ONYX TECHNOLOGIES GROUP LLC

Onyx Insights

Observe everything. Resolve faster.

The observability platform built for Africa's engineering teams.

Pre-seed investor deck · October 2026 · Confidential

When production breaks, the tools fight you first

African engineering teams lose hours on every incident, stitching together logs, metrics and traces from tools that were priced and built for Silicon Valley.

- **Fragmented signals:** logs in one tool, metrics in another, traces in a third, so triage starts with tab-switching instead of answers
- **Priced in dollars:** enterprise observability bills in USD, so FX swings can raise a team's tooling cost without any change in usage
- **Priced for enterprises:** per-seat and per-host pricing puts full-stack visibility out of reach for most startups and mid-size teams in the region
- **Downtime is expensive:** for fintechs, telcos and digital platforms, every slow incident is lost transactions and lost trust

One workspace for every signal

Onyx Insights brings logs, metrics, traces and real user monitoring into a single workspace, so an engineer can go from alert to root cause without leaving the page.

- **OpenTelemetry native:** standard instrumentation from day one, no proprietary agents and no lock-in
- **Built on AWS:** a managed platform, so small teams get enterprise-grade observability without running it themselves
- **Minutes to first signal:** connect a service, see logs, metrics and traces flowing in one place
- Also ships inside Onyx Cloud & AI engagements, so the services division puts the product in front of enterprise teams

AI investigations that show their work

Most AI ops tools give you an answer and ask you to trust it. Onyx Oracle shows the evidence behind every conclusion, with a confidence level the engineer can check.

- **Evidence first:** every investigation cites the logs, metrics and traces it is based on
- **Confidence scored:** the engineer sees how sure the system is before acting on it
- **Faster triage:** the first pass of an investigation is done before the on-call engineer opens a laptop
- **Human in command:** Oracle investigates and recommends, the engineer decides

Africa's always-on businesses need this now

- **Beachhead:** fintechs, telcos and digital platforms in Ghana and Nigeria, where downtime is measured in lost transactions
- **The shift is already happening:** payments, banking, logistics and commerce across the region now run on software that cannot go down quietly
- **Underserved by incumbents:** global observability vendors sell in USD, price for enterprises, and offer little local presence
- **Expansion path:** Kenya and South Africa next, following the same payment rails and the same customer profile

Simple pricing, billed the way customers earn

STANDARD

$79 per month

Core observability for growing teams: logs, metrics, traces and RUM in one workspace.

PREMIUM

$399 per month

Higher volume, longer retention and Onyx Oracle AI investigations for teams running critical systems.

ENTERPRISE

Custom annual

Dedicated deployment, support and onboarding, including through Onyx Cloud & AI engagements.

The wedge: billing in local currencies (NGN, GHS, ZAR, KES) wherever Paystack operates, so customers pay the way they earn. 14-day free trial on every plan.

Strong rivals, wrong fit for this market

Datadog	Powerful and broad, but enterprise priced and billed in USD
Grafana stack	Open source and flexible, but the team assembles, hosts and maintains it alone
New Relic	Capable, with usage pricing that is hard for a small team to predict
Onyx Insights	Built for this market: one workspace, local-currency billing, AI investigations with evidence

Built by an operator who has lived the 3 AM incident

- **Founder:** Benjamin Asante-Tannor, Chief Executive Officer, full-time. Eight years across cloud engineering, DevOps, observability and support, the disciplines this product is built from
- **Human leadership:** an eight-person executive team in Accra spanning finance, product engineering, AI advancement, customer experience, DevOps, HR and design
- **AI-native operations:** 95 AI agent seats across engineering, sales, support, finance and hiring do roughly 90% of the company's work under human direction, which is how this much gets built at a pre-seed cost base
- **The structure:** Onyx Technologies Group (parent) houses Onyx Cloud & AI, a services division delivering cloud and observability work for enterprises in Ghana and across Africa
- **A built-in pilot channel:** every services engagement is a pilot slot for Insights, and services revenue extends runway while the product scales
- **Investment entity:** Onyx Technologies Group LLC (Delaware), wholly owned by the founder, with OnyxNexus Technologies Ltd (Ghana) as the operating company. Both formed and ready

Pre-launch today, with a clear line to revenue

- **Where we are:** product built and in pre-launch, live demo workspace, published pricing, entities formed. No paying customers yet, and we are not going to pretend otherwise
- **Launch:** public launch of Onyx Insights, with onboarding for the first Ghana and Nigeria teams
- **First revenue:** convert services pilots into paying product customers, billed in local currencies
- **Product:** Onyx Oracle to general availability, with evidence and confidence scoring on every investigation

Raising $200,000 pre-seed

To launch Onyx Insights and reach the first paying customers across Ghana and Nigeria.

50%

Product and engineering

Launch hardening, Oracle GA, billing in local currencies

30%

Go-to-market

Pilot conversions, design partners, first sales hires in Accra

20%

Infrastructure

AWS platform costs, support and company operations

Benjamin Asante-Tannor, Chief Executive Officer · ceo@onyxgroup.global · onyxinsights.global