

GHANA

Cornerstone

Building financial identity infrastructure for
Africa's informal economy

*920*2026#



The Problem

92.3%

of Ghanaian businesses operate in the **informal sector**—without registration, formal accounts, or regulatory oversight

80%

of the workforce is employed informally, yet contributes only **27%** of GDP—a massive productivity gap



No Financial Records

Millions of hardworking individuals and businesses lack any documented financial history, making them effectively **invisible to lenders**



No Credit Access

Without formal records, the informal economy is trapped in a cycle: **no record = no credit = no growth**

Why It Matters



Limited Credit Access

Only 20-30% of MSMEs in Sub-Saharan Africa access formal credit. The rest rely on informal lenders with **exorbitant interest rates** or family networks



Economic Vulnerability

Informal workers lack social security, health benefits, and safety nets. A single crisis—illness, crop failure, or market disruption—can destroy livelihoods

The paradox: 80% of Ghanaians work hard every day, yet their efforts contribute only 27% of national wealth. This is not a workforce problem—it's a **systems problem**.



Stunted Business Growth

Without capital, businesses cannot invest in equipment, hire employees, expand inventory, or weather economic shocks. Growth remains perpetually out of reach



Reinforces Inequality

The productivity gap between formal (73% of GDP, 20% workforce) and informal (27% of GDP, 80% workforce) sectors perpetuates **systemic inequality** and limits national development

The Solution

USSD-Based Financial Identity System

Cornerstone creates verifiable financial identities for the unbanked by capturing transactional behavior through USSD technology—no smartphone, no internet, no barriers.



Works on Any Phone



No Internet Required



Unified Identity



✓ Accessibility First

USSD works on basic feature phones that 82% of Ghanaians own

✓ Behavioral Data

Every transaction builds a credit history that lenders can trust

The Technology

- 1 User dials USSD code (*920*2026#)
- 2 System captures transaction data in real-time
- 3 AI-powered engine analyzes behavioral patterns
- 4 Generates Financial Identity Report (FIR)

Product System

Four integrated services. One unified identity. Every transaction builds your financial reputation.



Save

Disciplined savings tools with goal-based rewards and transparent terms. Regular deposits demonstrate financial discipline and build trust with lenders.

CAPTURES: Saving patterns, consistency, goal-setting



Collect

Receive payments from customers, clients, and partners. Track income streams and demonstrate business revenue stability.

CAPTURES: Revenue volume, frequency, source diversity



Pay

Unions and associations collect dues digitally. Clean audit trail replaces cash counting. Members build institutional membership records.

CAPTURES: Payment reliability, unions or group payments



Transfer

Save members pay Collect merchants directly from their balance. Internal ledger — zero PSP cost. Cross-participant records built automatically.

CAPTURES: Transaction volume, network size, trust signals



The Power of Integration

Each service captures unique behavioral data. Combined, they create a 360° financial identity that traditional credit bureaus cannot replicate.

4

Services

Financial Identity Report

Transforms Activity Into History

The FIR converts daily transactions into a **structured, verifiable financial history** that lenders can evaluate with confidence. No more "credit invisible" customers.

Designed to be consumed by Lenders & MFIs

Partner institutions use FIRs to assess creditworthiness, set loan terms, and make approval decisions. Alternative data enables **60% approval rates** for previously unscorable users.

Graded Credit System



Progressive access to larger credit facilities as users demonstrate reliability

What's Inside a FIR

- ✓ **Transaction History**
Volume, frequency, and consistency across all services
- ✓ **Behavioral Patterns**
Saving discipline, payment punctuality, income stability
- ✓ **Network Analysis**
Transaction partners, community connections, trust signals
- ✓ **Risk Assessment**
AI-powered credit score based on alternative data
- ✓ **Identity Verification**
Linked to Ghana Card for regulatory compliance

“AI-powered alternative credit scoring can achieve 60% approval rates for previously unscorable users by analyzing behavioral and transactional data.”

— World Economic Forum, 2025

How It Works



Build History

User conducts daily transactions through Cornerstone's Save, Collect, Pay, and Transfer services



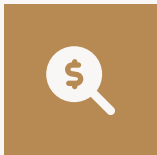
Generate FIR

System analyzes behavioral patterns and creates a comprehensive Financial Identity Report with credit grade



Share with Consent

User grants permission to share FIR with partner lenders when applying for credit



Partner Assesses

Lender evaluates FIR, makes credit decision, and sets loan terms based on data-driven insights



Loan Issued

Credit is disbursed to user's mobile wallet or bank account, enabling business growth



Identity Improves

Successful repayment strengthens credit grade, unlocking larger loans and better terms



User Controls Data

Consent required for every share



Real-Time Processing

FIR generated in under 20 minutes



Continuous Improvement

Credit grade updates with each transaction

Business Model

Diversified revenue model ensures sustainable growth while keeping services affordable for users.



Transaction Fees

Small fees on payments, transfers, and collections. Volume-based model scales with user adoption.

1-2% per transaction



Subscriptions

Premium tiers offering enhanced features: higher transaction limits, priority support, advanced analytics.

GHS 10-50/month



FIR Access

Partner institutions pay to access Financial Identity Reports when evaluating loan applications.

GHS 5-15 per report



Credit Facilitation

Commission on loans originated through our platform. Revenue scales with credit volume facilitated.

1-3% of loan value



Repayment Processing

Fees for processing loan repayments through our platform. Creates recurring revenue from active loans.

0.5-1% per repayment

Unit Economics(Model + Early Signals)

Customer Acquisition Cost GHS0 - 15

Projected Lifetime Value (LTV) GHS 300-450

Implied LTV:CAC Ratio 10x - 30x

At scale, pending validation

Traction

Validating product-market fit through real usage and organic growth.

40 Users

~40% active users

 GHS 52K+

Total Transaction Value Processed

 5+

Institutional Partners & Merchants Onboarded

 1,100+

Transactions Completed

Key Milestones Achieved

- ✓ USSD platform live and processing real transactions
- ✓ Built on BoG & NCA licensed processors (Orchard, NALO).
- ✓ 5+ institutional partners and merchants onboarded.
- ✓ Zero marketing spend—all growth from user referrals

 100%

Organic Growth (Word-of-Mouth)

Market Opportunity

Ghana's Informal Economy

GHS 120B+

Annual Economic Activity

Millions

Underserved Individuals

The informal sector represents the vast majority of Ghana's economic activity, yet remains largely excluded from formal financial services.

Ghana Mobile Money Market

2025 Market Size

USD 227.3B



Projected 2034

USD 957.7B



CAGR (2026-2034)

16.81%



The Productivity Gap

Formal Sector

73% GDP, 20% workforce

Informal Sector

27% GDP, 80% workforce

Closing this gap through financial inclusion could unlock billions in economic value.

Expansion Roadmap

1

Ghana (Current)

Establish product-market fit

2

West Africa (2028)

Nigeria, Côte d'Ivoire, Senegal

3

Pan-Africa (2030)

East, Southern, Central Africa

Moat

Sustainable competitive advantages that strengthen over time.



Identity-Linked Data

Every transaction is tied to a verified identity (Ghana Card), creating a rich, longitudinal dataset that becomes more valuable with each interaction.

Data compounds over time



Multi-Stream Behavior

Four integrated services (Save, Collect, Pay, Transfer) capture diverse behavioral patterns that single-purpose apps cannot replicate.

360° financial identity



Embedded Distribution

Partnership model embeds Partnership model embeds Cornerstone into existing financial ecosystems (MFIs, cooperatives), reducing customer acquisition costs.

Leverage partner networks



Partner Dependency

As partners build lending operations around FIRs, switching costs increase. Partners become dependent on our data infrastructure.

High switching costs



Time-Based Advantage

The longer users transact, the richer their financial history becomes. Early movers accumulate data advantages that late entrants cannot easily overcome.

First-mover advantage

Network Effects

As more users join, data quality improves. As more partners join, user utility increases. A virtuous cycle that strengthens our position.

- ↑ More users → Better data
- ↑ More partners → More credit access
- ↑ More credit → More users

Partnership Model

We provide infrastructure. Partners provide capital. Together, we unlock opportunity.

Cornerstone

We build and maintain the financial identity infrastructure:


- ✓ USSD platform & mobile interfaces
- ✓ Data collection & analysis engine
- ✓ Financial Identity Report generation
- ✓ Credit scoring & risk assessment
- ✓ User onboarding & support


Partners


Partners bring capital and customer relationships:

- ✓ Loan capital & credit products
- ✓ Existing customer bases
- ✓ Regulatory compliance & licensing
- ✓ Collection & recovery operations

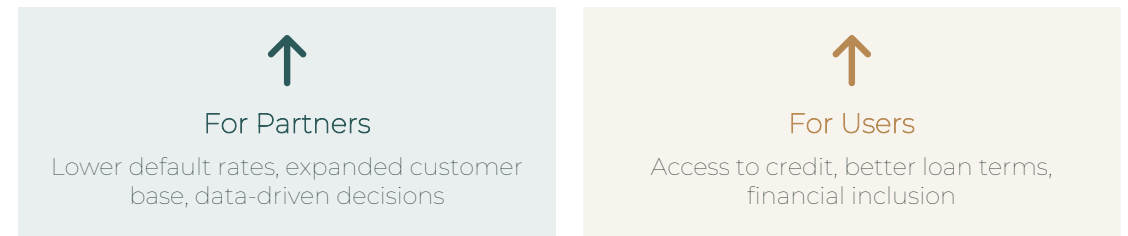
Partner Types

-  **MFIs**
Microfinance institutions seeking data-driven lending decisions

-  **Credit Unions**
Member-owned cooperatives expanding credit access

-  **Cooperatives**
Agricultural and trade cooperatives serving member businesses

Mutual Value Creation



Impact

Building a more inclusive financial system that unlocks human potential.

Financial Inclusion

Bringing millions of unbanked individuals into the formal financial system. Creating economic identities for the "credit invisible" who have been excluded from traditional banking.

Target: 1M+ users with FIRs by 2030

Transparency

Bringing the informal economy into the light. Creating data that enables better policymaking, targeted interventions, and more accurate economic planning.

Benefit: Improved government revenue & policy design



Aligned with Global Goals

Contributing to UN Sustainable Development Goals 1 (No Poverty), 8 (Decent Work), and 10 (Reduced Inequalities)

SDG

1 · 8 · 10

Enabling small businesses to access the capital they need to invest, expand, hire employees, and weather economic shocks. Transforming subsistence operations into growth enterprises.

Impact: GHS 500M+ in facilitated loans by 2032

Breaking the cycle of poverty by giving individuals the tools to build credit, access capital, invest in education, start businesses, and create better futures for their families.

Vision: A pathway from informal to formal economy

Team

Founding team focused on platform and partnerships; credit risk, growth, and engineering hires planned in first 6 months post-funding.



Seth Ketsi
Co-founder & CEO

Leads product vision, technology, and execution

- ✓ Full-stack builder with deep expertise in USSD and fintech infrastructure
- ✓ Architected and deployed Cornerstone's core platform handling real transactions
- ✓ Combines technical execution with product strategy for rapid iteration

Focus: Product vision · Platform architecture · Execution · Scaling infrastructure



Holliet Asante
Co-founder & Finance & Partnerships Lead (CFO)

Leads partnerships, financial operations, and ecosystem growth

- ✓ Experience working with cooperatives, SMEs, and community-based financial systems
- ✓ Strong understanding of user behavior in informal financial ecosystems
- ✓ Supports financial operations and revenue model development

Focus: Partnerships · Operations · Ecosystem growth · Revenue activation



Technical Excellence



Market Expertise



Mission-Driven

The Ask

Pre-Seed Round
\$100K

- ✓ 18-month runway to Series A
- ✓ Clear milestones & metrics
- ✓ Experienced advisory board

Use of Funds

Product Development 40%

Platform enhancements, security, scalability

Market Expansion 35%

New regions, partner acquisition, marketing

Team Building 25%

Key hires in engineering & partnerships

18-Month Milestones

Q1

Platform Scale-Up

GHS 500K processed, 10+ partners, 5,000 users

Q2

Credit Facilitation Launch

First loans issued via FIRs, GHS 1M+ facilitated

Q3

Regional Expansion

Launch in 2 additional regions, 15+ partners

Q4

Series A Readiness

GHS 2M+ processed, 25+ partners, 20,000 users

Why Invest Now?

- 📈 **Massive market:** USD 957B mobile money market by 2034
- 📍 **Proven traction:** Organic growth validates product-market fit
- 🛡️ **Strong moat:** Data advantages compound over time
- 🌍 **Pan-African potential:** Replicable model across the continent

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The informal economy works.
It just has no record.

Cornerstone is the record that unlocks opportunity
for millions.

92.3%

Informal Businesses

80%

Workforce Employed

27%

GDP Contribution

Join us in building financial infrastructure for the forgotten majority.

Contact: info@mycornerstonegh.com || (+233) 550409984 || mycornerstonegh.com

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