



MERIDIAN CONSULTING

Ghana's Digital Transformation Partner

Bridging the Implementation Gap in African Public Sector Technology

Investor Pitch · November 2025

meridianconsultinggh.com

The Problem

African governments need technology. They have budget. They can't implement.

85%

of ministries lack internal capacity

to execute technology projects

\$5.3B+

annual procurement budget

in Ghana alone

2026

Presidential AI mandate

100% agencies must implement

The bottleneck isn't strategy or consulting — it's implementation capacity

Our Solution

One local contractor. Full accountability. World-class delivery.

01

Local Registration

Ghana-registered company qualifies for 15-20% local bid preference on all government contracts

02

Single Point of Contact

One contract, one invoice, one project manager. We coordinate international specialists behind the scenes

03

Implementation Focus

80% implementation, 20% advisory. We measure success by systems running, not reports delivered

"We don't just advise — we build, deploy, and support the systems governments need."

Dual Business Model

1. Consulting & Implementation

Prime contractor for Ghana government technology projects

SERVICE PILLARS

- AI & Automation
- Cybersecurity
- Blockchain
- Cloud Infrastructure

EXPANSION: Kenya, Rwanda, Nigeria, Senegal

2. GovTech SaaS Platform

Enterprise software for African governments — 26+ tools

PLATFORM MODULES

- Budget Execution Tracker
- Contract Management
- Citizen Services Portal
- Performance Dashboard

RECURRING REVENUE: 70-75% gross margin

Market Opportunity

TOTAL ADDRESSABLE

\$26.5B

Africa Gov Tech (5yr)

SERVICEABLE ADDRESSABLE

\$8B

ECOWAS + East Africa

SERVICEABLE OBTAINABLE

\$120M

5% share by 2030

Ghana Focus: 16 National Ministries · 43 Regulatory Agencies · 260+ MMDAs · **\$5.3B annual procurement**

KENYA

\$3.2B

2028

RWANDA

\$800M

2028

NIGERIA

\$8.1B

2029

SENEGAL

\$1.5B

2029

GovTech Platform

Built for how African governments actually work

Works on phones

Mobile-first + USSD support

Data stays in Ghana

Local storage, govt encryption

Works on slow internet

2G/3G optimized + offline

Budget Execution Tracker

Prevents \$2M+ overruns

Performance Dashboard

Real-time visibility

Supplier Performance

75% fewer failures

Document & Workflow

60% time savings

Contract Management

50% fewer disputes

Citizen Services Portal

70% faster service

26+ enterprise tools · **6** completed · **2** in development

Why We Win

Competitor	Share	Their Strength	Our Advantage
Big 4 Consulting	35%	Brand, resources	35% lower cost, CEO-led
Int'l Tech Vendors	25%	Technology, scale	African-built, data sovereignty
Local IT Firms	30%	Relationships	Modern tech, implementation
Unserved Market	10%	—	First-mover advantage

15-20%

Local bid preference

80%

Implementation focus

26+

Purpose-built tools

CEO

Direct relationships

Traction & Pipeline

COMPANY STATUS

- Ghana registration: **Jan 2026**
- Platform modules: **6 completed**
- Government relationships: **Active**

KEY OPPORTUNITY

PFMS Tender

GHS 30 Million

Ministry of Finance digital transformation

EXECUTION ROADMAP

PHASE 1 · Q1-Q2 2026

Foundation

- Company registration
- PPA certification
- First 3 contracts

PHASE 2 · Q3-Q4 2026

Growth

- 8+ ministry contracts
- Platform pilots
- Team expansion

PHASE 3 · 2027-2028

Scale

- Regional expansion
- SaaS revenue growth
- Kenya/Rwanda entry

PHASE 4 · 2029-2030

Leadership

- Pan-African presence
- ECOWAS contracts
- \$6.5M revenue

Leadership

Anfernee Voado



Founder

Technology executive with deep expertise in government digital transformation and enterprise systems implementation.

Direct relationships with Ghana government officials and understanding of public sector procurement processes.

TEAM EXPANSION PLAN

2026 — Foundation Team

Operations Manager, Technical Lead,
Business Development

2027 — Growth Team

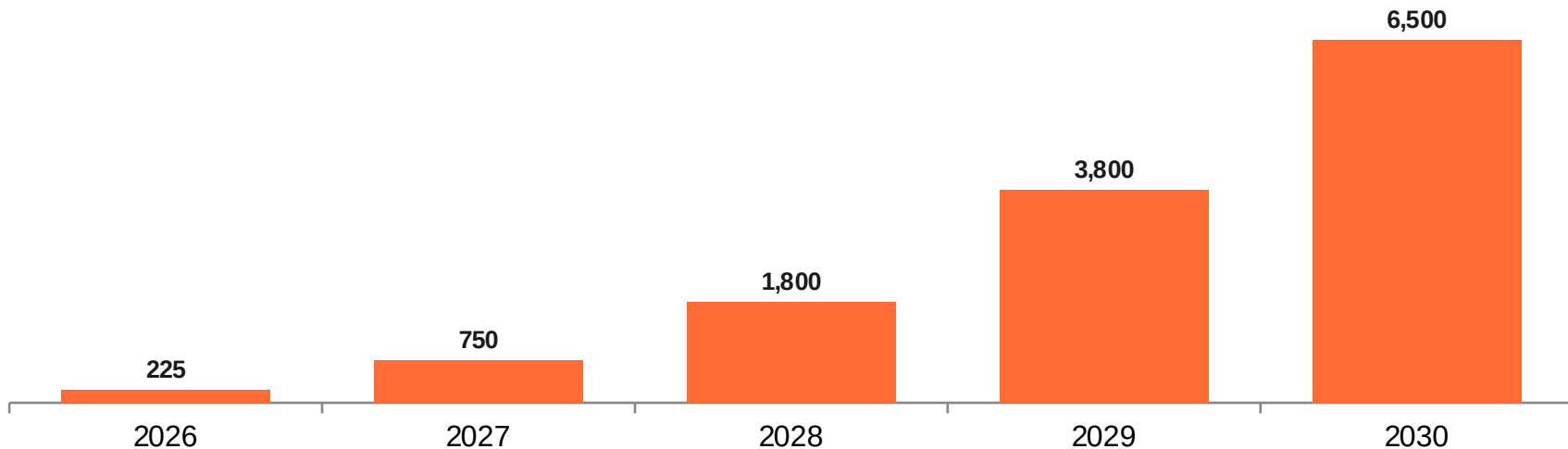
Project Managers, Engineers, Client Success

2028+ — Regional Team

Country Managers, Regional Sales, Support

Advisory Network: Technical specialists, government relations, legal/compliance partners across Africa

Financial Projections



YEAR 1 REVENUE

\$225K

YEAR 5 REVENUE

\$6.5M

GROSS MARGIN

40-75%

LTV/CAC RATIO

16.7x

Revenue Mix (Year 5): 60% recurring SaaS · 40% implementation

CAC: \$15K · LTV: \$250K (5-year avg)

The Ask

Seeking

\$160,000

over 3 years to capture Ghana's government technology market

YEAR 1 · \$50,000

Foundation

- Company registration & licensing
- Office setup in Accra
- Initial team hiring

YEAR 2 · \$60,000

Growth

- Team expansion
- Platform development
- Marketing & business dev

YEAR 3 · \$50,000

Scale

- Regional expansion prep
- Working capital
- Strategic partnerships

Target Return: **5-7x in 5 years**

Path to Exit: **Strategic acquisition or Series A**

THANK YOU

Let's Build Africa's Digital Future

Anfernee Voado

Founder

meridianconsultinggh.com

info@meridianconsultinggh.com

Enterprise Software for African Governments