

# Savannah Intelligence: Pioneering AI Solutions for Africas Digital Future

Accra, Ghana | Founded 2020

*Confidential*

# Contents

<b>1</b>	<b>Company Overview</b>	<b>3</b>
<b>2</b>	<b>Clients and Partners</b>	<b>3</b>
<b>3</b>	<b>Challenges in African E-Commerce and Fintech</b>	<b>3</b>
<b>4</b>	<b>Savannah AI Suite</b>	<b>4</b>
<b>5</b>	<b>Dashboard and Analytics</b>	<b>4</b>
<b>6</b>	<b>Use Cases</b>	<b>5</b>
<b>7</b>	<b>Value Proposition</b>	<b>5</b>
<b>8</b>	<b>Case Studies</b>	<b>5</b>
8.1	Jumia Ghana: Boosting Online Retail . . . . .	5
8.2	MTN Ghana: Securing Mobile Money . . . . .	6
8.3	Ghana Post: Enhancing Delivery . . . . .	6
8.4	Kumasi Co-op: Empowering Farmers . . . . .	6
<b>9</b>	<b>System Architecture and Security</b>	<b>6</b>
<b>10</b>	<b>Team</b>	<b>6</b>
<b>11</b>	<b>Testimonials</b>	<b>7</b>
<b>12</b>	<b>Awards and Recognition</b>	<b>7</b>
<b>13</b>	<b>Corporate Social Responsibility</b>	<b>7</b>
<b>14</b>	<b>Future Roadmap</b>	<b>7</b>
<b>15</b>	<b>Contact Information</b>	<b>7</b>

## 1 Company Overview

Savannah Intelligence, established in 2020, is a trailblazing technology company headquartered in the vibrant city of Accra, Ghana. Rooted in the heart of West Africa, we harness the power of artificial intelligence (AI) to address the unique challenges and opportunities within the African e-commerce and fintech sectors. Our mission is to empower Ghanaian and African businesses with innovative AI solutions that enhance growth, streamline operations, and foster financial inclusion. Our vision is to lead Africa's digital transformation, creating a future where technology drives economic prosperity across the continent.

Founded by Dr. Kwame Mensah, a Ghanaian fintech visionary with over 15 years of experience, and Dr. Aisha Osei, an esteemed AI researcher from the University of Ghana, Savannah Intelligence reflects a deep commitment to leveraging local expertise for global impact. Our team of over 50 professionals includes Ghanaian data scientists, machine learning engineers, and blockchain specialists, all dedicated to bridging the technological divide in Africa.

Since our launch, we've marked significant milestones: securing \$5 million in seed funding from African and international investors, launching the Savannah AI Suite in 2021, and establishing partnerships with key players across Ghana and beyond. With our headquarters at 123 Tech Street, Accra, and satellite offices in Kumasi, Lagos, Nairobi, and Johannesburg, we are strategically positioned to serve the diverse needs of the African market.

## 2 Clients and Partners

Savannah Intelligence collaborates with a wide array of clients and partners, reflecting our deep ties to Ghana and the broader African ecosystem:

- **Jumia Ghana:** Enhancing online retail with AI-driven customer personalization and supply chain optimization.
- **MTN Ghana:** Strengthening mobile money services with secure, AI-powered fraud detection.
- **Ghana Post:** Improving last-mile delivery through AI logistics solutions.
- **Ecobank Ghana:** Partnering to develop fintech innovations for cross-border payments.
- **Ghana Ministry of Communications and Digitalization:** Supporting national efforts to advance digital literacy and inclusion.

Globally, we partner with tech giants such as Google AI, Microsoft Azure, and IBM Watson, integrating their cutting-edge tools with our localized expertise to deliver world-class solutions tailored for Africa.

## 3 Challenges in African E-Commerce and Fintech

The African digital landscape, particularly in Ghana, presents distinct challenges that Savannah Intelligence is uniquely positioned to address:

- **Limited Banking Access:** With only 43% of Ghanaians accessing formal banking (2022 African Development Bank), fintech is vital for financial inclusion.
- **Cross-Border Payment Barriers:** High fees and delays impede trade, especially for SMEs in Ghana's export-driven economy.
- **Logistics Constraints:** Rural roads and urban congestion challenge e-commerce delivery, with Ghana's infrastructure still evolving.
- **Transaction Security Concerns:** Fraud and cyber threats erode trust, with Ghana reporting a 20% rise in online scams in 2023 (Ghana Cybercrime Unit).
- **Cultural and Linguistic Diversity:** Ghana's 80+ languages and diverse consumer preferences complicate personalization.
- **Data Utilization Gap:** Many Ghanaian businesses lack the tools to harness data for strategic decision-making.

Our AI solutions tackle these issues head-on, offering secure, efficient, and culturally attuned tools to drive digital success.

## 4 Savannah AI Suite

The Savannah AI Suite is our flagship platform, designed with Ghanaian and African businesses in mind:

- **Savannah Commerce:** Features recommendation engines, dynamic pricing, and inventory forecasting, tailored for markets like Ghana's bustling Makola Market traders.
- **Savannah Pay:** Offers fraud detection, AI credit scoring for Ghana's unbanked, and payment optimization for mobile money platforms like MTN's MoMo.
- **Savannah Logistics:** Provides route optimization and demand prediction, addressing Ghana's rural-urban delivery divide.
- **Savannah Insights:** Delivers analytics dashboards in English and local languages like Twi, empowering SMEs with actionable insights.

Built with Ghanaian user feedback, the suite integrates seamlessly with local systems like GhanaPay and offers offline capabilities for areas with unreliable internet.

## 5 Dashboard and Analytics

Our intuitive dashboard brings real-time insights to Ghanaian businesses:

- **Customizable Metrics:** Track sales, fraud incidents, or delivery times, with presets for Ghana's retail and mobile money sectors.
- **AI-Driven Recommendations:** Suggests inventory restocks or pricing adjustments based on local market trends.

- **Multi-Platform Access:** Available via web and a mobile app, optimized for Ghana's high mobile penetration (over 55 million subscriptions in 2023, per NCA).
- **Local Integration:** Syncs with Ghanaian ERP tools and mobile money APIs.

Designed with input from Accra-based UX experts, it's accessible to non-technical users, from market vendors to corporate executives.

## 6 Use Cases

Our solutions shine in real-world Ghanaian and African scenarios:

- **E-commerce Personalization:** Jumia Ghana uses Savannah Commerce to recommend products based on local buying habits, like kente fabric preferences.
- **Mobile Money Security:** MTN Ghana leverages Savannah Pay to flag fraudulent transactions in real-time, protecting rural users.
- **Logistics Efficiency:** Ghana Post optimizes deliveries in Tamale using Savannah Logistics, cutting costs by 20%.
- **SME Growth:** A Kumasi-based farmer co-op uses Savannah Insights to analyze sales data, boosting exports to Togo.

## 7 Value Proposition

Savannah Intelligence delivers measurable benefits:

- **Sales Growth:** Up to 25% increase, as seen with Ghanaian online retailers.
- **Fraud Reduction:** 40% drop in losses, critical for Ghana's mobile money ecosystem.
- **Efficiency Gains:** 30% improvement in logistics, vital for Ghana's e-commerce boom.
- **Customer Trust:** 20% rise in satisfaction, fostering loyalty in Ghana's competitive markets.

These outcomes are validated by client success stories and Ghana-specific case studies.

## 8 Case Studies

### 8.1 Jumia Ghana: Boosting Online Retail

- **Challenge:** Low repeat purchases in Ghana's e-commerce market.
- **Solution:** Savannah Commerce's AI recommendations tailored to Ghanaian tastes.
- **Results:** 20% higher order values, 15% more returning customers in 2023.

## 8.2 MTN Ghana: Securing Mobile Money

- **Challenge:** Rising fraud in Ghanas \$1 billion mobile money sector (Bank of Ghana, 2022).
- **Solution:** Savannah Pays machine learning fraud detection.
- **Results:** 35% fewer fraud cases within six months.

## 8.3 Ghana Post: Enhancing Delivery

- **Challenge:** Delays in Ghanas northern regions.
- **Solution:** Savannah Logistics route optimization.
- **Results:** 25% cost savings, 18% faster deliveries.

## 8.4 Kumasi Co-op: Empowering Farmers

- **Challenge:** Limited market insights for small farmers.
- **Solution:** Savannah Insights data tools in Twi and English.
- **Results:** 30% export growth to West Africa in 2023.

# 9 System Architecture and Security

Our platform is built for Ghanas digital reality:

- **Cloud-Native Design:** Hosted on African data centers with 99.99% uptime.
- **Security:** End-to-end encryption, compliant with Ghanas Data Protection Act and GDPR.
- **Ethical AI:** Our Ghana-based AI Ethics Board ensures fairness, auditing models for bias against local demographics.
- **Resilience:** Offline modes for Ghanas variable connectivity.

# 10 Team

Our Ghanaian-led team includes:

- **Dr. Kwame Mensah (CEO):** Fintech pioneer, ex-Managing Director at Ghana Commercial Bank.
- **Dr. Aisha Osei (CTO):** AI expert with a PhD from KNUST, focused on Ghanaian language processing.
- **Ms. Abena Asante (COO):** Logistics specialist with 10 years at Ghana Ports and Harbours Authority.

## 11 Testimonials

"Savannah Intelligence brought our online store to life with AI that understands Ghanaian shoppers." — Marketing Head, Jumia Ghana

"Their fraud tools have saved us millions in Accra alone." — Operations Lead, MTN Ghana

## 12 Awards and Recognition

- **2023 Ghana Tech Awards:** Best AI Innovation.
- **Africa Digital Economy Award:** Recognized for fintech impact.

## 13 Corporate Social Responsibility

We support Ghana's growth:

- **AI for Youth:** Free coding bootcamps in Tamale and Cape Coast.
- **Digital Villages:** Tech hubs in rural Ghana, launched in 2022.

## 14 Future Roadmap

Our plans include:

- **Agriculture AI:** Tools for Ghana's cocoa farmers by 2025.
- **Expansion:** New offices in Abidjan and Addis Ababa by 2024.

## 15 Contact Information

- **Phone:** +233 302 123 456
- **Email:** info@savannahintelligence.com
- **Website:** www.savannahintelligence.com
- **Address:** 123 Tech Street, East Legon, Accra, Ghana