DeeTek

Your Trusted IT Servivce Provider

Business technology for growing enterprises

Investor presentation

USD 500,000 investment opportunity



A profitable operating business

USD 100,000

Annual revenue

USD 35,000

Annual profit*

35%

Profit / revenue

2018

Founded 20 February

10 staff

Reported team size

35% profit margin | Founded 2018 | 10 staff

*Profit calculated at prior 35% margin; verify against accounts.

The customer problem

Fragmented records

Paper records and separate tools make operations difficult to track.

Poor visibility

Buyers and managers need a clearer view of products and suppliers.

Adoption barriers

Technology must work with local processes and limited connectivity.



Ghana offers a large business base

1.87 million

Business establishments in Ghana

Our first market is narrower

Organisations with a budget for operational systems, agricultural traceability or managed technology support.

GSS 2024 IBES I. Establishments are production units, not necessarily distinct companies.

Enterprise and supply-chain experience

Anashaara Enterprise

ERP and multi-warehouse operations

Amaati Company Limited

Market space and traceability

USAID GTI

Traceability solution

2SCALE

Traceability and market linkage

Eco Restore

Traceability solutions

IFDC

Market space and linkages

Mayiya Investments Limited

Market space

SNV

Market space

Rujo Agritrade

Market space

Selected organisations and work described on DeeTek's website. Not a claim of current paid contracts.

Services deliver today's work

Technology services

Software and mobile development

Business workflows and tailored applications

Network and security

Infrastructure, support and protection

Training and digital marketing

Staff adoption and customer reach

Products create repeatable offers

FarmicleGrow
Agricultural traceability

Lahabali
SMS and recorded voice communication

FarmStoreGH
Agricultural inputs marketplace

FarmicleGrow

A product record that follows the agricultural supply chain

Record	Customer use
Farm and supplier profiles	Identify where a product originates
Production and batch events	Maintain an auditable product history
Transfers and processing	Track the movement and transformation of goods
Buyer-facing reports	Share the evidence a buyer requires

Lahabali makes SMS and voice central

Ordinary phones can reach the customer

SMS

Short alerts, reminders and campaign messages

Recorded voice

Spoken information for audiences that prefer listening

Consent and reporting

Organise contacts and review communication delivery

SMS and recorded voice integration developed. Commercial pilots planned.

FarmStoreGH supports customer access

An agricultural inputs marketplace within DeeTek

For suppliers

Make product information easier for buyers to discover.

For farmers and enterprises

Find inputs through a dedicated agricultural channel.

For DeeTek

Create relevant opportunities for records, communication and support.

FarmStoreGH marketplace. Transaction-based monetisation remains a proposed model.

Revenue model

Stream	Billing approach	Position
Implementation	Project fees and milestone payments	Services business
Managed IT and support	Monthly or annual service agreements	Expansion priority
Product access	Organisation licences and onboarding	Proposed product model
SMS and voice	Usage credits and campaign services	Proposed communication model
Marketplace	Supplier services or transaction fees	Commercial terms to develop

Anashaara Enterprise ERP implementation



15+

Warehouses in the reported implementation

One shared view of sales, inventory, expenses and management reporting.

Company-reported implementation published on DeeTek's website.

Go-to-market approach

1 Begin with a specific operating problem

Target processors, institutions and SMEs with a clear budget owner.

2 Demonstrate one useful workflow

Use a paid pilot or scoped implementation to establish value.

3 Attach ongoing support

Offer maintenance, training and managed communication.

4 Expand within the organisation

Add related products after adoption and service performance.

Leadership



Dayan Abdul-Razak

CEO and Co-Founder

Business and technology direction



Farida T. Abdul-Razak

Co-Founder / Head of Programs

Programme delivery and stakeholders



Lydia Konlan

Chief Operating Officer

Company operations

Training and ecosystem relationships

Songtaba

Market space and e-commerce training

Norsaac

Data collection and M&E analysis

Green Wheels Africa

Networking and access control

HOPin Academy

Training and incubation

MEST Africa

Training and incubation

Northern Voices Ghana

ICT training and online digital library

Ghana Enterprises Agency

Grant engagement

TechCrunch

Conference participation

Published relationship scopes. Training, grant engagement and participation differ from paying clients.

Illustrative revenue path

Revenue baseline and growth scenario

CURRENT REPORTED ANNUAL REVENUE

USD 100,000

Illustrative future revenue targets (USD)

Year 1: $250,000 Year 2: $375,000 Year 3: $500,000

Converted at GHc 12 = USD 1; forecasts are illustrative.

Forecasts are illustrative, not contracted or guaranteed revenue.

What the revenue plan requires

Driver	Future Year 1	Future Year 2	Future Year 3
Billable projects	30	35	40
Average project fee	USD 7,500	USD 7,500	USD 8,333
Average paid managed accounts	25	75	125
Annual billing per managed account	USD 1,000	USD 1,500	USD 1,333
Calculated total revenue	USD 250k	USD 375k	USD 500k

Illustrative assumptions; USD at GHc 12 per USD.

18-month execution plan

Period	Delivery milestone	Commercial evidence
Months 1–3	Package core offers and harden products	Customer-level revenue baseline and pricing
Months 4–6	Run paid product pilots	10 managed organisation accounts
Months 7–12	Expand through focused sales and referrals	50 managed accounts and renewal tracking
Months 13–18	Repeat delivery in priority customer segments	100 managed accounts and ≥30% repeat revenue

Technology, administration and field delivery



Mparah Umar Farouk

Chief Technology Officer

Architecture and product development



Katherina Desmond Awaafo

Administrator / IT Officer

Administration and customer service



Ibrahim Abdul-Rahman Iddrisu

Field Officer

Field operations

Use of the USD 500,000 investment



Proposed 18-month allocation; amounts in USD.

The investment opportunity

USD 500,000

To expand an operating technology business and commercialise repeatable product offers.

Dayan Abdul-Razak

info@dee-tek.com www.dee-tek.com

Illustrative conversion: GHc 12 = USD 1