

A modern coffee shop interior with wooden shelves, a coffee machine, and a large window. The scene is bright and airy, with natural light streaming in from the window. The shelves are filled with coffee bags and jars. A coffee machine is on the counter to the right. A large window in the background shows a view of the outside world. A potted plant is in the foreground on the left.

Proximo

The Digital Operating System
for Local Enterprise

We are building the digital **heart** of local business.

Proximo is the central operating system for service-based small and medium-sized enterprises (SMEs) in South Africa.






Our vision is to empower every local professional—from the solo hairdresser to a multi-staff workshop—to digitize, manage, and grow their business from the palm of their hand.

We replace the handwritten appointment book and the incessantly ringing phone with a single, intelligent, and elegant solution.



The daily reality for our customers is a struggle between their craft and their admin.



-  **Inefficiency:** Constant interruptions from booking calls and manual reminders.
-  **Lost Revenue:** No-shows, last-minute cancellations, and double bookings.
-  **No Customer Insight:** Client lists are just names and numbers in a book.
-  **Limited Growth:** Total reliance on word-of-mouth with no tools for marketing.
-  **Inaccessibility:** When the book is closed, the business is closed.



Our solution is a phased journey from chaos to control.

1

Step 1: Digitize & Organize



We solve the biggest immediate problem: chaos. Businesses get a professional online presence, a calendar as the single source of truth, automated reminders to reduce no-shows, and a foundational CRM.

2

Step 2: Engage & Grow



Once organized, we provide tools to build. They can add staff, collect and display reviews to build social proof, and actively market with "Broadcast Specials" to fill empty slots.

3

Step 3: Automate & Scale



For the established business, Proximo becomes a proactive team member. An automation engine sends 'We Miss You' promotions, waitlists fill cancellations automatically, and featured listings provide a competitive edge.

Our model is an accessible partnership, not a tax on transactions.

Our monetization strategy is built on a single principle: we succeed only when our business clients succeed.



Low Barrier to Entry

The **R99 Starter Tier** is priced to be an absolute 'no-brainer' for any business, making the decision to digitize easy and risk-free.



Value-Based Growth

We don't charge per booking or take a commission. Our tiers are aligned with the value we provide. Businesses upgrade only when they need the tools to manage a growing team or to actively market themselves. This makes our pricing fair and predictable.



A Self-Perpetuating Ecosystem

By directing their own clients to book through the app, our businesses actively grow the customer side of the marketplace for everyone, creating a powerful network effect.

For consumers, Proximo is the live, interactive marketplace for local services.

The vision is to create a “magical” experience. When a user opens the app, they feel empowered with a complete, real-time view of the service landscape around them.

The core of this experience is the **Geo-Discovery Engine**, which removes the friction of traditional searching and replaces it with immediate, location-aware results.

We are not a directory; we are a live, interactive marketplace.



We designed the experience for two distinct user journeys.



Chloe the Planner

32-year-old professional. Tech-savvy, values convenience and reviews.

Her Journey: Evaluation and Convenience

She uses the app to book regular appointments (nails, hair) and discover new, highly-rated services near her home or office.



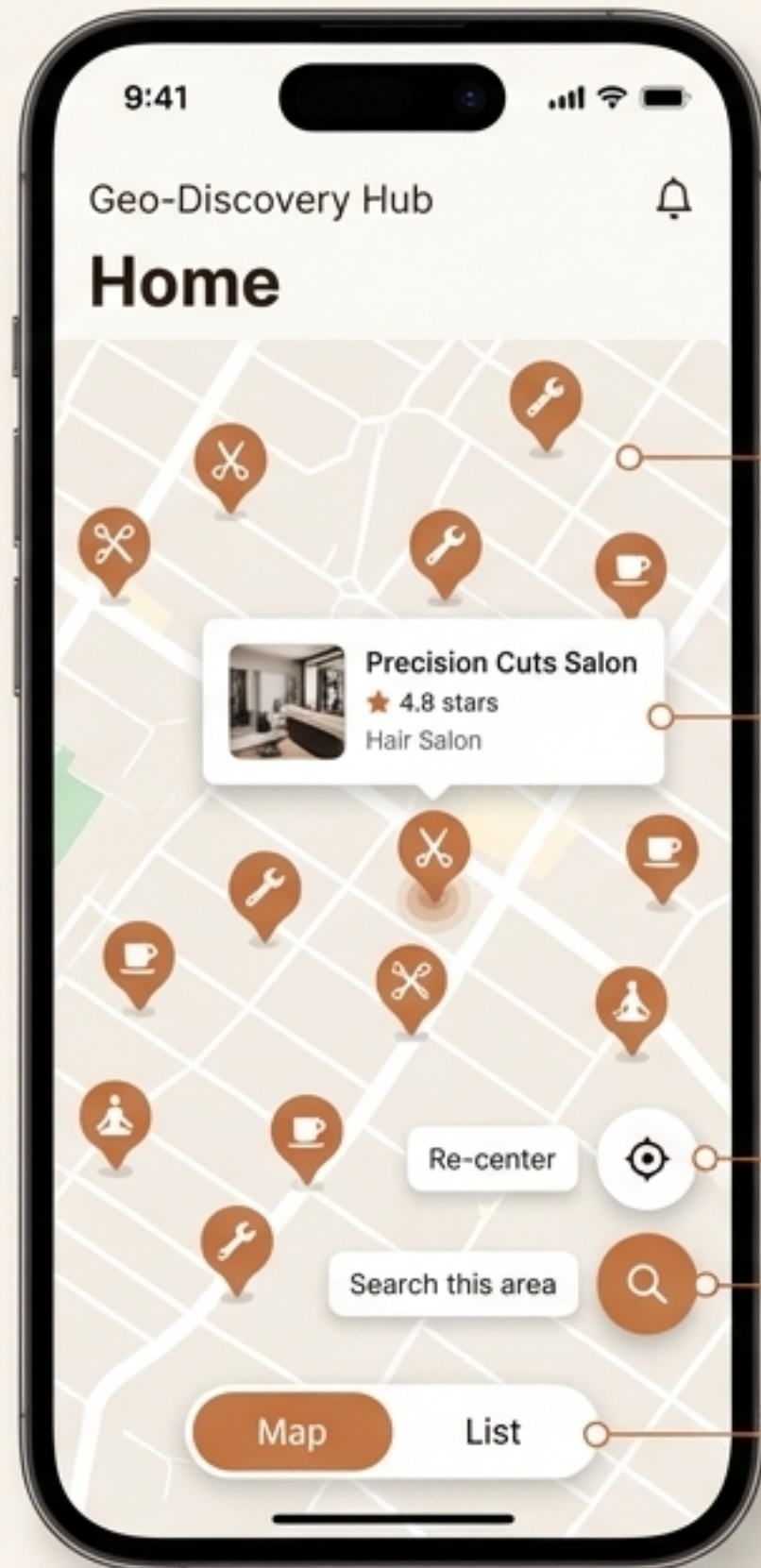
Mark the Urgent User

45-year-old parent. His geyser just burst.

His Journey: Speed and Problem-Solving

He needs a qualified, available plumber **right now**. He is less concerned with price and more with immediate availability and trustworthiness.





○ Interactive Map Display

○ Business Info Card

○ Contextual Buttons:
'Re-center' and 'Search
this area'

○ Map/List View Toggle

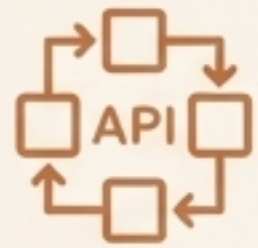
Key UX Principles

Instant Gratification: The map populates with nearby services within seconds of opening the app.

Frictionless Discovery: Users can pan, zoom, and tap to explore without typing a single word.

Performance Goal: The entire experience, from app open to pins rendered, is designed to be **under 2.5 seconds** on a standard 4G connection.

Our technology is built on a foundation of modern, cloud-native principles.



API-First: A central ASP.NET Core Web API is the single source of truth, ensuring consistent business logic for all clients (web and mobile).



Cloud-Native on Azure: We leverage Azure PaaS offerings to minimize infrastructure management and maximize scalability, security, and reliability.



Secure by Design: Using Azure AD B2C for federated identity management, with HTTPS everywhere and role-based access control (RBAC).

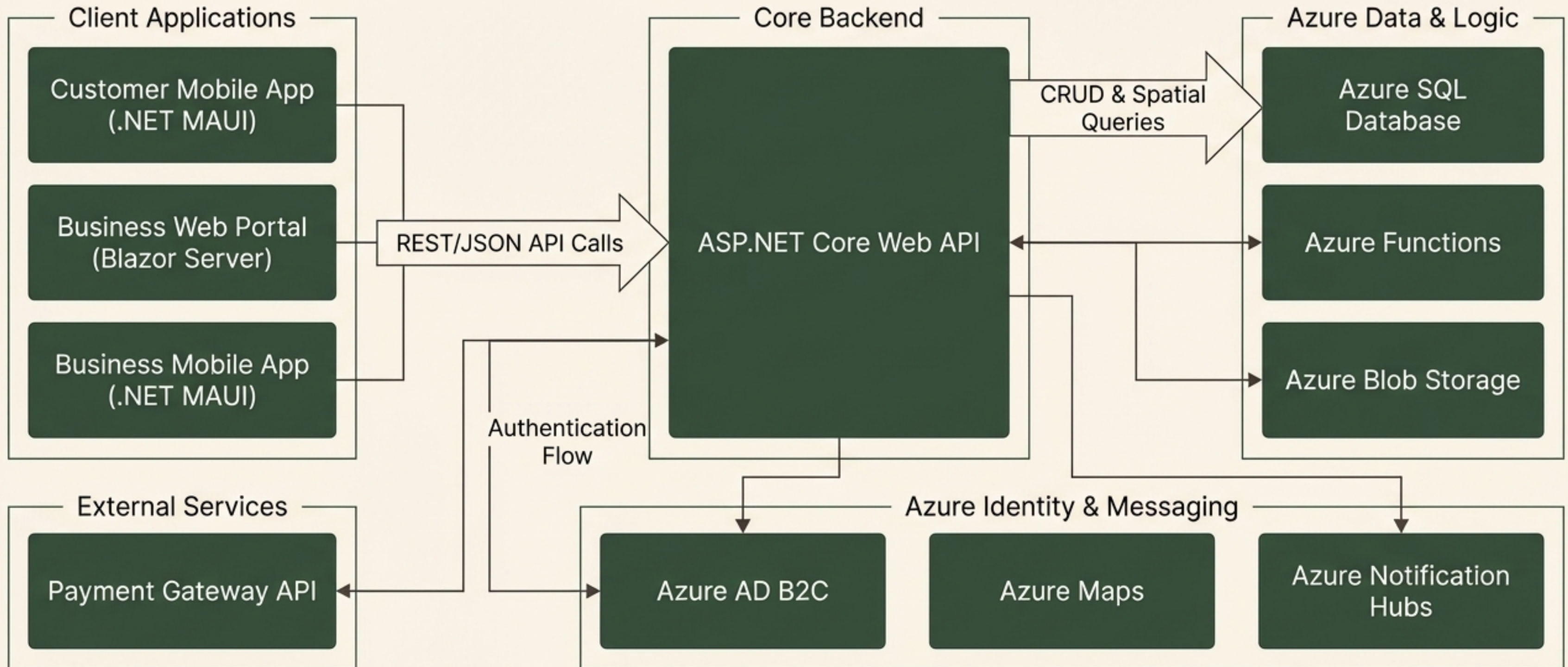


Asynchronous Operations: Long-running tasks like sending emails are offloaded to Azure Functions to ensure a responsive user experience.

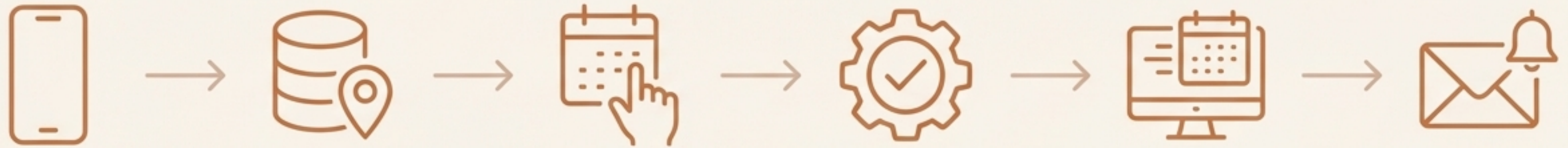


Pragmatic Design Patterns: Employing patterns like CQRS (Command Query Responsibility Segregation) to optimize for read-heavy and write-heavy workloads.

The Proximo ecosystem is a cohesive, services-based architecture.



Anatomy of a booking: A seamless workflow from tap to confirmation.



1. Discovery

The .NET MAUI app gets the device's GPS and calls the `/api/businesses/nearby` endpoint.

2. Query

The API queries Azure SQL using a **spatial index** for an efficient, fast retrieval of nearby businesses.

3. Booking

The customer selects a slot, sending a `POST /api/appointments` request with their secure JWT token.

4. Validation

The API validates the business logic (Is the slot still available?) and writes the appointment to the database in a transaction.

5. Real-time Update

The API instantly publishes a message to a **SignalR Hub**, which pushes the update to the Business Web Portal's calendar without a page refresh.

6. Confirmation

The API drops a message on a queue for an **Azure Function** to process and send a confirmation email and push notification.

We chose a unified .NET stack for maximum productivity and native performance.



Cross-Platform Mobile (.NET MAUI)

A single C# codebase compiles to **native iOS and Android applications**.

- This provides true native performance and full access to device hardware (GPS, Camera) while drastically reducing development and maintenance effort.



Interactive Web (Blazor Server)

Chosen for end-to-end C# development, maximizing developer productivity.

- The stateful, **SignalR-based connection** is ideal for highly interactive management dashboards with real-time updates.



Azure SQL Database

High-Performance Data (Azure SQL)

The `geography` data type and **spatial indexing** are the core of our discovery engine, enabling extremely fast radius-search performance.

- EF Core is used as the ORM to ensure data integrity and developer efficiency.

Our integrated approach creates four key competitive advantages.



Hyper-Local Focus

Our entire user experience is built around the "10km radius," making us the undisputed leader in immediate, local service discovery.



Integrated CRM as a Core Pillar

We are not a booking tool with a CRM tacked on. We are a CRM with a world-class booking engine. This focus on client relationships is our key differentiator.



Unbeatable Value for the SA Market

Our pricing is specifically designed for the South African SME, offering functionality that competitors charge significantly more for.



Cross-Industry Appeal

By serving everyone from salons to plumbers, we become a ubiquitous utility app for the consumer, dramatically increasing our total addressable market.

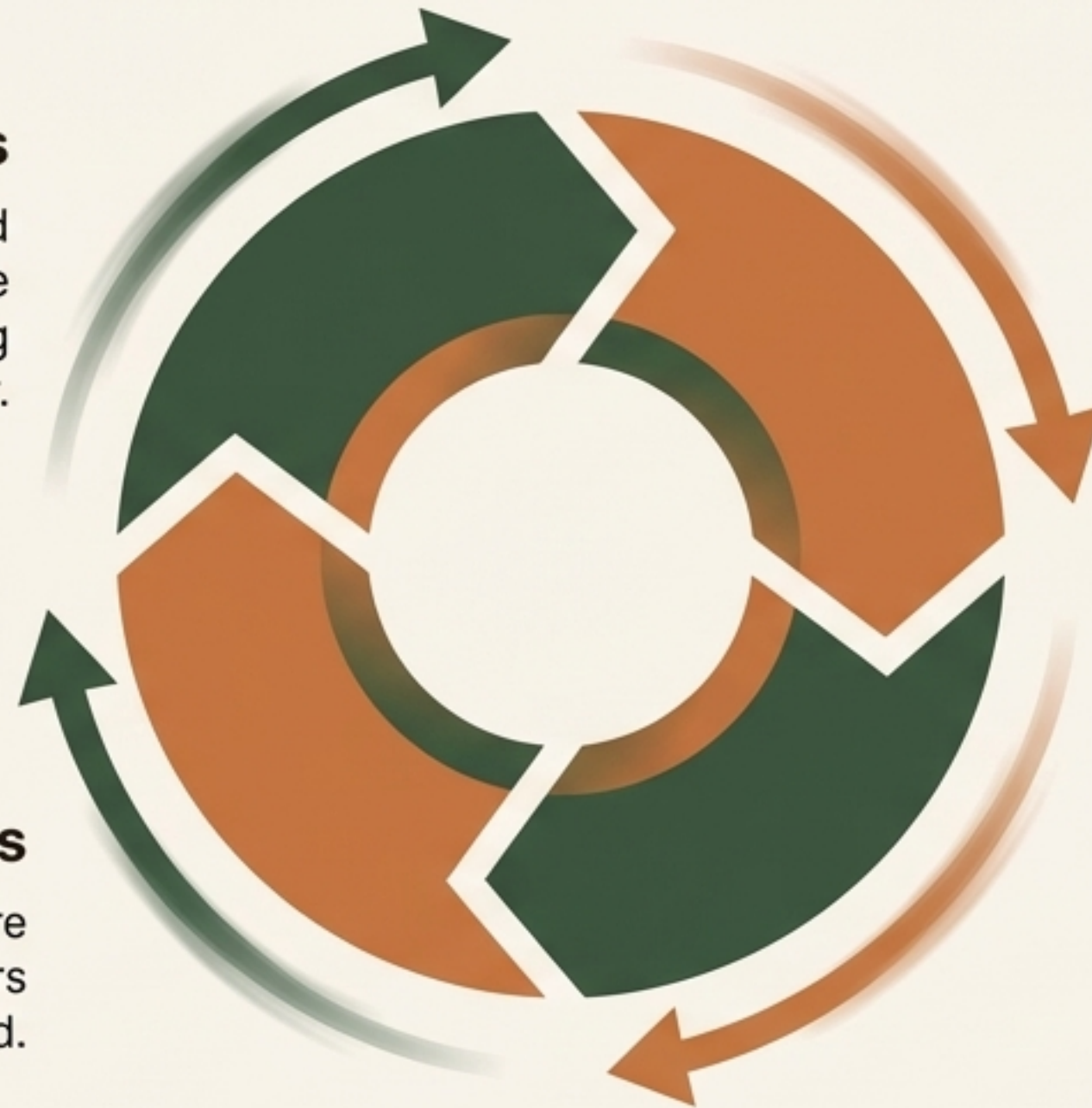
The Proximo Flywheel: A Self-Perpetuating Growth Engine.

4. Network Effect Accelerates

The growing consumer base and proven value attract even more businesses to the platform, making the flywheel spin faster.

3. Consumer Base Grows

The marketplace becomes more valuable and useful for all consumers as more services are added.



1. Businesses Join

Attracted by tools that provide control and enable growth.

2. They Onboard Customers

Businesses direct their existing client base to book through the Proximo app.