**Executive Summary for VisionForge and Walking the Sahel (WTS)**

**Introduction** VisionForge is a dynamic holding company driving innovation and strategic growth across multiple sectors. Walking the Sahel (WTS), its flagship initiative, is a B2B marketplace and logistics platform that bridges gaps in Africa’s trade infrastructure, focusing on raw materials, agricultural goods, and fuel. Through technology-driven solutions, WTS aims to simplify logistics, improve supply chain transparency, and empower regional trade under the African Continental Free Trade Agreement (AfCFTA).

**Mission Statement** To revolutionize African trade by building a connected ecosystem that combines marketplace efficiency with cutting-edge logistics, fostering economic growth and regional integration.

**Core Objectives**

1. **Market Efficiency**: Provide an accessible platform where buyers and suppliers can trade transparently.
2. **Logistics Simplification**: Deploy an Uber-style trucking network for seamless transportation of goods.
3. **Scalable Solutions**: Utilize AI and data-driven insights for optimized trade and logistics operations.
4. **Financial Inclusion**: Enable financing options for SMEs and fleet operators through partnerships with Afreximbank and Paystar.

**Key Differentiators**

* **AI-Powered Logistics**: Algorithms optimize routes, predict supply-demand trends, and reduce operational costs.
* **Strategic Alliances**: Leveraging Afreximbank funding and AfCFTA’s policy framework to expand reach and reduce barriers.
* **Warehouse Integration**: Partnerships with NCX ensure reliable warehousing and real-time inventory tracking.

**Market Opportunity** Africa’s intra-continental trade potential is projected to exceed $150 billion annually by 2025, driven by AfCFTA’s tariff reductions. WTS targets capturing 0.5% of this market in its first year of scaling operations, translating to $750 million in transactions.

**Revenue Streams**

1. Transaction commissions.
2. Logistics service fees.
3. Subscription fees for premium users.
4. Value-added services such as financing, warehousing, and market analytics.

**Financial Projections (Year 1)**

* **Total Revenue**: $34 million
* **Net Profit**: $5.11 million
* **Market Penetration**: 0.5% of intra-African trade.

**Scaling Strategy**

1. **Phase 1**: Establish operations in West and East Africa with a focus on key hubs (Nigeria, Ghana, Kenya).
2. **Phase 2**: Expand to North and Southern Africa by leveraging strategic partnerships and digital campaigns.
3. **Phase 3**: Achieve full continental integration, introducing advanced services like microloans and data analytics.

**VisionForge’s Role** VisionForge provides centralized support, shared services, and strategic oversight to ensure WTS’s scalability and operational efficiency. With divisions like VisionForge AI & Tech Innovations, the company ensures that technological advancements remain a core driver of success.

**Conclusion** VisionForge and WTS are poised to transform Africa’s trade ecosystem. By combining marketplace efficiency with logistics innovation, the platform addresses critical challenges, unlocking opportunities for economic growth and regional connectivity.