



Proposal for Strategic Partnership with MTN Ghana

Introduction

iZone Limited is a leading Ghanaian technology distribution company and a long-standing partner of MTN Ghana. Our mission is to democratize digital access and enhance productivity through technology.

With over a decade of experience supporting Ghana's mobile ecosystem, iZone has evolved into a trusted provider of mobile and digital services—deeply integrated into Ghana's economic and digital growth story.



The Opportunity

Ghana's digital economy is shifting rapidly. Customers and businesses now seek more than just connectivity—they need integrated solutions that empower learning, commerce, communication, and productivity.

Whether it's a student looking for e-learning tools, a freelancer in need of content platforms, or a health professional managing telemedicine workflows, the demand for bundled digital solutions is clear.

MTN has the opportunity to transition from data provider to **digital enabler**, leading the next phase of Ghana's digital transformation.



Market Opportunity

This shift is not abstract—it's measurable, and the growth opportunity is substantial.

- 19M+ active mobile data users in Ghana
- 18% annual growth in digital consumption
- 55%+ smartphone penetration, rising steadily
- Young, tech-savvy population driving digital adoption

Estimated Total Addressable Market (TAM) for Jolli Bundles:

- **5M+ students and youth**
- **1M+ SMEs and startups**
- **800K+ professionals** (legal, medical, financial)
- **3M+ freelancers, creators, and gig workers**

Together, these segments represent an untapped and underserved market for affordable, integrated data + digital bundles. Through **Jolli by iZone**, MTN can gain early-mover advantage in this space.



The Product: Jolli by iZone

Jolli is a digital storefront and bundling platform that brings together MTN mobile data with curated digital solutions—tailored for specific verticals.

Users subscribe once and get both **data + digital** tools in one seamless package. It's convenient, affordable, and designed to meet the unique needs of each segment.

Jolli is:

- A curated digital marketplace
 - An activation engine for bundled services
 - Co-branded with MTN for consumer trust and reach
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Proposed Bundles (Initial Focus)

Segment	Bundle Name	Example Content
Business	Business Essentials Bundle	Zoom, cloud storage, accounting tools + MTN Data
Education	Student Power Bundle	E-learning platforms, research tools + MTN Data
Content Creators	Creator Pro Bundle	Editing software, content schedulers + MTN Data
Healthcare	Health-Connect Bundle	Telemedicine platforms, records apps + MTN Data
Logistics & E-commerce	Logistics-Pro Bundle	Delivery tracking, POS tools + MTN Data
Agriculture	Agri-Tech Bundle	Monitoring tools, mobile farming apps + MTN Data
Hospitality & Tourism	Hospitality Hub Bundle	Booking tools, CRM systems + MTN Data
Financial Services	Fin-Pro Bundle	Dashboards, financial management apps + MTN Data
Startups & Gig Workers	Startups & Gig Workers	Freelancer tools, CV builders + MTN Data
Government & Public	Gov-Connect Bundle	Secure messaging, cloud tools + MTN Data
Legal & Judiciary	Legal & Judiciary	E-filing, legal docs & case management + MTN Data

iZone's Value Proposition

Here's what iZone brings to the table:

iZone provides:

- **Technology Platform**

Our in-house system handles subscriptions, billing, onboarding, renewals, and usage tracking.

- **Aggregated Digital Content**

We integrate the best tools from local and global partners—ranging from SaaS and e-learning to productivity and content tools

- **Market Distribution Expertise**

With a strong national footprint, we have access to underserved and untapped consumer bases.

- **MTN Brand Synergy**

All bundles are co-branded with MTN to reinforce leadership in the digital ecosystem and grow customer stickiness.

The Proposed Partnership Model

This partnership is designed to be simple, scalable, and impactful.

MTN provides:

- **Wholesale mobile data** at competitive rates
- **Mobile Money integration** for seamless billing
- **Brand exposure** in all marketing and bundle activations

iZone delivers:

- **Curated bundles** tailored for each vertical
- **Platform management** and digital storefront
- **Customer acquisition, marketing, and support**
- **Revenue collection and reconciliation**

This co-branded model makes MTN the fuel behind a fast-growing digital marketplace - **Jolli by iZone**.

Proposed Financial Model

Our recommended model is straightforward:

- **Credit-Based Data Purchase**
iZone purchases data on credit backed by a bank guarantee.
- **Favorable Wholesale Rate**
MTN provides discounted rates for data used in bundles.
- **Customer Billing & Collection**
iZone collects payments via its storefront and MTN MoMo.
- **Payment to MTN**
MTN is reimbursed based on monthly agreed drawdowns.

As scale grows, we can evolve into a hybrid or revenue-share model

Conclusion

This is more than a proposal — it's a transformation.
With Jolli by iZone, MTN can:

- **Drive higher data usage with bundled products**
- **Deepen customer engagement and retention**
- **Expand into high-potential market verticals**
- **Boost ARPU and long-term customer value**
- **Cement leadership in Ghana's digital economy**

Together, we can power **millions of digital journeys** - making MTN not just a telecom provider, **but the go-to platform for digital life in Ghana.**

Contact Us

We're excited to build this vision with MTN. For further discussion or a detailed roadmap presentation:

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