



# 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.

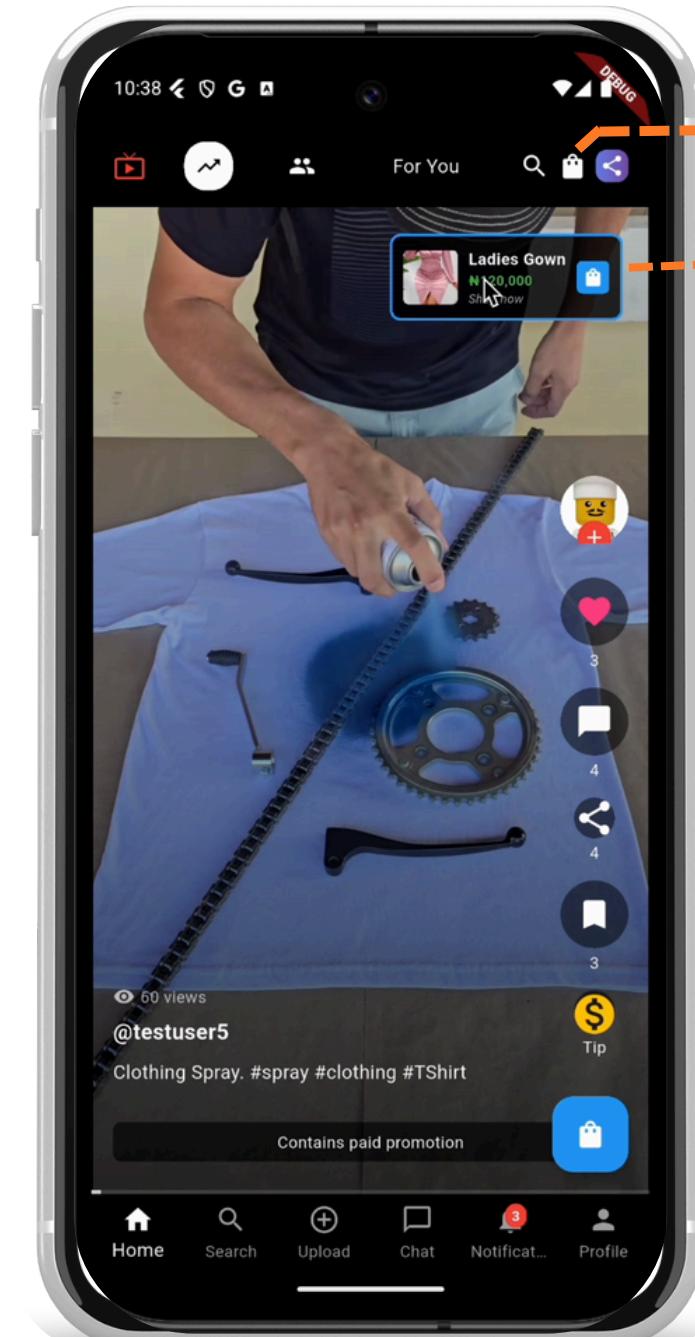


Tanda

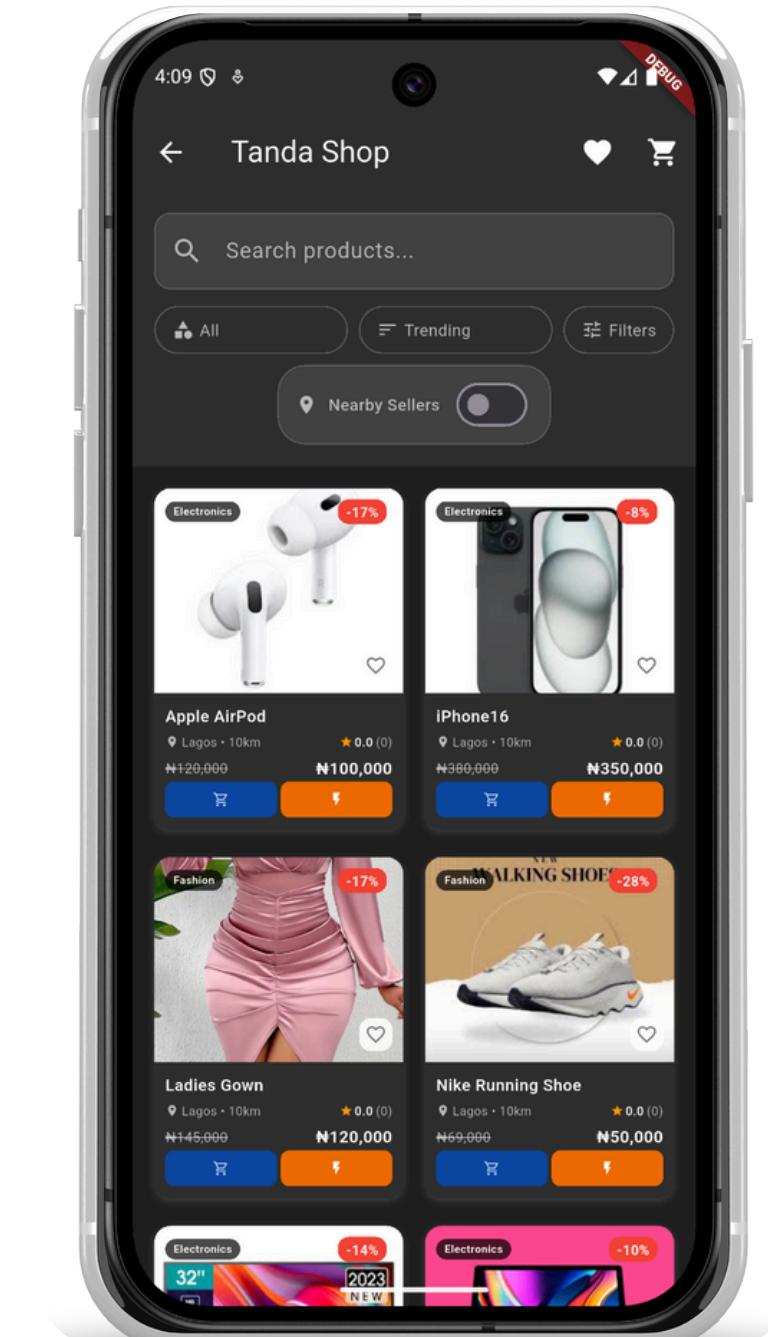
# Product Demo



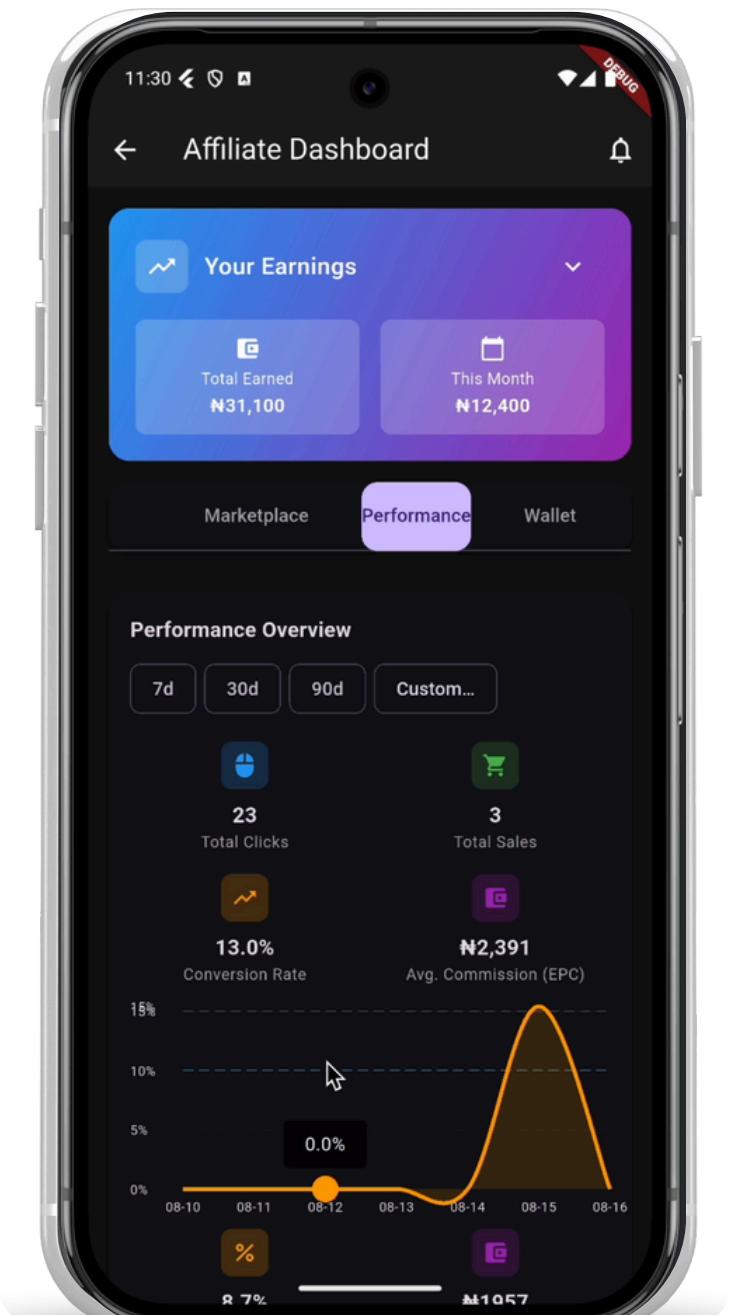
Browse through contents.  
Access to Tanda shop integrated.



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
<b>Shoppable Short Videos</b>	✓ Built-in	✓ (limited)	✗	⚠ (not localized)	✗	✗
<b>Local Payments Integration</b>	✓ Across all African gateways	✗ (restricted)	✓	✗	✓	✓
<b>Escrow Protection</b>	✓ Native escrow	✗	⚠ (partial)	✗	✗	✗
<b>Affiliate Rewards</b>	✓ Automatic payouts	⚠ (manual)	✗	⚠	✗	⚠
<b>AI Shopping Assistant</b>	✓ Voice & text commerce assistant	✗	✗	✗	✗	✗
<b>Built for African Markets</b>	✓ Cultural + Payment native	✗	✓	✗	✓	✓
<b>Monetization for Creators</b>	✓ 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

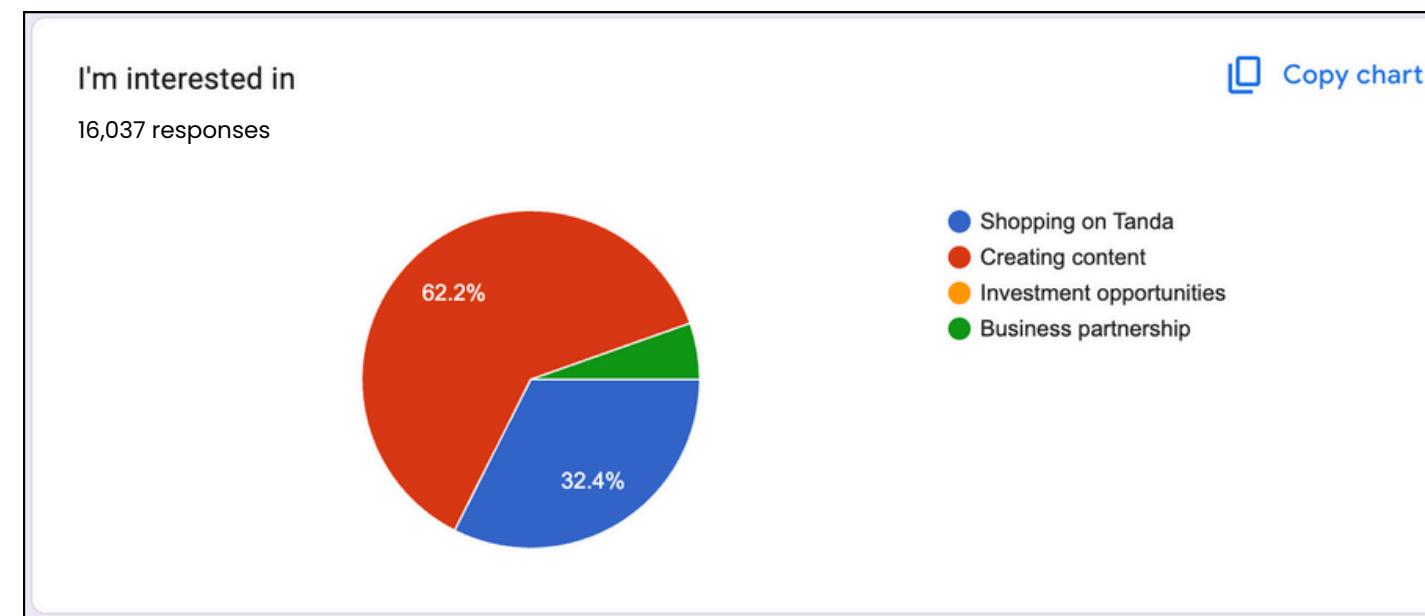
# ↗️ Traction – Early Validation and Strong Market Pull

## Core Growth Metrics (Nov. 2025):

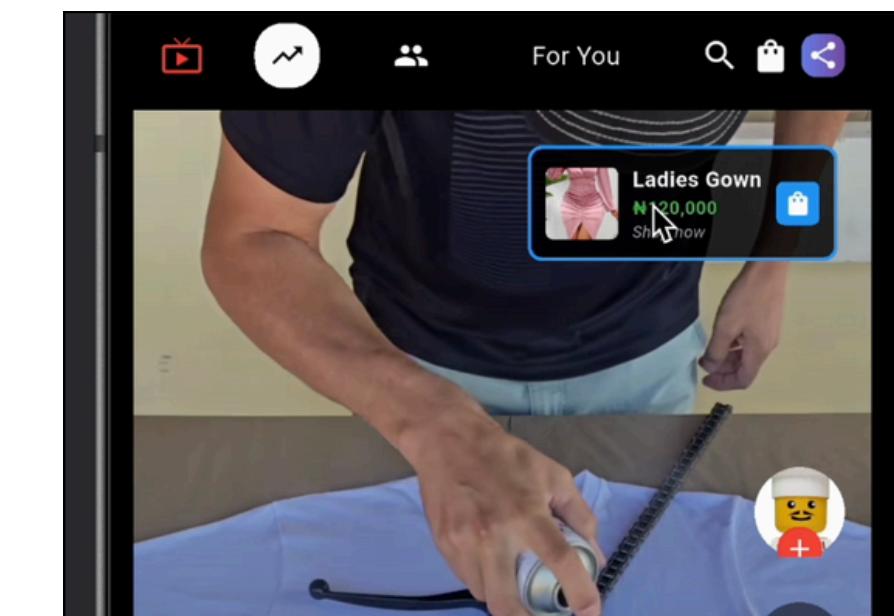
-  16,000+ users waitlist
-  1,400+ SMEs
-  98 influencers

## Core Growth Metrics (Dec. 2025):

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



*Tanda waitlist*



*tagged product on a video*

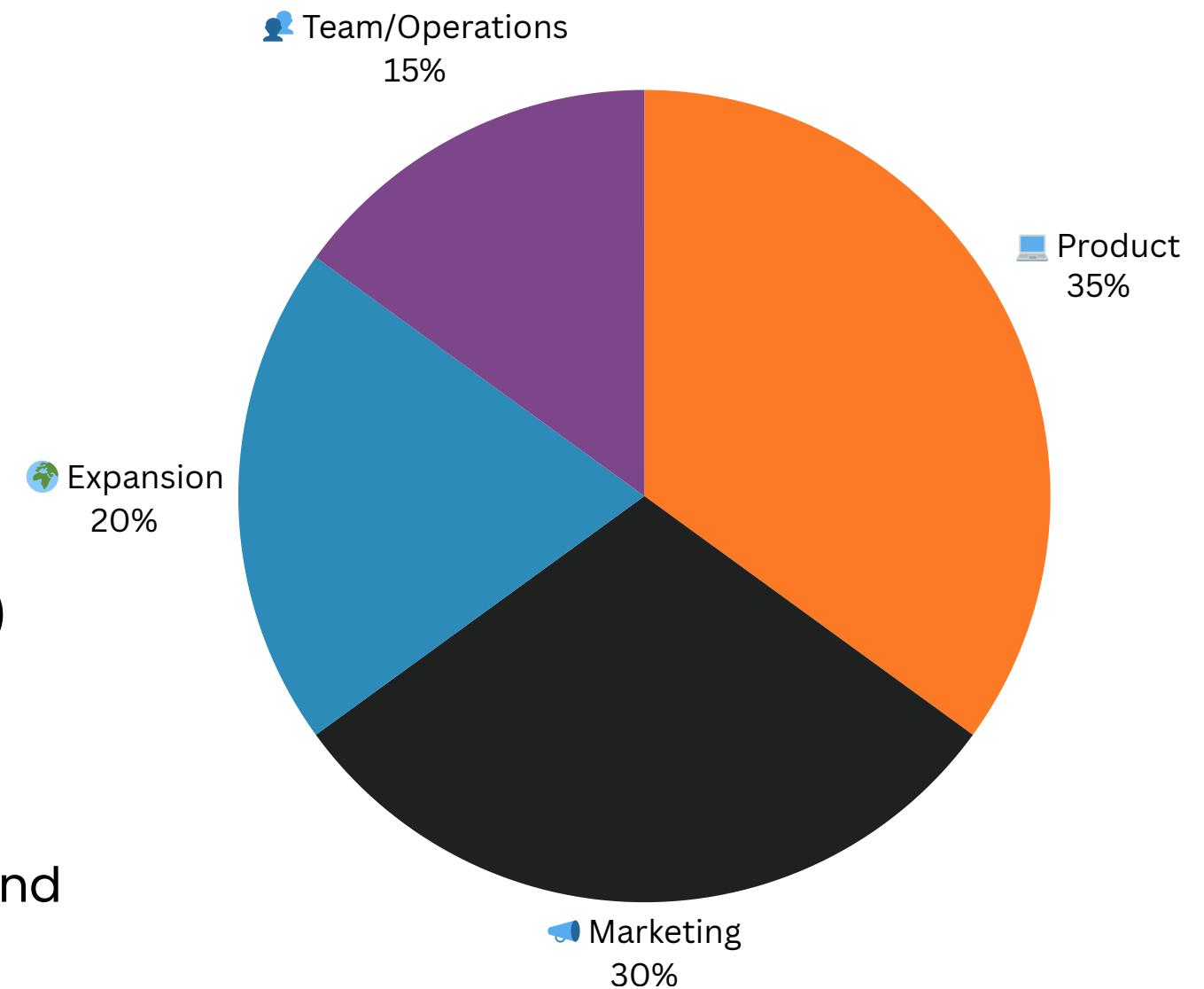


# Financials & Investment Ask

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):

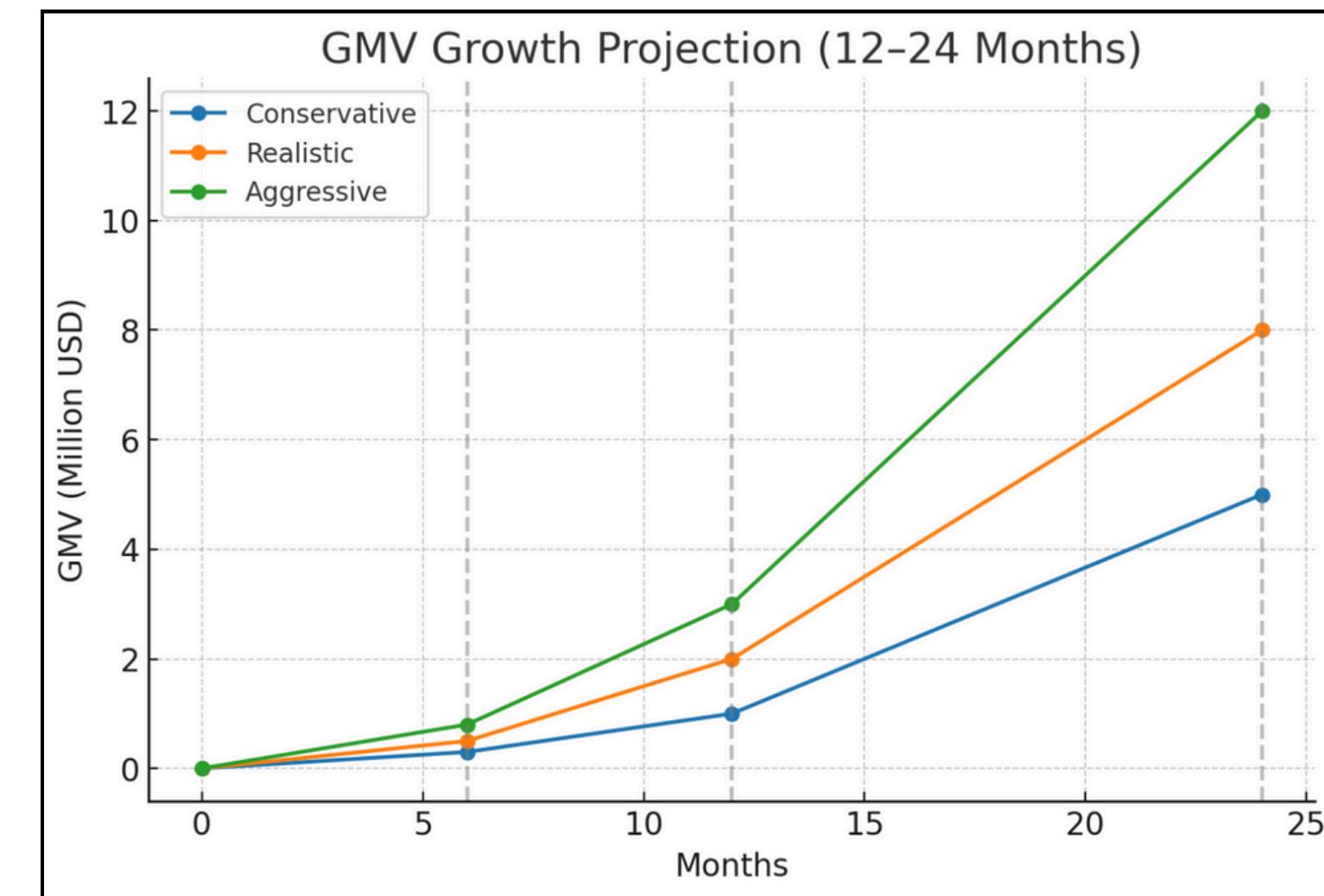
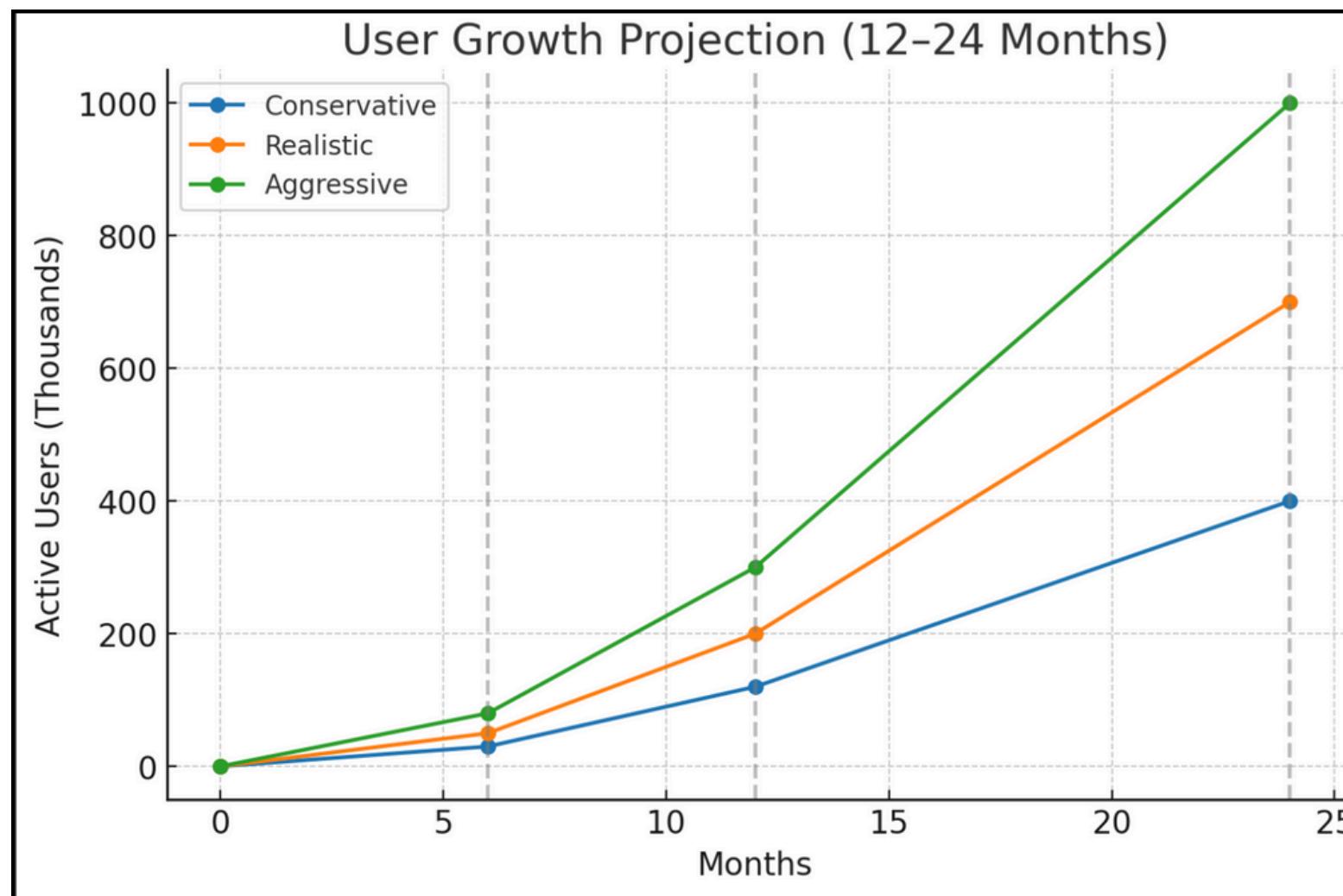
- 35% (\$175K) – Product enhancement (AI assistant, escrow scaling)
- 30% (\$150K) – Marketing & creator acquisition
- 20% (\$100K) – Market expansion (Nigeria → Ghana, Kenya, Egypt, & South Africa)
- 15% (\$75K) – Team & Operations. Recruit engineers, growth lead, and operations staff for scaling.



\$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)**



- Expand to Asia and LATAM
- Integrate local currencies

**KPI:** 2M+ users

**Q3 2027 (Expansion Phase)**



**Q4 2026 (Growth Phase)**

- Scale to Pan-Africa
- Introduce cross-border logistics support
- Grow creator rewards program

**KPI:** 400K users

**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](https://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](https://www.linkedin.com/in/gill-balcaen)

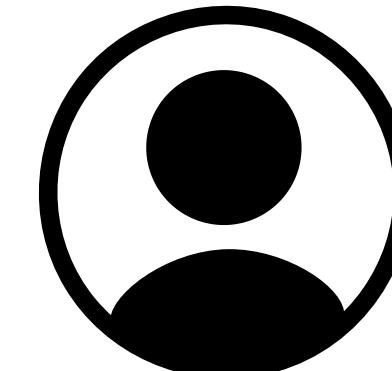
- Business Strategy



**Bridget Adanna (Advisor)**

[www.linkedin.com/in/bridget-adanna](https://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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