



• Guests go live 1 October 2026

The Founding Operator Programme

We're opening Zula to guests on 1 October — right into a bumper Cape Town season. We're taking a first group of operators in with us.

Riding is the new experience

An app where guests book a vetted, professional driver and vehicle for a whole experience — by the hour, not the kilometre. They see your price up front. No meters. No surge. No haggling on the day.

01

They choose you

Guests browse driver profiles, vehicles, languages and reviews — then pick. You're not a faceless slot in a queue.

02

Booked by the hour

Wine tours, weddings, nights out, day trips, airport transfers, corporate. You stay with the guest for the whole thing.

03

Money runs through us

Deposit up front, balance on completion, payout to your bank — typically the next business day.

04

Everyone is vetted

Licensed, insured, PRDP-verified. You won't be up against operators cutting corners on paperwork.

WHY NOW

One October, and then it's **season.**

Guests land on Zula from 1 October, straight through the high season to May 2027. Cricket matches, music festivals, team building, wine tours, long lunches in Franschhoek. We want real operators live and taking bookings on day one, not signing up in November when the diary is already gone.

FIRST IN

Visible from day one

A small founding group means guests see you, not a wall of a thousand listings.

SHAPE IT

Built with you, not at you

We're still building. What founding operators tell us goes into the product — you'll have a direct line to us.

LOCKED IN

Best rates we'll ever do

Half-price subscription and lower commission, locked for six months from the day you sign up.

You set your own rates.

Your hourly rate. Your minimum hours. Your deposit percentage. Your discount tiers for longer days. We don't set them, we don't discount them, and we don't run promotions against them.

- ✓ Guests see your price before they request
- ✓ Take-home shown to the cent before you accept
- ✓ Change your rates whenever you like

Nothing about it is exclusive.

Zula sits alongside everything you already do. Your agents, your DMCs, your repeat guests, your own website — untouched. We're another channel, not a replacement for the ones that already work.

- ✓ No exclusivity, no minimum volume
- ✓ Set your own operating hours — we won't book outside them
- ✓ Decline anything that doesn't suit you

Request to payout, in four moves.

No phone tag, no invoicing, no chasing anyone for money.

1

Request lands

A guest picks your vehicle and requests it. You get a push notification with the full job — date, hours, route, group size, and exactly what you'll take home.

>

2

You accept or decline

Response windows are sized to the lead time — 15 minutes for a same-day job, up to 12 hours for something weeks out. Quiet hours respected.

>

3

You drive

In-app chat and navigation to the pickup. Guest contact details unlock an hour before pickup. Multi-leg days are tracked leg by leg.

>

4

You get paid

Deposit at booking, balance on completion, paid out to your bank account — typically the next business day. We absorb the card fees.

Three things you get, and only **now**.

10%

commission, not 15%

Zula takes 10% of the rates *you* set, for your first six months. That's five percentage points of every single booking staying in your account instead of ours.

50%

off your subscription

Half price for six months from the day you sign up. Solo drops from R249 to R125 a month. Team and Fleet halve too.

Forever

Founding Driver badge

A permanent badge on your profile and in search results. It stays after the founding rates end — you were here first, and guests will see it.

The six-month lock runs from *your* signup date, not from a shared deadline. Join on 20 September and your founding rates run to 20 March.

THE NUMBERS, IN FULL

Nothing hidden in the small print.

PLAN	STANDARD	FOUNDING
Solo	R249/mo	R125/mo
Team	R499/mo	R250/mo
Fleet	R899/mo	R450/mo
Commission	15%	10%

Extra driver seats: Team R199 → **R100**, Fleet R149 → **R75**.

A R3,000 DAY, WORKED THROUGH

Your rate, your booking	R3,000
Zula at 10%	– R300
Card processing fees	R0 · we absorb it
You keep	R2,700

On standard 15% that same day pays you R2,550. The founding rate is worth R150 to you on this one booking.

- 60-day free trial
- Your trial won't end before guests are live
- Cancel anytime
- Nothing exclusive
- R5 card verification hold, auto-refunded

GETTING YOU LIVE

About nine minutes of admin.

Sign up, add your vehicle with four photos, set your rates. We approve vehicles within 24 hours.

WHAT YOU'LL NEED

- ✓ Valid SA driver's licence and PRDP
- ✓ Passenger liability cover on every vehicle and driver
- ✓ Roadworthy, clean, well-presented vehicles
- ✓ A bank account for payouts

VEHICLES WE TAKE

Sedan

Premium sedan

SUV

MPV

Minibus

C-Class through to a Sprinter. There's no minimum model year — condition matters to us far more than age.

TWO DATES THAT MATTER

There's no long runway on this.

DEADLINE

30 September 2026

The Founding Operator Programme closes. After that it's R249 a month and 15% commission — the standard rates, permanently.

GO-LIVE

1 October 2026

Guests arrive on Zula and the season starts. Everyone who joined before the 30th is live and bookable on day one.

Season is fast approaching and we're gearing up to bring hundreds of bookings to operators all over the Cape.



Come and help us shape Zula

No one knows this industry better than you. We have big dreams for Zula and this is only the start. As we build, your feedback is critical — and we'd love to have you in the founding group.

gozula.com/founding →

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