

AfriSwitch Technologies

"Powering Africa's Digital Transactions"

Business Plan for E-Services License Application

1. Executive Summary

Company: AfriSwitch Technologies Ltd

Focus: Integrated digital transaction platforms

Core Services:

- **AfriSwitch Ticketing:** Unified transport/event ticketing
- **AfriSwitch Pay:** E-commerce payment gateway
- **AfriSwitch VAS:** Telco USSD/SMS solutions

Key Differentiator:

"Africa's first interoperable switching platform for tickets, payments, and mobile services."

2. Market Opportunity

A. Industry Pain Points

Sector	Problem	Our Solution
Transport	Fragmented ticketing systems	Unified API for all operators
Retail	High payment failure rates	Multi-gateway "PaySwitch"
Telcos	VAS revenue leakage	Blockchain settlement system

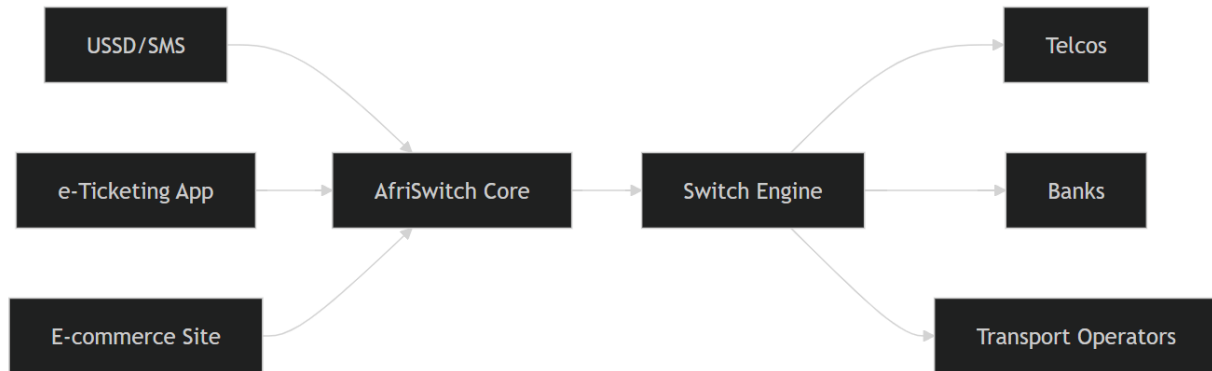
B. Target Markets

- **Primary:** Nigeria, Kenya, Ghana
- **Pilot Clients:**
 - *Lagos BRT* (e-ticketing)

- *Jumia Marketplace Sellers* (e-commerce)
- *MTN/Airtel* (VAS bundles)

3. Technical Architecture

A. System Overview



B. Compliance Framework

- **Financial:** PCI-DSS, CBN PSV license
- **Data:** NDPR, GDPR (for EU partners)
- **Telco:** NCC Type Approval for USSD codes

4. Revenue Model

Service	Monetization	Projected Y1 Revenue
e-Ticketing	\$0.10 per ticket + SaaS fees	\$1.2M
E-commerce	1.2% transaction fee	\$900K
VAS	Revenue share (25% with telcos)	\$2M

Total Year 1: \$4.1M

5. Strategic Partnerships

1. **Payment Processors:** Flutterwave, Paystack

- 2. **Telco Alliances:** MTN (#723#), Airtel (*123#)
- 3. **Government:** MoU with Lagos MOVE (transport authority)

Visual: Include screenshot of draft MTN partnership agreement (redacted)

6. Risk Mitigation

Risk	Solution
Telco policy changes	Multi-carrier integration
Payment fraud	AI-powered anomaly detection
Currency volatility	Stablecoin settlements (USDC)

7. Required Documents

- 1. **Company Registration:** AfriSwitch Technologies Ltd
- 2. **Shareholding:**
 - o 60% Tech Partners Ltd
 - o 40% Greenfield Capital
- 3. **Technical Proof:**
 - o Patent-pending switching algorithm
 - o MTN USSD test environment screenshots