
Company Overview

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History

- **2019:** Cynoia was founded by **Nassreddine Riahi**, CEO with over 15 years of experience in management, and **Ayoub Rebah**, Co-founder and CPO, to create a unified workspace tailored to African businesses.
- **2020:** Development of Cynoia begins with a focus on integrating essential tools like projects, chat, and video calls, targeting the North African market (Tunisia, Morocco, and Algeria).

- **2022:** The company relocates to **Marseille, France**, to attract investments and ensure compliance with GDPR for enhanced data security.
- **2023:** Cynolia successfully closes a seed funding round with objectives to launch V2 and expand business operations across Africa.
- **2024:** Launch of V2 and establishment of a new legal entity in Senegal as the hub for French-speaking countries in West Africa, while initiating expansion into East Africa.
- **2025:** Launch of **Cynolia AI** and the mobile application, with the goal of achieving the North Star metrics of 80,000 users and \$1M in revenue.

Mission

- Drive digital transformation across the continent.
- Simplify collaboration and communication for businesses and teams.
- Reduce software costs by providing an affordable, all-in-one tool.

Brand Voice & Key Messaging

1. Positioning statement

- *Cynolia is an African-made, distraction-free project management platform tailored to empower African businesses and teams to deliver projects on time, while driving their digital transformation initiatives with efficiency, simplicity and cost saving.*

2. Messaging Framework

- **Key Themes:** Digital Transformation, Efficiency and Innovation, African-Made Prid, From Africa to Africa, Feet the African Market needs,


- **Unique Value Proposition:** Simplified, user-friendly interface with essential tools that reduce complexity and enhance productivity while saving cost
- **Key value replacement:**
 - clutter-free
 - streamlined
 - simplified
 - user-friendly
 - organized
 - efficient
 - straightforward
 - clear
 - focused
 - distraction-free
 - easy-to-use
 - Uncomplicated

3. Voice & Tone Characteristics

- Confident but Approachable
- Aspirational and Forward-Thinking
- Empowering and Solution-Oriented

02

Features & Pricing

 Features & Pricing – Cynolia Project Management Platform