



Building the marketplace for African
and Caribbean culture and lifestyle

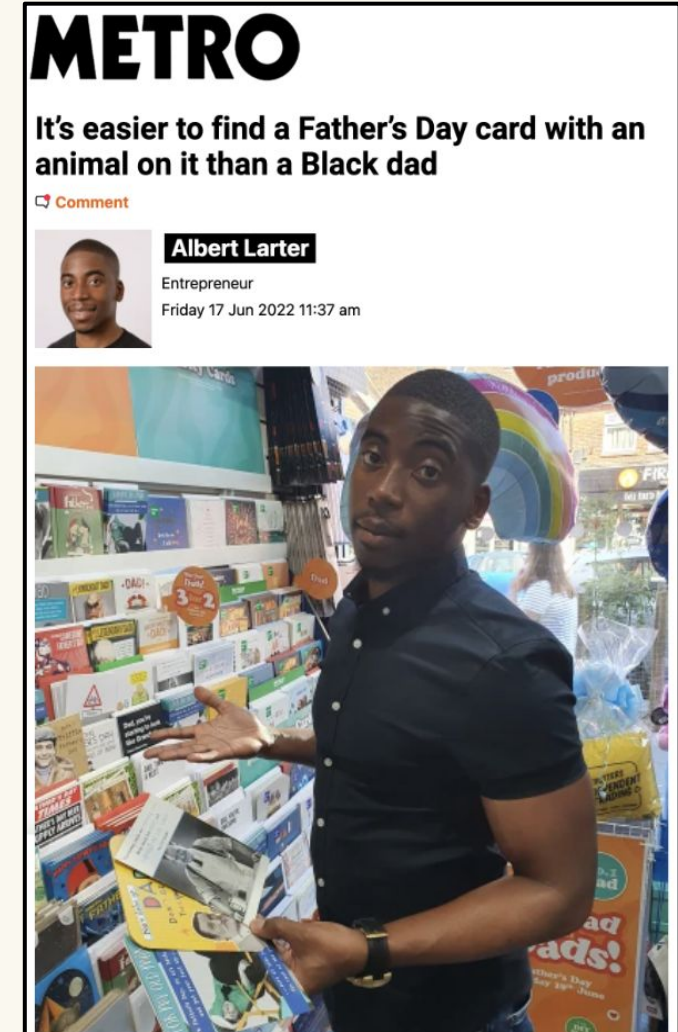


SELLERS

10,000+ Black-owned UK brands struggle to consistently connect with their customers online.

BUYERS

Mainstream retailers are failing **millions** of Black consumers, with **40%** unable to find products that represent them.



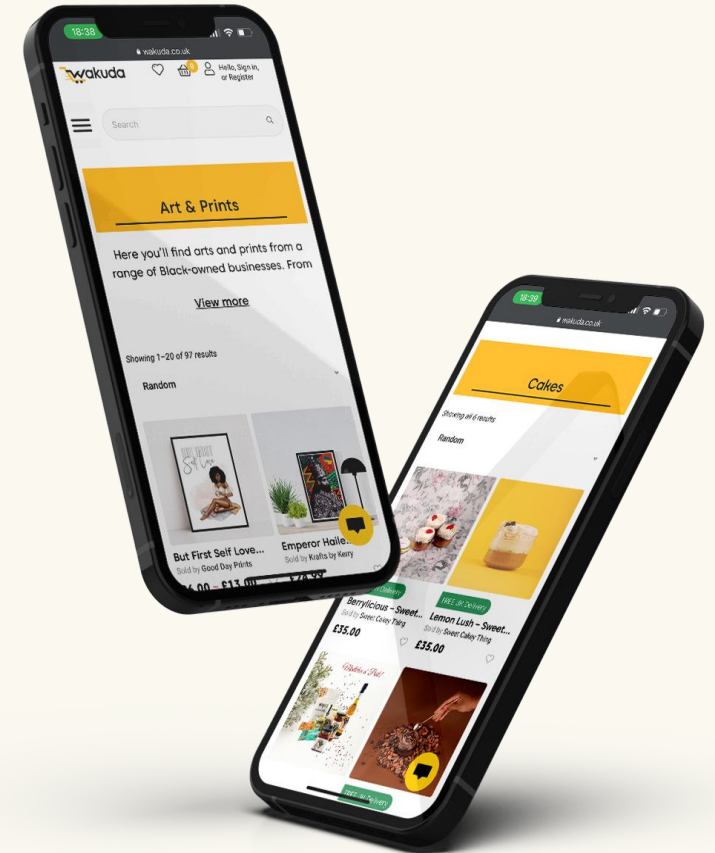
We partner with exceptional African and Caribbean brands to curate their products on our marketplace, combining discovery and a vibrant shopping experience for consumers.

Seller:

✓ Reach a wider audience and boost their sales.

Buyer:

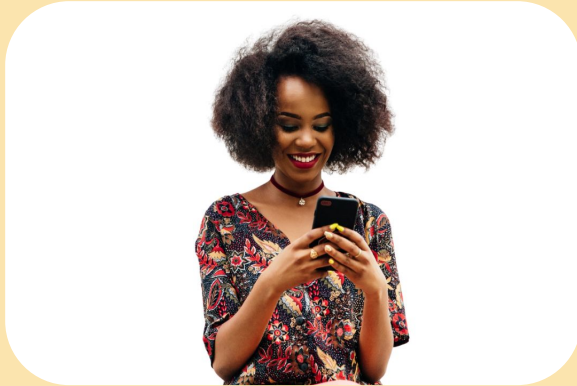
✓ Seamless access to culturally relevant products from unique supply chain.



★ Trustpilot



4.8



My name is Tori

I'm a Buyer

Tori is a British born Nigerian, lives with her partner.

- Strong sense of culture and community. Expresses herself through her purchases.

"Wakuda is now my go-to as I can finally find authentic products that represent my culture and identity!"



My name is Cam

I'm a Creator

Cam is Ghanaian, lives with her partner and two children.

- Designed her own collection of cultural greeting cards to fill a gap in the market for herself.

"Just what the UK needed! I love everything about Wakuda!"

**Nathaniel**

Co-Founder / Operations

- Extensive engineering Ops experience
- Veteran marketplace seller.

RetailWeek[®] ebay

**Albert**

Co-Founder / Marketing

- 10+ years Digital marketing and partnerships.
- BA (Hons) Business and Sports Studies.

deliveroo amazon sky

It's free to list and really simple!

Commission is only charged when you make a sale.

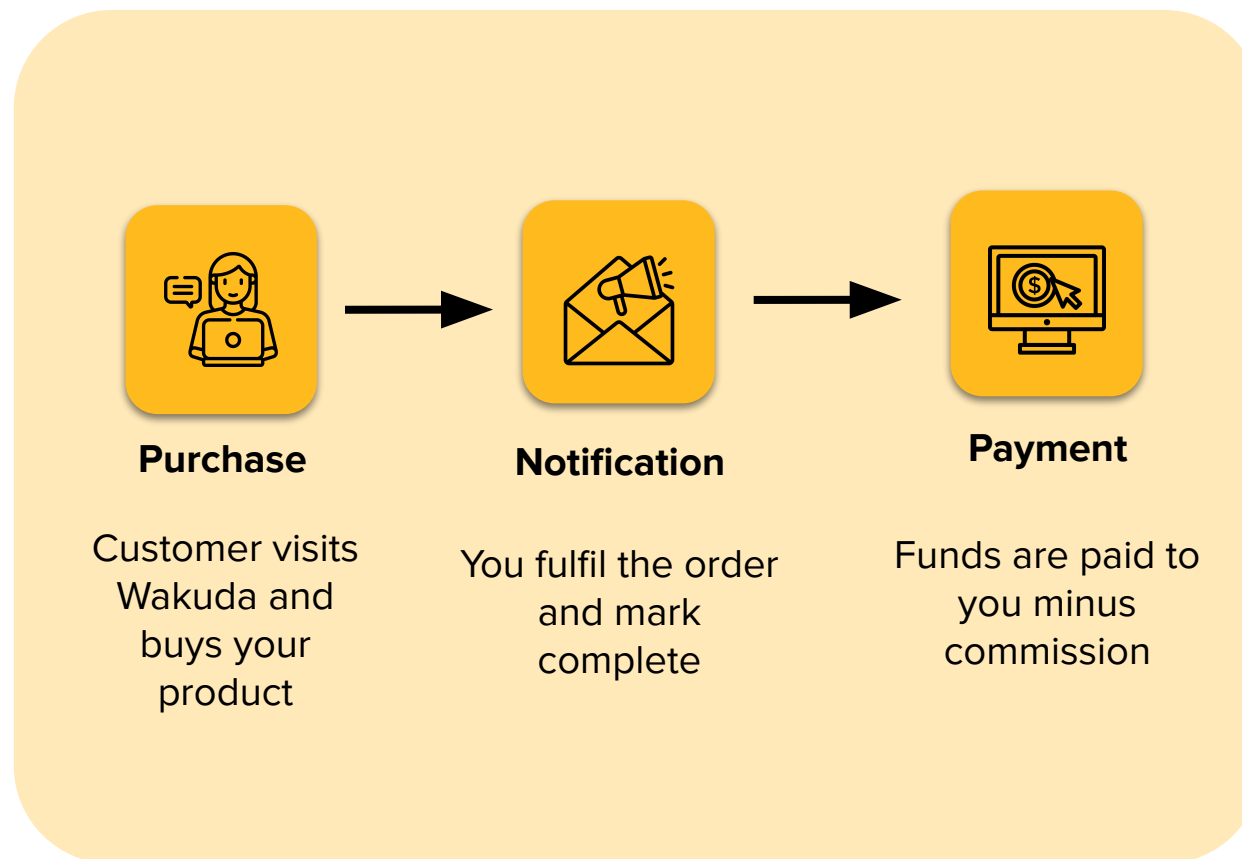
Personalised Shopfront **Yes**

Inclusion in Paid Advertising **Yes**

Exclusive marketplace events **Yes**

Quarterly business review **Yes**

Commission **15%**





Promotions across our platforms

Instagram, Facebook, Newsletters, Tiktok.



Paid ads on Social Media and Google

15,000+ website visitors monthly.



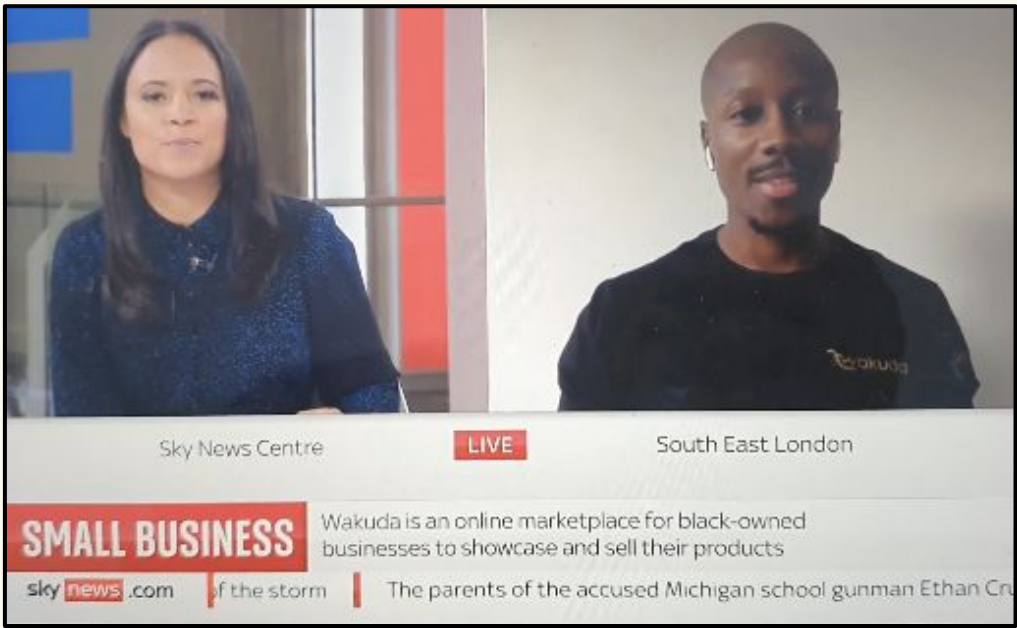
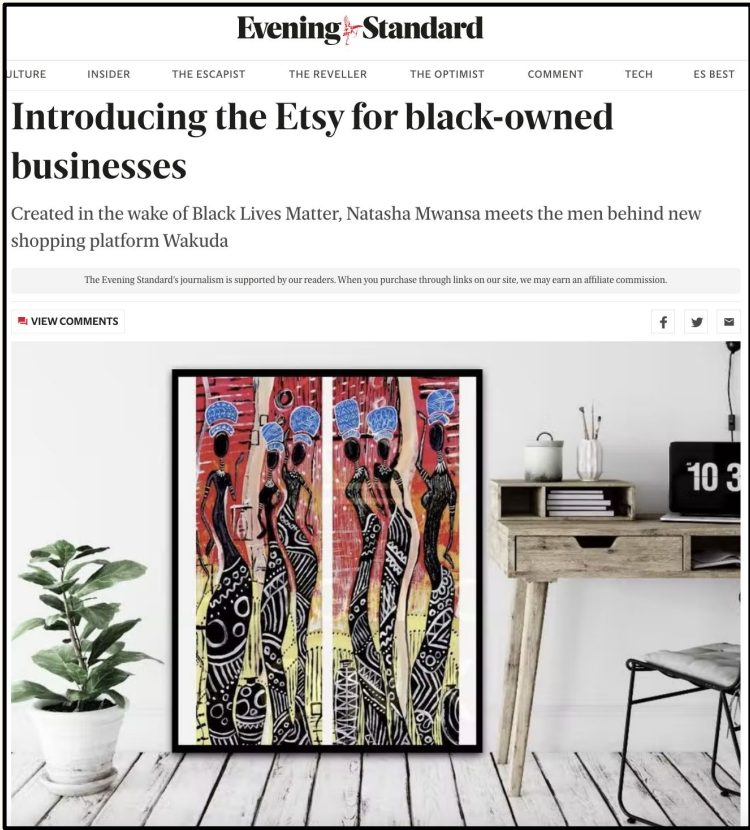
Resources and tools

We use our strategic partnerships to help support and grow your business.



Press opportunities

We've had over 50 seller features in media in the last 12 months, from Cosmo to Five News and press like The Evening Standard



Community

We have grown to a community of over 20,000 people and 200+ brands

Recognition

Meta Gather awards 2022, **Small Biz 100** in 2022 and **Digital star** Small Awards 2023

Collaborations

We've worked with some amazing organisations that have supported us on our mission to empower Black business owners and help them to reach a wider audience.





Join us in transforming cultural commerce



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www.wakuda.co.uk



[**Schedule a meeting**](#)