

# TechCareAfrica Support System

**An innovative helpdesk platform  
providing online IT/software  
support services for businesses in  
Kenya and Africa Our system  
features two roles: regular users  
and agents (technicians).**



# Bridging the IT Support Gap Across Kenya and Africa



**TechCareAfrica addresses the critical gap in IT/software support services with a comprehensive helpdesk platform. It connects businesses with skilled technicians, providing prompt, affordable, and scalable solutions to technical challenges.**

**By bridging the accessibility and cost barriers that hinder operational efficiency and growth for startups, the platform empowers businesses to navigate the digital landscape effectively while creating job opportunities for unemployed tech professionals.**

**Focused on customer satisfaction and technological excellence, TechCareAfrica is designed for seamless integration into various organizational frameworks, ensuring accessibility and ease of use.**



TechCare Africa empowers businesses in Kenya and Africa to overcome IT support challenges and thrive in the digital landscape with reliable, affordable, and scalable solutions in the following ways:

- ✓ **On-Demand Access to Skilled Technicians:** TechCareAfrica provides businesses an instant access to a network of skilled IT technicians, available 24/7 for prompt and effective resolution of technical issues.
- ✓ **Affordable Pricing Plans:** Our platform offers transparent and affordable pricing plans tailored to businesses of all sizes. By eliminating hidden fees and providing flexible payment options, we ensure accessible IT support without financial strain.
- ✓ **Rapid Response Times:** TechCareAfrica guarantees fast response times, minimizing downtime and maximizing business productivity. Our dedicated support team is available round-the-clock to address technical issues promptly.
- ✓ **Scalable Solutions:** We provide scalable IT support solutions that grow with your business. Whether you're a startup or an established enterprise, TechCareAfrica offers customized support packages to meet evolving needs and foster business growth.
- ✓ **Employment Opportunities:** By facilitating easier access to IT support, TechCareAfrica also contributes to job creation for unemployed tech professionals, empowering local economies and fostering technological advancement in the region.

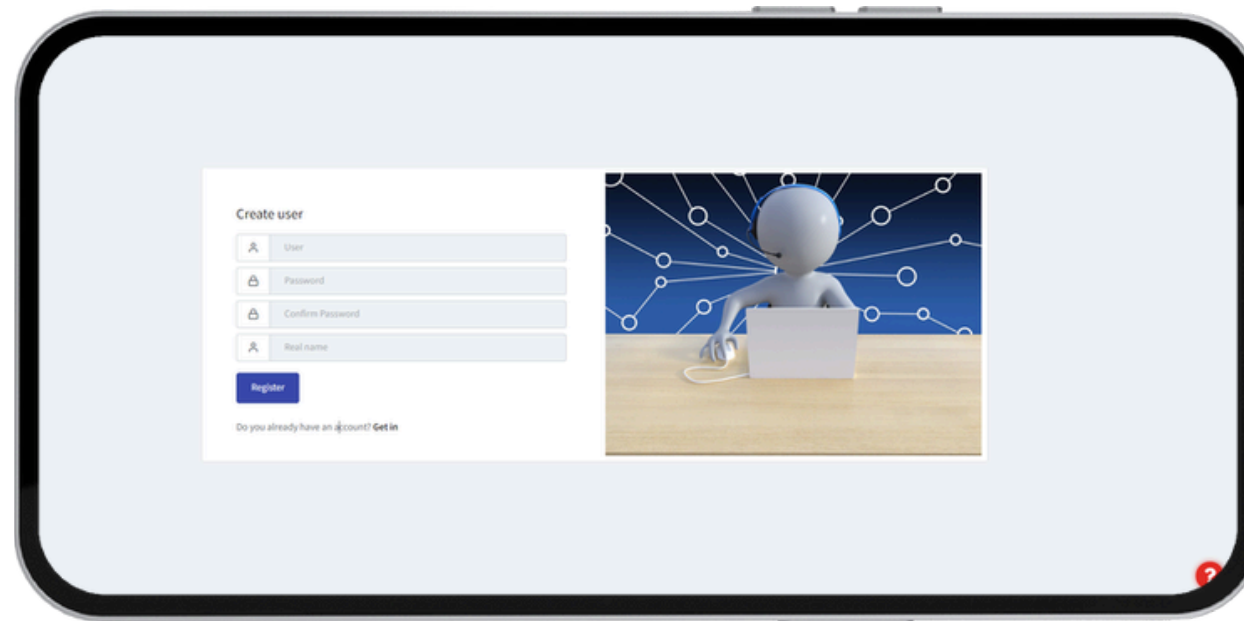


# Product



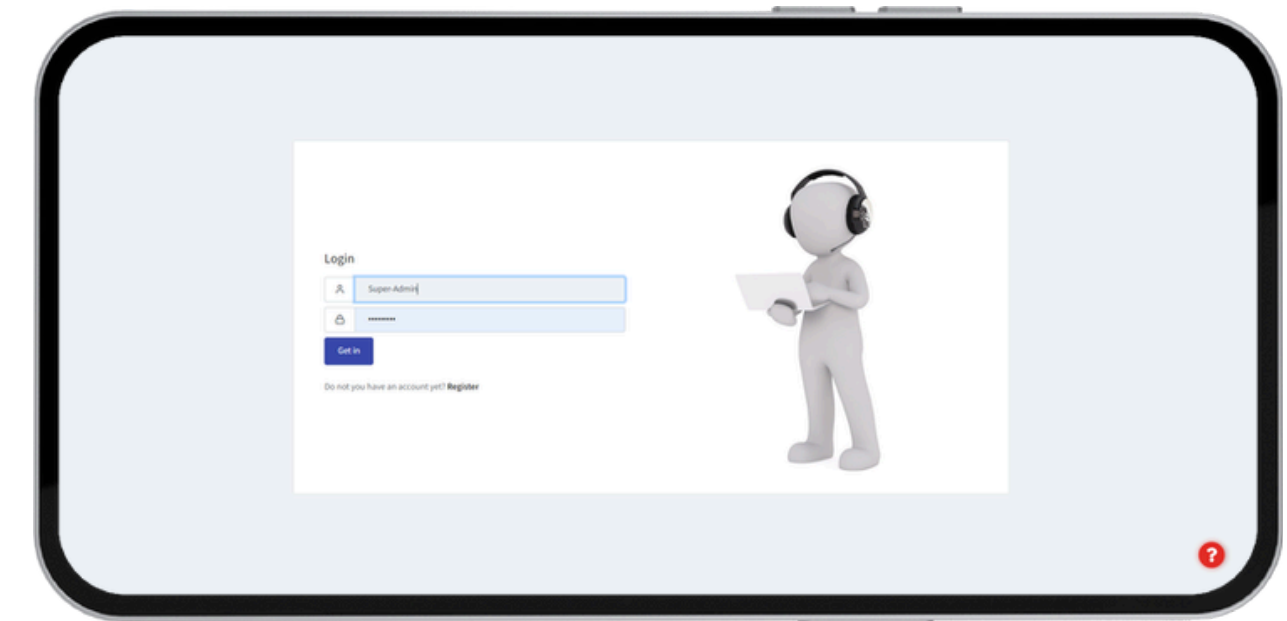
## Register

Create an account for new user



## Login

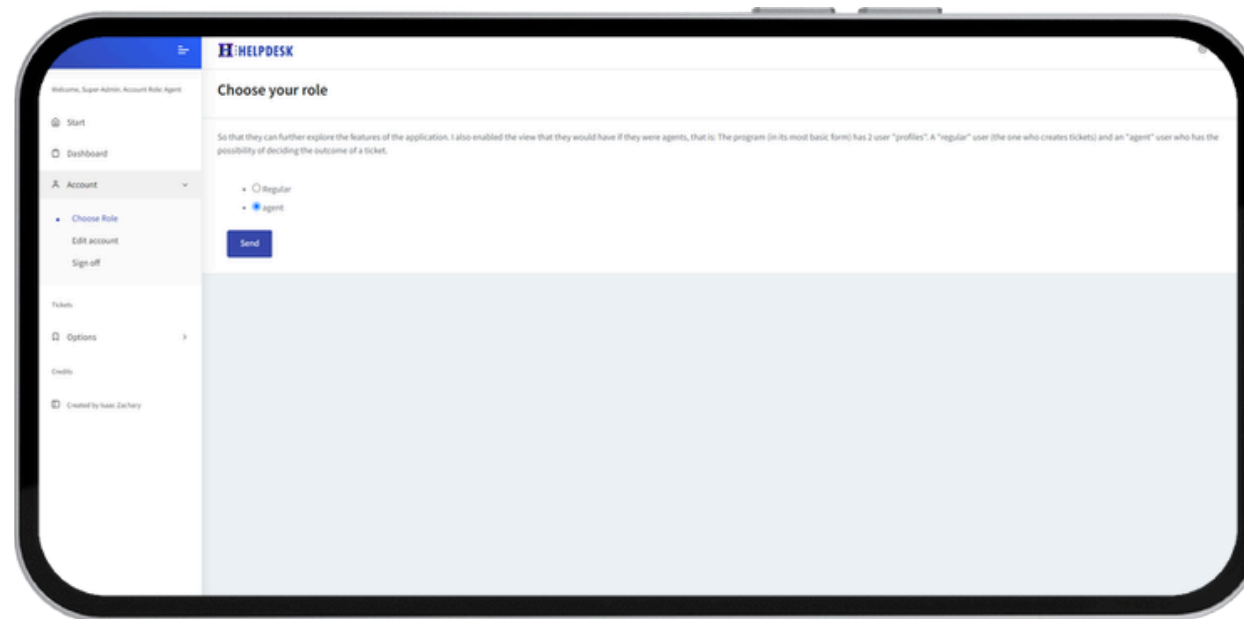
Use your email and password



## Role

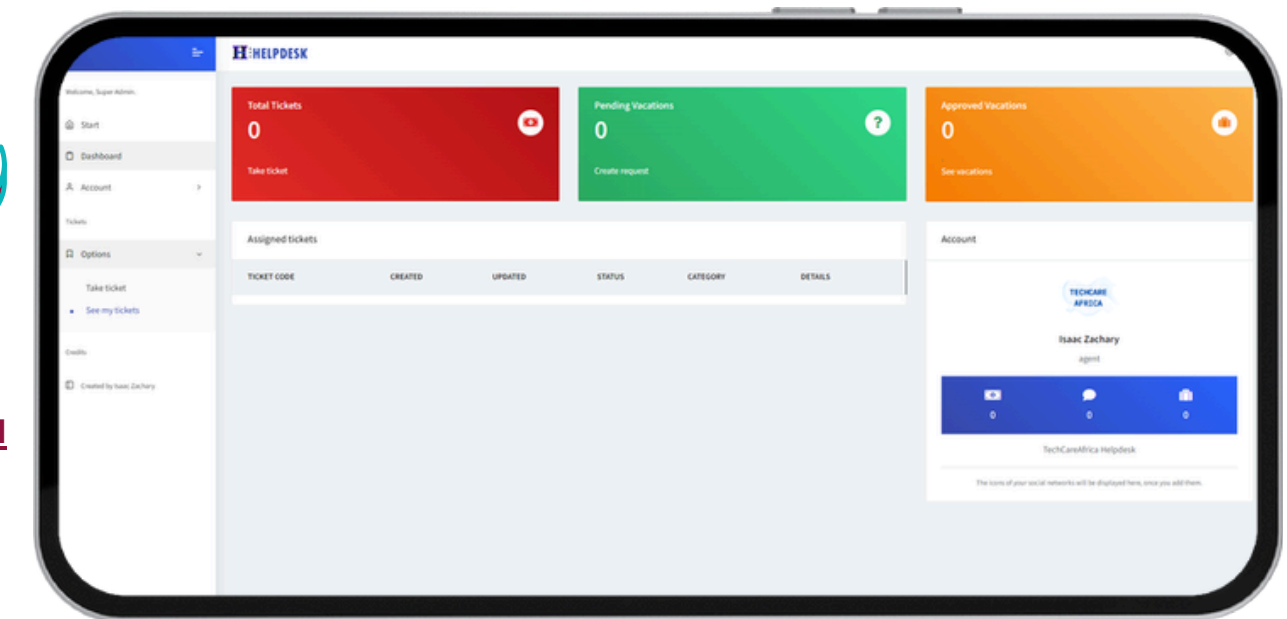
Select your role:

- Regular User
- Agent



## Dashboard

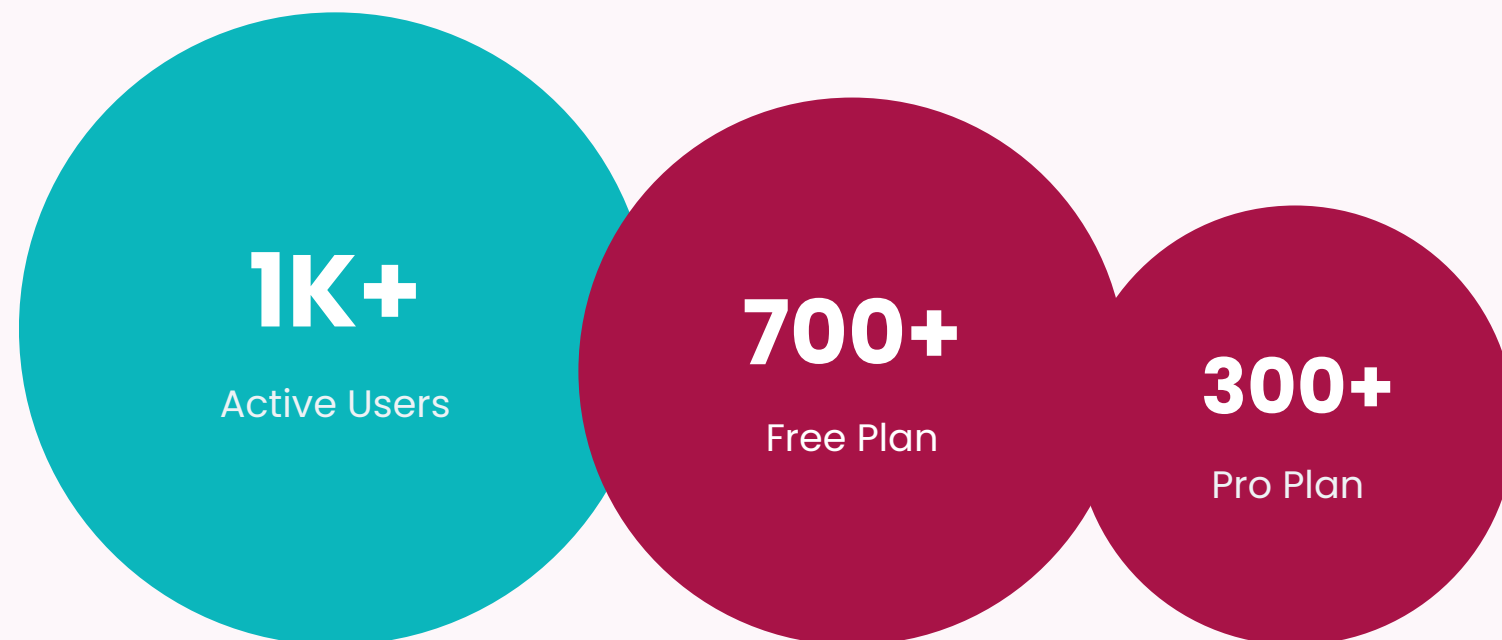
Here you can:  
create, assign,  
view and close a  
ticket



TechCareAfrica enables businesses in Kenya and across Africa to conquer IT support obstacles and excel in the digital realm through dependable, cost-effective, and adaptable solutions. Our helpdesk system efficiently manages tickets, comments, attachments, and vacation requests. We've tailored custom user models: Regulars for standard employees and Agents for members of our dedicated issue-solving team.

# Target Market

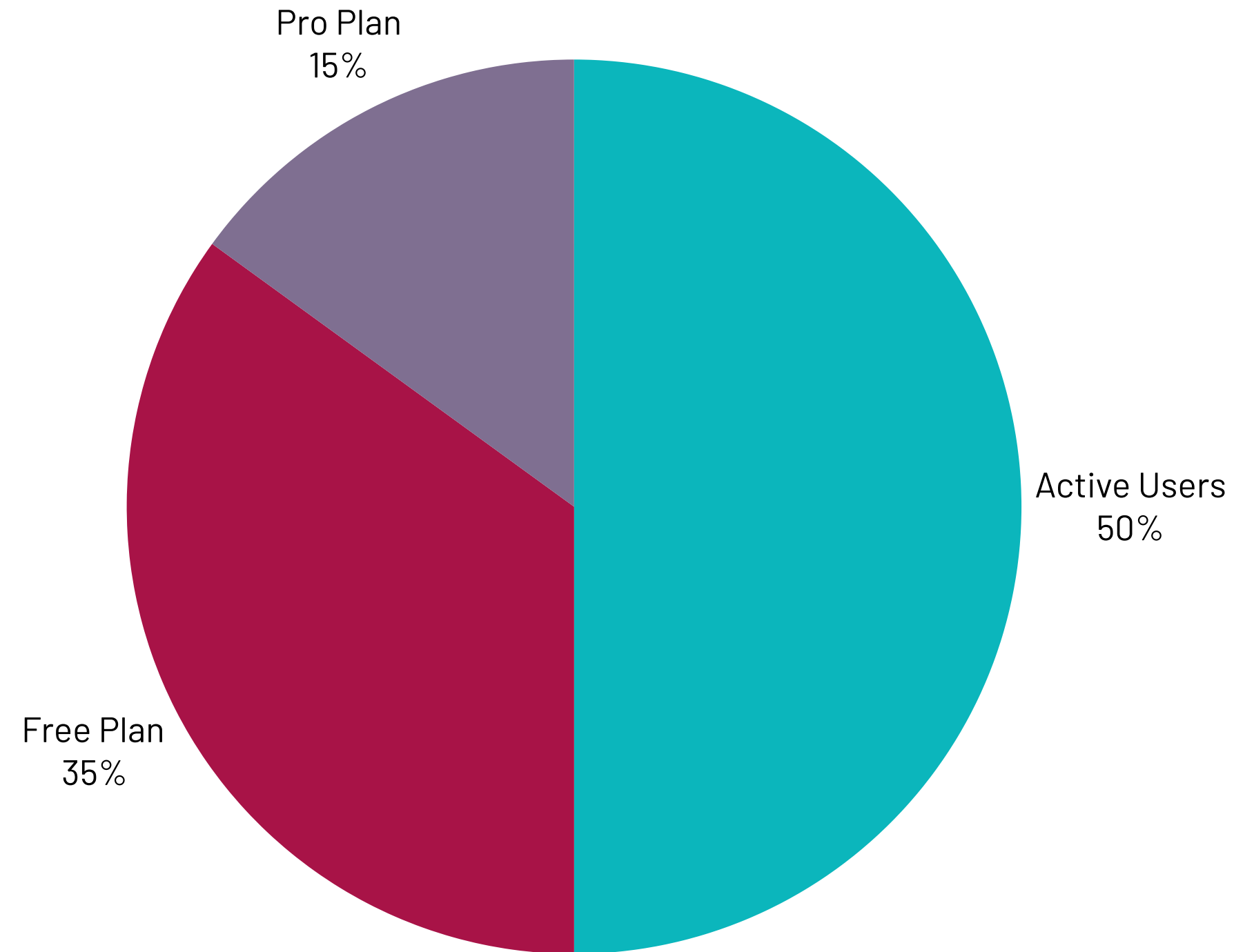
TechCare Africa targets a diverse range of businesses in Kenya and Africa, including SMEs, startups, enterprises, and nonprofit organizations. Our platform offers scalable and affordable IT support solutions tailored to the unique needs of each segment.



4:1

# Market Size

**TechCareAfrica anticipates a substantial market size upon its full launch, projecting over 1,000 active users engaging with the platform. We expect around 700 users to utilize our free plan, benefitting from essential IT support services, while 300 users will opt for our Pro plan, gaining access to premium features and tailored solutions. This anticipated user base highlights the significant demand for reliable and affordable IT support services in Kenya and Africa, positioning TechCareAfrica as a pivotal player in the region's digital support landscape.**



# Competitors

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TechCareAfrica competes with **local IT support firms**, global IT service providers like **IBM** and **HP**, freelance platforms such as **Upwork** and **Fiverr**, and **in-house IT teams**.

What sets us apart is our deep understanding of the local market, offering affordable, scalable solutions specifically tailored for businesses in Kenya and Africa.

Unlike global providers, we focus on local needs with transparent pricing and 24/7 access to skilled technicians, ensuring businesses can overcome IT challenges efficiently and effectively.

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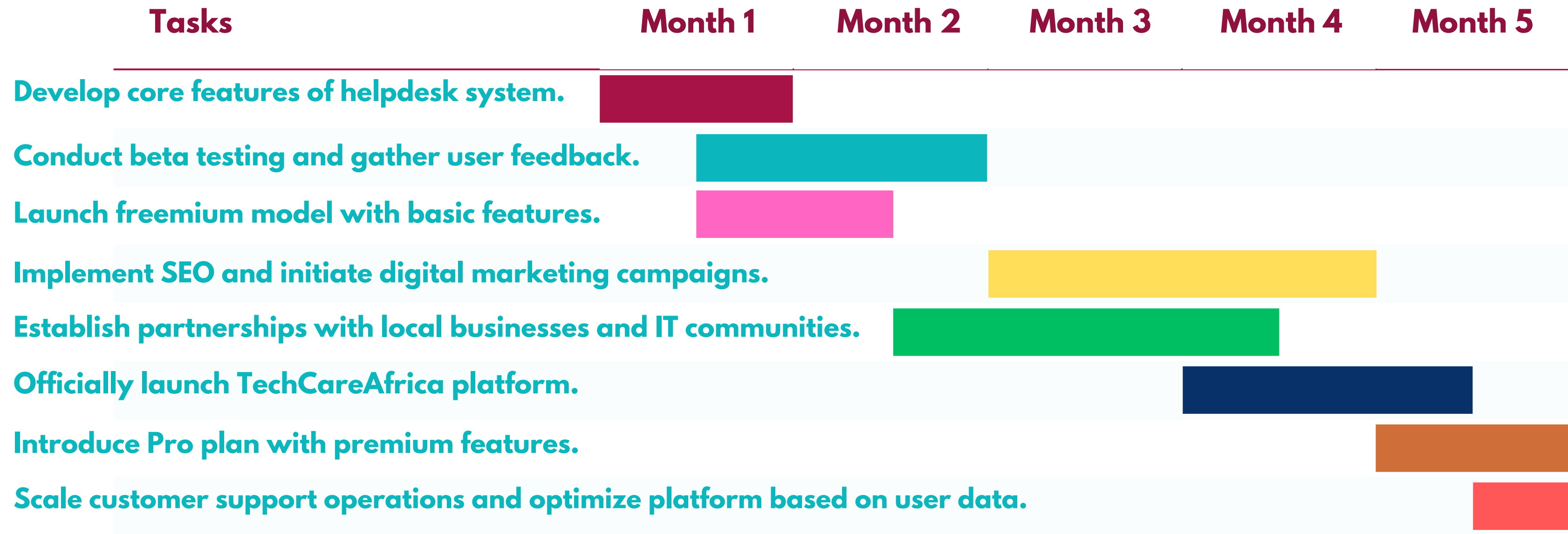


# Competitive Advantage

- 1. Local Expertise:** Deep understanding of African businesses' IT needs.
- 2. Affordable Pricing:** Clear, affordable plans with no hidden fees.
- 3. 24/7 Technician Access:** Round-the-clock skilled IT support.
- 4. Scalable Solutions:** Support that grows with your business.
- 5. Customer Focus:** Commitment to exceptional service and technological excellence.



# Project Traction



# Business Model



**TechCareAfrica's revenue model includes:**

- 1. Subscription Plans:** Offering tiered pricing plans, including free, pro, and enterprise levels.
- 2. Pay-Per-Ticket:** Charging per support ticket for non-subscription users.
- 3. Value-Added Services:** Providing premium services such as advanced analytics and priority support for an additional fee.

**Anticipated Profit Margins:**

- **Free Plan:** Generates minimal revenue but increases user base and potential for upselling.
- **Pro Plan:** Anticipated 20-30% profit margin, balancing affordability and quality.
- **Enterprise Plan:** Higher profit margin of 30-40%, with comprehensive support and services.

**This model ensures a steady revenue stream while catering to businesses of all sizes, promoting long-term growth and sustainability.**

# Go To Market

**TechCareAfrica's go-to-market strategy encompasses digital marketing through SEO, content, and social media, alongside partnerships with local associations and participation in tech events. Referral programs and customer testimonials enhance credibility, while localized marketing and direct sales target specific markets. Educational webinars and a freemium model further attract and engage potential users, fostering growth and market penetration.**

# Social Impact

TechCareAfrica's solution addresses the following Sustainable Development Goals (SDGs):

- ✓ **SDG 8: Decent Work and Economic Growth** - By providing employment opportunities to skilled technicians and supporting local businesses in Kenya and Africa.
- ✓ **SDG 9: Industry, Innovation, and Infrastructure** - Promoting innovation in IT support services and enhancing technological infrastructure accessibility across the region.
- ✓ **SDG 10: Reduced Inequalities** - Bridging the digital divide by offering affordable IT support solutions tailored for businesses of all sizes.
- ✓ **SDG 11: Sustainable Cities and Communities** - Supporting the growth of sustainable businesses through reliable and scalable IT support services.
- ✓ **SDG 17: Partnerships for the Goals** - Fostering collaborations with local communities, businesses, and IT professionals to strengthen the digital ecosystem in Kenya and Africa.

# Our Ask

**We are seeking strategic partnerships and funding to accelerate the growth and scalability of TechCareAfrica's Support System. Specifically, we are looking to establish collaborations with investors, organizations, and stakeholders who share our vision for enhancing IT support services in Kenya and Africa.**

## Intended Use of funds

- **Enhancing the helpdesk system** to improve functionality and user experience
- **Launching targeted marketing campaigns** to boost brand visibility and attract new businesses
- **Expanding the technical team** with skilled technicians to enhance support capabilities
- **Upgrading technological infrastructure** to accommodate growth in user traffic
- **Investing in community initiatives** to foster local IT talent and sustainable business practices.

**These efforts are aimed at cementing TechCareAfrica's role as a premier provider of IT support solutions in Kenya and Africa, facilitating economic growth and digital transformation across the region.**

# Team Members

## TechCareAfrica Support System



**ISAAC ZACHARY**

Developer



**HELLEN MWANIA**

Contributor

# Contact:



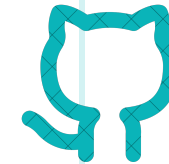
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# Thank You!