

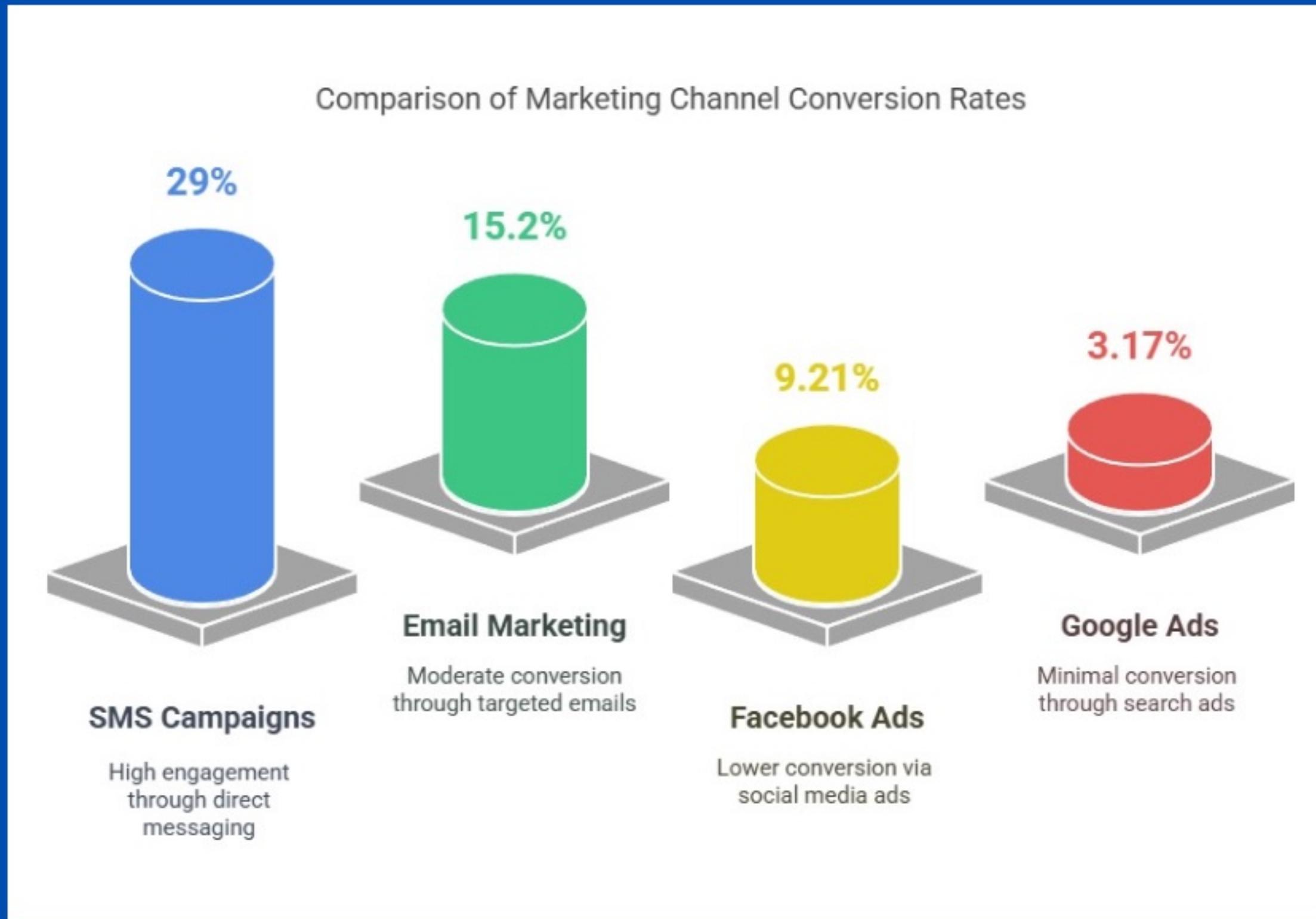


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Statistics



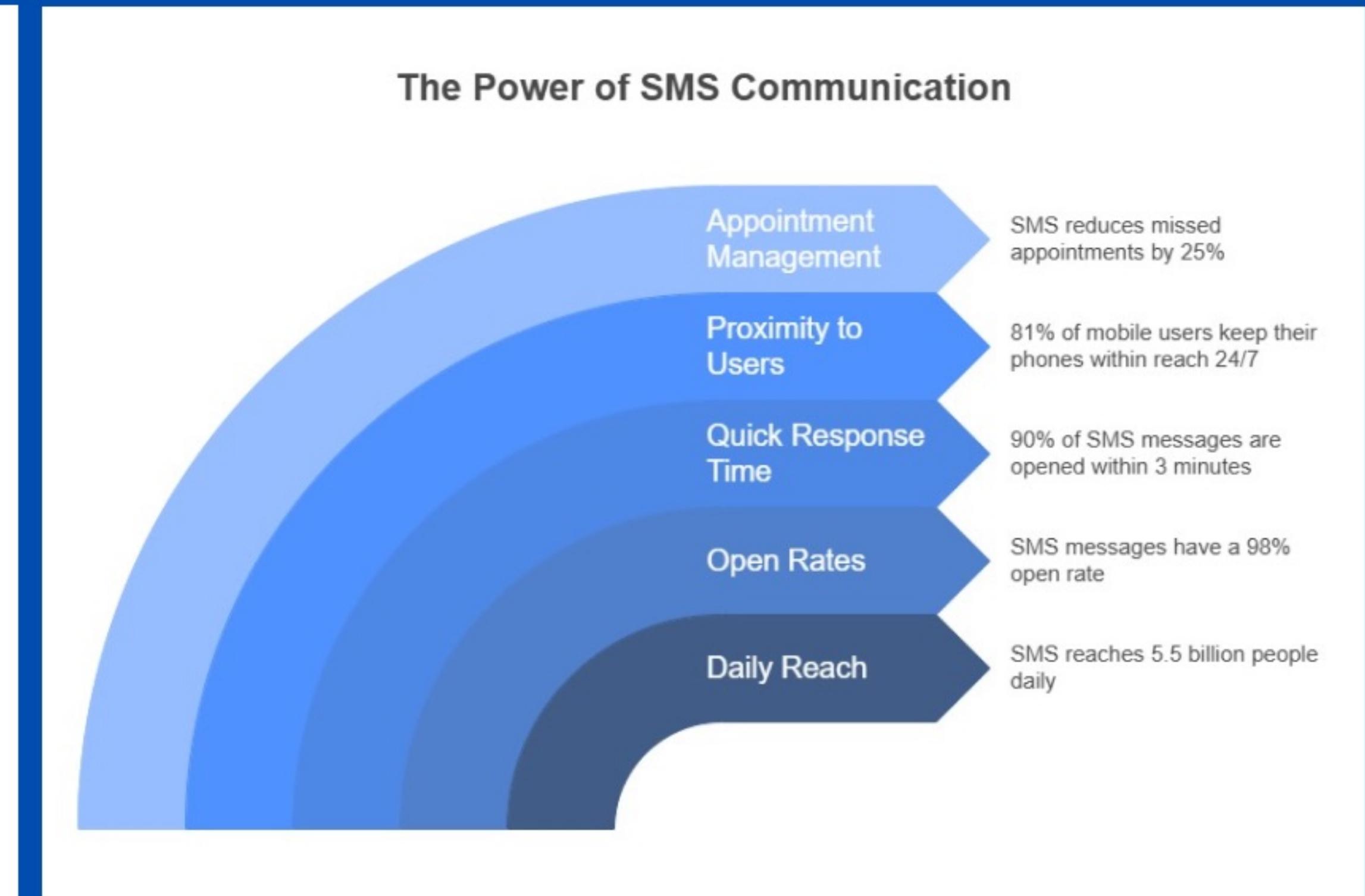
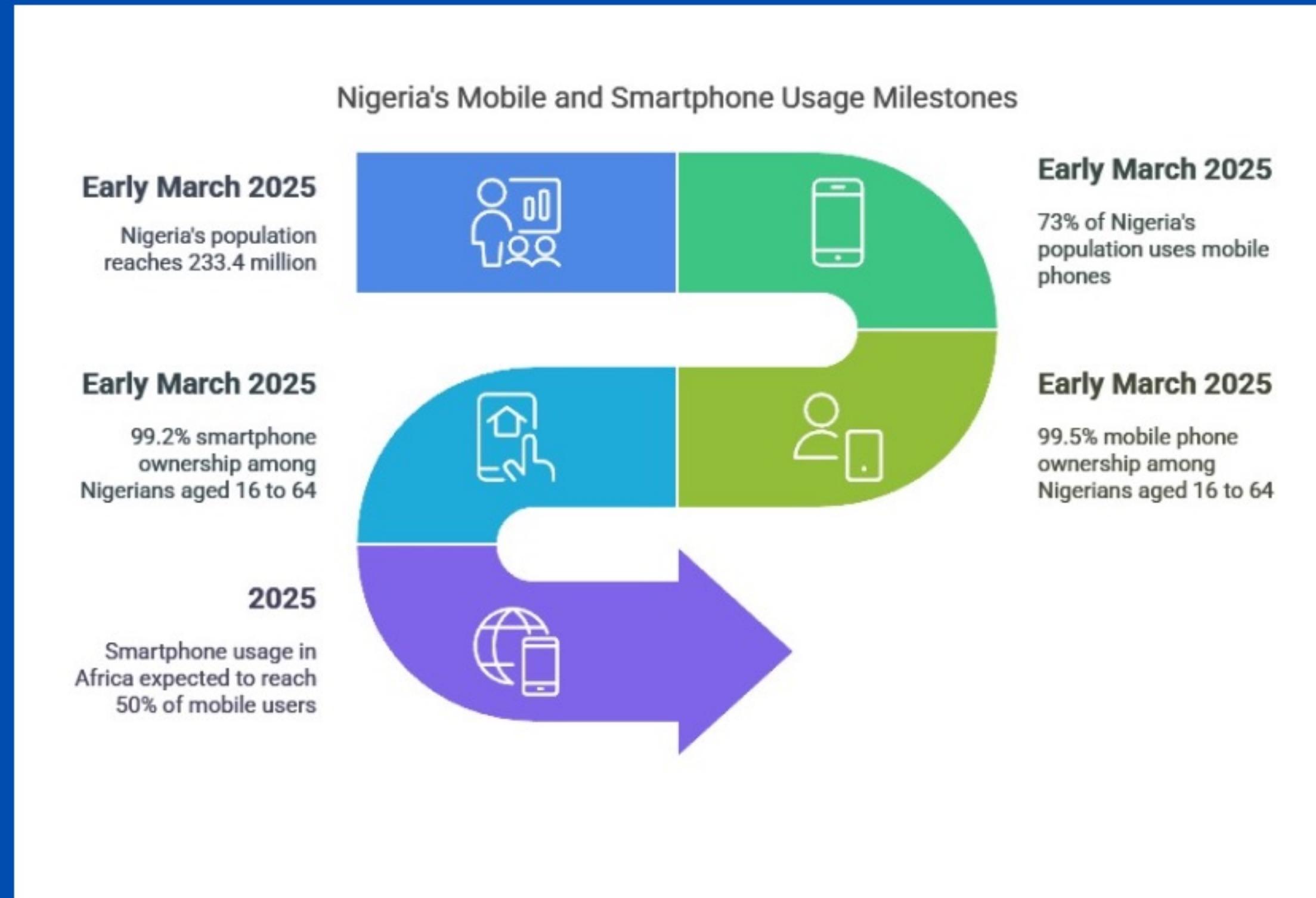
Comparison of Marketing Channel Conversion Rates

SMS Campaigns - 29%
Email Marketing 15.2%
Google Ads 3.17%
Facebook Ads 9.21%
Moderate conversion through targeted emails
Minimal conversion through search ads
High engagement through direct messaging
Lower conversion via social media ads

Breakdown of Global Advertising Growth

2025 Projection
Projected value of \$1.1 trillion in 2025

2024 Value
Estimated value of \$989.8 billion in 2024



Comparison of Response Rates for SMS and Email



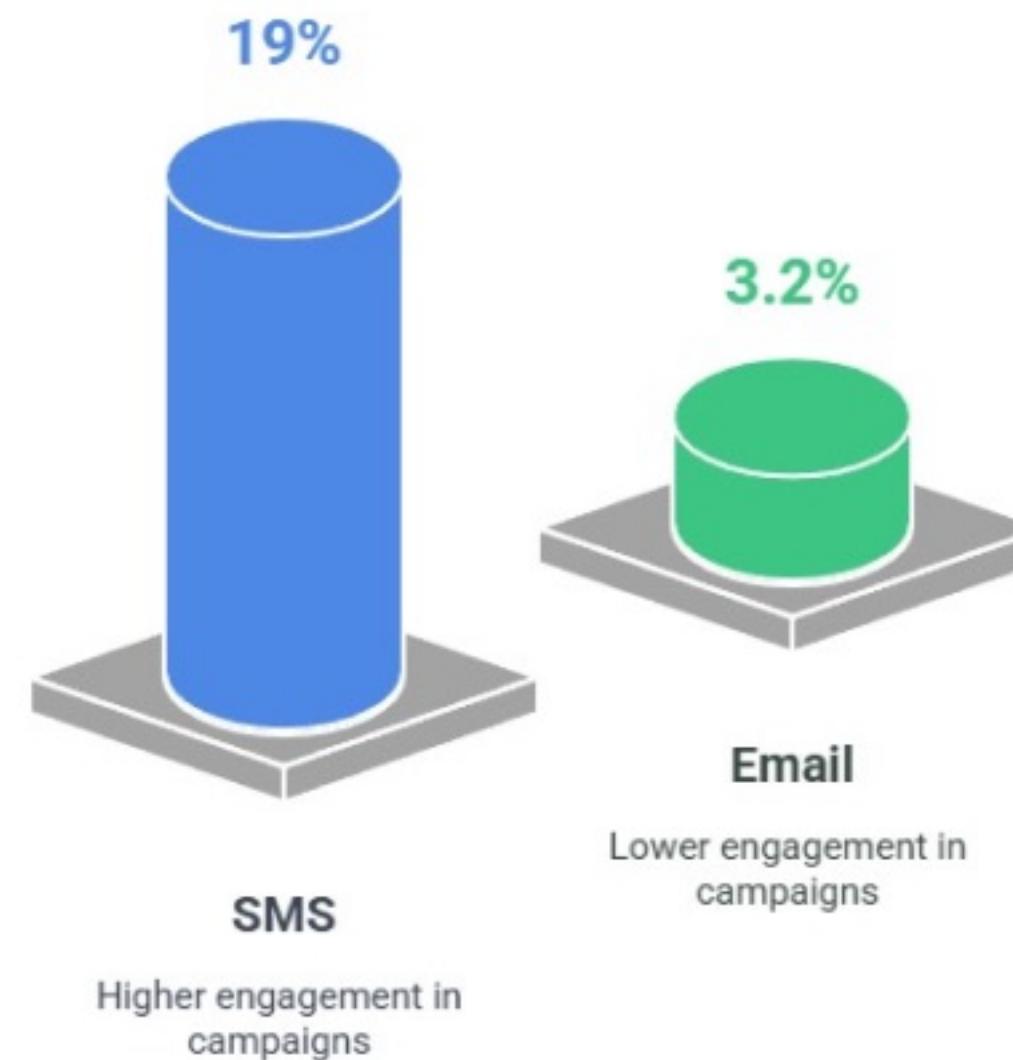
SMS

Significantly higher engagement than email

Email

Standard digital communication method

Comparison of Click-Through Rates for SMS and Email



Email

Lower engagement in campaigns

SMS

Higher engagement in campaigns

Comparison of Response Rates for SMS and Email

SMS - 4.5

Significantly higher engagement than email

Email - 1

Standard digital communication method

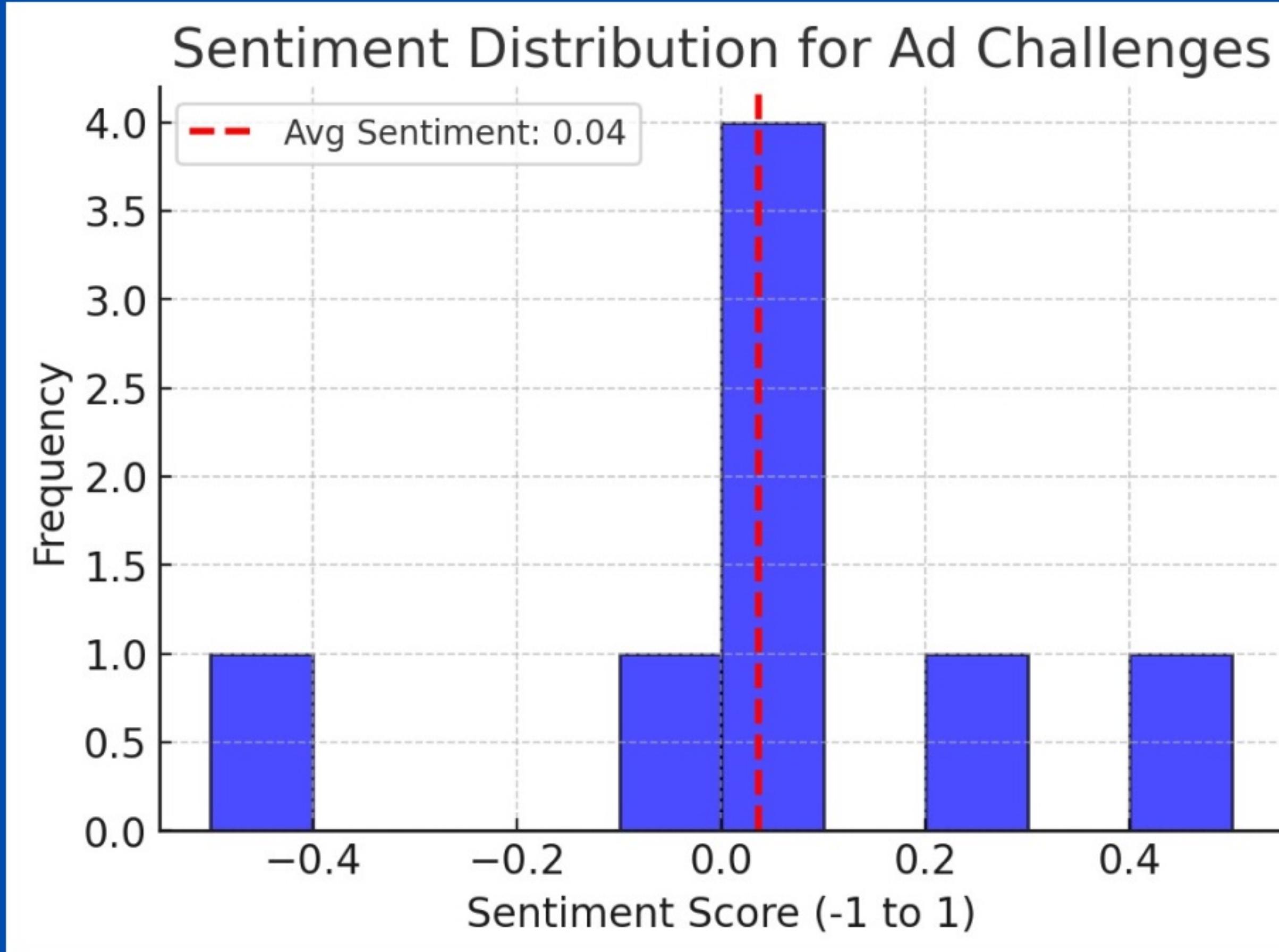
Comparison of Click-Through Rates for SMS and Email

Email - 3.2%

Lower engagement in campaigns

SMS - 19%

Higher engagement in campaigns



PRIMARY RESEARCH:

When analyzing the responses taken from the survey we conducted, the major challenges mentioned were — cost, targeting issues, and engagement problems—suggest that respondents see these as barriers they need to overcome rather than deal-breakers that make them give up entirely - meaning they are open to solutions that improve their current advertising methods.

02

SWOT Analysis



Strength

Emerging Technology
Cost Effectiveness (Cheapest means of advertisement)
Wider reach for advertisement
Improved audience targeting

Weakness

Dependency on a API source (Telco Operators)
Network unavailability
Unable to guarantee customer conversion
Negative SMS concern

Oppurtunities

First in the market in Africa
Integration with Emerging technologies (AI)

Threats

Emerging Competitors
Government Policies
Potential SMS advert competition

03

Competitive Analysis

Competitor (Indirect)



Strength

Large database of users
Strong community of influencers
Multi language support

Weakness

Ineffective paid promotions
False advertisement

Opportunities

Technological advancement
New branding strategies

Threats

Data Consumption
Limited visibility

Competitor (Indirect)



Strength

Strong Brand Recognition and Market Share
Data-Driven Insights and Analytics

Weakness

Pricing Structure and Scalability
Dependence on Email Marketing

Opportunities

Expansion into New Markets and Channels
Integration with Emerging technologies

Threat

Data Privacy Regulations
Cybersecurity Threats

Pain Point

After conducting a study, we discovered that BOs/Ms had difficulties with the expense of Advertising, Low Engagement, and Advertisements not reaching their target customers.

Beep Solution

Beep aims to provide a streamlined, cost-effective, and user-friendly SMS marketing platform that empowers businesses to reach their target audience quickly and effectively while offering rich analytics, targeting features, and budget-friendly pricing, leveraging on the technology called Targeted Advertising

04

Features

Features

(Indirect)

- 01 Sign/Login
- 02 Analytics page/Report Page
- 03 Campaign(where the customer can type in the messages and select demographics, choose type of message)
- 04 Unified Dshboard
- 04 Payment page
- 05 Target Audience
- 06 History Page
- 07 Wallet Page
- 08 KYC
- 09 Customer Support

Create Campaign

As business owner/marketer, I want to be able to create campaigns from my campaign dashboard.

Demographics

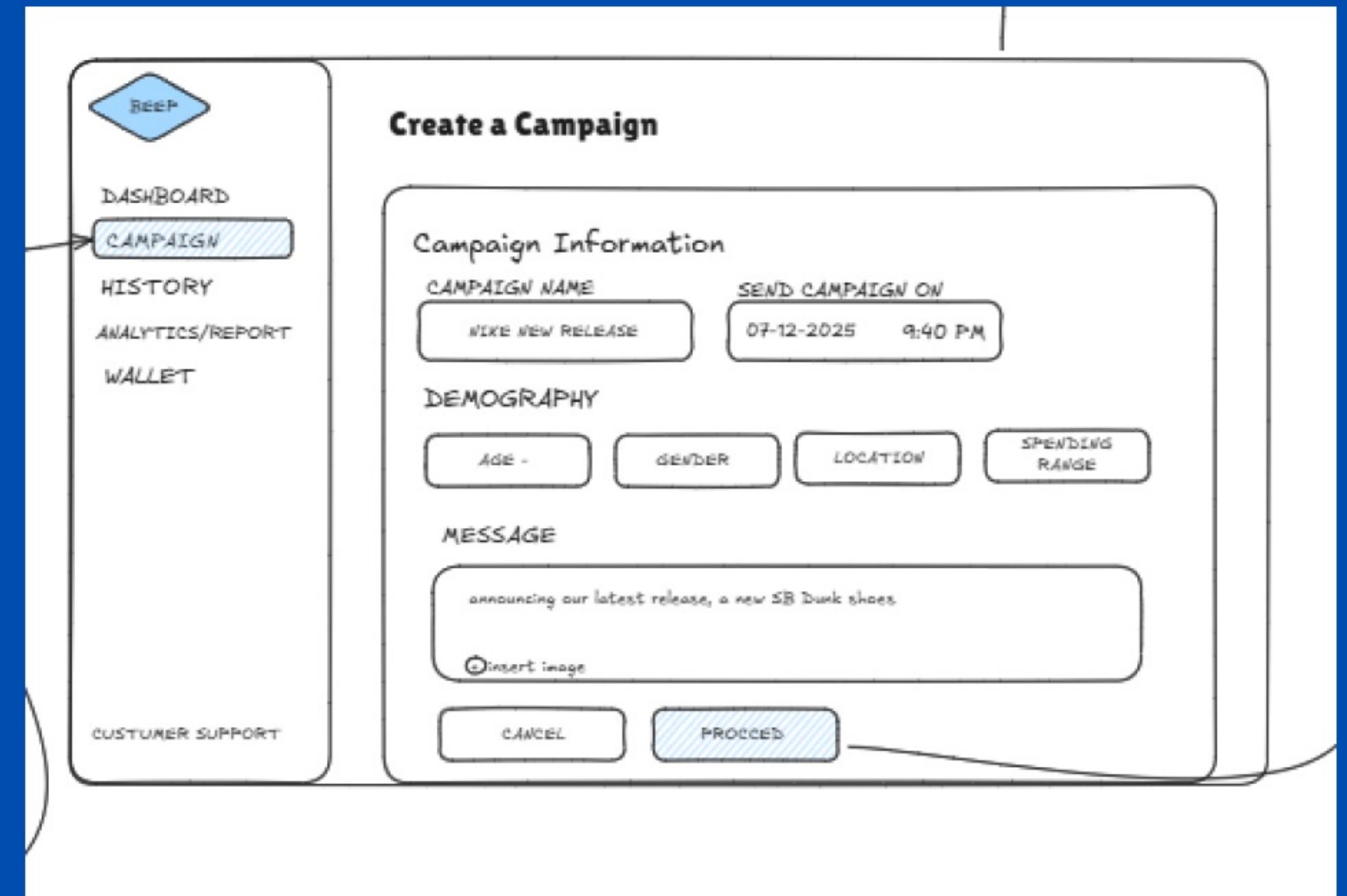
Text box

Type of message

Media upload

Number of SMS with price calculator

Send/Schedule SMS CTA



Analytics page/Report page

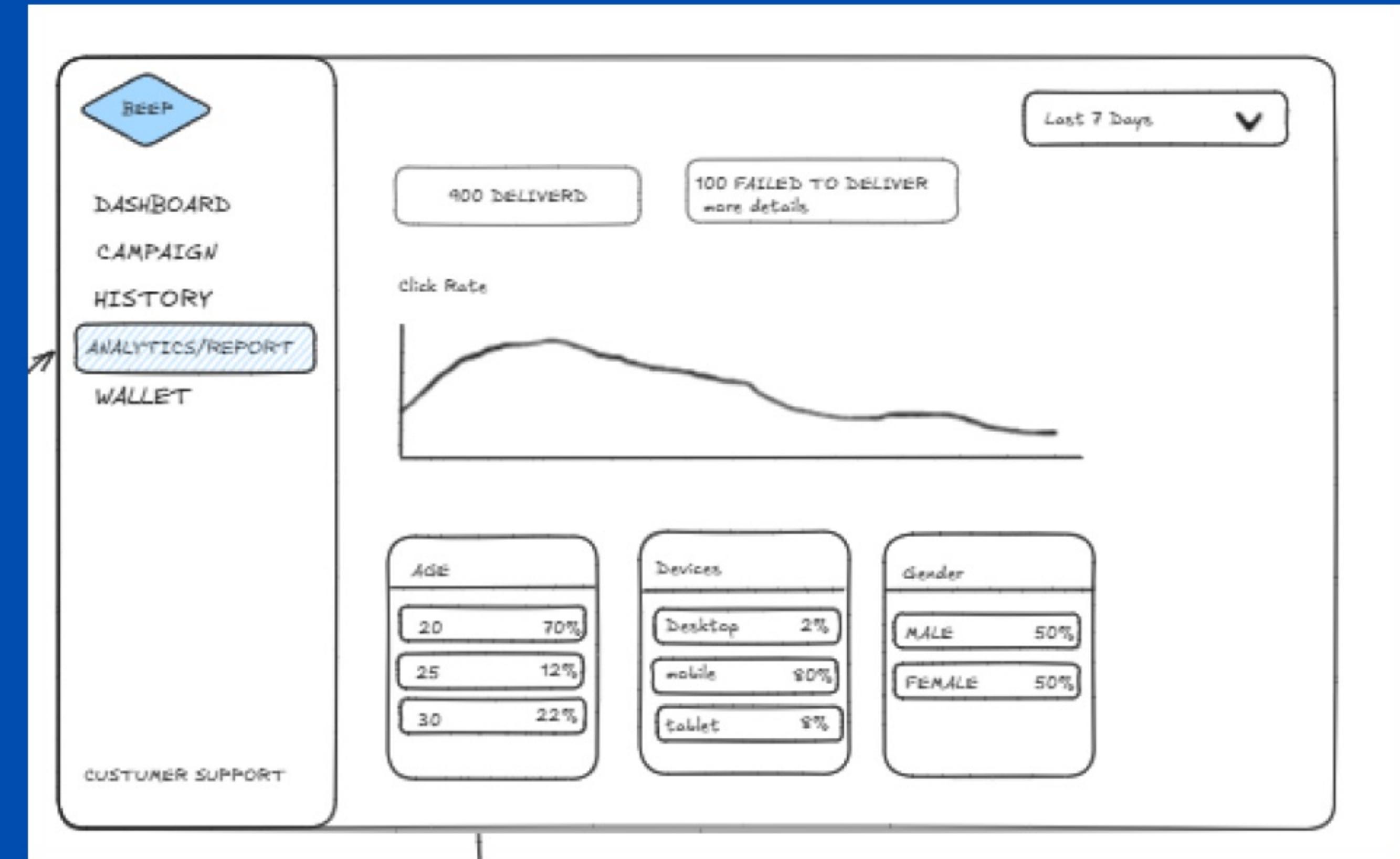
As a business owner/ marketer, I want to see the real time reports of my campaigns on my dashboard so that I can measure the success of my ads and make data-driven decisions.

Delivered messages

Click rate (for embedded link)

Failed messages rate (in cases of bad network)

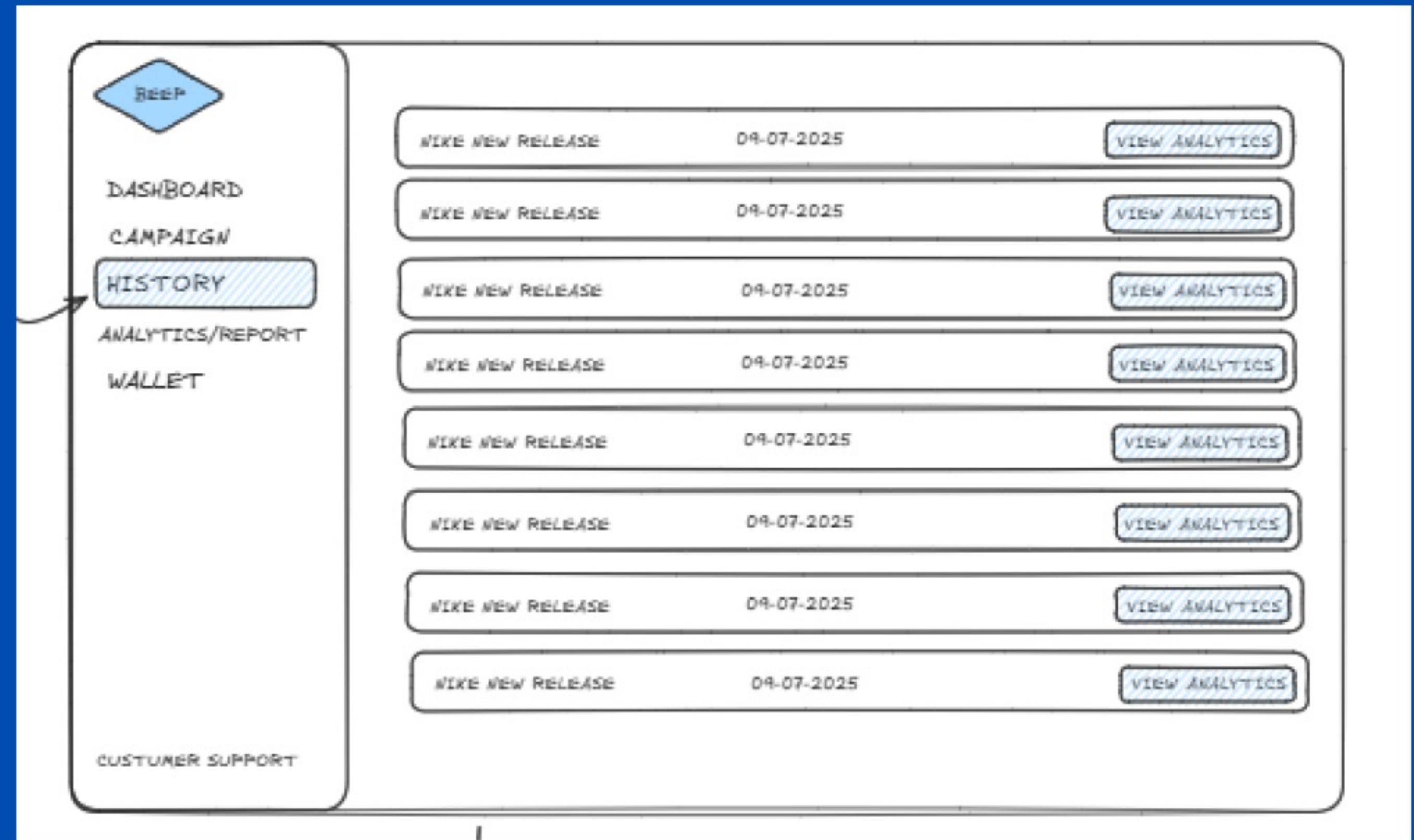
Time frame



History Page

As a business owner/marketer, I want to see a list of my previous campaigns sent so I can easily refer back to previous campaigns.

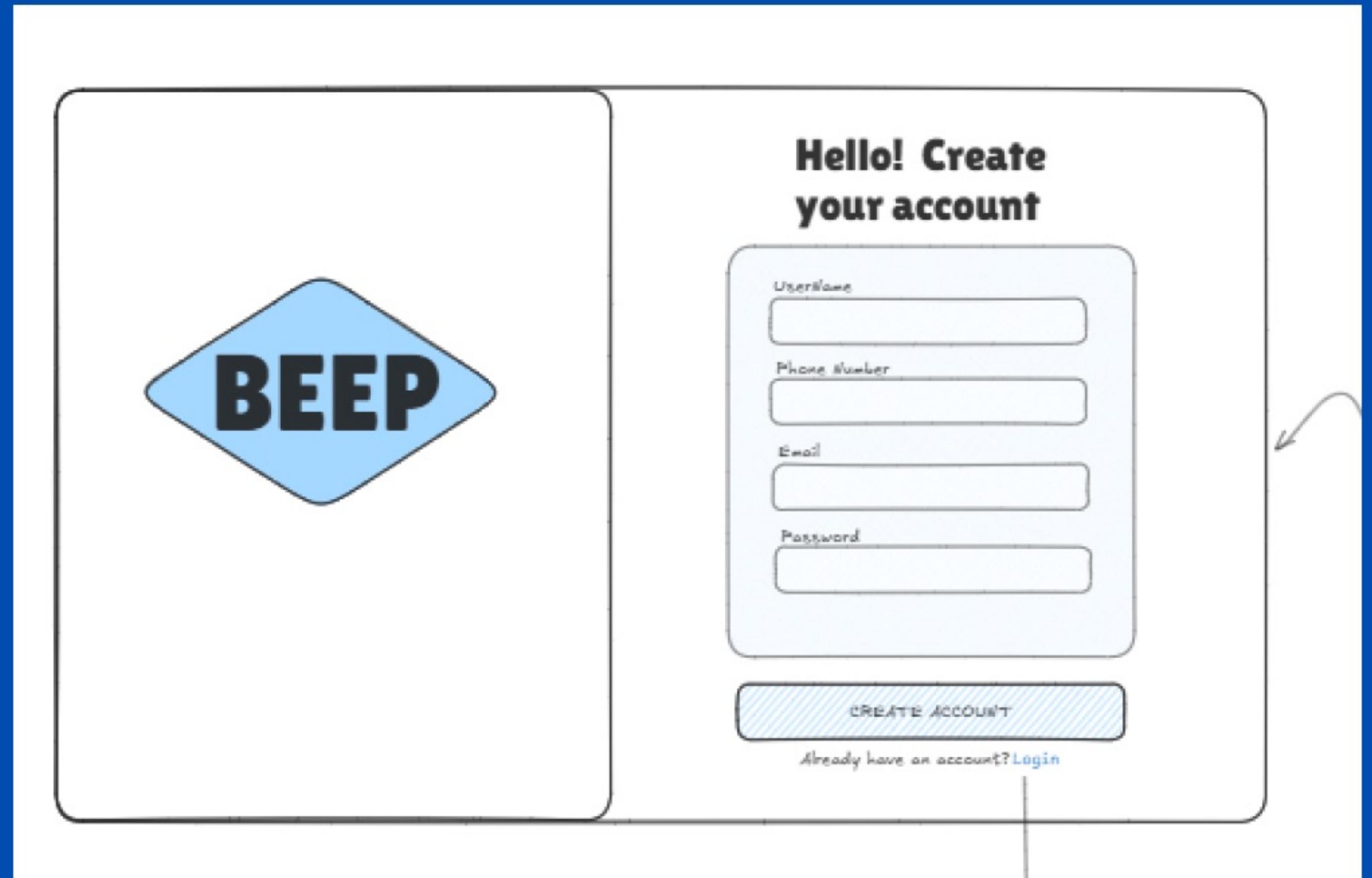
Collapsible hamburger: As a BO/Marketer, I want to see collapsible hamburger on my dashboard so as to have easy access to other features of the product.



Sign Up/Page

As a BO/M, I should be able to create an account with my details(username, phone number, email, password) so I can use the platform seamlessly.

As a BO/M. I should get a confirmation email to allow me verify the details I provided, so I know my account was successfully created.



KYC Page

As BO/M, I want to be able to verify my KYC to ensure compliance with the business policies/ regulatory bodies



COMPLET YOUR KYB

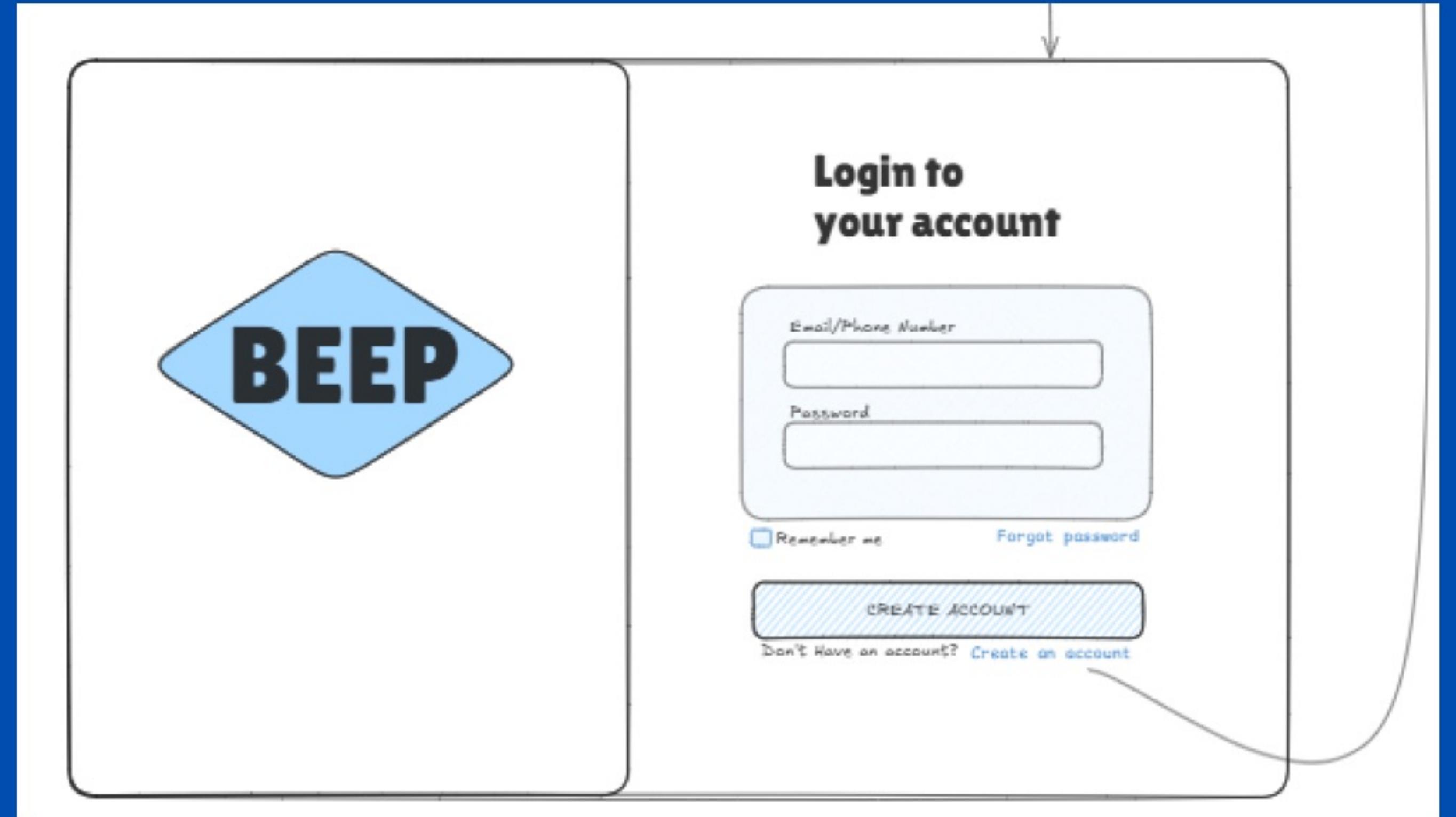
Business Name	<input type="text"/>
Business Registration Number	<input type="text"/>
Business Type	<input type="text"/>
Business Address	<input type="text"/>
Website	<input type="text"/>
Industry	<input type="text"/>
Business Ownership & Structure	<input type="text"/>
Business registration document	<input type="text"/>

VERIFY

Login Page

As a BO/M, I should be able to login with my initially created email/phone number and password so I can access the platform and start running sms campaigns.

As a BO/M, I should be able to see/click on forgot password should incase I forget my password.

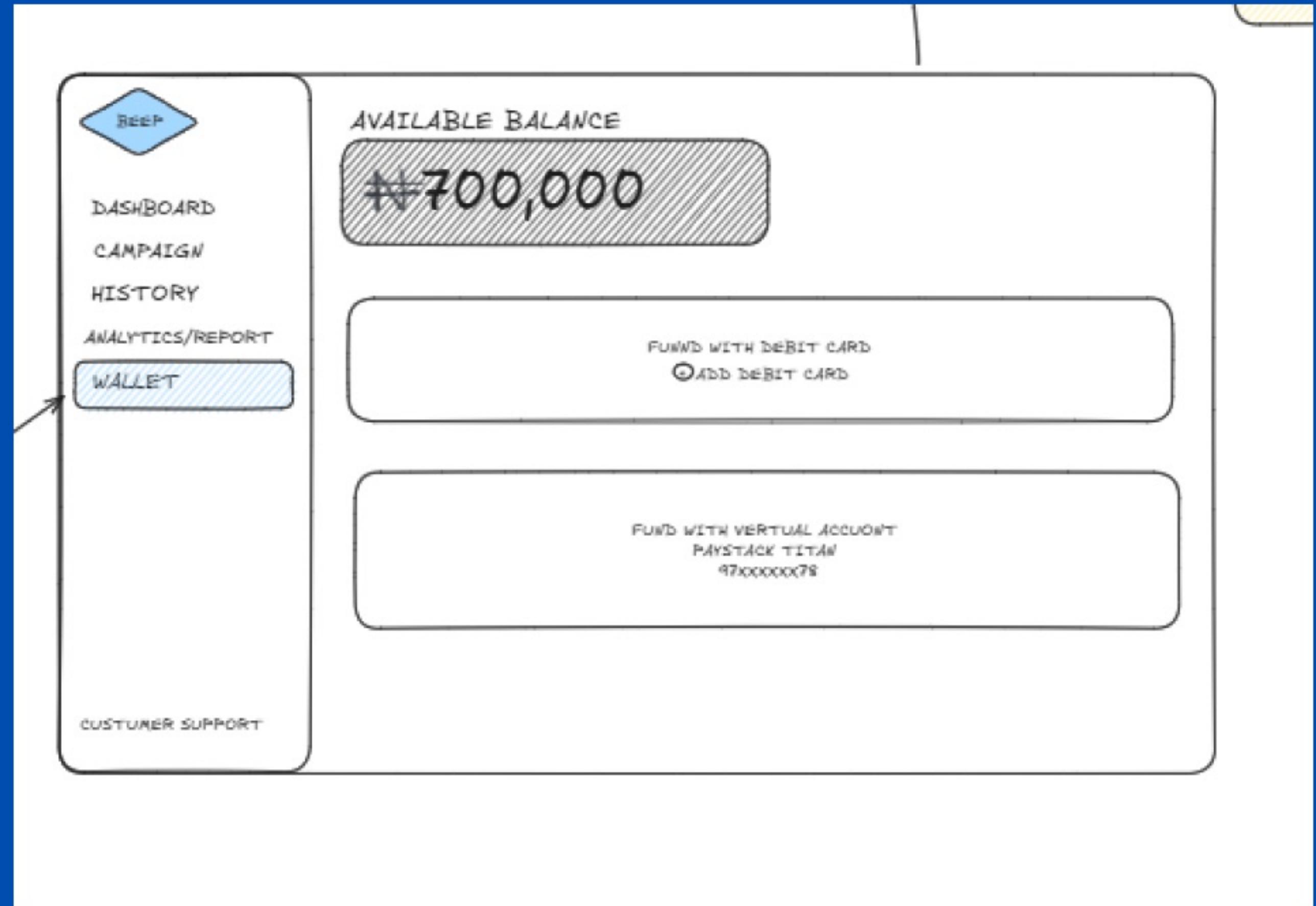


Wallet Page

As a BO/M, I want to see my wallet balance on this page

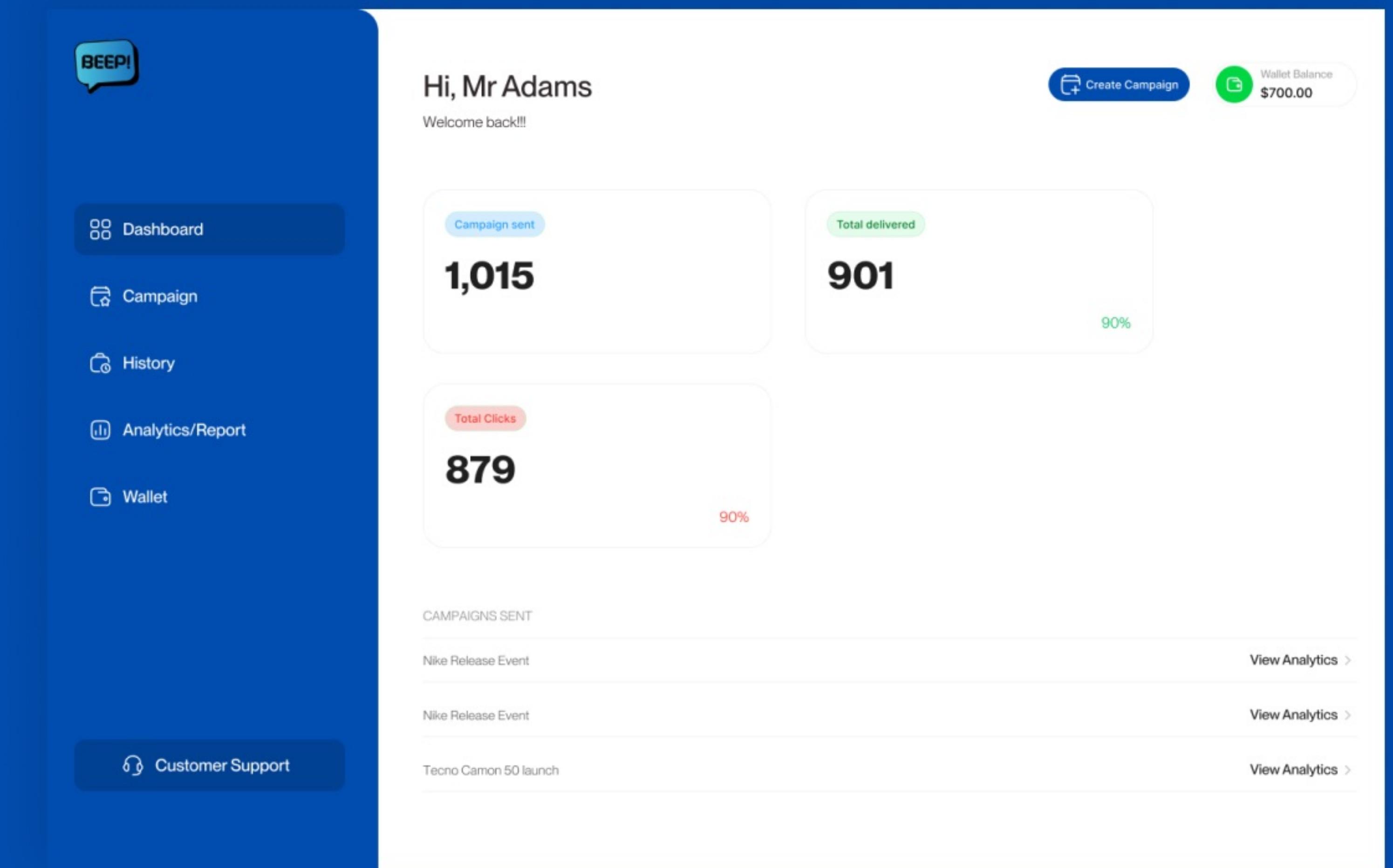
Add debit to fund wallet - as a BO/M i want to be able to found my BEEP wallet with my business debit card

Transfer to wallet from bank (virtual wallet) - as A BO/M i want a virtual account number to help me fund my BEEP wallet



Unified Dashboard

As a BO/M. I want a unified dashboard that compiles insights from multiple features such as campaigns, History, and Wallet balance. So that I can easily monitor and manage my product performance, track user behaviour, and make data-driven decisions from one central location.



05

Marketing Strategy

Proposed Strategies

01 **Email Marketing** (Cold Mailing)

Scout for the email address of decision makers of potential customers on Linkedin or other social media platforms.

02 **Events and News**

03 **Social media marketing**

04 **Outdoor advertising**

05 **SEO engineering**

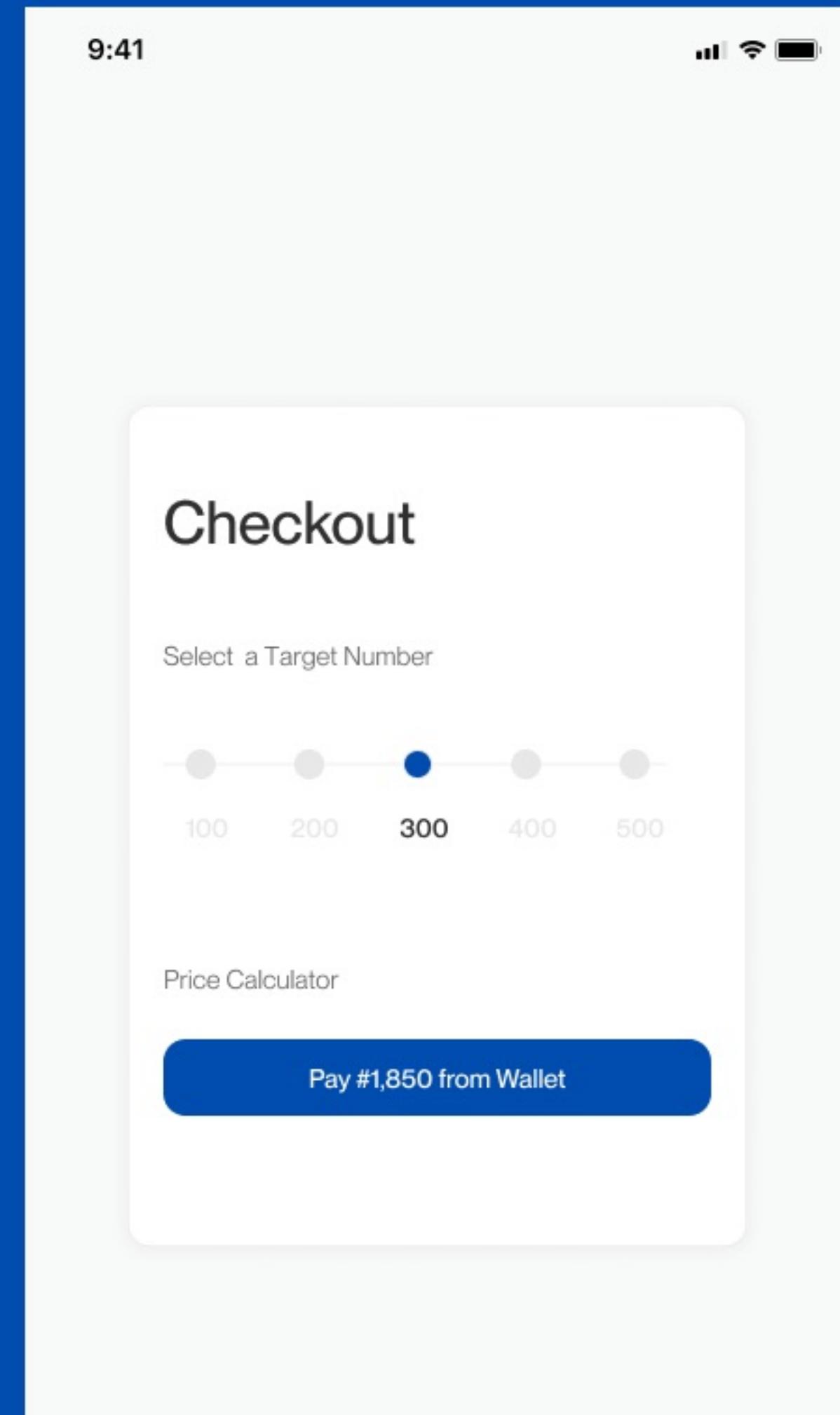
06

Business Model

Key Partners	Key Activities	Value Proposition	Customer Relationship
Business owners Marketers Telco operators Payment gateway providers Admin team	Targeted Advertising Analytics and reports	Affordable pricing Streamlined advertising Wide reach	Business owners Marketers Telco operators Payment gateway providers Admin team
Customer Segment	Channels	Cost	Revenue Streams
Business consumers Businesses of various sectors SMEs	The web (Google)	Fixed (Server, Various API Integration, SMS Purchase, Payroll) Variables (Marketing) Wide reach	Sales of SMS

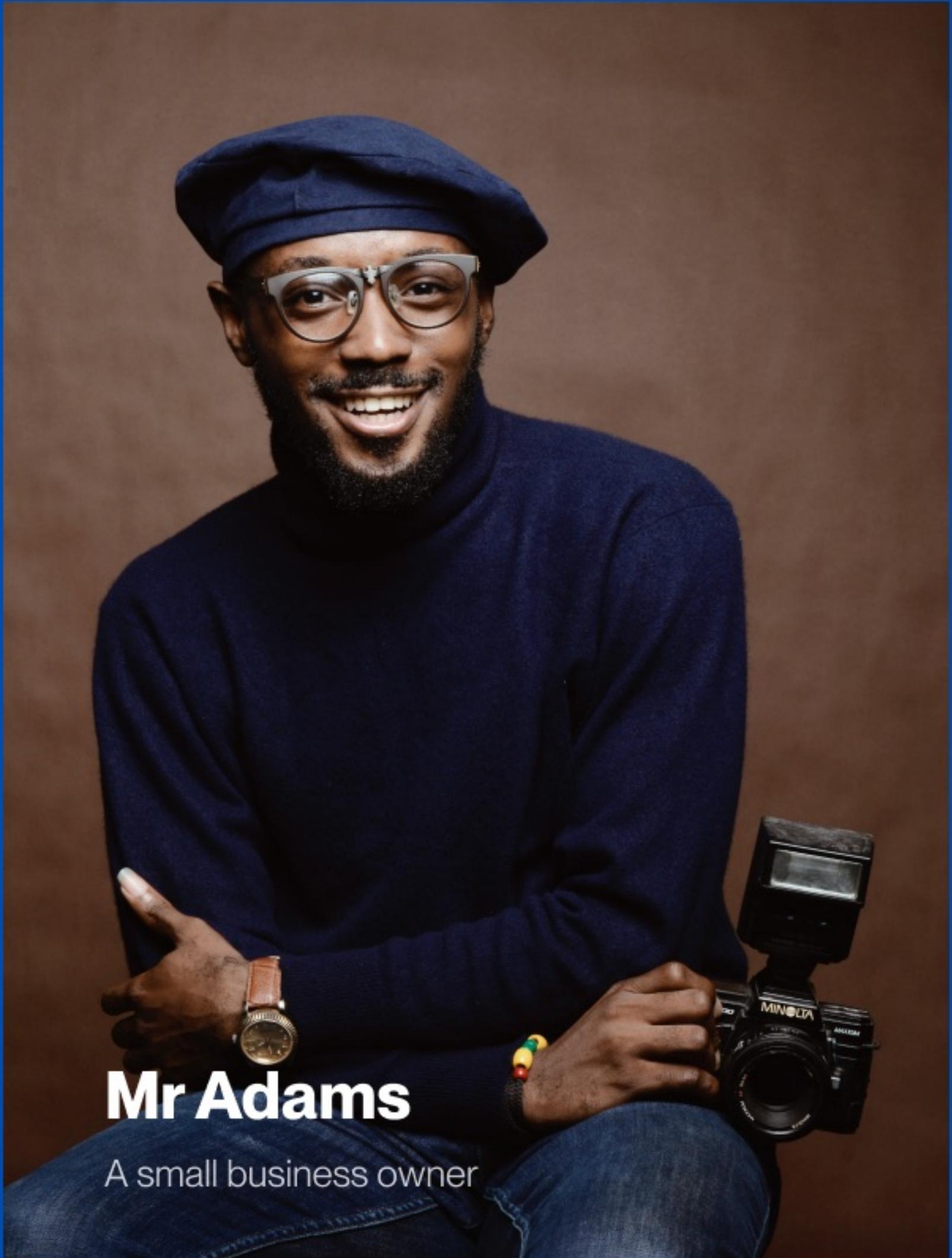
Pricing Model

Usage based pricing model
while telcos charge a 3.5 naira flat rate per SMS,
beep charges an extra 0.5 naira on each SMS as a
service charge, giving a total of 4 naira per SMS



07

User Persona



Mr Adams

A small business owner

Age Behaviour

Mr A enjoys networking as a way to showcase his business.

Goals

To grow his Business.

To find convenient and affordable ways to get new customers.

Needs

Mr A is in search of new ways to expand his current customer base.

Mr A looks for affordable ways to get his message (product) across to potential consumers (buyers).



Miss Katherine

A marketing expert

Age Behaviour

Mrs B is obligated to reach the company's target audience.

She is always researching ways to be the best in her profession.

She sets new targets and try to beat them every month.

Goals

To attain her monthly target.

To be an industry leader.

To increase her company revenue.

Needs

Mrs A needs seamless way of reaching targeted audience.

She wants to reach targeted audience fast without having to spend much money.

08

Roadmap

	Phase 1 (1 month)	Phase 2 (6 weeks)	Integration Phase (6 weeks)	Phase 3 (6 weeks)	Integration Phase (3 weeks)
Sign up page	(1 week)				
KYC Page		(2 weeks)			
Login page	(1 week)				
Campaign Dashboard			(1 week)		
Create Campaign			(1 week)		
Wallet feature			(2 weeks)		
Payment Feature			(2 weeks)		
Telco Operator Integration					(3 weeks)
Payment Integration					(3 weeks)
Analytics Feature					(2 weeks)
History Feature					(2 weeks)
Analytics Integration					(3 weeks)
Testing Phase					(1 weeks)

Vision Statement

To empower businesses of all sizes to connect meaningfully with their target audiences through innovative, compliant, and ethical SMS marketing solutions. By leveraging cutting-edge technology and a commitment to transparency, we aim to revolutionize communication, driving growth for businesses while respecting the privacy and preferences of every individual.

"If you're running a small business and you aren't sending SMS messages in your company's name, then you are missing out on a goldmine."

Gilbert Blankson Co-CEO at Sumundi

09

The Team

Team Wagmi



From TL to BR: Adams Temitope, Anthony Aviomoh, Favour Nwanze, Oguguo Nwachukwu

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The End