

RAVEN

AI Chatbot Platform for Cameroon

Partner Summary Document

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What is Raven?

Raven is an AI-powered chatbot platform designed for businesses in Cameroon and Francophone Africa. It allows small and medium businesses to deploy intelligent chatbots on WhatsApp and websites to handle customer inquiries 24/7.

The chatbot can answer customer questions, take bookings, share product information, and capture leads — all in French and English.

The Opportunity

- WhatsApp is the dominant communication channel in Cameroon
- Most AI chatbot companies focus on South Africa, Kenya, Nigeria — Cameroon is underserved
- Small businesses need affordable automation but can't afford expensive enterprise solutions
- French-first solutions are rare — most tools are English-first
- Local presence and mobile money integration are key differentiators

Target Customers

Business Type	Use Case
Hotels & Restaurants	Reservations, menu info, hours
Salons & Spas	Appointment booking, services, pricing
Clinics & Pharmacies	Opening hours, services, appointment scheduling
Schools & Training Centers	Course info, enrollment, schedules
Shops & E-commerce	Product catalog, availability, orders
Real Estate Agents	Property listings, viewing requests

Pricing Strategy

Pricing is designed to be affordable for Cameroonian businesses while remaining profitable:

Plan	Price (CFA/month)	Features
Starter	10,000 - 15,000	WhatsApp bot, 500 messages/month
Growth	25,000 - 40,000	Unlimited messages, website widget, dashboard
Custom	Negotiated	Multi-location, custom integrations

Roles & Responsibilities

Jude (Germany) — Technical Partner

- Build and maintain the Raven platform
- Handle AI configuration and chatbot training
- Manage hosting, servers, and technical infrastructure
- Provide technical support and bug fixes
- Develop new features based on customer feedback

Partner (Cameroon) — Sales & Operations

- Find and sign up customers (hotels, restaurants, shops, etc.)
- Demo the product to potential clients
- Handle customer onboarding (collect business info, FAQs, etc.)
- Provide local customer support
- Collect payments via mobile money (MTN MoMo, Orange Money)
- Gather feedback and feature requests from customers

Revenue Split

Proposed revenue sharing (to be discussed and agreed):

Party	Share
Jude (Technical)	50%
Partner (Sales & Operations)	50%

Note: This split is negotiable. We can discuss what feels fair based on effort and results.

Timeline & Next Steps

Phase 1: Validation (Weeks 1-2)

- Partner talks to 10+ local businesses
- Confirm demand: Would they pay 15,000 CFA/month for this?
- Identify 3-5 pilot customers

Phase 2: MVP Development (Weeks 2-4)

- Jude builds basic chatbot platform
- Website chat widget ready for testing

- French and English language support

Phase 3: Pilot Launch (Weeks 4-8)

- Onboard 5 pilot customers (free or discounted)
- Gather feedback and improve
- Add WhatsApp integration

Phase 4: Commercial Launch (Weeks 8+)

- Start charging customers
- Scale to 20+ paying customers
- Add mobile money payment collection

What We Need From You

To move forward, we need you to:

1. **Confirm your interest** — Are you in?
2. **Start talking to businesses** — Can you reach 10 potential customers this week?
3. **Validate the price** — Would they pay 10,000-15,000 CFA/month?
4. **Research mobile money** — How can we collect payments via MTN MoMo / Orange Money?
5. **Agree on revenue split** — What feels fair to you?