Go To Market Strategy

Market

Overview

Region Focus: Africa

Primary Target

→ **Tunisia:** A growing tech hub with a supportive startup ecosystem.
→ **Senegal:** Stable political environment fostering business growth with 2050 vision for digtal transformation
→ **Congo (Brazzaville and Kinshasa):** Emerging markets with increasing digital adoption.
→ **Cameroon:** Diverse economy with a rising number of small and medium enterprises (SMEs).
→ **Ivory Coast:** Strong economic growth and investment in infrastructure.

Secondary Target

→ **Nigeria:** The largest economy in Africa with a vibrant tech scene.
→ **Kenya:** Renowned for its innovation and startup ecosystem (e.g., Nairobi Tech Hub).
→ **Ghana:** Rapid economic growth and increasing investment in technology.
→ **Tanzania:** Expanding market with a focus on improving business processes.
→ **Uganda:** Emerging market with potential for digital transformation initiatives.
→ **Rwanda**: Growing startup ecosystem
→ **Egypte**:
→

Targeting Criteria (ICP)

→ Small and Medium companies around Africa, from 11–200 team members (Directors or Managers)
→ Entrepreneurial ecosystem (Startups, VC,s, Accelerator, Incubator) (C/Level)
→ Type one: Medium to high tech literacy
→ Type two: Low or non–existent tech Literacy

Sales Ops Process

Describe how each focus area supports the company's long-term goals.

Qualification

P1	P2	P3
+80	+40	+11
Using more then one tool	Using more then one tool	Using free tools
Support with Meeting / emails / chat	Support with chat / emails	No Support
Workflow 3	Workflow 2	Workflow 1

Workflow

Awareness

Leads in → Initial leads (0)

Contacted Leads → Leads reached out to (0.15)

Discovery

Demo Scheduled → Leads who booked a demo (0.35)

Qualification / Consideration

Cold Leads → Leads that need nurturing (0.50)

Hot Leads → Leads in active negotiation (0.80)

<mark>Action</mark>

Close Won → Successfully converted leads (1)

Close Lost → Deals that didn't close (0)

Team Management

Team Member	Country
Nessim Bozrati	All Focus
Felipe Millan	English Speaking
Nassreddine RIAHI	French speaking
Rafaa Chawali	Rwanda – Ghana
Roaya Neffeti	Kenya
LIlia Mdhafer	Ethiopia
Tesnim Shili	Nigeria
Hiba Ghrairi	Cameroon

Team Reporting

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Key initiatives

Cold Outreach

(Cold Messaging & Cold Emailing & Cold Calling)

Stakeholders →

Nessim BOZRATI

Description

Expected outcomes

Working on automated marketing campaigns using (Linkedin, Snov.io) to get Automated deals on weekly basics

- Increase Web Site Traffic
- Increase new users sign-ups
- Increase Demo Booked

Affiliate Program

Stakeholders →
Nessim BOZRATI
Felipe Millan

Description	Expected outcomes
Working on individuals who can resell Cynoia with commissions base.	• Increase users sign-ups • Increase Sales • Drive notoriety

Advertising

Stakeholders →
Felipe Millan
Nessim BOZRATI   Person

Description	Expected outcomes
	• Web Site Traffic • New sign-ups • Demo Booked

SEO

Stakeholders →
Felipe Millan

Description	Expected outcomes
	• Increase Web Site Traffic
	• New sign-up

Cynoia IMPACT program

Stakeholders →
Nessim BOZRATI

Description	Expected outcomes
Cynoia for (Startups, Accelerators, VC,s, Incubators, Ngo's and Education)	• Increase Web Site Traffic
	• New sign-up
	• New clients
	• Drive notoriety

Personal Branding

Stakeholders →
Nessim BOZRATI

Description

Build a strong personal branding
on Linkedin that targets our
audience as a demand gen
strategy

Expected outcomes

- New Sign-ups
- Demo Booked
- Drive Notoriety

Social Media

Stakeholders →

Nessim BOZRATI

Description

Expected outcomes

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