

RIZZBRAND CREATORS AGENCY

RCA

Africa's first Brand-as-a-Service
agency

Presented by: **Divine gabriel**

Creators.rizzbrand.site

Who We Are?

Africa's first Brand-as-a-Service platform turning creators into brand owners.

Our Vision

To empower Africa's creators to build and own world-class brands that shape global culture and commerce

Our Mission

RCA helps creators turn their influence into scalable businesses by providing the tools, technology, and infrastructure to launch, grow, and monetise their own brands

60%

“African creators drive massive cultural and economic influence — but capture little of the value.”

Market problem

- Over 500M Africans online; social media use is surging.
- Creators dominate brand visibility but depend on inconsistent sponsorships.
- Most creators lack access to brand, tech, logistics, or monetization infrastructure.
- Global “creator economy” platforms are built for Western markets — poor local fit (payments, logistics, audience behavior).

Our solution

RizzBrand = Brand-as-a-Service for Africa
We empower creators to transform
audiences into owned, scalable businesses.

We handle:

1. Brand Strategy & Design – Visual identity, positioning, storytelling
2. Product Development – Physical (fashion, beauty) & Digital (courses, memberships)
3. E-commerce Infrastructure – Store setup, payment integration, analytics
4. Marketing & Growth – AI-driven campaigns, influencer network
5. Fulfilment & Logistics – Local & international shipping optimization

Creators bring the audience. We bring everything else.

Services We Offer



Sell digital products online



Content, strategy, distribution & personal brand management



Design, manufacture and distribute your products



ECOMMERCE, CRO & GROWTH

Why Choose Us?

“The next billion creators will come from Africa.”

Market stats

- Global Creator Economy: \$250B+ (2025), projected to reach \$480B by 2027.
- Africa's creator market growing 3x faster than global average.
- Digital consumer spending & eCommerce penetration rising year-over-year.

Our insights

Creators don't just want brand deals — they want ownership.
Africa needs its own Brand Infrastructure Layer.

Traction

15+

Products designed for
creators

6 Secured

Partnership across
various industries

mvp

Launched saas for the creator
economy

10+

Creators live stores

Business model

Multi-stream monetization model

1. Revenue Share:
2. We co-create brands with creators (60/40 or 70/30 split).
3. SaaS Subscriptions:
4. Creators & agencies pay monthly for RizzHub, RizzStore, and analytics tools.
5. Commission Fees:
6. On brand collaborations, logistics, payments.
7. Services:
8. Brand strategy, content production, and marketing retainers.

Market strategy

Go-to-Market Plan

1. Pilot Region: Ghana → Nigeria → Kenya
2. Creator Acquisition: Work with top-tier and mid-tier creators with strong local + diaspora audiences.
3. Strategic Partnerships:
 - Fintechs (Paystack, Flutterwave, Chipper Cash)
 - Logistics (DHL Africa, GIG, Sendy)
 - Manufacturers (textile & cosmetics partners)
4. Creators college: we'll Host this program to educate creators on all the need to start their own brand and after they graduate they become our partners