
Project name

01

Introduction

Purpose

The goal of this document is to provide a comprehensive outline of all Cynolia Sales Operations, including strategies, roadmaps, key documents, brand voice, metrics, and much more. It serves as a unified reference point to streamline our sales processes, ensure alignment across the team, and set a clear path for achieving Cynolia's growth objectives.

Importance

This document is a vital internal resource for Cynolia's Sales Operations, consolidating key information to ensure consistency, efficiency, and alignment in scaling users, revenue, and market presence

02

Vision & objectives

Vision

Our vision is to make Cynolia the top all-in-one platform for African businesses. We aim to drive digital transformation in the continent by simplifying Collaboration and communication, all while helping businesses save costs.

North Start Metric

- Achieve **80,000** active users and **\$1M** in revenue by the end of **2025**.
- Reach 40,000 users and **\$500K** in revenue by **mid-2025**.
- Secure the remaining **40,000** users and \$500K in revenue in the second half of **2025**.