SusuAI

01. Elevator Pitch

SusuAI is an artificial intelligence savings planner that help users plan and automate all their savings to attain their lifetime goal.

Savings Challenge

Savings discipline is a global challenge, most people find it hard to set savings goal and keep to it. This now in most cases results into difficult and stressful situation in meeting bills needs at the appropriate time due.
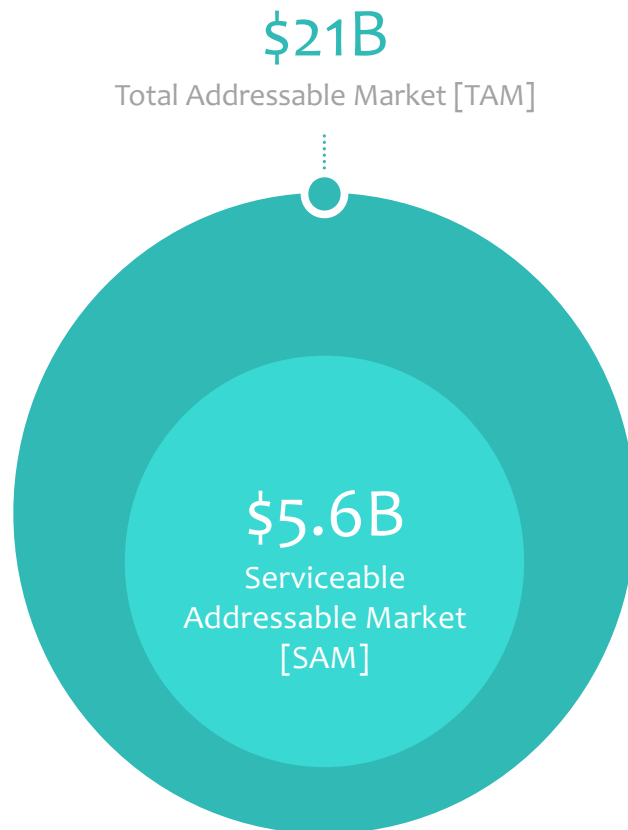
Bill Settlements

Due to inability of savings discipline, people find it challenging to keep tab of all their bills settlement due dates, and most times results in going extra mile to as far as going for loans to clear their bills, considering the short reminder time to clear them.

$21B

Total Addressable Market [TAM]

$5.6B
Serviceable
Addressable Market
[SAM]

Market Opportunity

- Considering Nigerian Financial Sector market alone, sector market worth is over $21B (World Bank Stats).

- Likewise, the serviceable market are users with access to Automated Teller Machine (ATM) which already worth over $16B (World Bank Stats). SusuAI only target about 35% of ATM users (people uses their Card for online processes).

04. The Solution

Savings Automation & Bills Settlement

SusuAI platform allow users to automate all their savings plan, define how to be contributing to reach savings goal, and specifies beneficiary of savings purpose to auto settle bills upon savings completion.

Savings Rewards/Offers

For the purpose of encouraging continuous savings discipline by users, SusuAI platform offers loyalty rewards to users who uses savings to complete partners offer (i.e. purchase of product on partners store, etc.).
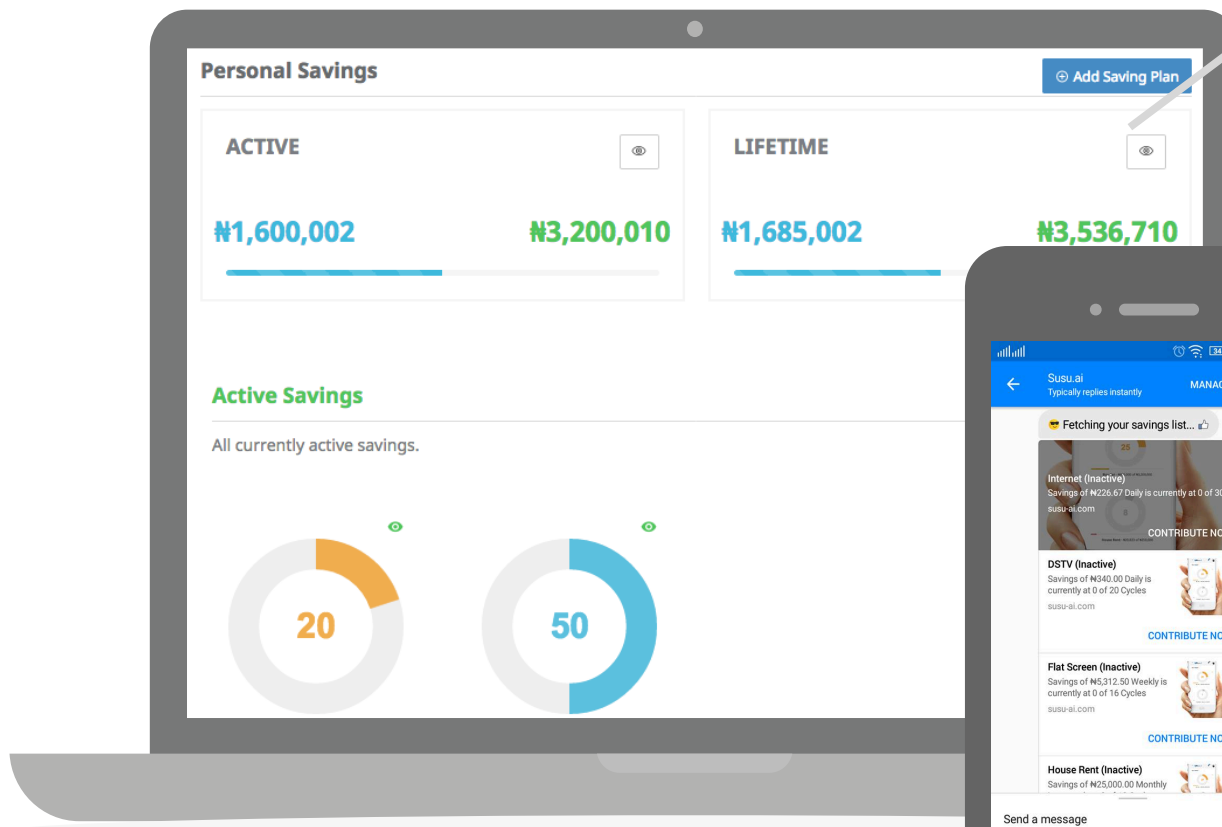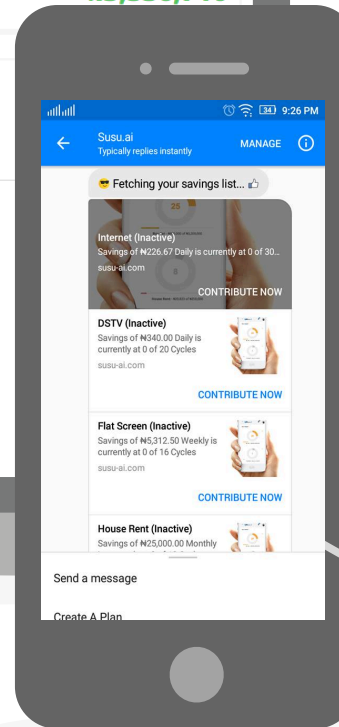
Savings on Chat

SusuAI have decided to bring savings to chat using bot implementation. Facebook Messenger with over 1bilion active users monthly, means it's more easier and convenient for users to interact with the anything on Chat (no special skills requires for anyone to chat), so the platform leverage on this to sync user's savings on their chat platform (makes SusuAI unique and seamless in savings automation).

Desktop Version

Personal Savings   ⊕ Add Saving Plan

ACTIVE	👁	LIFETIME	👁
₦1,600,002	₦3,200,010	₦1,685,002	₦3,536,710

Active Savings

All currently active savings.

👁   👁

20   **50**

Mobile Version

Savings on Web

User can easily on the go, create plans and monitor how their life savings and bills settlements are taking care of, all on their desktop system – https://susu-ai.com

SusuAI

An artificial intelligence savings planner to help users plan, automate and settles all their bills at anytime, anywhere.

Mobile screen:

⏰ 📶 34 9:26 PM

Susu.ai   MANAGE   ⓘ
Typically replies instantly

😎 Fetching your savings list... 👍

Internet (Inactive)
Savings of ₦226.67 Daily is currently at 0 of 30...
susu-ai.com
CONTRIBUTE NOW

DSTV (Inactive)
Savings of ₦340.00 Daily is currently at 0 of 20 Cycles
susu-ai.com
CONTRIBUTE NOW

Flat Screen (Inactive)
Savings of ₦5,312.50 Weekly is currently at 0 of 16 Cycles
susu-ai.com
CONTRIBUTE NOW

House Rent (Inactive)
Savings of ₦25,000.00 Monthly

Send a message

Create A Plan

Savings on Chat

Making savings a fun, is what make SusuAI unique, by bring savings to a conversation bot system leveraging on Facebook Messenger platform – https://m.me/susuaibot
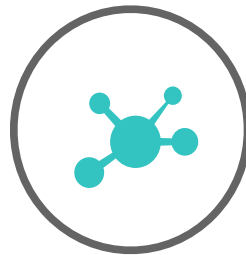
06. Business Model

SusuAI Business Model are in 3 forms which are: * Transaction Fee ($0.3 per savings contributions), * Affiliate (40% on x% offered by affiliate partner), and Interest (1% on 3% annual interest offered by financial partner).

Transaction Fee

- $0.3 charge per User's Savings Contributions.

- Suppose user has a plan to save for 7days on daily bases, means a charge of $0.3 occurs on each daily successful contribution.

Affiliate

- 40% on x% offered by affiliate partners.

- Suppose Amazon offers 10% affiliate on a product, and user uses saving to purchase the product, SusuAI makes 4% (40% of 10%) and 6% is given back to User.

Interest

- 1% on 3% annual interest offered by financial partner.

- Suppose User saves $x for a year, SusuAI makes 1% on 3% of $x and 2% on 3% of $x is given back to User.

07. Growth Strategy

SusuAI as a savings automation system have all it takes to grow and scale. And below are the plans to make actualized.

Strategic

- Gives rewards back to user through offers discounts to encourage savings.
- Gives annual interest to users based on their savings.
- Multi-currency platform.
- Mobile Payment kiosk for less privilege internet countries.
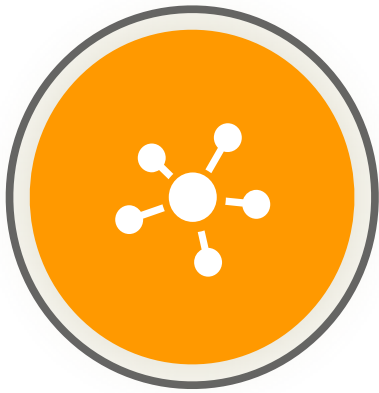
Tactical

- Partnership with companies in e-commerce, travels, car, etc. industries to get discount offers for users.

Technology

- Chatbot integration to enable savings via chat (Facebook Messenger implemented, planning expansion to Telegram, Skype, Slack, etc.)

CUSTOMERS

200+

Signup Users

ENGAGEMENT

10%

MAUs

MONETIZATION

$0

MRR

09. Our Team

AbdulRaheed Lawal
Co-Founder/CEO
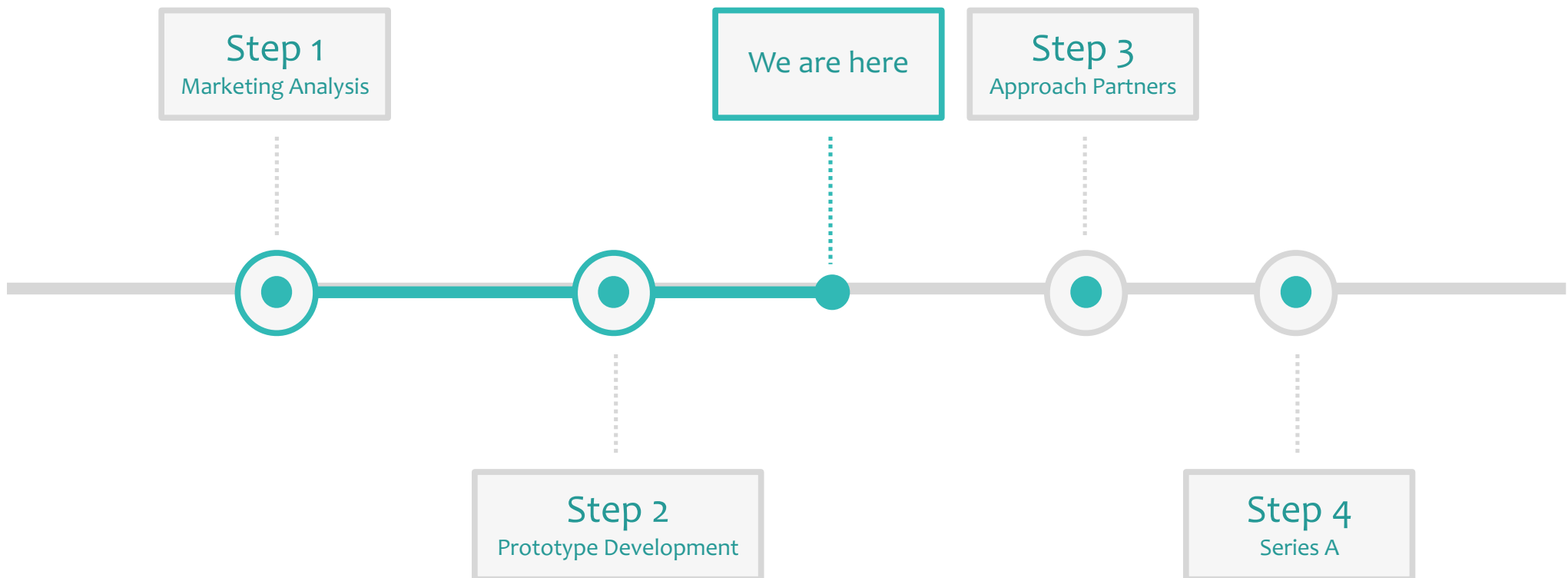

Kennedy Yinusa
Co-Founder/CTO

Samuella Lawal
COO

10. Timeline

SusuAI already has prototype developed with over 200 users, now presently at the stage of talking to partners (which Jumia is already concluded, while we still in talk to others). And then finally hope to get some Series A funding soon.

Step 1
Marketing Analysis

We are here

Step 3
Approach Partners

Step 2
Prototype Development

Step 4
Series A

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Thank You