

NYUMBA SERVICES · MARKETPLACE BRIEF

The local services market, made *searchable*.

A mobile marketplace where independent providers control their profiles, clients compare real options, and each city becomes more useful as supply density grows.

ANDROID LIVE

NAIROBI

KISUMU

MOMBASA



Nyumba Services

Trusted home services in Nairobi

Hiring a fundi still begins with *“Do you know someone?”*

01

Discovery is fragmented

Clients search WhatsApp groups, referrals and social posts with inconsistent proof and limited comparison.

02

Supply is invisible

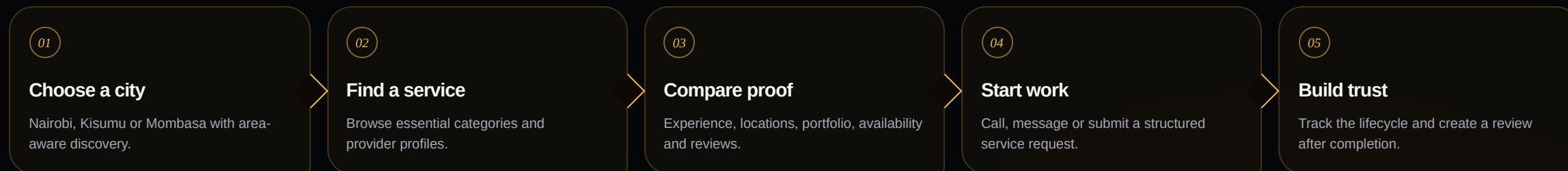
Independent providers can be skilled and available yet have no persistent, searchable digital storefront.

03

Trust is unstructured

Work history, location, portfolio, reviews and service lifecycle are rarely visible in one place.

Search. Compare. Contact. Request. Review. *Repeat.*



Supply came first. *Demand signals followed.*

500+

Downloads reported

Founder-reported; public Play badge may lag

~553

Account rows

Linked database table estimate

~213

Provider profiles

Linked database table estimate

31

Contact-intent events

Phone reveal or call tap; not proof of a completed call/job

Additional database estimates: 308 provider portfolio images, 39 provider certificate records and 7 service-request rows. Revenue and completed jobs are not yet claimed.

Win density city by city—not geography *for vanity.*

Nairobi

Prove the engine

Build category supply, area-aware matching and demand instrumentation in the largest launch market.

Kisumu

Test repeatability

Founder reports 10 early provider signups in the first week of expansion.

Mombasa

Measure pull

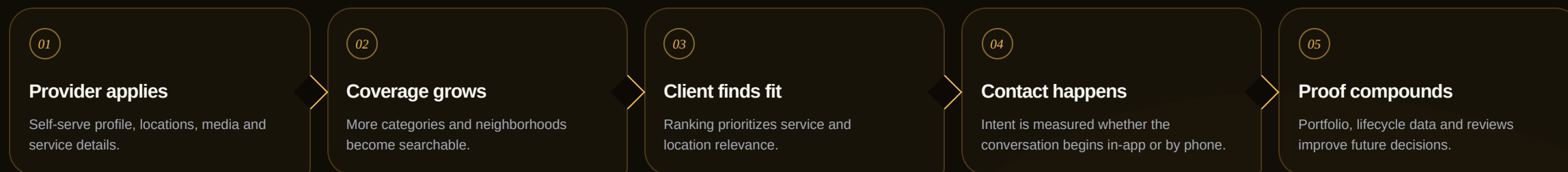
Newly opened with no meaningful promotion yet; validate supply before demand spend.

Next city

Earn the right

Launch only when provider density, response quality and local partnership targets are defined.

The cheapest inventory is the supply that *onboards itself*.



Balozy is the incumbent. Nyumba is the *investable challenger*.

DIMENSION	NYUMBA	BALOZY	INFORMAL REFERRALS
Position	Early challenger: ~553 accounts / ~213 provider profiles	Established incumbent with self-reported national reach	Default behavior; large but unmeasured
Scaling model	Self-serve provider profiles, density-first cities and a transaction layer being built	Broad catalogue plus verification and booking operations across Kenya	No platform, standard profile or measurable funnel
What is disclosed	Linked product/database evidence; revenue and completed jobs not claimed	150k+ downloads and 30k+ users claimed; reviewed material discloses no revenue or valuation	No reliable operating data
Investor entry	Enter before repeatable city launches, liquidity and monetization are priced in	Scale exists, but private ownership terms and valuation are unavailable	No investable marketplace asset

VALUATION LOGIC

Balozy expands the category ceiling. It does not set Nyumba's price.

Value Nyumba on the live product, early network and owned technology today—then earn step-ups through verified jobs, repeat demand, GMV and revenue.

Do not tax the marketplace *before it is liquid.*

01

Provider Pro

Paid business tools: enhanced portfolio, analytics, lead alerts and response workflow. Verification itself should not be pay-to-win.

02

Managed payments

An optional 6–10% success fee when Nyumba controls booking, payment, support and reconciliation.

03

B2B sourcing

Subscriptions or lead bundles for property managers, hospitals, schools, developers and facilities teams.

04

Sponsored discovery

Clearly labeled placement after quality and relevance thresholds—never hidden ranking manipulation.

Valuation rises when liquidity becomes *repeatable revenue*.

ILLUSTRATIVE MONTHLY REVENUE

KES 825K

Scenario only—not a forecast, current performance or present valuation. This is the evidence bridge for a stronger future priced round.

500 Provider Pro accounts × KES 750 **375K**

1,000 managed jobs × KES 2,500 GMV × 8% **200K**

10 B2B accounts × KES 25,000 **250K**

Annualized at the same monthly run rate **KES 9.9M**

Convert attention into *marketplace truth*.

Now

Instrument cohorts

Source, city, category, activation, contact rate, response time, request conversion and repeat use.

Next

Close the loop

Move from phone reveals toward protected in-app booking, payment, report/block and completion evidence.

Then

Pilot revenue

Provider Pro, two B2B sourcing partners and one managed-payment category.

Scale

Repeat one city

Only after liquidity, safety, retention and unit economics meet explicit thresholds.

*Back the infrastructure for **independent work.***

Nyumba fits investors and strategic partners who understand marketplaces, field operations, trust and safety, property ecosystems, payments or city-by-city distribution.

Discuss Nyumba

Open on Google Play

What is verified, reported and *illustrative*.

Nyumba on Google Play

Public product description, feature set and Android listing.

Balozy public website

Balozy's self-reported apps, reach, services and booking model. No revenue or valuation was identified in the reviewed public material.

Nyumba linked database table statistics

Aggregate estimates collected 25 July 2026. No customer names, phone numbers or records were exported.

Founder-provided launch context

500+ downloads, 10 early Kisumu providers, Mombasa newly launched and current pilot contact behavior.

Communications Authority of Kenya

Smartphone penetration reached 83.5% by June 2025.

Revenue and valuation bridge

Model assumptions created for discussion. They are not current revenue, a present valuation, a forecast or investment advice.