



**CONNECTED
ANALYTICS**

Providing customer engagement and insights
to drive business growth

Simeon Ononobi

Co-Founder/CEO

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introduction



 solution

A **cost efficient** payment **agnostic** platform



Customers Get
Rewards



Business Get
Tools

channel partners and brands



Coffee Shops



Gas Stations



Supermarkets



Debit/Credit Card Companies



Banks

competition

ibotta

Rakuten

DO\$H

Our Advantages:

1. 1st to African Market
2. Local Knowledge
3. Exclusive Integrations

With over 170,000 terminal integrations



team



Simeon Ononobi
Co-founder/CEO

1 Exit
28 Entrepreneur
Fresh background



Suraj Supekar
Co-founder/CTO

Microsoft Senior manager
Huawei Senior Developer
20 years experience



Madonna Anagor
Co-founder/COO

Worked as a Sales lead for
both Government and
Private companies



Harshal Gandole
Co-founder/VP- Engr

Senior developer single built
the entire platform with CTO
Over 10 years exp.





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problem



Cash Accounts for **80%** of
Business Transactions



Loyalty Infrastructure Is
Very Expensive

solution

A **cost efficient** payment **agnostic** platform



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how is works

Customer



Pays with
Cash or Card

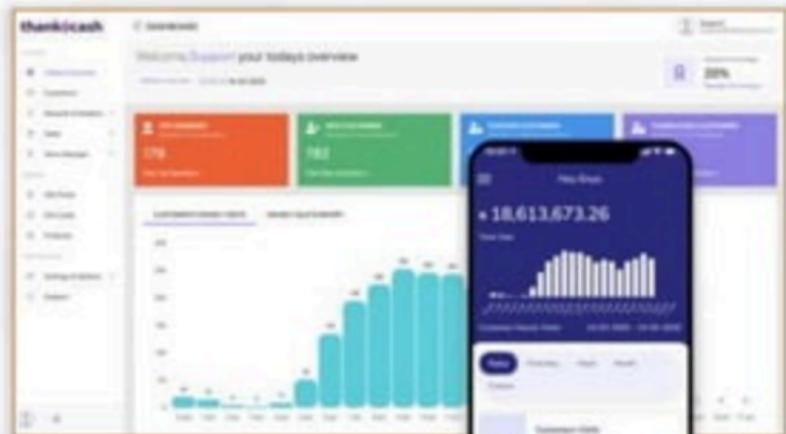


Gets SMS

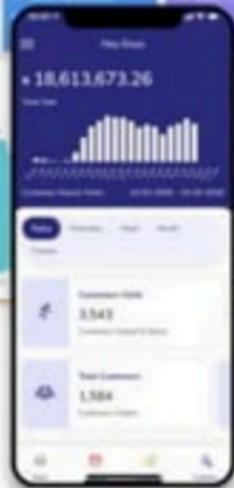
Credit Alert: You earned 112 Points FROM RX3.0 Pharmacy. Your Bal: N5077.76. Download TUC App: <https://bit.ly/tkny>



Business



Insights & Analytics



 traction

In just over 1 year

684,000

Users



\$24.2m

Spent



25%

MoM growth



channel partners and brands



Coffee Shops



Gas Stations



Supermarkets



Debit/Credit Card Companies



Banks

market size

\$35billion

\$100 billion

\$500 billion



Lagos



Nigeria



Africa

* Study by: Africa growth initiative at Brookings

 competition**ibotta**[®]**Rakuten****DO\$H**

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Advisers and some backers



Craig Fenton

COO, Google UK



Stephen Ozoigbo

Lion Africa



Brandon Drew

GP, SaaS Growth

Help African Businesses Grow While Making Money



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