



Story time

In **Eastleigh**, Ahmed heard the buzz. Friends were making money from **crypto** — screenshots, wins, hype.

He tried to join. The apps were complex. They asked for bank accounts he didn't have. Fees were a lot. He felt locked out.

Now the market has **dipped**. The opportunity is back — but access is still missing. Millions like Ahmed are ready. They just need the right bridge.....

Riyan

By Green Liba -X

What is **Riyan**

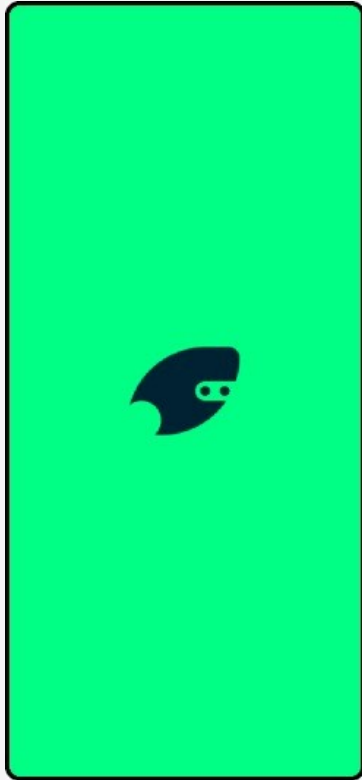
Is a simple, cash-friendly crypto platform built for underserved communities.

Allow “Kenyans” to have the Opportunity to **INVEST** (make money) from the Crypto Space:

Buy Crypto

Sell Crypto

And make money from where “they” Could “NOT”







Welcome to Riyan

The best app to **Invest**.
Crypto currencies with as little as








KSH 150

 Continue with Google


 Continue with Apple


Top Picks (KSH)

 Bitcoin BTC		10,890.430 -3.76%
 USDC USDC		129.45 +0.16%
 Binance BNB		113,069.92 +0.02%
 Ethereum ETH		579,654.34 -3.76%
 Shiba SHB		0.001658 -1.09%
 Dogecoin DOGE		28.54 -0.06%
 Avalanche AVA		3,174.88 -4.96%

← Bitcoin

 **Bitcoin**
BTC











KSH **10,354,354.78**
↑ KSH 1,200, (1.05%) Today



ID 1W 1M YTD 1Y ALL

BUY 15K SELL 15K

Best Traders (Profits) Today

	Today	This Week	This Month
 2 Meghan Jes... KSH 5,000	 1 Bryan Wolf KSH 9,200	 3 Alex Turner KSH 4,700	
4  Marsha Fisher KSH 4,500			
5  Juanita Cormier KSH 3,900			
6  You KSH 3,760			
7  Tamara Schmidt KSH 3,400			
8  Ricardo Veum KSH 3,209			
9  Gary Sanford KSH 200			
10  Becky Bartell KSH 0			

← Refer a Friend



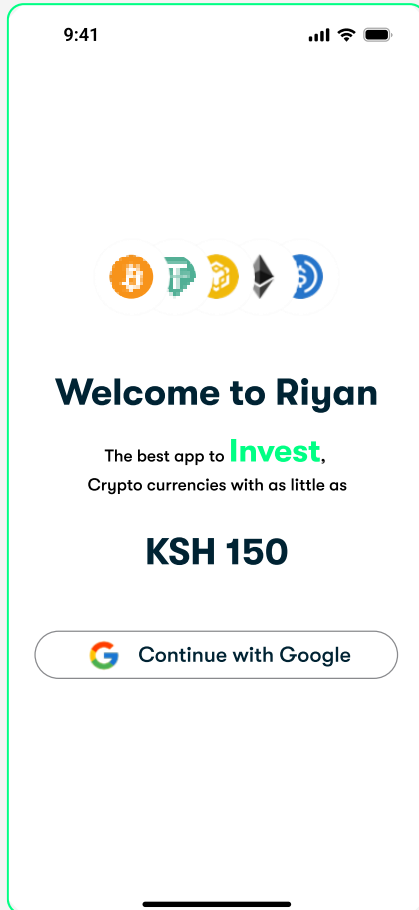
Invite your Friends and get 10% of their Trading fees.

Got a Friend Curious about Crypto? Invite them to Riyan and earn 10% of the fees they generate. By sharing your code, you accept our [terms](#)

R - 5 6 7 8 

See my Earnings

Riyan is Hope



- ✓ It is built for the people who heard about crypto too late, tried too hard,
- ✓ And were locked out anyway.
- ✓ It removes fear, confusion, and barriers — and replaces them with **clarity, trust, and access.**
- ✓ Riyan doesn't ask where you bank. It asks **where you want to go.**
- **Riyan** — finally built for us.

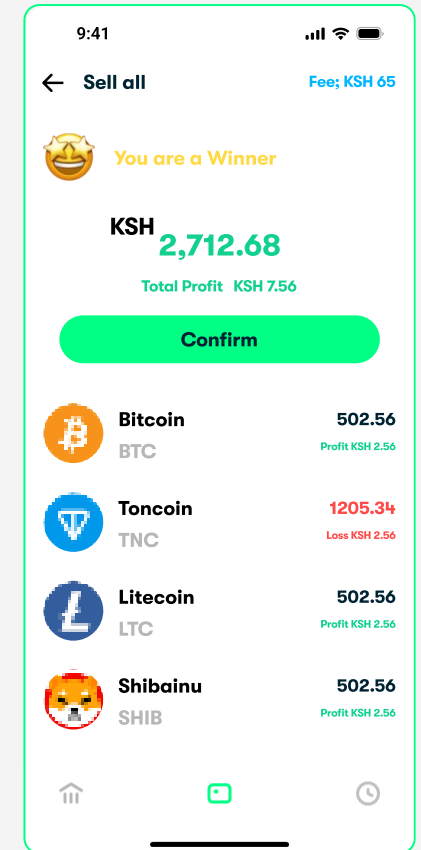
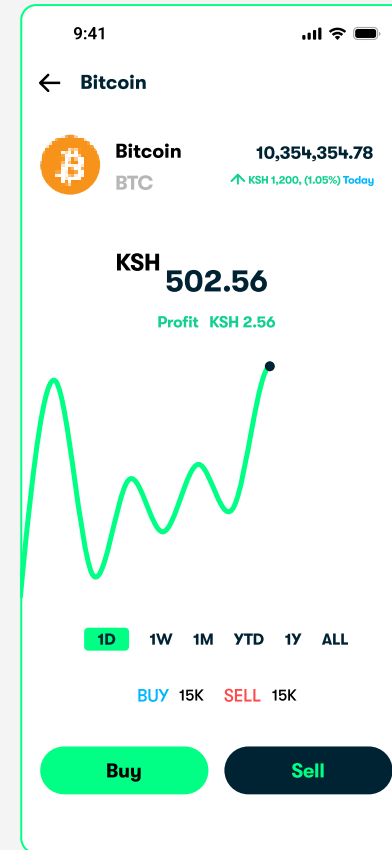
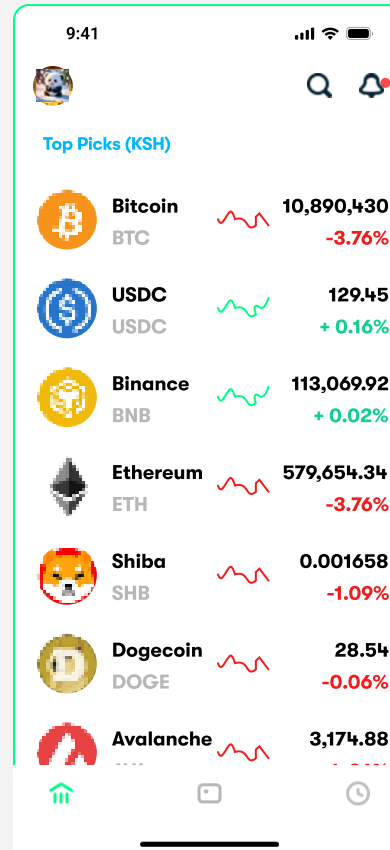
How Riyan Works

- ❑ You download the app.
- ❑ You verify in minutes — no bank, no confusion.
- ❑ You start small.
- ❑ You learn as you go.

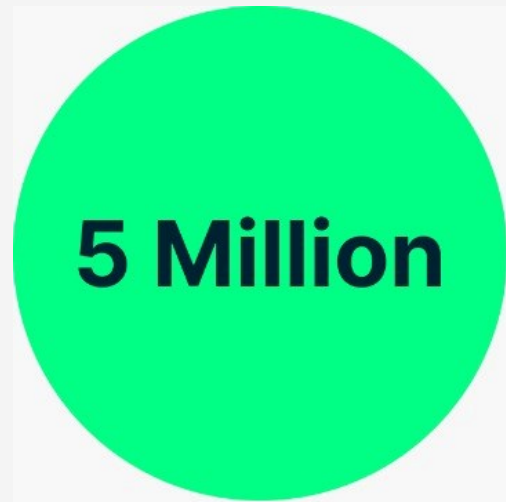
Your money moves when **you** decide.
You save, trade, and grow — at your own pace.

1. No pressure.
2. No complexity.
3. No one left behind.

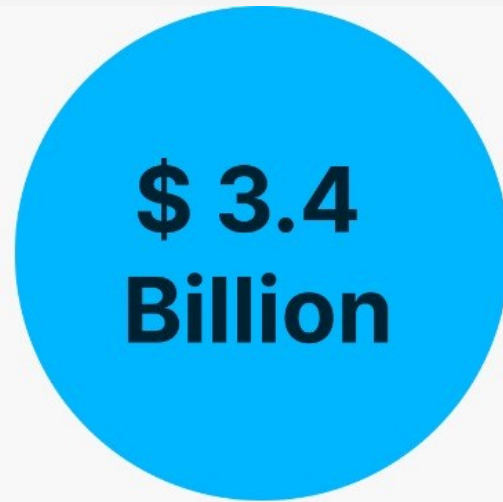
Riyan doesn't rush you.
It walks with you — from your first step
to your future.



Market Size



Crypto Holders in Kenya



Annual transaction volume



More users are curious

Kenya is the initial Target Market

Marketing

Early Adopters (10K+)	Viral Referrals and Features (10K+)	Social Media (50K+)
Already Crypto Traders. 	Referrals Rewards, Gamifications. And Sending Gift to each other	using social media influencer who each have 300,000 and above users
Urban Youth (New Traders)		 
Crypto Influencers (Influencers)		

Competition

Example of use cases:



I want to BUY & SELL Crypto Easily



I want to Send Crypto Gifts to my Friends and Family



Easiest Platform to use



Side hustles from Referrals (Best Referral Payout)



Crypto Videos IN APP



Why are we better



Easiest Onboarding

The screenshot shows the Riyan app's onboarding screen. At the top is the Riyan logo. Below it are icons for various cryptocurrencies: Bitcoin, Ethereum, Tezos, Bitcoin Cash, Dogecoin, and Shiba Inu. The text reads: "Welcome to Riyan", "The best app to Invest. Crypto currencies with as little as KSH 150". At the bottom, there are two buttons: "Continue with Google" and "Continue with Apple".



Keep Track of your Profit

The screenshot shows the Bitcoin profit tracking screen. It features a line graph with a green line representing profit over time. The text reads: "Bitcoin BTC", "KSH 10,354,354.78", and "↑ KSH 1,200, (1.05%) Today". At the bottom, there are tabs for "1D", "1W", "1M", "YTD", "1Y", and "ALL", and buttons for "BUY 15K" and "SELL 15K".



Check how your Friends are doing

The screenshot shows a leaderboard titled "Best Traders (Profits)". It lists the top 10 traders with their names, profile pictures, and trading amounts in KSH. The top three traders are highlighted with green circles and numbers 1, 2, and 3. The text reads: "Best Traders (Profits)", "Today", "Today", "This Week", "This Month", "Meghan Jes... KSH 5,000", "Bryan Wolf KSH 8,300", "Alex Turner KSH 4,700", "4 Marsha Fisher KSH 4,500", "5 Juanita Cormier KSH 3,900", "6 You KSH 3,760", "7 Tamara Schmidt KSH 3,400", "8 Ricardo Veum KSH 3,209", "9 Gary Sanford KSH 200", "10 Becky Bartell KSH 0".



Best Referrals out there

The screenshot shows the referral code screen. It features a megaphone icon and the text: "Refer a Friend", "Invite your Friends and get 10% of their Trading fees.", "Got a Friend Curious about Crypto? Invite them to Riyan and earn 10% of the fees they generate. By sharing your code, you accept our terms". At the bottom, there is a referral code "R - 5 6 7 8" and a button "See my Earnings".

How We Make Money



Commissions (Every Trade)

When a customer

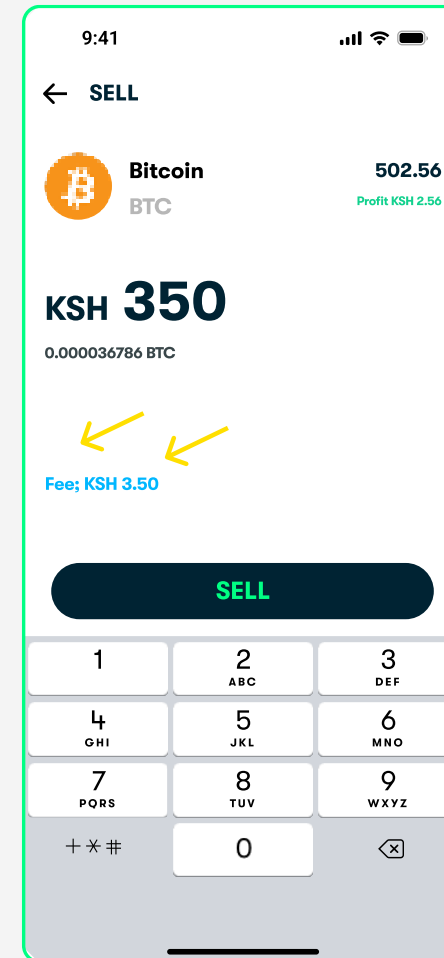
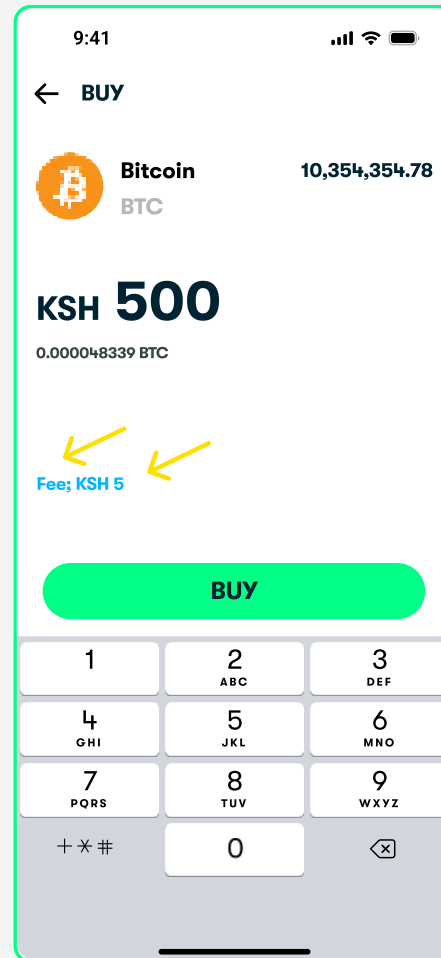
Buys Crypto

We Charge 1%

When a customer

Sells Crypto

We Charge 1%



Let's do the **MATH**

Assume **500 Clients**

3 Trade cycles per day

Average trade size: **KES 2,500**

Buy Fees 1% (KSH 25)

Sell Fees 1% (KSH 25)

3 cycles per day → KES 150 per user / day



Daily
KES 75,000

Weekly
KES 525,000

Monthly
KES 2,250,000

Yearly
KES 27,000,000

With just 500 customers

Imagine 50,000

You do the math now 😊

Return on Investment

18% - 35%

Capital Needed

\$150,000

For

1. Platform Completion
2. Legal and Company
3. Initial Marketing (till we reach 5000 users)

Traction

1. Platform Finished
2. Secured License
3. Ready to launch

Thank you

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