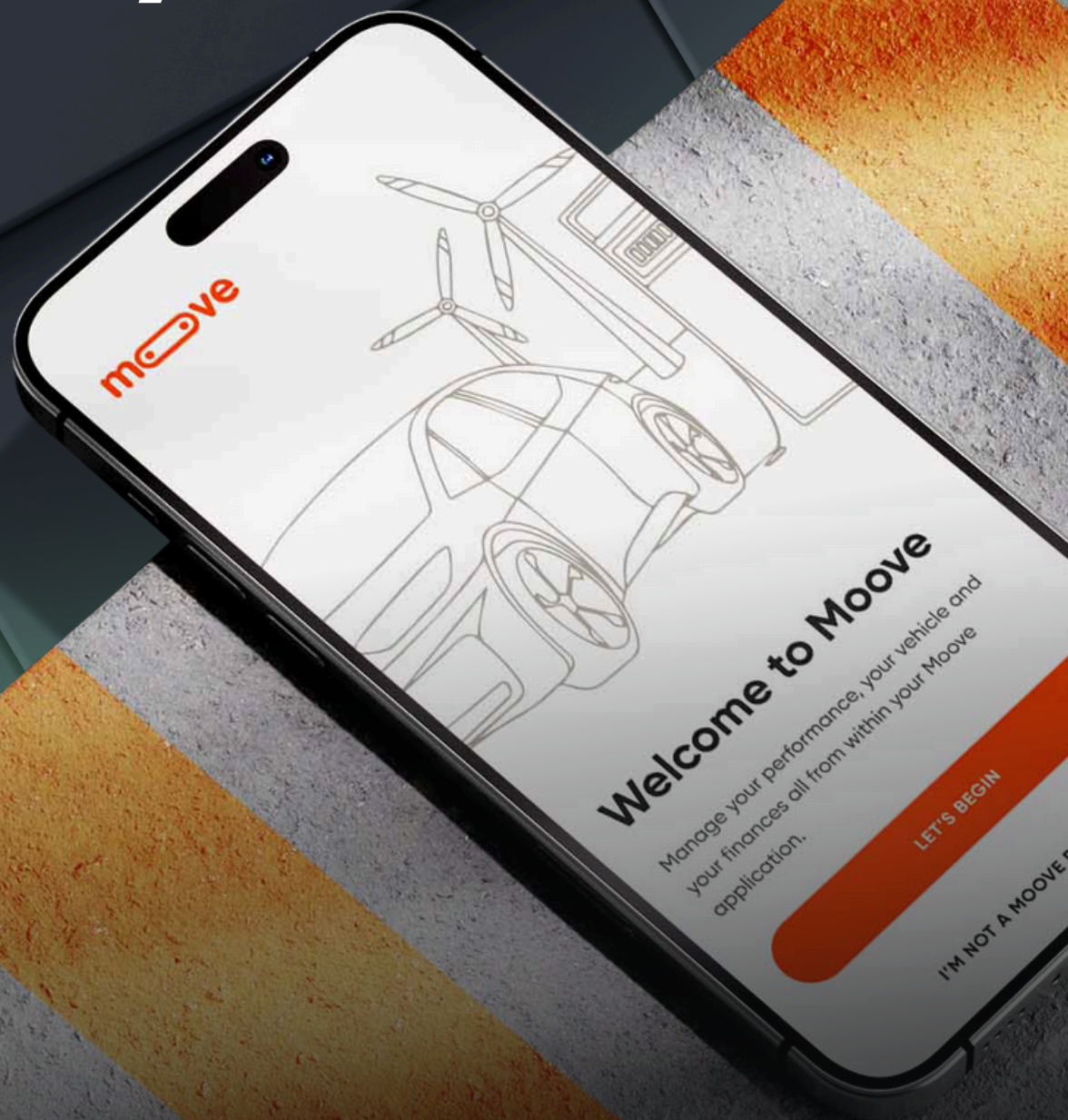


# End-to-end product development for mobility fintech



Moove, an African-born global start-up, asked Netguru to develop an **all-in-one solution** for ride-hailing drivers...

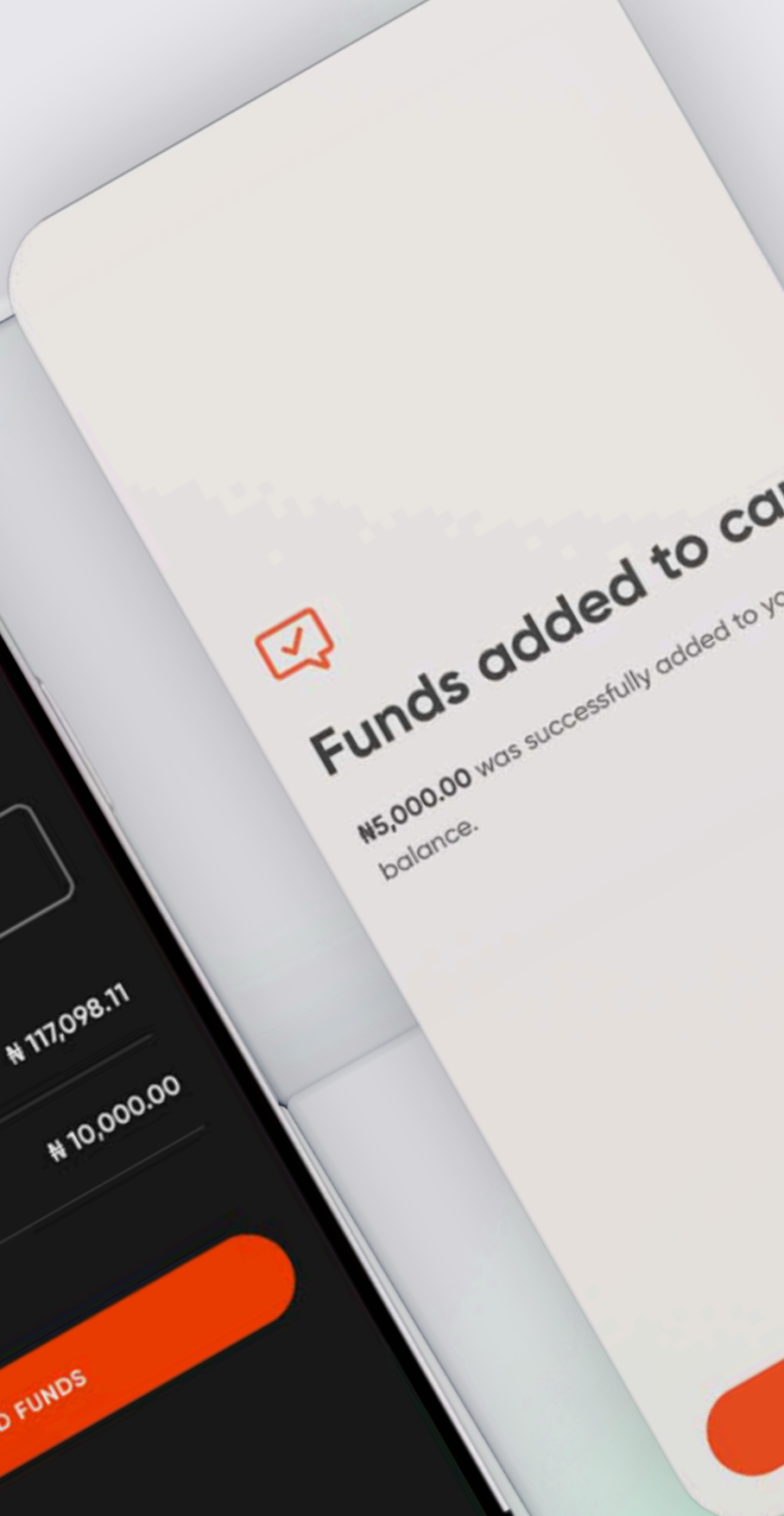
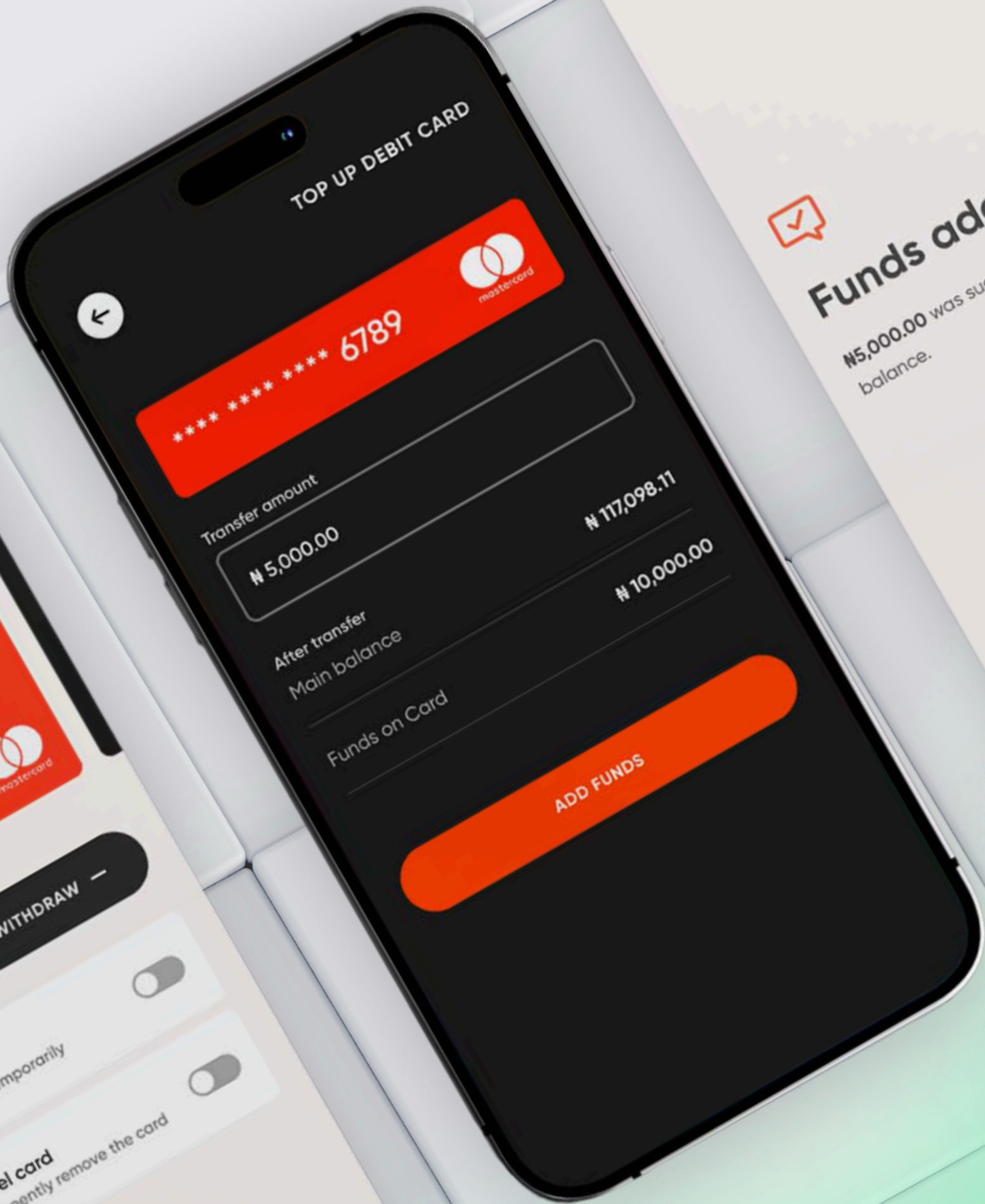
...who didn't have  
a central  
communication  
and financial tool  
for their banking  
and business needs.



It's a first of its kind  
app for efficient  
revenue-based  
vehicle financing.

# Challenges?

1. Ensuring **scalability** across 13 markets in 9 countries
2. Addressing diverse **user habits** and varying **tech literacy**
3. Maintaining **compliance** with local legal and regulatory requirements



# Results?

- ✔ Moove received a fully functional MVP with architecture allowing for scale-up to multiple geographies
- ✔ Product goals, including The North Star product metric, contributed to meeting the company's OKRs
- ✔ Moove's drivers gained a working tool that solved their daily problems





moove

## Welcome to Moove

Manage your performance, your vehicle and your finances all from within your Moove application.

LET'S BEGIN

I'M NOT A MOOVE DRIVER YET

# Own the change with Netguru