



Tanda

AI-Powered Global Video-Commerce Engine

Play Store live • 16k waitlist • 1,400 SMEs

Africa → Asia → LATAM → Global



Content creation is booming in Africa but;



Consumers love short videos but can't shop natively.



72% of sales fail in emerging markets because users cannot buy directly from video platforms.



Brands have no localized video-first commerce platform.



Customers cannot shop hands-free or conversationally with AI.

“I post videos promoting my products on TikTok, but buyers always ask how to order. Most never complete the purchase.”

— Chioma, Fashion Influencer, Lagos



Solution (What is Tanda?)

Tanda = Short Videos + Commerce Built-In

Powered by AI - users shop via voice or chat
while watching videos.

Features:



Seamless video-to-purchase experience.



Built-in affiliate network (creators earn instantly).



Escrow system for trust.





Africa-first payments (wallets, telcos, banks).

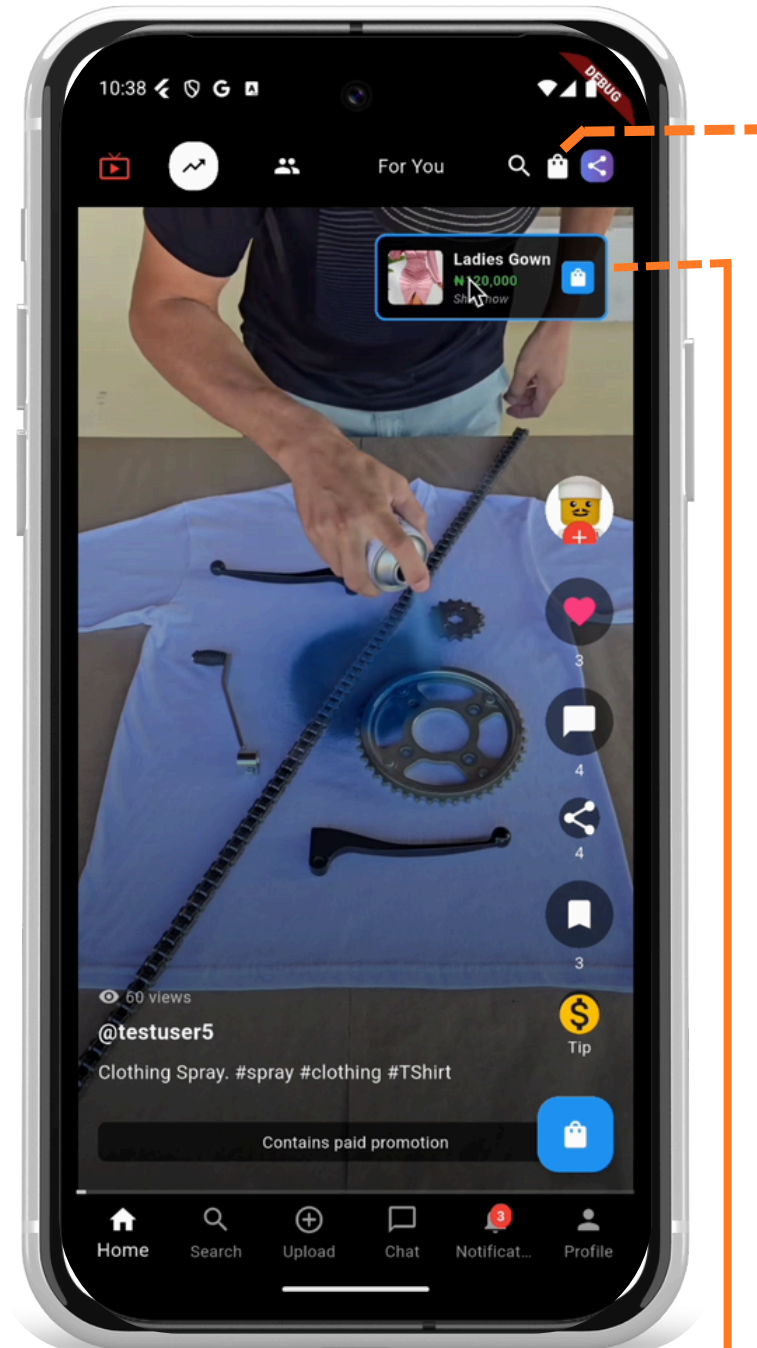




AI shopping assistant - users shop hands-free via voice or text.

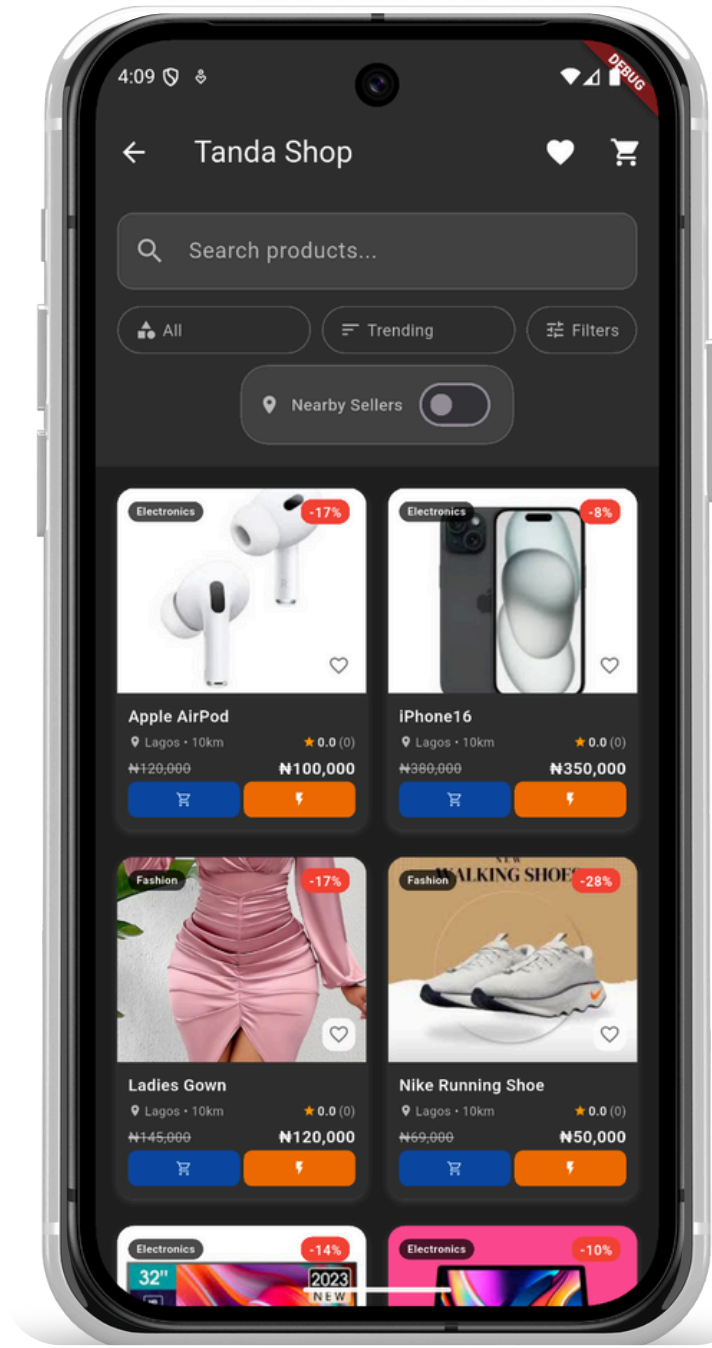
Product Demo



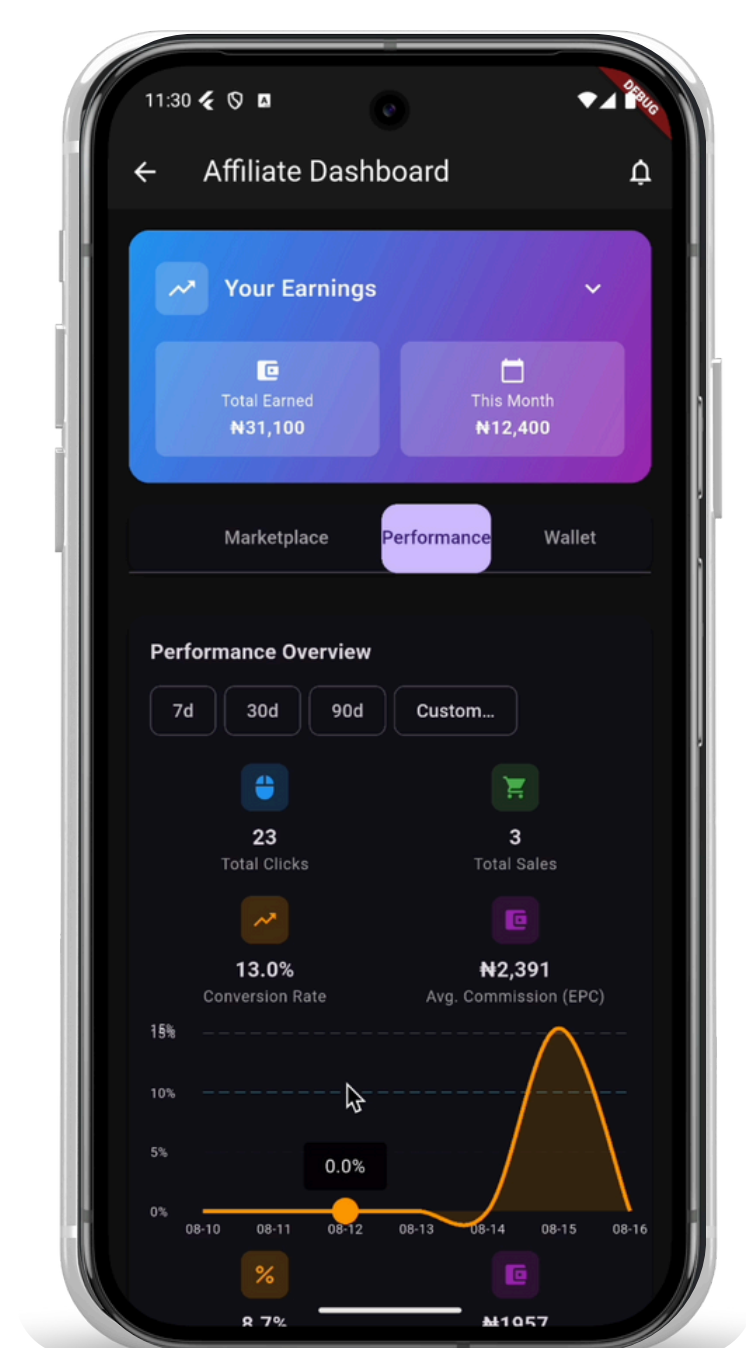
 Browse through contents.
 Access to Tanda shop integrated.



 Buy now button in promoted videos.
 AI ShoppingAssistant



 Tanda Shop.



 Affiliates Dashboard.

Competitive Advantage – Tanda’s Distinct Advantage

Feature	Tanda	TikTok	Jumia	Instagram	Flutterwave Store	Selar
Shoppable Short Videos	✓ Built-in	✓ (limited)	✗	⚠ (not localized)	✗	✗
Local Payments Integration	✓ Across all African gateways	✗ (restricted)	✓	✗	✓	✓
Escrow Protection	✓ Native escrow	✗	⚠ (partial)	✗	✗	✗
Affiliate Rewards	✓ Automatic payouts	⚠ (manual)	✗	⚠	✗	⚠
AI Shopping Assistant	✓ Voice & text commerce assistant	✗	✗	✗	✗	✗
Built for African Markets	✓ Cultural + Payment native	✗	✓	✗	✓	✓
Monetization for Creators	✓ Earn per sale & engagement	✓ (limited)	✗	⚠	✗	✗

Tanda combines video engagement, local payments, and AI-assisted shopping in one Africa-first platform - a mix no global or regional player currently offers.



Market Opportunity

Stats:



Africa video commerce: \$5B



Africa e-commerce: \$50B

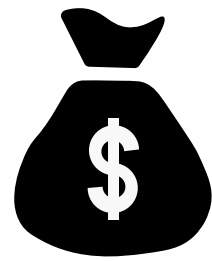


LATAM + Asia: \$200B+



Global video commerce: \$1T by 2028

Data Source: Statista, Ecofin Agency, Business Insider



Business Model

We earn every time a video converts.

- 10% Transaction Commission
- 2% Escrow Fee
- Ad & Sponsored Listings
- 10% Affiliate Rewards Model
- \$5/mo creator tools subscription

Go-to-Market Strategy

- Creators → SMEs → Fintech
- Nigeria → Ghana → Kenya → Egypt → SA
- **Phase 2:** Asia & LATAM → Globe




Tanda's growth is driven by creators, powered by SMEs, and amplified through fintech partnerships, building AI-powered commerce ecosystem that scales virally.

AI Advantage


- Voice & chat shopping
- Recommendation engine
- Fraud detection
- Creator-product matching

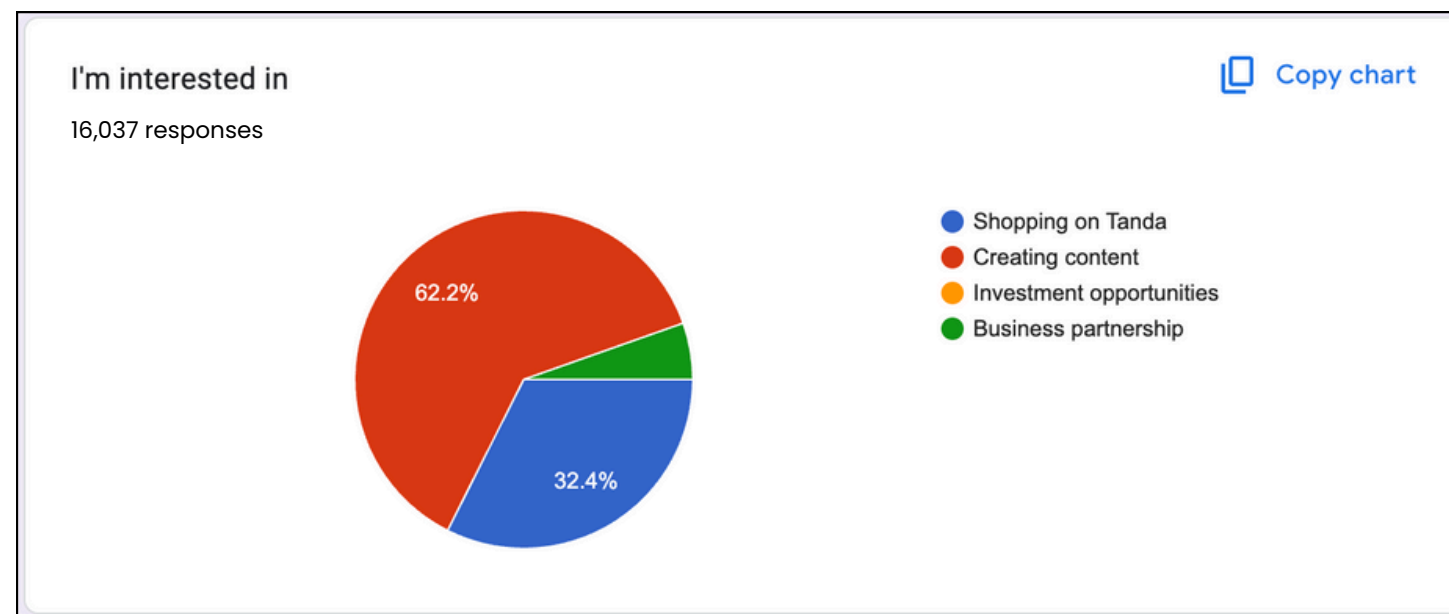
Traction – Early Validation and Strong Market Pull

Core Growth Metrics (Nov. 2025):

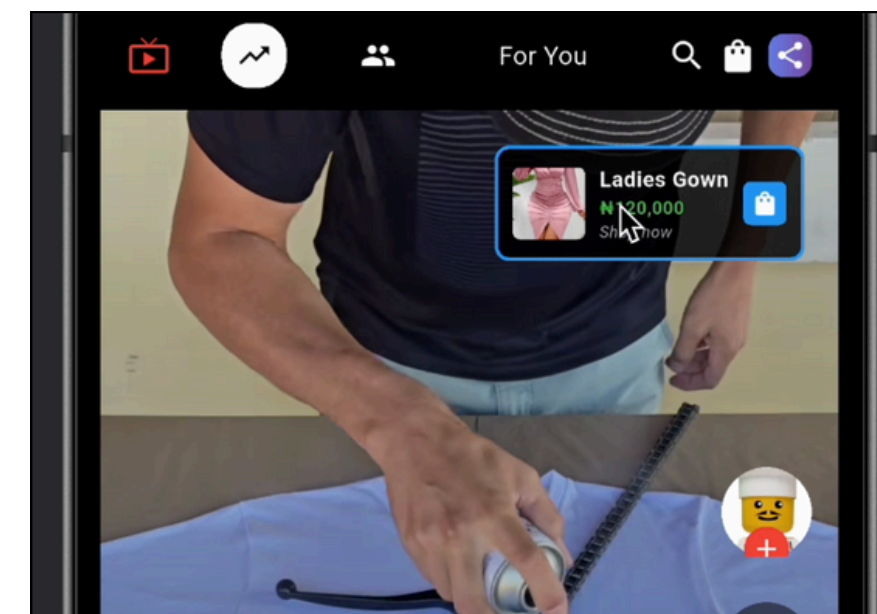
-  16,000+ users waitlist
-  1,400+ SMEs
-  98 influencers

Core Growth Metrics (Dec. 2025):

- Launched on Playstore (Open testing)
-  Tanda Shop (Finalizing for release)



Tanda waitlist



tagged product on a video

Financials & Investment Ask

Raising: **\$500,000** for 10% equity

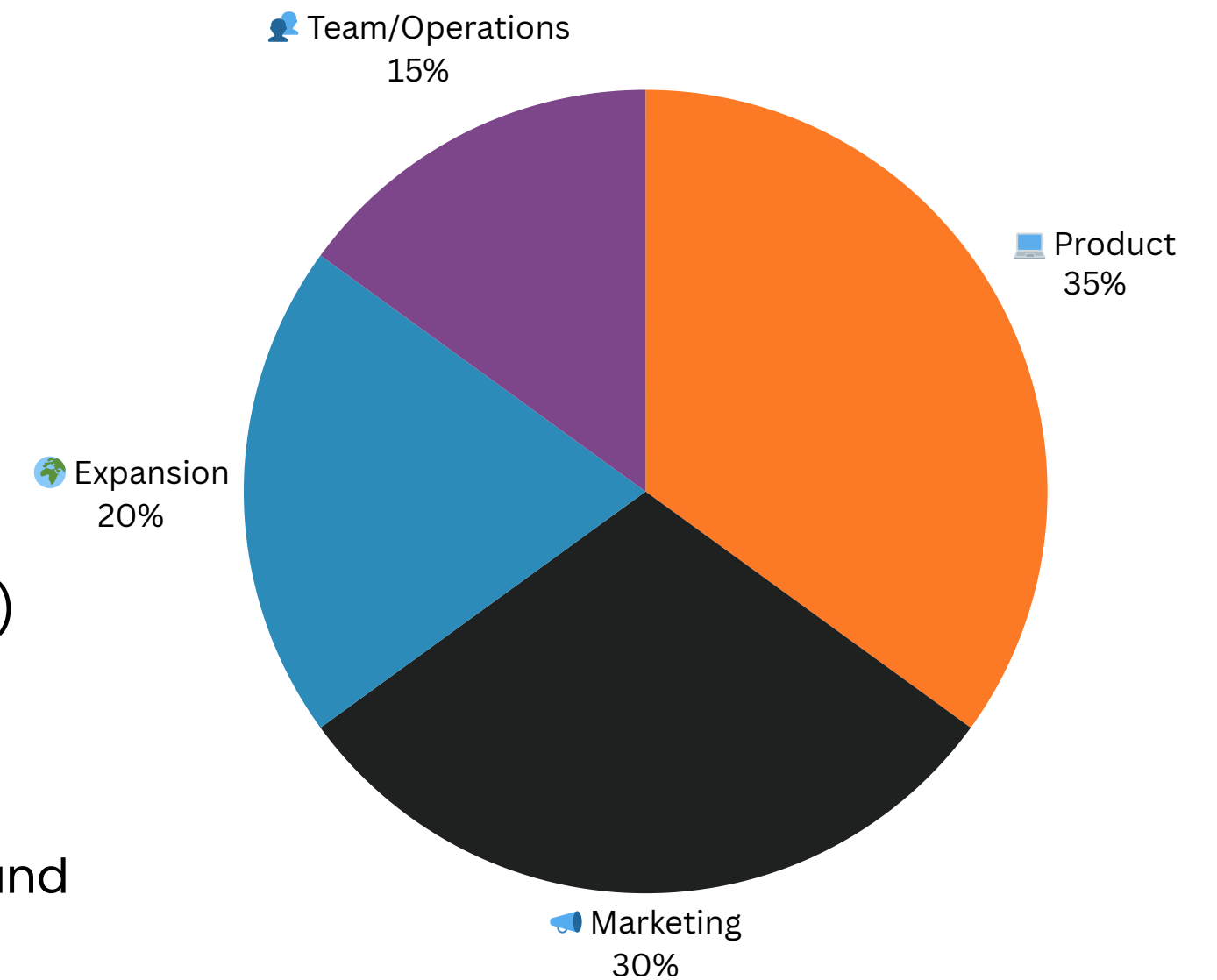
Valuation: \$5 million pre-money

Target: \$10M GMV target

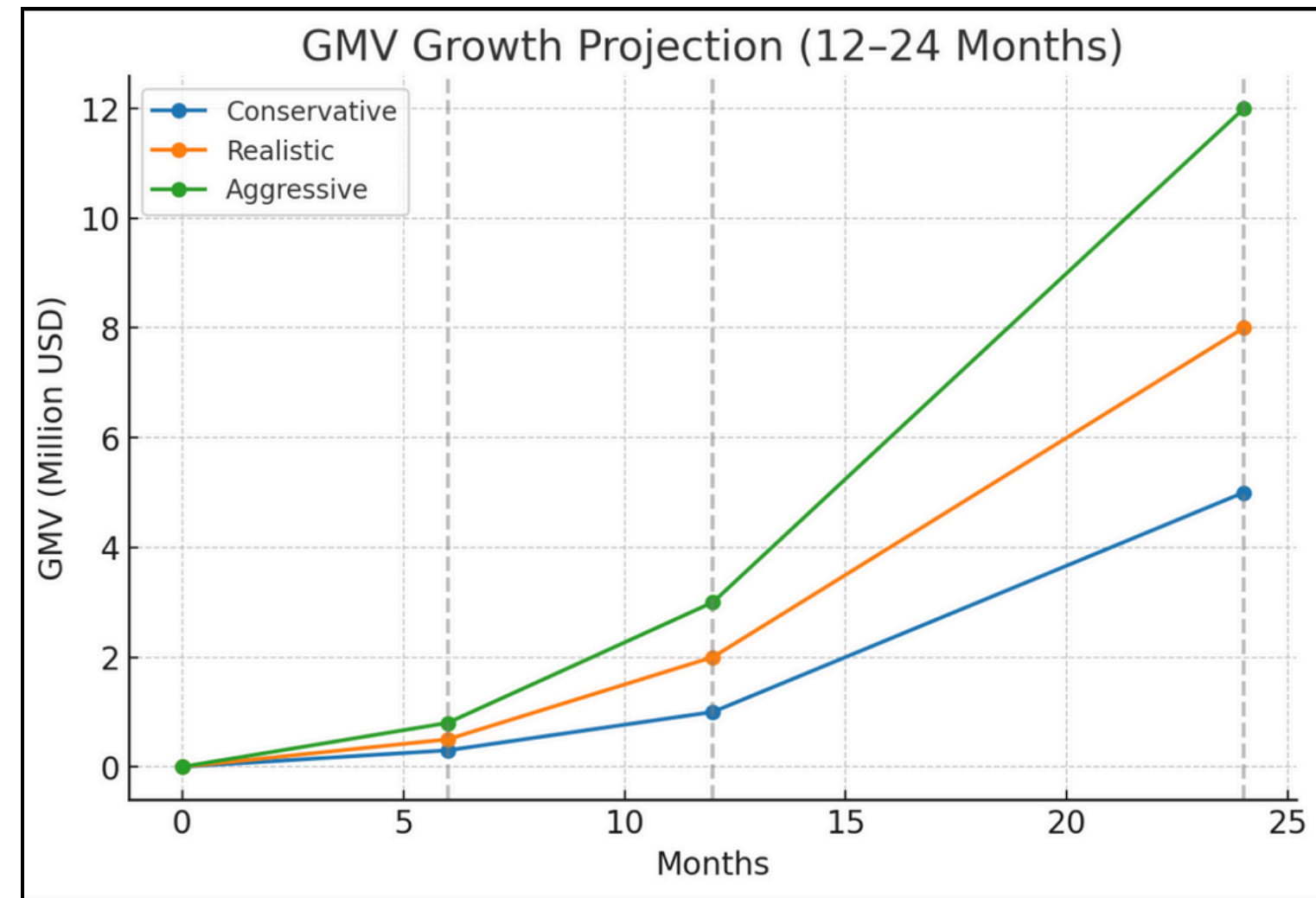
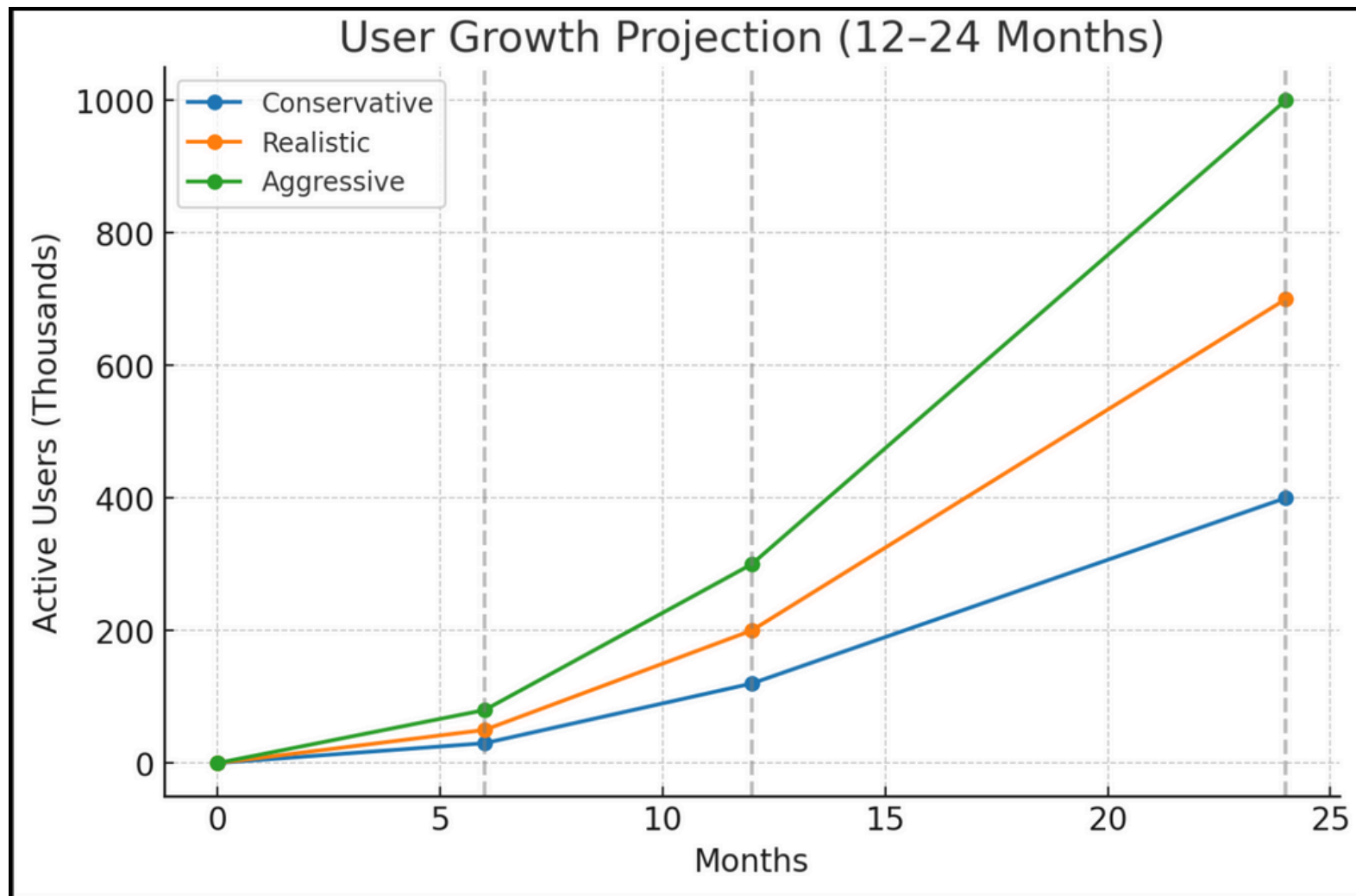
Use of Funds (18–20 months runway to \$10M GMV):

- 35% (\$175K) – Product enhancement (AI assistant, escrow scaling)
- 30% (\$150K) – Marketing & creator acquisition
- 20% (\$100K) – Market expansion (Nigeria → Ghana, Kenya, Egypt, & South Africa)
- 15% (\$75K) – Team & Operations. Recruit engineers, growth lead, and operations staff for scaling.

\$500K fuels Tanda's scale to \$10M GMV in 24 months.



Growth Projection



Milestones Roadmap

- Launch Tanda production app
 - Activate AI assistant (beta)
 - Onboard Tanda waitlist
- KPI:** 50K active users

Q4 2025 (Launch Phase)

Q4 2026 (Growth Phase)

- Scale to Pan-Africa
 - Introduce cross-border logistics support
 - Grow creator rewards program
- KPI:** 400K users

- Expand to Asia and LATAM
 - Integrate local currencies
- KPI:** 2M+ users

Q3 2027 (Expansion Phase)

Q1 2028 (Global Phase)

- 5M+ users
- KPI:** Global live

By Q1 2027, Tanda becomes Africa's trusted AI-powered video-commerce engine, operating profitably across 5 countries.



Team



Vincent Ibekwe (Founder & CEO)

www.linkedin.com/in/vincent-ibekwe

- *Business, Tech & AI background*
- *Full-stack software engineer with 8+ years of hands-on experience.*
- *Built Tanda end-to-end, from app architecture, backend, and payments integration to UI design and launch.*
- *Founder of TechMaloo Analytica, a tech education startup that trained 1,000+ young Nigerians in practical programming.*



Gill Balcaen (Advisor)

www.linkedin.com/in/gill-balcaen

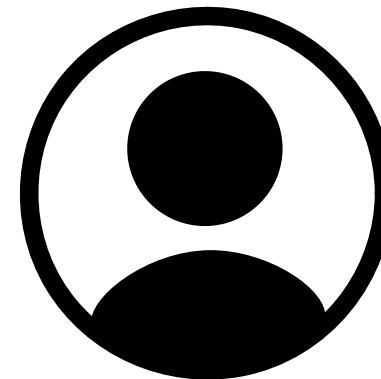
- *Business Strategy*



Bridget Adanna (Advisor)

www.linkedin.com/in/bridget-adanna

- *Business Growth & Partnerships*



Planned Hires (Next 12 Months)

- **Growth/Marketing Lead**, Q1 2026, Drive influencer onboarding & user acquisition
- **Community Manager**, Q2 2026, Strengthen creator & SME engagement
- **Finance & Operations Manager**, Q3 2026, Manage escrow operations & financial control

Vision

Powering Africa's Next Digital Commerce Revolution



*Tanda becomes the global engine powering video commerce across
Africa → Asia → LATAM → Global.*

 *Join us, be part of the movement shaping social commerce
opportunity.*

 Let's talk:

 [Schedule a Demo or Intro Call | https://calendly.com/hello-tanda/30min](https://calendly.com/hello-tanda/30min)

 <https://app.tanda.media>

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