# Partnership Pitch Outline for MTN Nigeria

## 1. Introduction

We are developing a next-generation Nigeria-based Voice Chat Web Application leveraging Agora’s real-time communication technology. Our aim is to provide a high-quality, low-latency voice chat experience that connects people nationwide. We propose a strategic partnership with MTN Nigeria to make this service zero-rated for MTN users, expanding accessibility and engagement.

## 2. MTN’s Market Advantage

- MTN is the largest mobile network in Nigeria, with over 85 million subscribers.  
- Strong brand reputation for network reliability and nationwide coverage.  
- Existing history of supporting innovative tech-driven services.

## 3. Proposed Collaboration

We propose a mutual partnership where MTN will:  
1. Provide zero-rated data usage for our Voice Chat Web App to MTN subscribers.  
2. Co-brand and promote the service through MTN’s digital platforms.  
3. Explore integration with MTN mobile money for in-app purchases and subscription packages.

## 4. Benefits to MTN

- Strengthened brand positioning as a leader in innovation and digital transformation.  
- Increased data usage and user engagement.  
- Revenue from shared monetization models (premium subscriptions, advertising, value-added services).  
- Enhanced customer loyalty through exclusive zero-rated access.

## 5. Technical Overview

The application is built using modern web technologies and powered by Agora’s real-time communication platform. The infrastructure ensures minimal latency, clear audio, and robust scalability for millions of concurrent users. Security measures such as end-to-end encryption will ensure user privacy.

## 6. Monetization Model

Revenue will be generated through:  
- Premium subscription tiers for advanced features.  
- Targeted advertising.  
- Event hosting and sponsorship opportunities.  
- Value-added services integrated with MTN platforms.

## 7. Call to Action

We believe this partnership will redefine social interaction in Nigeria. We request a meeting with MTN’s strategic partnerships and innovations team to discuss the next steps and formalize the collaboration.