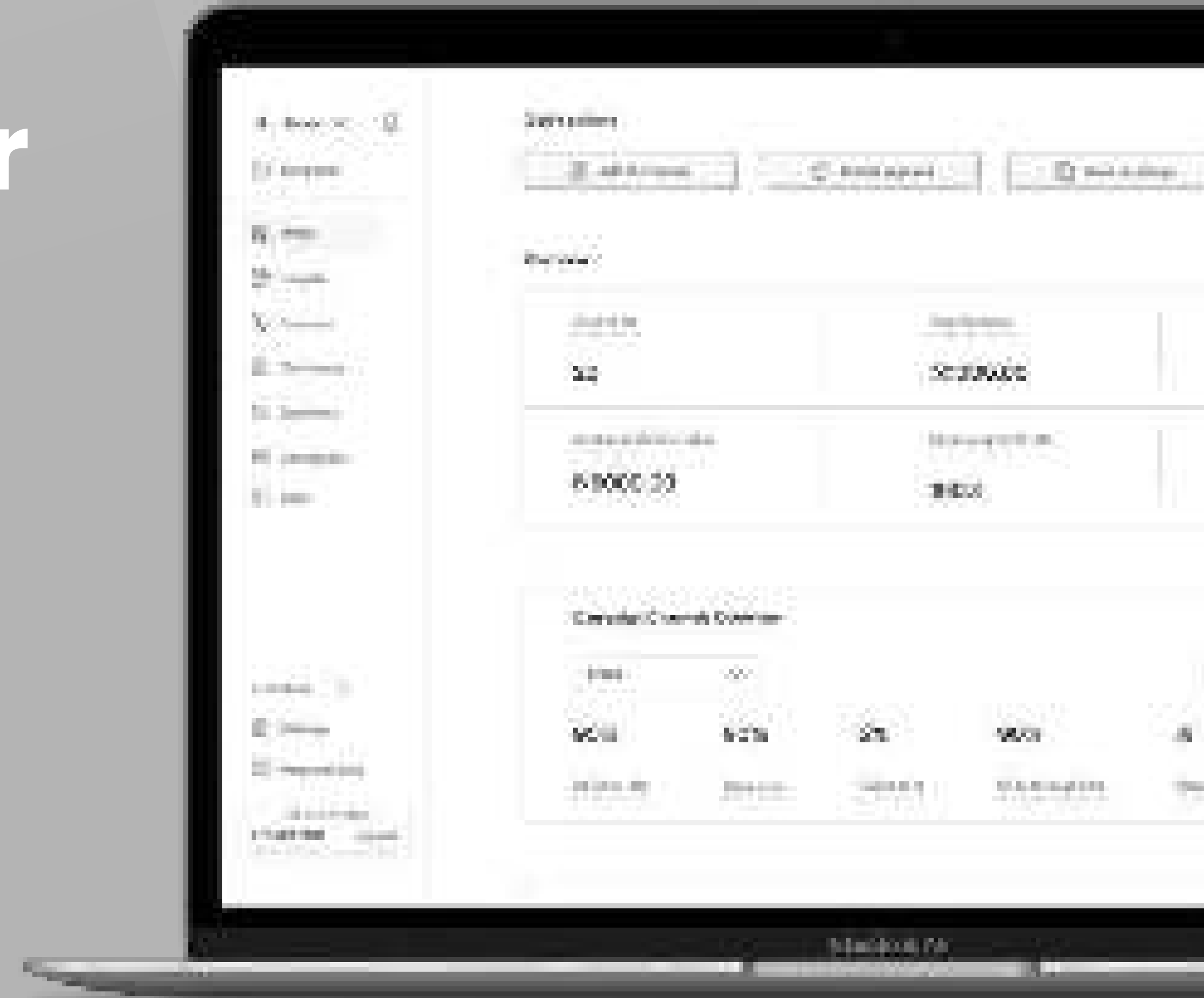




AI-Powered Customer Engagement for B2C Businesses



The reality today...

B2C businesses
generate tons of
data on a daily basis.

However, their marketing &
growth teams find it super hard
to leverage this data in their
customer engagement efforts.

Financial Services

- Accounts Data
- Card Data
- Transaction Data
- Customer Data etc.

Transport

- Ticketing Data
- Routes Data
- Fluctuating Ticket prices
- Passenger Data etc.

- Highly fragmented
- Unstructured Data
- Multiple tools/platforms
- Limited engagement channels

THIS LEADS TO:

\$440 Billion

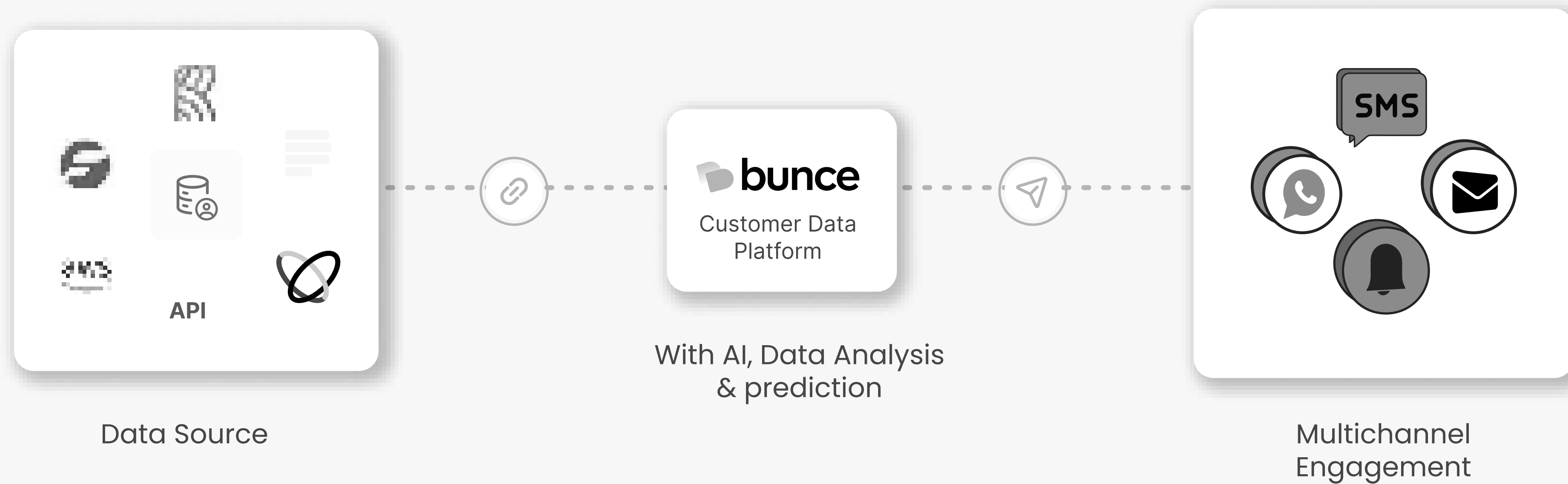
In **lost revenue** in 2021 (Globally)

\$6 Billion

In **lost revenue** in 2024 (Africa)

Caused by **failed payments, abandoned transactions, onboarding drop-offs, non renewals** etc

We have the solution



AI-powered customer engagement leveraging data to drive, recover and assure revenue & customer retention.

We enable companies to send the right message, to the right customer, at the right time and through the right channel that leads to revenue.



Pay as you grow...

Monthly Subscription + PAYG per engagement



\$0.01 per
active customer

Depending on channel

One time setup fee (Enterprise custom deployment)

Since launching in Q1 2024...



30+

Active Companies



150M+

Messages processed



20M+

Monthly messages



\$10,000

MRR (Growing 25% MoM)



\$80k

Total Revenue till date



1B+

Unique data point processed

OFFICIAL PARTNERS



paystack



korapay



fincra

CLIENTS

GIGM.com

Selar



Rova

nairabet

FiberOne

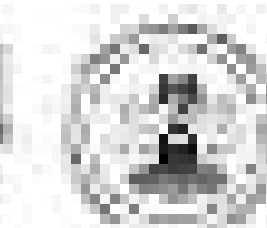
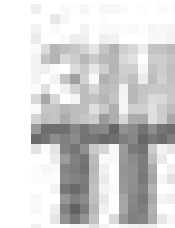


PayAM

CredPal



SMEDAN



vesti

vale



How we compete and defend...

	 bunce	 Netcore	 customedic	 mailchimp	In-house solution
Pre-built workflows library for financial & transport industry	Available	N/A	N/A	N/A	N/A
Focus on revenue attribution	Available	N/A	N/A	N/A	N/A
Simple integration process & learning curve	Available	N/A	N/A	Available	N/A
Customer lifecycle management	Available	Available	Available	N/A	N/A

We have spent ~10k hours understanding the needs of our target customers

FOUNDING TEAM



Paul Ayuk



Damilola Soladoye



Favour Umanah



Justus Oseuno



15yrs + combined experience as global product professionals and second time founders.