

Resolve Tech

*Transforming Community
Challenges into Real-World
Solutions*

- Contact: info@resolvetechnologies.org
- Website: www.resolvetechnologies.org
- Social Media: @ResolveTech (Twitter, LinkedIn, Instagram)
- **by Jude Abara**





The Problem

- Communities face unresolved challenges due to a lack of a centralized platform for problem identification and collaborative innovation.
- Disconnected efforts and limited accessibility hinder impactful solutions.
- Examples of challenges include waste management, education gaps, and youth unemployment.



The Solution

RESOLVE provides:

- **Centralized Platform:** RESOLVE provides a single hub where individuals and organizations can identify and collaborate on community problems.
- **User-Driven Problem Submission:** Empowering users to share challenges directly from their communities.
- **Resolve** connects individuals, organizations, and stakeholders to solve local problems collaboratively using technology.
- Features include problem submission, hackathons, team collaboration, solution tracking, and community recognition.

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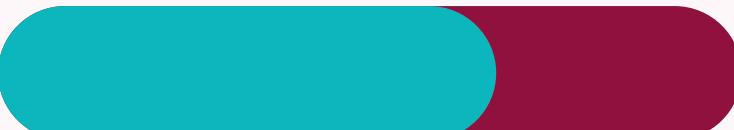
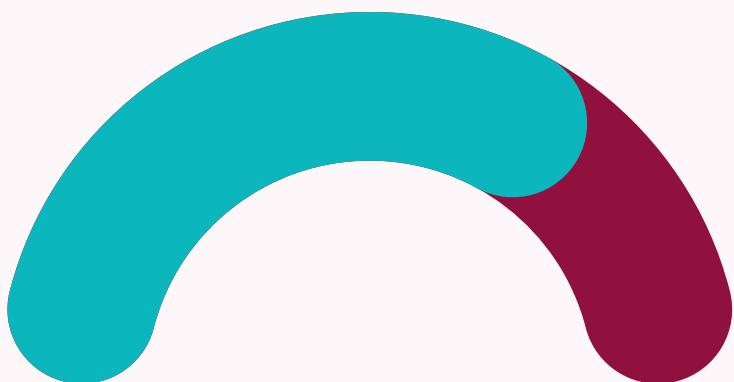
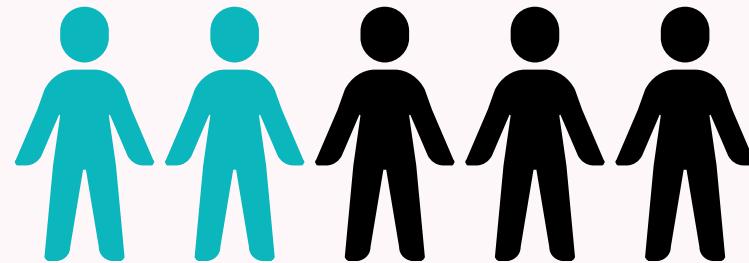
Product



The **Resolve App** is a mobile app offering:

- Easy problem submission with detailed categorization.
- Tools for forming collaborative teams to address challenges.
- Hackathon integration for crowdsourced innovation.
- Solution progress tracking and milestone achievements.
- Incentives such as recognition and rewards for contributors.

Target Market



- Communities in urban and semi-urban areas facing social and infrastructure challenges.
- **Target Users:**
 1. Age: 18-45
 2. Early adopters: NGOs, local governments, and youth innovators.
 3. Segments: Socially conscious individuals, tech-savvy problem-solvers, and local activists.

Market Size

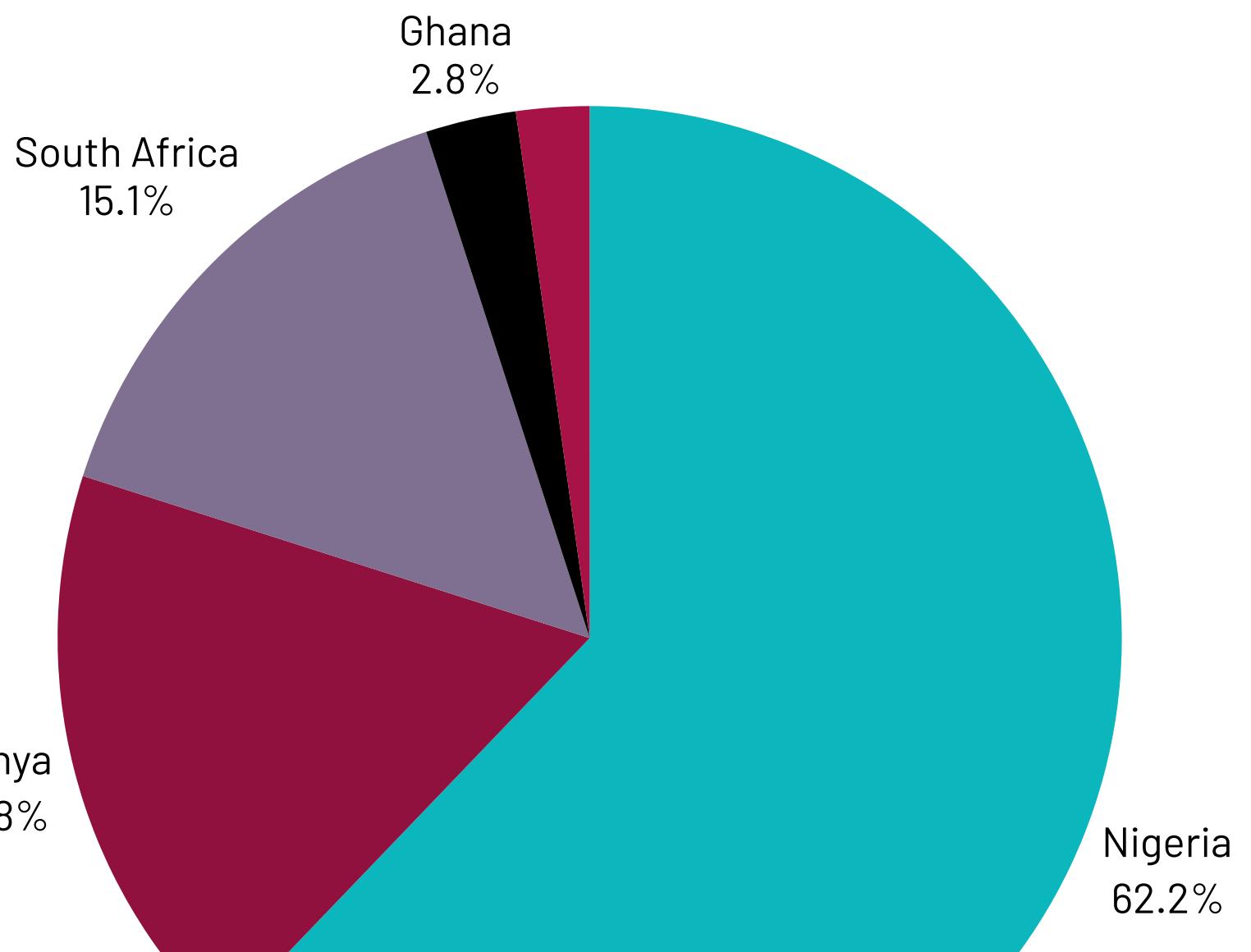
1. **Nigeria:** Approximately 70 million people experience challenges that could benefit from collaborative technology solutions, such as urban waste or youth empowerment.

2. **Kenya:** Over 20 million residents face issues in education access and local infrastructure development.

3. **South Africa:** 1 in 4 adults report unemployment or economic disparities that technology can help address.

- **Opportunity:** The increasing penetration of smartphones in Africa (expected to reach 67% by 2025) presents a market of over 150 million active mobile users who could adopt Resolve for community problem-solving.

- **Unaddressed Community Challenges:** Over 250 million people in Africa face daily issues related to waste management, education gaps, youth unemployment, and healthcare inefficiencies.





Competitors

- **Regional Competitors:**

- **FixIt (South Africa):** Focuses on infrastructure problem reporting but lacks community collaboration features.
- **WeSolve (Kenya):** Crowdsources ideas for local issues but has limited technology-backed implementation support.
- **ProblemLink (Nigeria):** Connects users to government resources but excludes grassroots participation.
- Change.org (community advocacy)

- **Global Competitors:**

- **Neighborly:** Community issue reporting app with limited focus on developing nations.
- **CoLab:** Facilitates group brainstorming but is not tailored for community-driven innovation.
- Devpost (hackathon hosting)

Resolve's Edge:

- **Localized Solutions:** Designed for challenges specific to African communities, like waste management, unemployment, and educational gaps.
- **Inclusive Participation:** Combines grassroots input with technology-driven execution.

Competitive Advantage

Why Resolve Stands Out:

- Combines problem identification, collaborative innovation, and real-time tracking in one platform.
- Incentivizes participation through rewards and recognition.
- Scalable for different communities and industries.
- Partnerships with local governments and NGOs for broader impact.

Project Traction & RoadMap

Tasks	Q1 2025	Q2 2025	Q3 2025	Q4 2025
Launch MVP: Deploy the Resolve app in Nigeria, focusing on urban areas with high community engagement.	✓			
Expand User Base: Roll out marketing campaigns targeting youth and local organizations in Kenya and South Africa.		✓		
Integrate Advanced Features: Introduce AI-driven problem prioritization and real-time progress tracking for submitted issues.			✓	
Partnerships & Scaling: Collaborate with local governments, NGOs, and private sectors to scale solutions and expand to East Africa.				✓

Business Model



1. **Freemium:** Free access for users to submit problems, collaborate, and access basic features like discussion forums.
2. **Premium Subscription:** Paid access to advanced tools like AI-driven solution matching, project management tools, and real-time analytics. Subscription plans for premium features.
3. **Corporate Partnerships:** Collaborate with governments, NGOs, and private companies to sponsor community-driven innovation initiatives.
4. Sponsored challenges by corporations and governments.
5. Partnerships with NGOs for specific community projects.
6. **Revenue Projections:**
 - Gross Margin: 65%
 - Net Profit: Projected at \$2.5M by Year 2 through premium services and institutional collaborations.

Go-To-Market Strategy

1. **Government and NGO Partnerships:** Collaborate with local government bodies, nonprofits, and civic organizations to champion community-driven problem-solving initiatives.
2. **Influencer Advocacy:** Engage community leaders, educators, and social media influencers to promote the app and its mission.
3. **Localized Digital Campaigns:** Use Facebook, Instagram, and WhatsApp to target users in regions with high engagement in community development.
4. **Community Outreach Events:** Organize hackathons, workshops, and educational webinars to onboard users and spark engagement.
5. Launch in metropolitan cities with active civic participation.
6. Partner with NGOs and government bodies for credibility.
7. Social media campaigns targeting youth and innovators.
8. Incentives for early adopters (e.g., free premium membership).

Social Impact

Resolve is aligned with these Sustainable Development Goals (SDGs):

- 1. Quality Education (SDG 4):** Empowering communities with innovative solutions to bridge educational gaps and improve learning outcomes.
- 2. Decent Work and Economic Growth (SDG 8):** Addressing youth unemployment through community-driven projects and tech-enabled solutions.
- 3. Sustainable Cities and Communities (SDG 11):** Facilitating solutions to urban challenges like waste management, transportation, and infrastructure development.
- 4. Partnerships for the Goals (SDG 17):** Building collaborations between governments, NGOs, and citizens for sustainable community impact.
- Creates a platform for grassroots problem-solving.
- Encourages civic engagement and youth participation.
- Empowers underrepresented voices to propose impactful solutions.



Our Ask

Funding Request: \$200,000 to complete app development, marketing, and pilot programs.

Use of Funds:

- **40%** for Technology Development.
- **35%** for Marketing and Customer Acquisition in Nigeria, Kenya, and South Africa.
- **25%** for Team Expansion.

Support Sought:

- Financial investment.
- Strategic partnerships.
- Access to networks and resources.

Team Members



JUDE ABARA

Founder &
Visionary



[NAME]

Legal Advisor



**[COORDINATOR
NAME]**

Project Coordinator



**[PARTNERSHIPS
MANAGER NAME]**

Expert in NGO
collaboration



Thank you!

Contact Us:

Email: info@resolvetechnologies.org

Website: www.resolvetechnologies.org

Social Media:

Instagram: @ResolveTech

Twitter: @ResolveTech

LinkedIn: ResolveTech