS &amp; CONTACT

# 09 Ready to Explore a Partnership?

If you share our conviction that the premium rental market in East Africa is at an inflection point, we welcome a conversation. The next step is simple:

<b>01</b>	<b>Expression of Interest</b> Complete the investor interest form at <a href="https://vipone.tech/investor-partnership-page/">vipone.tech/investor-partnership-page/</a> or contact us directly.
<b>02</b>	<b>Introductory Call</b> A 30-minute call with the VIP ONE founding team. We present the business in detail and answer your questions.
<b>03</b>	<b>Share the Full Model</b> Under NDA, we share the complete financial model, investor deck, and all due diligence materials.
<b>04</b>	<b>Agree on Structure</b> We propose an investment structure tailored to your profile, objectives, and investment horizon.

WEBSITE	EMAIL	LOCATION	RESPONSE TIME

*VIP ONE — Sovereign Precision. Every Investment, Protected.*

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