

cynoia

PFE Book

- Sales Ops
- Finance
- Business Analytics

Collaboration redefined

Cynoia.com

Join the
Cynoiers



2024
2025



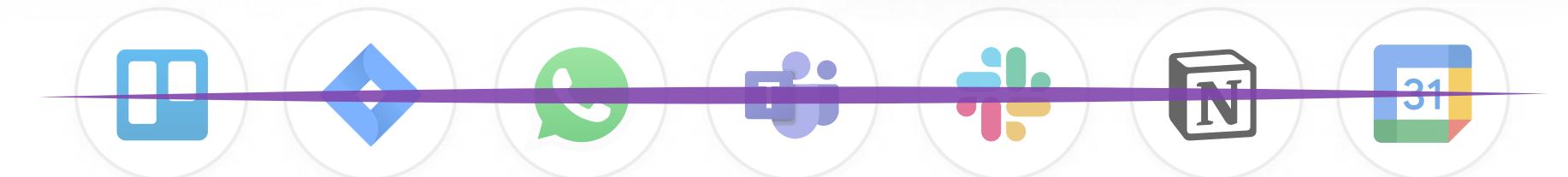
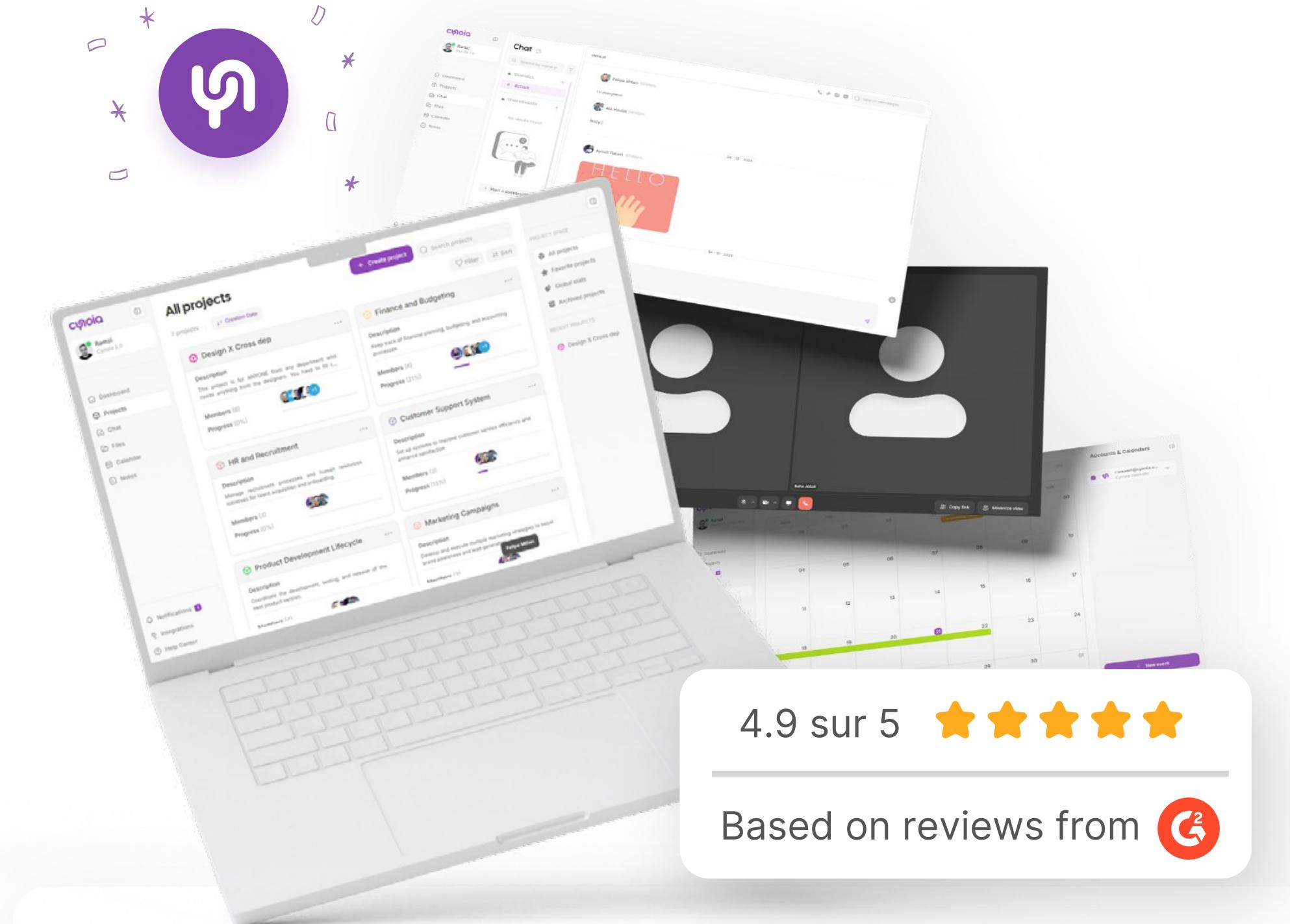
Get to know Cynoia

Africa's All-in-One team workspace
Plan, Chat, Meet, Deliver

Cynoia is an all-in-one SaaS solution that streamlines collaboration, enhances communication, and boosts productivity for teams of all sizes.

Our platform combines essential tools like file sharing, project management, chat, and calendar functions, all in one place.

This enables teams to work more efficiently and effectively, whether they're in the same office or spread across the globe.



Our Mission



Our mission is to revolutionize the way teams collaborate and communicate together from everywhere.

Our Vision



To be Africa's leader in collaboration solutions, empowering teams to communicate, manage projects, and boost productivity.

Our Values

Unity

Innovation

Empowerment

Human-centric

Cynoia in numbers

+4000 Users

+75 Clients

+1200 Paid users

+9 Countries

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02



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01.

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Sales department Project

4 Interns

each will work on a country



Nigeria



Cameroon



Congo RDC



South Africa



Project Description

In this project, you will be tasked with executing a sales-focused expansion plan for Cynoia's entry into the African market.

The core of the project revolves around executing a robust lead generation engine and optimizing the sales process to drive customer acquisition in key African regions.

You will work on building a scalable sales pipeline, enhancing customer relationships, and ensuring that sales processes are efficient and data-driven.

Project Responsibilities



Market research

Conducting comprehensive market research to specific key target regions in Africa with high growth potential.
Analyzing competitor presence, market trends, and local business needs.
Presenting findings in detailed market reports.

Lead Generation

Executing and managing lead generation campaigns using outbound prospecting (cold emails, paid ads, cold messaging, cold calls...) and inbound strategies (SEO, content marketing).
Using marketing automation tools to capture, qualify, and nurture leads through the sales funnel.

Customer Relationship Management (CRM)

Managing the CRM system to track leads, monitor sales performance, and maintain customer data.
Utilizing CRM tool to automate follow-up processes, track customer interactions, and improve customer retention.

Performance Metrics & Reporting

Delivering KPIs to monitor the effectiveness of sales activities, users and customer acquisition costs, lead conversion rates...
Preparing regular reports on sales performance and adjusting strategies based on data insights to ensure continuous improvement.

Skills & qualities Required



Energy & Enthusiasm

Proactive with a strong drive to learn and contribute.

Sales Passion

Genuine interest in sales and understanding customer needs.

Curiosity

Passion for exploring new ideas, trends, and innovative solutions.

Communication

Excellent written and verbal skills for engaging with teams and clients.

Data analysis

Ability to analyze sales data and report on performance to inform decisions.

Market Understanding

Knowledge of the African market and its sales dynamics is a plus.

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Finance department Projects

Project 1

Financial Simulation for Market Expansion in Africa

Problem Statement

Cynoia faces uncertainties regarding the financial viability of expanding into African markets, including adapting its subscription model to diverse economic and cultural conditions, managing currency risks, and ensuring profitability.

This research aims to provide a data-driven financial model to guide strategic decisions for market entry.

Research Theme

Designing Financial Strategies for Market Adaptation and Expansion:
A Case Study on SaaS Growth in Emerging African Markets

Scope of work

Analyze the economic, cultural, and regulatory context of target African markets.

Assess the viability of Cynoia's subscription model in these markets, including pricing and payment methods.

Build a financial simulation model that forecasts revenue, costs, and profitability for each market.

Propose strategies to mitigate currency risks and optimize financial compliance.

Project Objectives

To evaluate the financial viability and strategic alignment of Cynoia's subscription-based business model for expansion into African markets, addressing regional economic, cultural, and regulatory nuances.

Deliverables

Market-specific financial simulations.

Recommendations for adapting Cynoia's subscription model to regional needs.

Risk mitigation and financial compliance strategies.

Project 2

Strategic Fund Management and Reporting

Problem Statement

Cynoia's current fund management and reporting practices need enhancement to align with strategic priorities, meet investor expectations, and prepare for debt and grant applications.

This research will design a streamlined system for fund utilization and reporting to address these challenges effectively.

Research Theme

Enhancing Transparency and Efficiency in Fund Utilization:
A Strategic Approach to Fund Management in Early-Stage Startups

Scope of work

- Audit the current use of fundraiser funds and identify gaps.
- Develop a transparent and efficient fund tracking and reporting system.
- Propose a utilization plan for aligning funds with Cynoia's priorities, including debt and grant applications.
- Create templates and tools for future investor and grant reporting.

Project Objectives

To optimize the management and reporting of Cynoia's fundraiser funds, ensuring alignment with strategic objectives and compliance with investor and grant expectations

Deliverables

Fund tracking and reporting system.

Utilization plan aligned with strategic goals.

Ready-to-use reporting templates for investors and grant providers.

03.

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Business Analytics Project

Business Intelligence & Business analytics (End of Study Project)

Are you a **tech-savvy student** ready to make a tangible impact?

Join Cynoia's growth team as a Technical Development Intern and help us enhance our marketing and sales capabilities!

Project Overview

This project builds a comprehensive admin and promotional platform for Cynoia that integrates three key functionalities:

A **central customer management dashboard** to manage end users and workspaces, providing actionable insights and tools to view subscription plans and ability to create custom plans, trial days, and usage metrics.

A **landing page creation system** targeted to promote Cynoia's features, tailored for different departments and regions.

A **demo board/application** that showcases Cynoia's internal functionalities through customizable templates, dummy data, and dashboards, enhancing transparency and marketing.

What You'll Work On

Main Project: Landing Pages & Dashboards

- Develop and optimize landing pages using Framer to enhance user engagement.
- Create a demo board and Cynoia dashboard for real-time interaction with our back office.
- Implement features to manage user lists and update trial periods.

Backend Integrations & API Development

- Work on backend integrations to connect various marketing tools and data sources.
- Collaborate with the team to ensure smooth API interactions and data flow.

What We're Looking For

Strong understanding of JavaScript/TypeScript and React for front-end development.

Experience with API integration and backend services.

Curiosity about how technology can drive marketing and sales initiatives.

Eagerness to learn and tackle real-world challenges.

Great If You Have

- Experience with Framer for website creation.
- Knowledge of SQL for data manipulation.
- Exposure to automation tools such as Zapier.

Business Intelligence & Business analytics (End of Study Project)

Tell Us About

- Projects you've worked on that showcase your technical skills.
- Any relevant tools or platforms you're excited to learn more about.
- Your experience with backend integrations or automation.

What You'll Learn

- How to build effective marketing and sales dashboards.
- Practical skills in backend development and API management.
- Insights into how B2B SaaS companies leverage data for growth.
- Collaboration within a cross-functional team.

Business Intelligence & Business analytics

(End of Study Project)

To apply:

Send us:

- Your resume.

A brief note explaining:

- What interests you about this project.
- Relevant experiences or skills you want to develop.
- A technical project or automation you've completed.

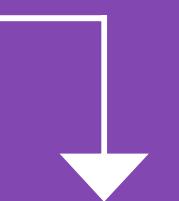
We value potential and enthusiasm above all.

**If you're excited to learn and contribute to meaningful projects,
we want to hear from you!**



Looking forward to meeting you!

if you have any questions, we are here to help !



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