



Strategic Advisory Deck

Building Africa's Social Infrastructure for Events

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votewave.africa



Vision

To become Africa's leading social platform for events, connecting people, communities, businesses, organizers, and causes through seamless digital experiences.

We envision a future where discovering, attending, supporting, promoting, and managing events is effortless and accessible to everyone.



The Problem

Africa's event ecosystem remains highly fragmented.

Event organizers struggle with:

- Low visibility
- Poor audience engagement
- Inefficient ticketing systems
- Manual voting processes
- Limited access to analytics
- Revenue leakages

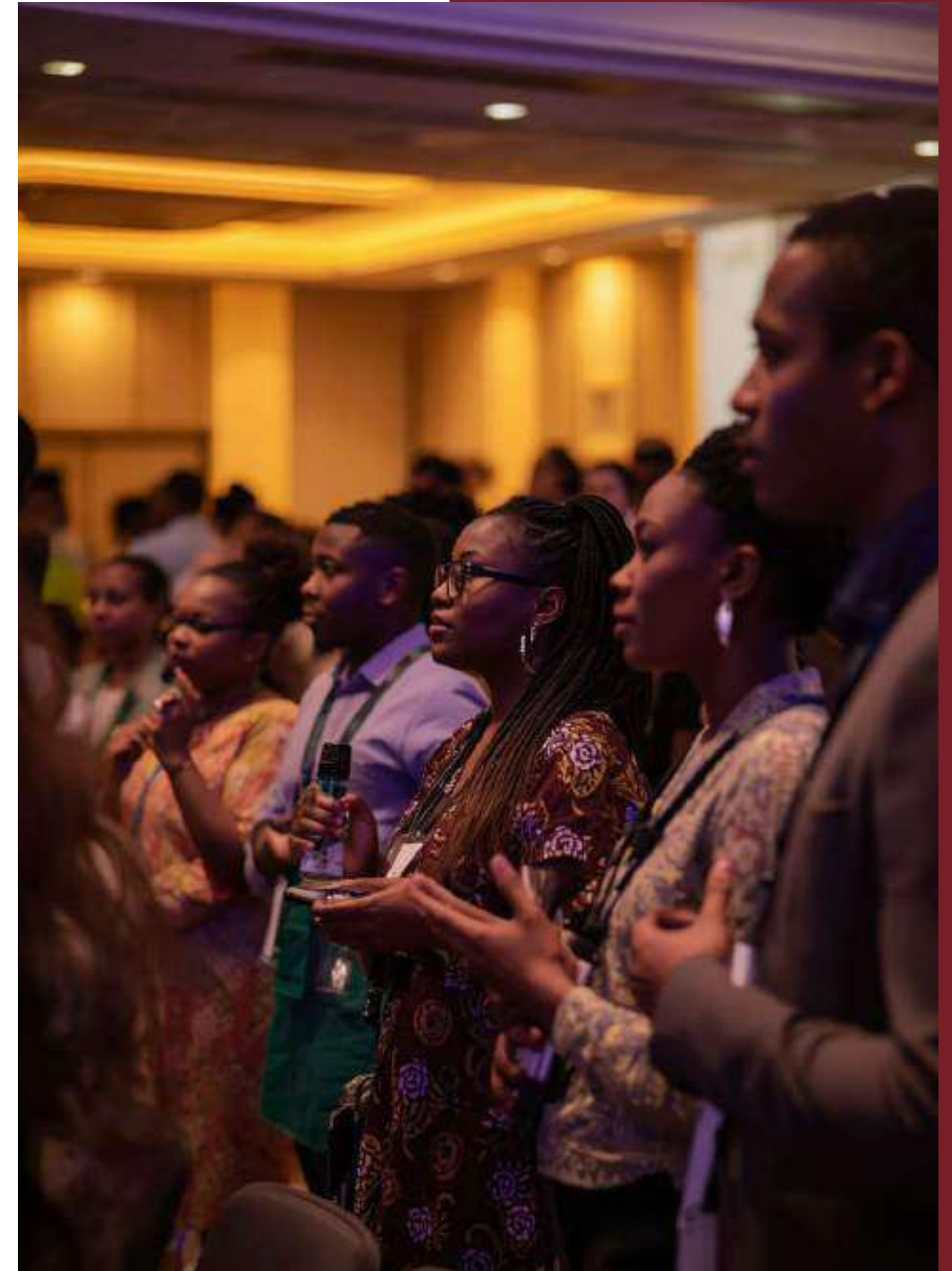
Event attendees struggle with:

- Missing relevant events
- Scattered event information
- Unreliable ticketing experiences

Limited engagement beyond attendance

Communities and causes struggle with:

- Visibility
- Support mobilization
- Fundraising opportunities



Our Solution

VoteWave is Africa's Social Media Platform for Events.

We Combine:

- Event Discovery
- Digital Ticketing
- Secure Voting
- Event Promotion
- Audience Engagement
- Event Analytics
- Community Impact Campaigns

All into one unified platform.

VoteWave transforms events from isolated transactions into connected communities.



What Makes VoteWave Different?

Traditional Platforms

- Sell tickets
- Process votes
- End transaction

VoteWave:

- Helps users discover events
- Enables ticket sales
- Supports secure voting
- Builds event communities
- Promotes causes
- Drives engagement before, during, and after events



**We are not simply a ticketing software.
We are building digital infrastructure for Africa's event economy.**

Market Opportunity

Africa hosts millions of events annually with increasing demand for digital participation and management tools

Target Segments:

- Universities & Student
- Events Concerts & Festivals
- Conferences & Exhibitions
- Pageants & Awards Schemes
- NGO & Community Events
- Religious Events
- Corporate Events
- Charity Campaigns



Products & Services

✓ eTicketing

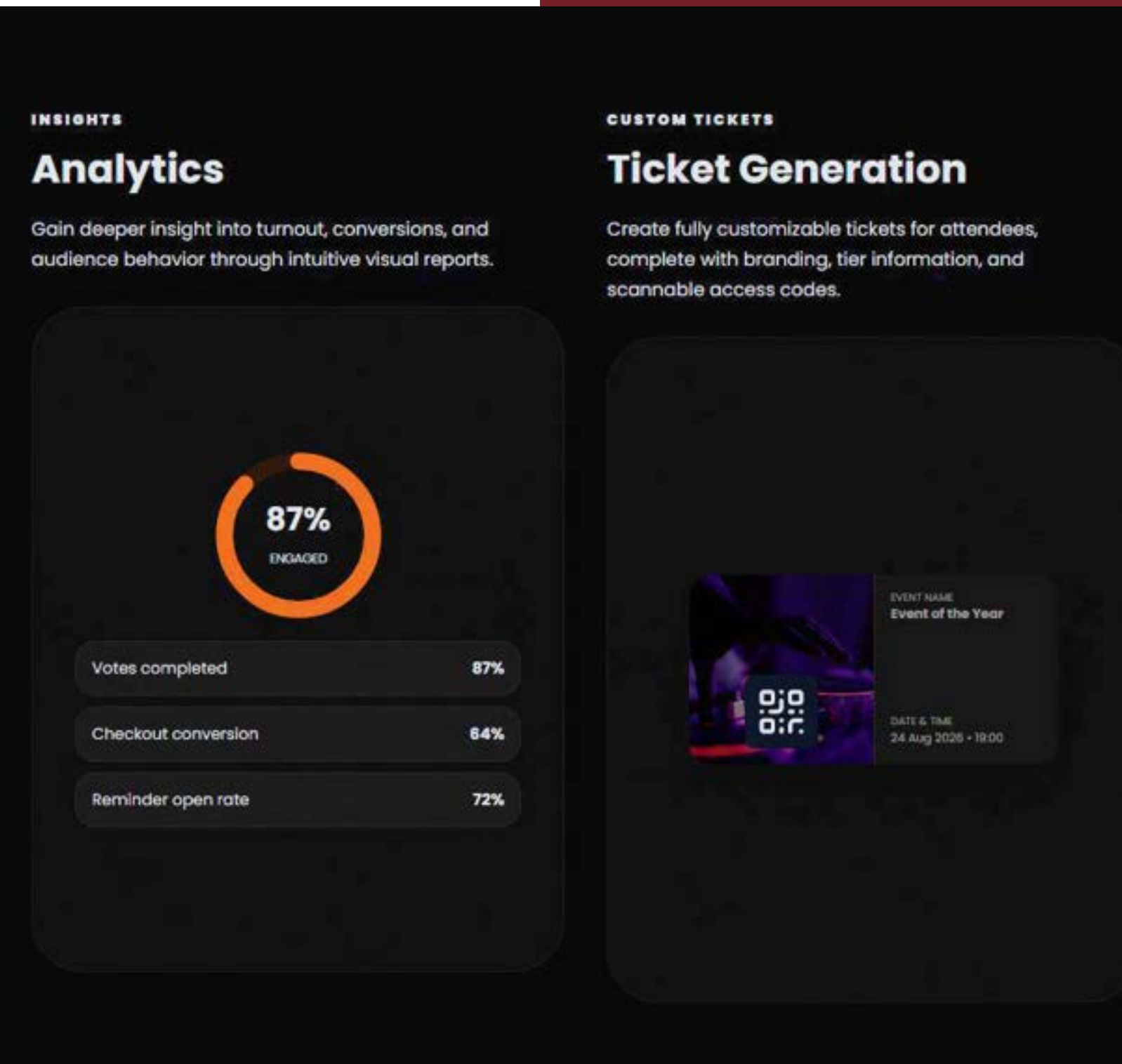
- Digital Ticket
- QR Check-ins
- Mobile Money Payments
- Email Confirmations
- Event Management Dashboard
- Reporting & Analytics
-

Revenue: 10% service fee added to ticket purchases

✓ eVoting

- Secure Voting
- Contest Management
- WhatsApp Voting
- Results Dashboard
- Audit Trails

Revenue: 12% service fee per vote collected.



Market Opportunity

Current Expansion Vision

Phase 1:

Ticketing & Voting1

Phase 2:

Event Discovery Platform

Phase 3:

Community Engagement Features

Phase 4:

Marketplace for Event Services

Phase 5:

Pan-African Event Ecosystem

Long-Term Goal:

*Become the digital home of events
across Africa.*

Social Impact

VoteWave is committed to creating positive social impact.

Initiatives include:

VoteWave Charity Impact Challenge

- 1. Community groups submit projects.
- 2. Public support determines winning projects.
- 3. VoteWave facilitates funding and visibility for impactful initiatives.

Alignment

SDG 8	SDG 8
SDG 8	SDG 8


P R E S E N T S

CHARITABLE
IMPACT 2026

C H A L L E N G E

This initiative is dedicated to recognizing and supporting community-driven groups making a real difference in society. Through this initiative, outstanding charitable organizations will be rewarded with grants to strengthen and expand their impact.

₦10

BASIC

₦20

BRONZE

₦50

SILVER

₦100

GOLD

 votewavegh

 +233207772761

Revenue Model

Current Revenue Streams:

1. Ticketing Fees
2. Voting Fees

Upcoming Revenue Streams:

1. Featured Event Promotions
2. Organizer Subscriptions
3. Event Marketing Services
4. Sponsorships
5. Charity Campaign Management
6. Event Service Marketplace

Objective: Build multiple recurring revenue channels.



Go-To-Market Strategy

Universities

1. Campus ambassadors
2. Student organizations
3. Entrepreneurship clubs

Communities & NGOs

1. Impact campaigns
2. Fundraising initiatives

Event Organizers

1. Direct outreach
2. Referral partnerships
3. Organizer incentives

Corporate Partners

1. Sponsorship opportunities
2. Event ecosystem partnerships

Objective: Build multiple recurring revenue channels.

Early Validation

Objective: Demonstrate market demand and operational capability.

Current Activities:

- Live platform deployment
- Active marketing campaigns
- Event organizer onboarding
- Strategic partnership discussions
- Catalyst Show collaboration
- Charity Impact Challenge launch



Founding Team



Malex Abazaami Ayitinya

Co-Founder & CEO

Responsibilities

- Strategy
- Partnerships
- Business Development
- Marketing
- Fundraising
- Operations



Papa Yaw Asiamah

Co-Founder & Strategic Lead

Responsibilities

- Product Development
- Platform Architecture
- Security
- Technical Strategy
- Infrastructure

Long-Term Vision

We believe events are more than gatherings.

They create:

- Economic activity
- Opportunities
- Communities
- Culture
- Innovation

VoteWave aims to become the platform where Africa discovers, experiences, supports, and grows through events.

Our ambition is to build the foundational digital infrastructure powering Africa's event economy.



Why We Are Seeking Guidance

We are currently focused on:

- Strengthening our business model
- Scaling responsibly
- Preparing for investment readiness
- Improving governance structures
- Building sustainable growth strategies

We would greatly value strategic feedback, industry insights, and guidance on positioning VoteWave for long-term success.





Thank You



www.votewave.net