PITCH · LAGOS & ABUJA

Ìrìn

Plan your glow, wherever you land.

One credit wallet for beauty, wellness, fitness, events and travel. Planned by AI.

THE PROBLEM

Self-care in Lagos runs on DMs.

Discover

On Instagram

Quality and prices are guesswork.

Book

In WhatsApp

Five chats to plan one week.

Pay

By transfer

Deposits to strangers, no protection.

Travel

Stops at the airport

Flights in one app, everything else nowhere.

WHO FEELS IT

Three groups, one broken experience.

City professionals

22–40, already spending on hair, nails, gyms and spas. No time to chase bookings.

Travellers and diaspora

Lagos–Abuja–London–Dubai. Don’t know who to trust when they land.

Providers

Salons, studios, spas, organisers. Empty quiet hours, no-shows, notebook bookkeeping.

THE SOLUTION

One wallet. One plan. Everything booked.

1

Buy credits

A monthly plan, paid in naira.

2

Tell the AI

“Wedding in Abuja in March. Make me glow.”

3

Book it all

Hair, Pilates, massage, events, flights, stays.

4

One calendar

Your week, month or year in one view.

THE PRODUCT

Everything that makes you feel good.

Five categories, one wallet

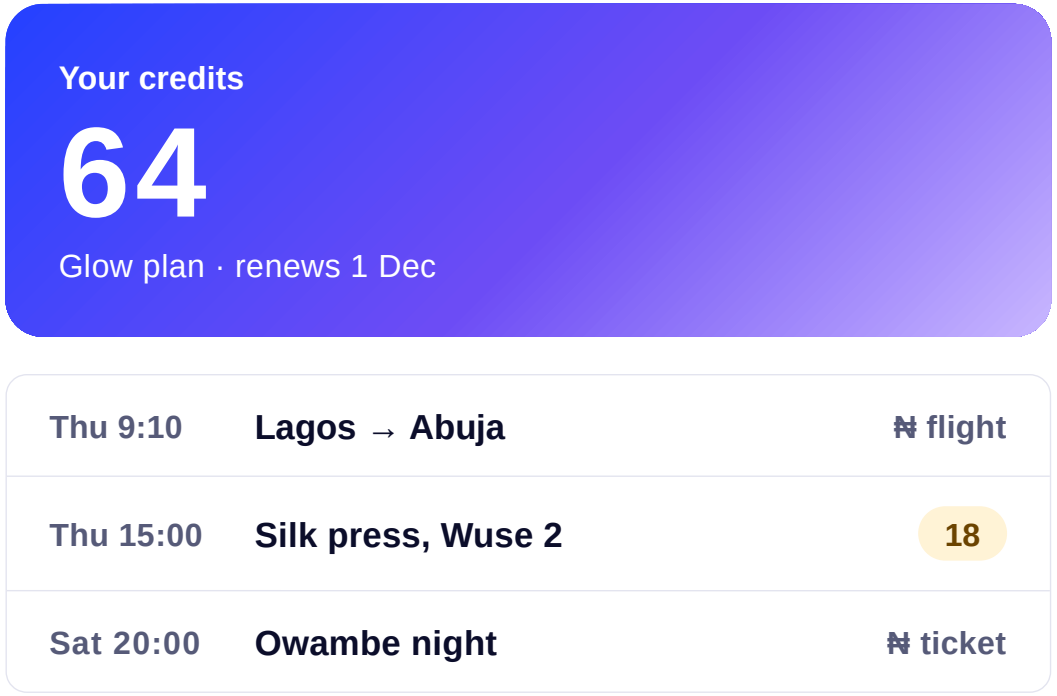
Beauty · Wellness · Move · Events · Travel

Credits that stretch

Off-peak slots cost fewer credits. Credits work in every city.

Web first

Nothing to download. Works on any phone browser.



THE AI PLANNER

Tell it the vibe. It plans the rest.

Plans a week, a month or a year

Self-care routines and full trips.

Reads your world

Weather, events, traffic, your credits and calendar.

Books in one tap

Classes, appointments, flights, stays, tickets.

ÌRÌN PLANNER

Rain in Lekki on Thursday. Swap your run for 7am spin at VI? Same 8 credits.

Swap it

ÌRÌN PLANNER

Concert Friday: braids Thursday, nails Friday morning, massage Sunday. 44 credits.

Book all

FOR PROVIDERS

A business in a browser tab.

Run the day

Calendar, staff, clients, walk-ins and Ìrìn bookings together.

Money

Checkout, expenses, profit and loss, commissions, stock.

Grow

New customers, quiet-hour filling, promos, events and tickets.

AI assistant

“Tuesdays are 70% empty. Release 6 credit slots?”

Free to join. Pays for itself with the customers we bring.

WHY NOW

A big market, going digital fast.

$1.17B

Nigeria beauty and personal care market in 2025, heading to $2.08B by 2032.

16.6%

Yearly growth of wellness travel, one of travel's fastest segments.

108

Lagos venues already taking online bookings on Fresha alone.

Sources: MarkNtel Advisors (2026); Bedsonline wellness tourism report; Fresha Lagos listings (Nov 2026)

COMPETITION

Everyone owns one lane. No one owns the routine.

	Credits	Beauty	Fitness	Events	Travel	In Nigeria
Splice	–	Yes	–	–	–	Yes
Fresha	–	Yes	Some	–	–	Yes
ClassPass	Yes	Some	Yes	–	–	–
Bardge	–	Spa	Yes	–	–	Yes
Wakanow	–	–	–	–	Yes	Yes
Ìrìn	Yes	Yes	Yes	Yes	Yes	Yes

BUSINESS MODEL

Five ways we make money.

Core

Credit plans

Margin between what users pay and providers earn per credit.

Commission

Cash bookings

A cut of event tickets and full-price bookings.

Affiliate

Travel

Fees on flights and stays from partners.

SaaS

Provider Pro

Featured spots, marketing and AI insights.

B2B

Corporate

Employers and HMOs buy credits for staff.

HOW A CREDIT MAKES MONEY

Every credit pays three ways.

Customer pays

₦1,000

per credit on a monthly plan

Provider earns

₦750

per credit redeemed, paid out weekly

Ìrìn keeps

₦250

25% margin, plus unused credits

Then upsell

+

Tickets, flights, stays and Pro plans

Example numbers to test with providers, not forecasts.

USER ACQUISITION

Supply first. Then the city follows.

1. Sign 50–100 top providers per city

Free business tools are the hook. Their clients come with them.

2. Launch in peak season

December, weddings and Easter, when everyone is booking.

3. Give 10, get 10

Credit referrals for users; bonus payouts for providers who invite.

4. Creators and stylists

Lagos tastemakers share their routines as bookable plans.

5. Events and diaspora

Partner with big events; target “home for December” travellers.

6. Corporate and HMO plans

One contract brings hundreds of members at once.

ROADMAP

Lagos first. Then the continent.

Launch

Lagos and Abuja. Web app, credits, booking, provider dashboard.

Plan

Full AI planner, events, flights and stays via partners.

Expand

Accra and Nairobi, then Zanzibar, Dubai and Doha.

Ecosystem

Mobile apps and a companion health app.

WHY THIS WINS

Built to be the app you never leave.

The whole routine

Competitors own one lane. We own the week.

AI makes it a habit

A plan that updates itself brings people back weekly.

Credits lock in spend

Prepaid every month, spent only with us.

Providers stay for the tools

Bookkeeping and insights make switching hard.

THE ASK

Build Ìrìn with me.

30

Days

Interview 30 providers and 50 customers in Lagos and Abuja.

60

Days

Clickable prototype and 20 signed launch providers.

90

Days

Pilot in Lekki and Wuse with real bookings.

[Your ask: co-founder role, time commitment, starting budget]