

# TradeTracker AI

Empowering African Small Traders with AI-Powered Financial Intelligence

"Speak your sales, snap your receipts, see your profits instantly"

Team: Nelson Masbayi Muyodi

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 **by Nelson Muyodi**

# Small Traders Are Losing Money Every Day

70%

## Don't Track Expenses

Small traders in Africa operating without financial visibility

15–25%

## Average Profit Loss





Due to poor financial tracking and visibility

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## Simple Solutions

Current apps are complex, require literacy, and cost too much

### The Reality:

-  70% of small traders in Africa don't track their expenses
-  Average profit loss: 15-25% due to poor financial visibility
-  Barriers: Complex apps, literacy requirements, high costs
-  Time constraint: Too busy serving customers to do bookkeeping

Real Impact: "I thought I was making money, but at the end of the month, I had nothing to show for it." — Mary, Nairobi Market Trader

The Core Problem: Small traders can't grow their businesses without knowing their actual profits.

# TradeTracker AI – Financial Intelligence Made Simple



## Speak Your Sales

"I sold 5 bags of rice for 2000 shillings"

Natural language processing in local context



## Snap Your Receipts

Point camera at any receipt

AI extracts all transaction details instantly



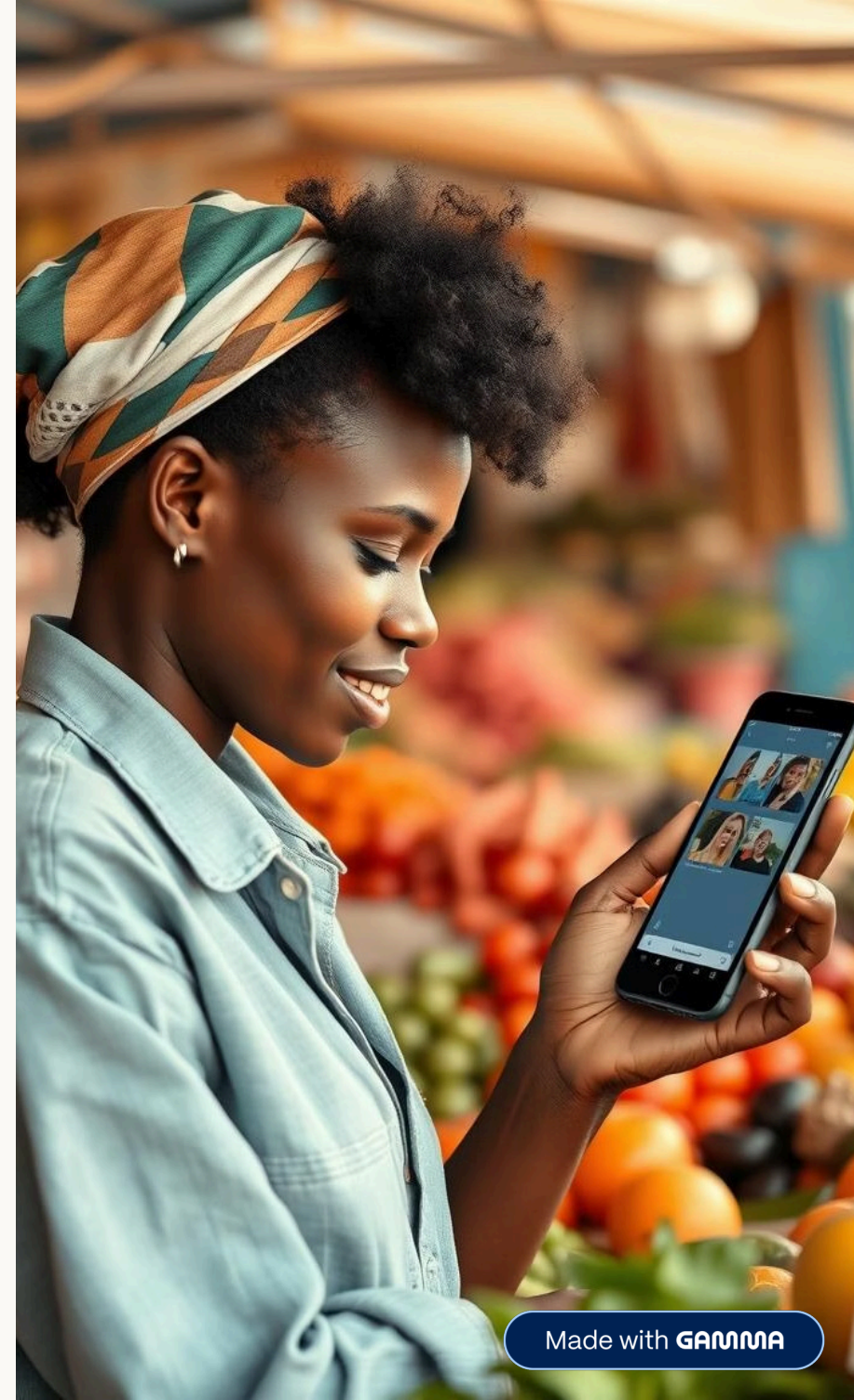
## See Your Profits

Real-time profit/loss calculations

Smart business insights and recommendations

Three Magic Words: Speak. Snap. See.

The Vision: Make expense tracking as simple as having a conversation.



Made with GAMMA

# Voice-to-Transaction Magic

## Click "Voice Input" button

Start the voice recording process with a single tap

## Say: "I sold 10 chickens for 5000 shillings today"

Speak naturally in your preferred language

## Watch AI process and categorize automatically

The system identifies products, quantities, and amounts






## Review confidence score and parsing results

Verify the AI understood your transaction correctly

## Confirm transaction with one click

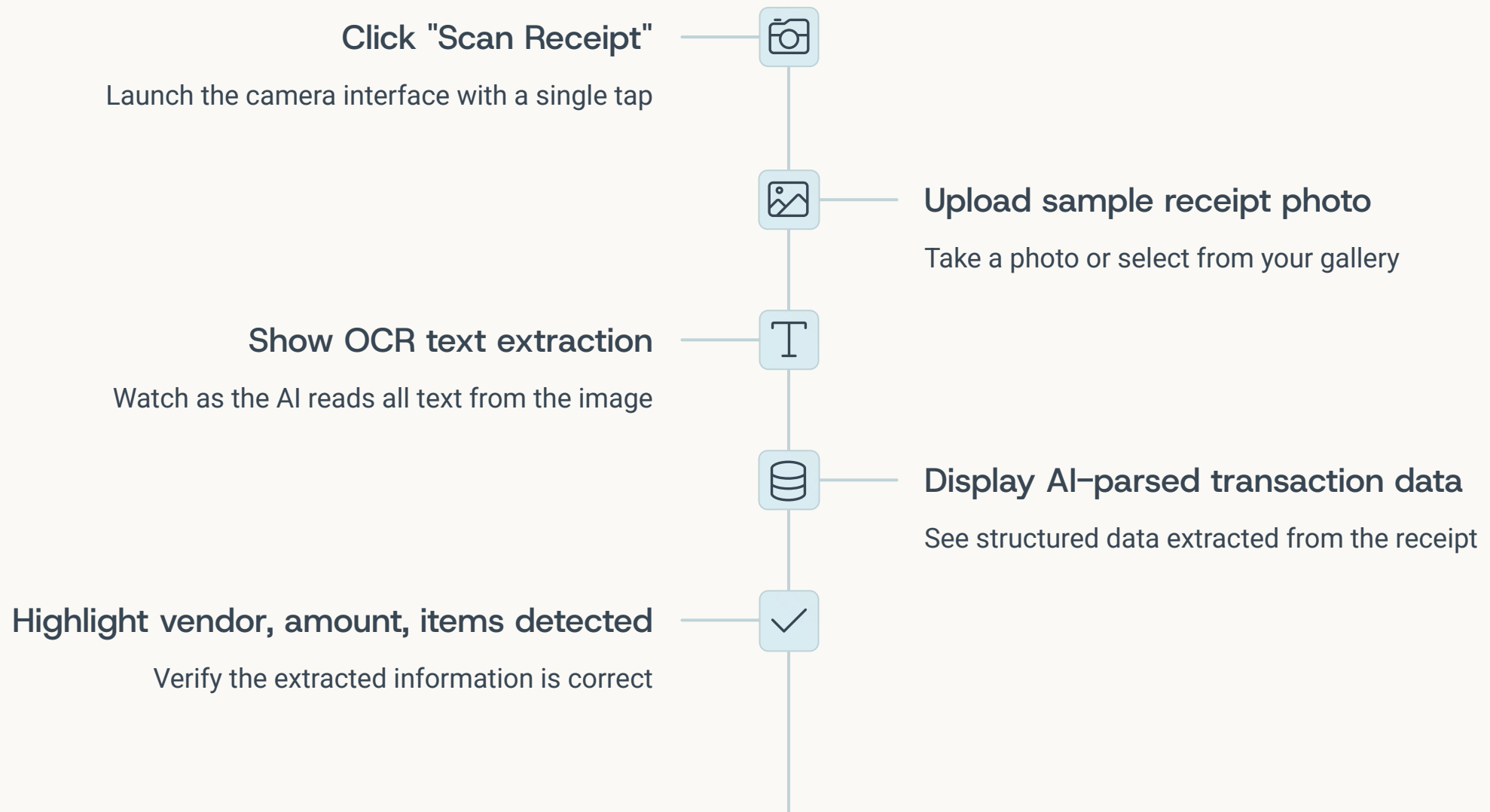
Add the verified transaction to your records instantly

### Key Features Shown:

-  Natural language understanding
-  Automatic categorization
-  Swahili/English support
-  Confidence scoring
-  Beautiful voice recording UI

Wow Factor: From voice to verified transaction in under 10 seconds!

# AI-Powered Receipt Processing




## Technical Magic:

 Google Vision API - Professional OCR

 OpenAI GPT-3.5 - Intelligent parsing

 Smart Categorization - Context-aware classification

 Instant Integration - One-click to add transaction

Impact: Eliminate manual data entry completely!





# Business Intelligence That Actually Helps



## Demo Navigation:

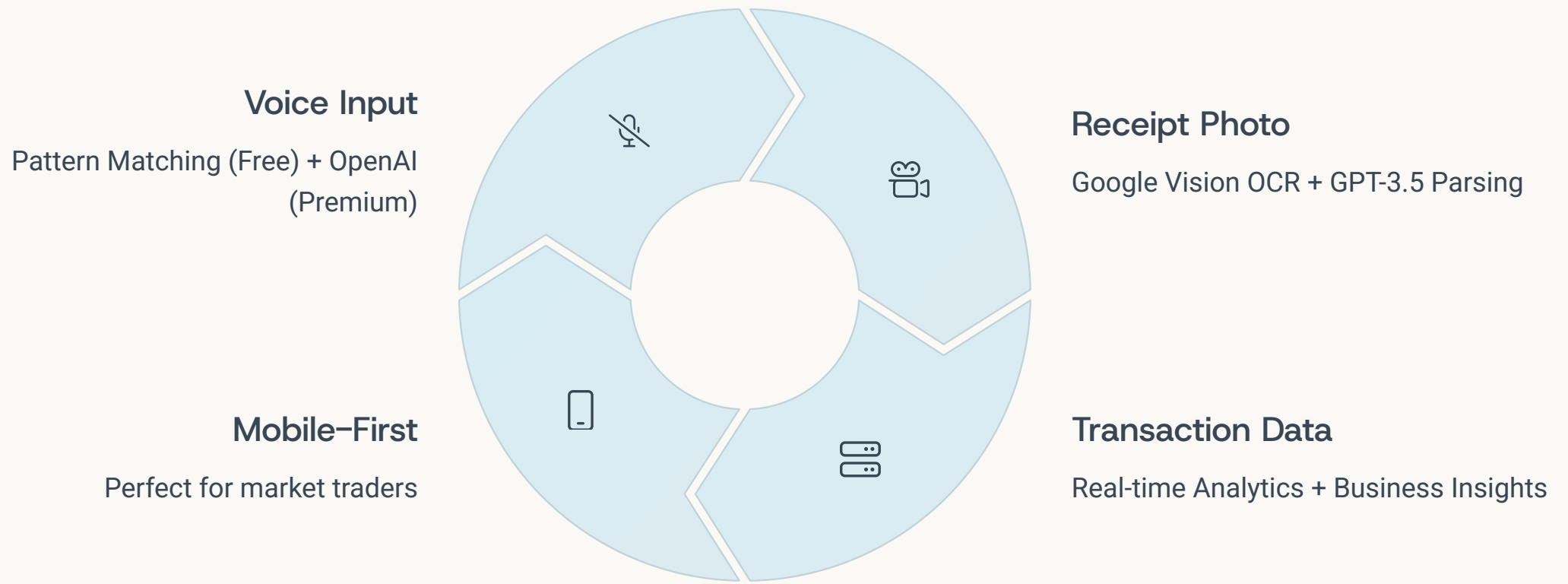
1. Navigate to Analytics page
2. Show period filtering (Last 30 days)
3. Highlight key metrics cards
4. Display trend charts and category breakdown
5. Read business insight recommendations

## Intelligence Features:

-  Trend Analysis - Revenue, expenses, profit over time
-  Smart Insights - "Your transport costs increased 25% this week"
-  Category Breakdown - Visual expense analysis
-  Export Ready - CSV reports for accountants


Business Value: Turn data into actionable business decisions.


# AI-First Architecture for Real Impact



## Smart Design Decisions:

 Free Tier Available - Pattern matching works offline

 Premium Enhancement - AI for complex scenarios

 Real-time Updates - Supabase for instant sync

 Mobile-First - Perfect for market traders

## Tech Stack:

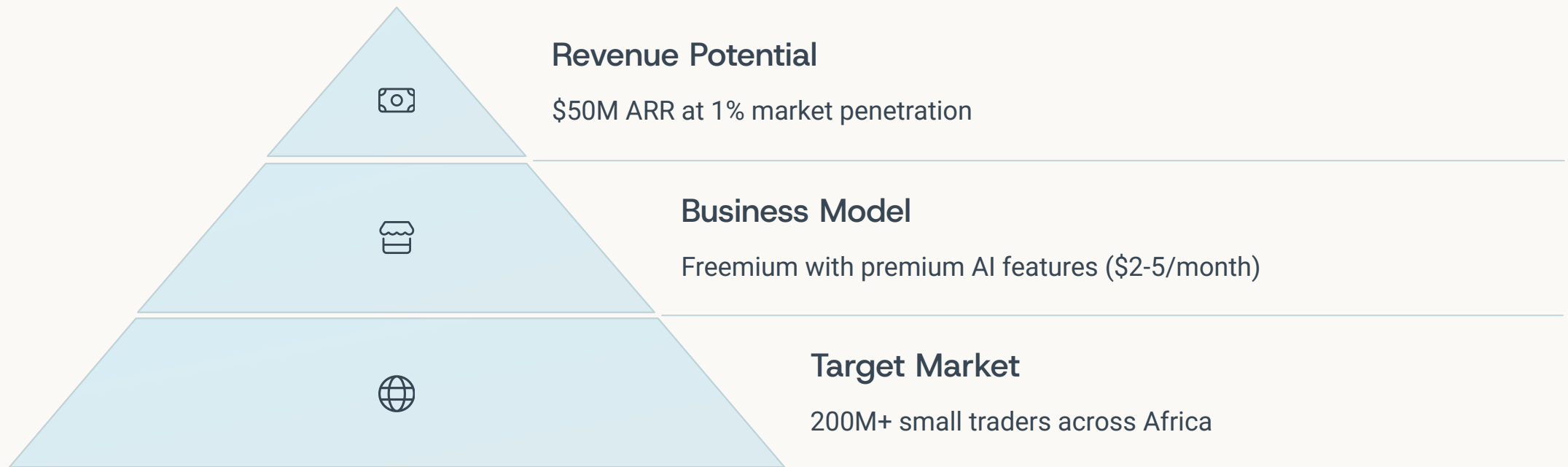
- Frontend: React + Tailwind CSS

- Backend: Supabase (PostgreSQL + Auth)

- AI Services: OpenAI + Google Vision

- Deployment: Vercel

# Massive Impact Potential



## Target Market:

- 🏠 200M+ small traders across Africa
- 💰 \$180B informal economy needing financial tools
- 📱 85% smartphone penetration - ready for mobile solutions
- 🚀 0.1% current digital adoption - huge opportunity

## Business Model:

- 🆓 Freemium - Basic tracking free forever
- 💎 Premium (\$2-5/month) - AI features, advanced analytics
- 🏢 Enterprise - Multi-location, team management
- 🤝 Partnerships - Mobile money, microfinance integration



# Built to Scale Across Africa



## Phase 1: Kenya (Current)

Nairobi market traders, English + Swahili, KES currency



## Phase 2: East Africa (6 months)

Uganda, Tanzania, Rwanda, local languages, regional mobile money



## Phase 3: Continental (12 months)

20+ African countries, multi-currency, microfinance partnerships

### Technical Scalability:

- ☁ Cloud-native - Auto-scaling infrastructure
- ↻ Multi-tenant - Millions of users per instance
- 🌐 API-first - Easy integrations and partnerships