hayil

PRE-SEED ROUND - 2026

The two-way governance platform for public offices and leaders.

Offices listen to citizens in real time, resolve what matters, and prove their impact with evidence that can't be spun or faked - and citizens engage free, from any phone, in their own language.

Evidence-Based Scoring | UN SDG Alignment | Verifiable Voting | Mobile + USSD | 50+ Languages

WHAT IS HAYIL?

A mirror for service and governance.

"What if every citizen could reach their office directly - and every office could prove exactly what it delivers in return?"

Our purpose: to make good governance visible, measurable, and undeniable.

Hayil is a two-way governance platform – a direct, real-time channel between citizens and their offices. Citizens report, request, petition and vote, from any phone; offices receive, respond, resolve and publish. Every interaction is automatically scored, mapped to the UN SDGs, and weighted by how well it can be evidenced – so accountability reflects what offices actually do and can prove, not just what they publish.

THE NAME

Hayil - from Arabic and Hebrew origins - means *strength, capability, and excellence*. It is the standard we hold governance to, and the standard we hold ourselves to.

THE PROBLEM

Democracy has a measurement gap.

82%

of Ghanaians say the media should constantly investigate and report on government corruption - citizens are actively demanding accountability (Afrobarometer, Round 10)

20%

of Americans trust government to do what is right today - down from a 77% peak in 1964 (Pew Research Center)

- ✓ Trust in government has structurally collapsed - across 28 countries, a majority believe government leaders deliberately mislead them (Edelman Trust Barometer)
- ✓ Even engaged citizens can't verify performance: 78% of US independents blame officials' self-interest, and 77–80% say leaders are simply out of touch (Navigator Research, 2026)
- ✓ Even where trust has stabilised, people still don't feel heard: 68% say voting influences government, yet only 31% believe people like them have a say in decisions (OECD Trust Survey, 2025)
- ✓ The cost is not abstract: an estimated $2.6 trillion - 5% of global GDP - is lost to corruption every year (UN / World Economic Forum, 2018)

Trust hasn't vanished – it flows to whoever is accountable and legible. 78% of people still trust their own employer (Edelman Trust Barometer). Government has stopped being either. **Hayil makes it both** – measurable, comparable, and impossible to fake.

Sources: Pew Research Center, *Public Trust in Government 1958–2024*; Edelman Trust Barometer (28 countries, 30,000+ respondents); Navigator Research / Global Strategy Group (n=1,000 US registered voters, Jan–Feb 2026, ±3.1%); Afrobarometer Round 10 (Ghana; national partner CDD-Ghana); UN / World Economic Forum (2018) for global corruption cost; OECD Trust Survey 2025 (national-government trust across OECD countries). US figures illustrate the global trend; Afrobarometer anchors the African market.

OUR MANDATE & PRODUCT OFFERING

One platform. Every dimension of governance.

Our mandate is simple: give every citizen a direct line to their office, and give every office the tools to respond – and to prove their impact. Here is what that looks like in practice.

ENGAGE

The Two-Way Civic Channel

A direct line between citizens and offices: citizens report problems, file complaints, petitions and FOI requests, and vote in referendums – from any phone; offices publish, receive submissions, respond and resolve – every exchange tracked and escalatable.

MEASURE

Performance Analytics

Every publication is automatically scored across 71 governance performance measures – how frequently they communicate, how substantive their work is, how transparent their process is – and every score is weighted by how well it can be evidenced, so nothing is called verified until it earns it.

ALIGN

SDG Alignment

We automatically map every piece of published work against all 17 UN Sustainable Development Goals – building a live picture of where a leader's priorities actually sit.

TRACK

Career Arc Intelligence

We score how closely a leader's actions match their promises, track whether their performance is improving or drifting, and build a long-term picture of governance potential.

One source of truth. Citizens report and participate; offices respond and publish – and Hayil turns every interaction into governance intelligence, automatically. No manual data entry. No surveys. No spin.

WHO WE SERVE

Any entity with a constituency.

Hayil is not a politician's CRM. It is accountable-governance infrastructure - for **any body that publishes decisions, answers to a constituency, runs votes, or must prove its impact**. The same primitives reach far beyond the ballot box.

Elected officials

MPs, mayors, councillors, senators & aspiring candidates - a constituent inbox and a provable performance record.

Government offices & agencies

Assemblies, ministries, regulators, electoral commissions - FOI, consultations, tenders, transparency scores.

Parties & campaigns

Verifiable primaries & leadership votes, member engagement, manifesto-vs-delivery tracking.

Traditional & faith authorities

Chiefs, traditional councils, dioceses & mosques - a two-way channel, multilingual and USSD-reachable.

Member organizations

Unions, cooperatives, professional bodies & associations - verified members, AGM voting, complaints.

Student & education governance

SRC / NUGS / USAG, universities & alumni bodies – elections, engagement, admin accountability.

Multilateral & regional

ECOWAS, AU & UN organs - cross-border collaboration & treaty-fulfillment scoring, multilingual consultations.

Oversight & development

Auditors, ombudsman offices & donors - SDG-aligned accountability and independent monitoring.

Public institutions

Hospitals, utilities & pension funds - service feedback, participatory decisions, stakeholder trust.

The transferable core: verified two-way channel · structured records + audit trail · verifiable (blockchain) voting · 71-metric impact scoring · multilingual + USSD reach.

MARKET OPPORTUNITY

A massive, underserved market.

Governance intelligence sits at the intersection of GovTech, civic engagement, and AI analytics - three of the fastest-growing sectors globally. Nobody has built this product for the African political market. Until now.

TOTAL ADDRESSABLE MARKET

$1.2B

Africa's 54 democracies: ~300,000 governing offices & office-holders × ~$4k blended ARPU/yr

SERVICEABLE MARKET

$145M

7 launch markets - the 5 pilot + South Africa & Senegal: ~36,000 offices/holders × ~$4k/yr

INITIAL TARGET

$8M

5-country pilot - Ghana, Nigeria, Kenya, Sierra Leone & The Gambia: ~2,000 accounts (~9% of ~21,400 offices) × ~$4k/yr

- ✓ 54 African democracies with growing accountability infrastructure needs
- ✓ Rising citizen pressure for SDG-aligned governance reporting

Sized bottom-up: addressable governing offices/office-holders × Hayil's blended ARPU (~$4k/yr; Professional $2.2k–Premium $5.5k, plus bespoke Institution). Counts per country from each Electoral Commission / national legislature and the Inter-Parliamentary Union; local government via UCLG Africa (e.g., Ghana: 275 MPs, 261 MMDAs, ~6,000 assembly members). Per-country figures to confirm; continental TAM is a conservative estimate. The ~$4k ARPU is the blended average of the financial model's $3k–$5k ramp, kept deliberately conservative.

COMPETITIVE LANDSCAPE

The landscape - and where we win.

Serious players are working on civic accountability - legislative trackers (mySociety, PMG), data platforms (BudgIT, Ushahidi, Afrobarometer), and the everyday status quo of press releases and episodic media. What none of them do is turn an office's own published work into automated, comparable performance scores - two-way, evidence-weighted, multilingual, and built for African offices.

What the market needs	Hayil	Legislative trackers mySociety · PMG · GovTrack	Civic-accountability & data BudgIT · Ushahidi · Afrobarometer	The status quo Press releases · Episodic media
Automated per-publication scoring (71 metrics)	✓	Partial	–	–
Automatic UN SDG alignment	✓	–	–	–
Career-arc: promise vs. performance	✓	Partial	–	–
Verified primary sources, not opinion polls	✓	✓	Partial	–
Two-way - offices participate, not just watchdogs	✓	–	–	–
Multilingual + USSD (works on any phone)	✓	–	Some	–
Established reach & brand today	Emerging	✓	✓	✓

Our Unfair Advantage

Existing tools are citizen-side watchdogs or macro surveys. Hayil is the only platform where an office's own published work is automatically scored across 71 metrics, mapped to the SDGs, and tracked as a promise-to-performance arc - two-way (offices participate, not just get monitored), multilingual and USSD-reachable, with every score weighted by how well it can be evidenced. That combination, built for African governance, is the wedge.

REVENUE MODEL

Subscription-led. Built to scale from day one.

FOUNDATION

Free

Forever free - offices & citizens

- ✓ Verified governance profile
- ✓ Publish + submissions inbox
- ✓ Indicative analytics · 1 seat

STARTER

$25/mo

$225/yr - save 25%

- ✓ Your full analytics & scores
- ✓ Publishing, inbox & referendums
- ✓ 1 seat · up to 5 holdings

GROWTH

$79/mo

$692/yr - save 27%

- ✓ Everything in Starter
- ✓ First-look peer comparison
- ✓ Small team · up to 8 holdings

PROFESSIONAL

$250/mo

$2,160/yr - save 28%

- ✓ Full comparative suite (SDG)
- ✓ Composite scores + team RBAC
- ✓ Escalations · up to 15 holdings

MOST POPULAR

PREMIUM

$650/mo

$5,400/yr - save 30%

- ✓ Named cross-account benchmarking
- ✓ AI-drafted governance reports
- ✓ Career arc · up to 25 holdings

INSTITUTION

Contact us

Built around your mandate

- ✓ Bespoke metrics & methodology
- ✓ Named peer groups · API
- ✓ Unlimited holdings & seats

Subscription Tiers

A six-rung ladder - Foundation (free), Starter and Growth entry tiers, Professional, Premium, and bespoke Institution. Recurring monthly and annual SaaS revenue; annual plans lock in retention with savings of 25-30%.

API & Data Licensing

Developer API access for integrations, and aggregated, anonymised data licensing to research institutions and international bodies.

Advisory Services

Governance methodology consulting, custom metrics design, and white-glove advisory for institutions building accountability programmes.

TRACTION & ROADMAP

The platform is built. Now we scale it.

CURRENT STATUS - PLATFORM LIVE

Full platform built and deployed. REST API with 35+ modules, web dashboard with 45 screens, React Native mobile app, and a 5-service AI analytics pipeline computing governance performance in real time. All subscription tiers, billing, and citizen submission flows are operational.

71

Performance measures

22

SDG alignment scores

45

Dashboard screens

5

AI pipeline services

NOW	Q4 2026	Q2 2027	Q3 2027	Q4 2027
Platform Live	**Closed Beta**	**First Revenue**	**1,000 Accounts**	**Pan-Africa**
Fully operational. Seeking first paying cohort.	First 50-100 office holders onboarded.	3 city deployments, 500+ active users.	Seed round preparation underway.	NGO partnerships, regional expansion.

THE TEAM

Built by people who understand governance - and technology.

A founding team who believe democratic accountability should not depend on opinion polls, media coverage, or who shouts loudest - combining civic-sector insight, technology depth, and on-the-ground experience in democratic governance across Ghana and the wider continent.



Jeffrey M. Dabo

FOUNDER & MANAGING DIRECTOR

Engineering leader and Chartered Data Analyst (CDA, MBCS) who pairs technical depth with a lifetime inside civic life - from student leadership (SRC, NUGS, USAG) and pan-African forums including the Model ECOWAS Summit, to national campaign politics in Ghana's 2016 general election. That first-hand view of the gap between political promise and verifiable performance is why he founded Hayil. Leads product, data methodology, and commercial growth.



Kennedy Eruba

CO-FOUNDER & TECHNICAL DIRECTOR

Software engineer and engineering manager with ~8 years across fintech, mobile, and web. At Fidelity Bank Ghana he built and ran an iOS banking app serving 150,000+ users; he has shipped full-stack SaaS (React, Angular, Next.js), native mobile (React Native, Kotlin, Swift), and smart-contract systems. At Hayil he owns the entire stack - backend API, mobile and USSD layers, and the AI pipeline that scores governance performance in real time.

We are actively building our advisory board - looking for former heads of state, governance NGO leaders, civic technology investors, and international development finance professionals who share our conviction that better data means better democracy. **If that is you, we would like to hear from you.**

FINANCIAL OUTLOOK

Three years, nine numbers.

A subscription business: recurring revenue that scales with paying office-holders. The detailed model lives in the data room - this is the shape it must show.

	Year 1	Year 2	Year 3
Revenue	$180K	$1.05M	$3.75M
Gross profit	$135K	$788K	$2.81M
Net income / (loss)	($265K)	($412K)	$213K

Illustrative projection on the assumptions in our data-room model - 60 → 750 paying accounts, blended annual ARPU $3.0K → $5.0K, 75% gross margin. Years 1-3 from the close of this round; a seed round in Year 2 funds the scale-up.

INVESTMENT ASK

$150,000 Pre-Seed Round

On a post-money SAFE – no priced valuation, just a **$1.0M cap**.

The platform is built and operational. This round is **go-to-market led** - getting our first cohort of paying leaders onto the platform and proving the commercial model before a seed raise at scale.

HOW WE ALLOCATE IT

30% **Product & Engineering**
Mobile app launch, onboarding tooling, and analytics scaling

50% **Go-to-Market**
Sales, partnerships with governance NGOs, and city-level deployment programme

20% **Team & Operations**
Founding team runway, legal and compliance, and infrastructure hardening

BEYOND CAPITAL

We're looking for angels with **government-relations, GovTech, or African public-sector** networks – and we welcome a lead to anchor a **syndicate**.

WHAT SUCCESS LOOKS LIKE IN 12 MONTHS

- ✓ 100+ active office holders onboarded in closed beta
- ✓ First 3 city deployments generating recurring subscription revenue
- ✓ Mobile app live on iOS and Android
- ✓ 1,000 registered accounts (paid + free Foundation tier) by month 12
- ✓ One enterprise pilot with a governance NGO or regional institution
- ✓ Seed round data room ready and investor outreach underway

GET IN TOUCH

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