PITCH: LAGOS

Errands on demand

Send someone to buy it, pick it up, drop it off or stand in the queue, for a fee. Every errand held, proven and paid in one app.

THE PROBLEM

Errands already get run, just informally

Time

A market run, a document pickup or a bank queue can eat half a day in Lagos traffic.

Who you send

A nephew, a driver, a known keke man or a neighbour's help. It works only if you know someone free.

How you pay

Cash up front, no receipt, no tracking, and no one to call if the item or the change goes missing.

The demand is real. What’s missing is a trusted, paid way to do it with strangers.

WHO HAS TRIED

A long list of errand startups

Company	What they did
DropBuddies (2016)	On-demand errands in Lagos, priced by distance, with live tracking
Erranders (2017)	Ilorin-based errands for individuals, groups and companies
Errand360 (2021)	Bicycle errands and delivery in Lagos, Abuja and Ibadan; over 55,000 orders by 2022
Herrands, Errandwaka	Peer-to-peer runners, including students and corps members, no bike needed
Dunzo (India)	Began as a WhatsApp errand service, pivoted into quick commerce, went offline in January 2025

Sources: Disrupt Africa; TechMoran; TechCabal; VC4A; Leadership; Business Today; Ascendants

WHY IT'S HARD

Four problems every errand app must solve

Trust

A stranger is holding your money, your items or your documents.

Cash float

Runners often have to buy items first, and most can't afford to front the money.

Pricing

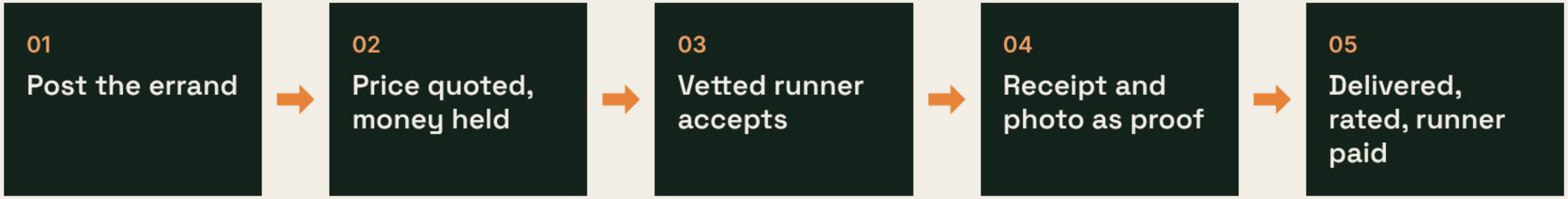
Every errand is different in distance, waiting time and effort, so a fair price is hard to set.

Bypass

After one good errand, the customer can call the runner directly and skip the app.

HOW IT WOULD WORK

Every errand, held and proven



Item money is released to the runner at the point of purchase, so runners never front cash.

We earn a service fee on each errand. TaskRabbit charges clients 15%, plus a separate trust and support fee.

Source: Sharetribe, citing TaskRabbit Support

WHERE WE START

Three ways in

Diaspora errands for family

Nigerians abroad pay to get things done for parents at home. Proof matters most here, and so does willingness to pay.

One estate or campus

Runners and customers in one place: short trips, repeat users and students who want flexible income.

Errands for small businesses

Bank runs, supplier pickups and deliveries. Repeat, predictable work that businesses budget for.

Later, the same wallet and trust profile can power other services beyond errands.

QUESTIONS FOR THIS IDEA

What we need to find out

1. Which errands do people pay for most often, and how much do they pay today?
2. Why did earlier errand startups stall, and what would we do differently?
3. How do we vet runners and keep them on the app, not off it?
4. Which wedge has customers who come back every week?