



Tanda

AI-Powered Video-Commerce Infrastructure for the Emerging Markets

Play Store live • 16k waitlist • 1,400 SMEs

Africa → Asia → LATAM → Global



Content creation is booming in emerging markets, especially in Africa, but:

-  Millions of consumers who love short videos can't shop natively; 72% of sales fail end-to-end.
-  Video platforms don't support product tagging, local payment, escrow, and affiliate network.
-  Brands have no localized video-first commerce platform.
-  Customers cannot shop hands-free or conversationally with AI, especially in local languages.

“I post videos promoting my products on TikTok, but buyers always ask how to order. Most never complete the purchase.”
— Chioma, Fashion Influencer, Lagos



Distribution is global. Commerce is local.

-  Social platforms own attention
-  Commerce requires built-in payments, escrow, compliance, payouts, and Ai assistant for a seamless experience.
-  In emerging markets, these layers are missing



Solution (What is Tanda?)

**Tanda = Short Videos + Commerce
Infrastructure Built-In**

Post once. Sell everywhere.

Features:



Seamless video-to-purchase experience with:

- Built-in affiliate system; creators earn instantly
- Escrow system for trust
- Local-first payments; wallets, telcos, banks
- AI shopping assistant; users shop hands-free via voice or text in local languages.



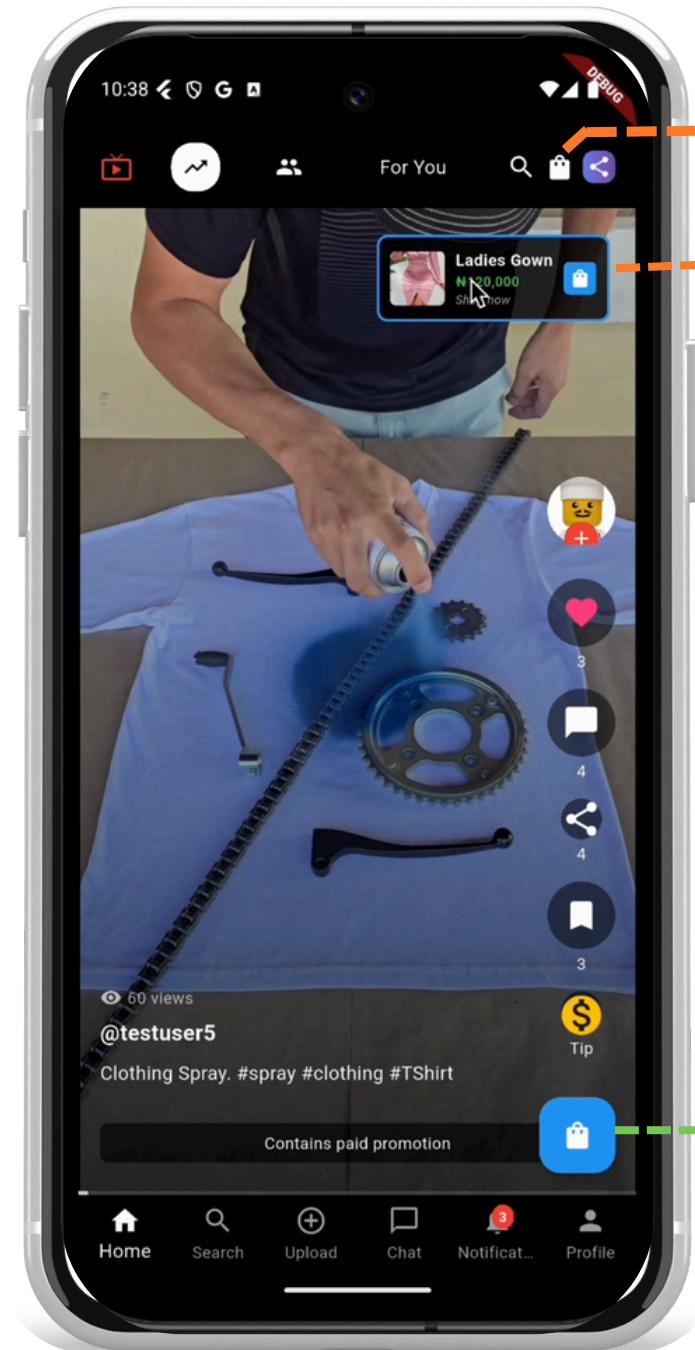
Commerce Infrastructure where user can:

- Upload video once
- Tag products (Tanda shop or external links)
- Distribute anywhere (TikTok, Instagram, YouTube, WhatsApp, X)
- Transactions run on Tanda



Tanda

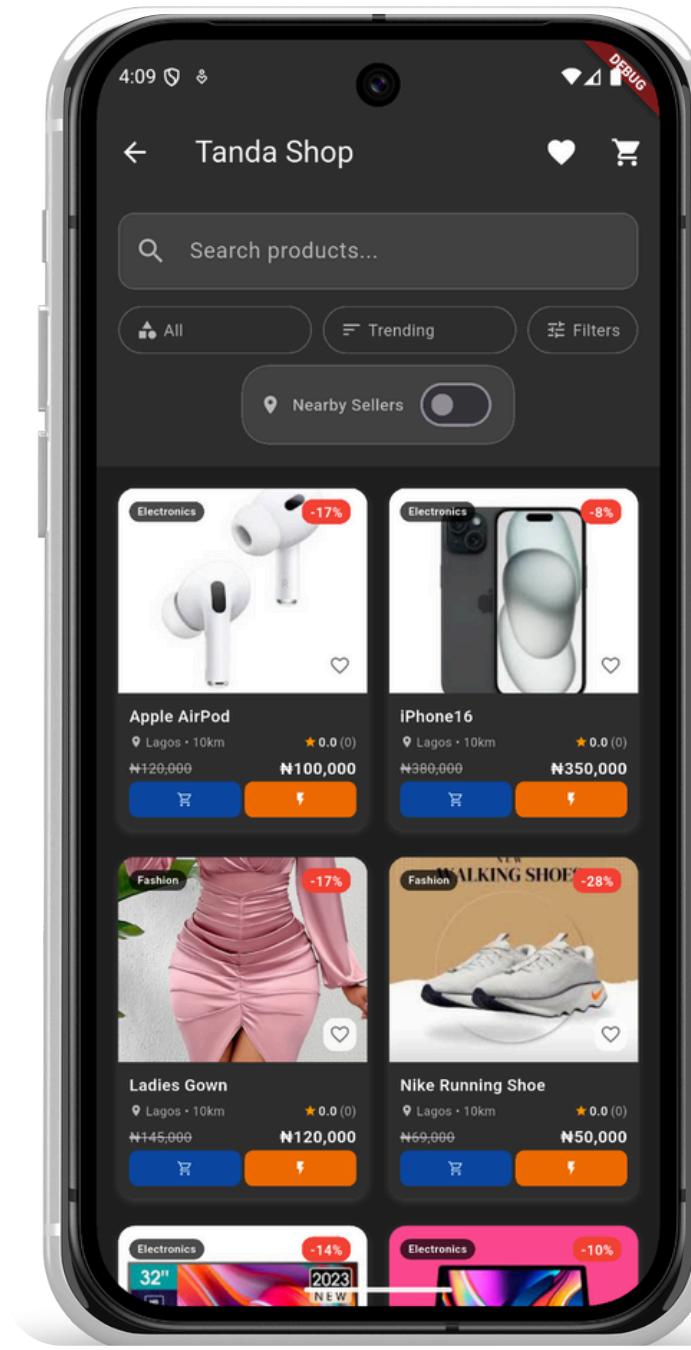
Product Demo



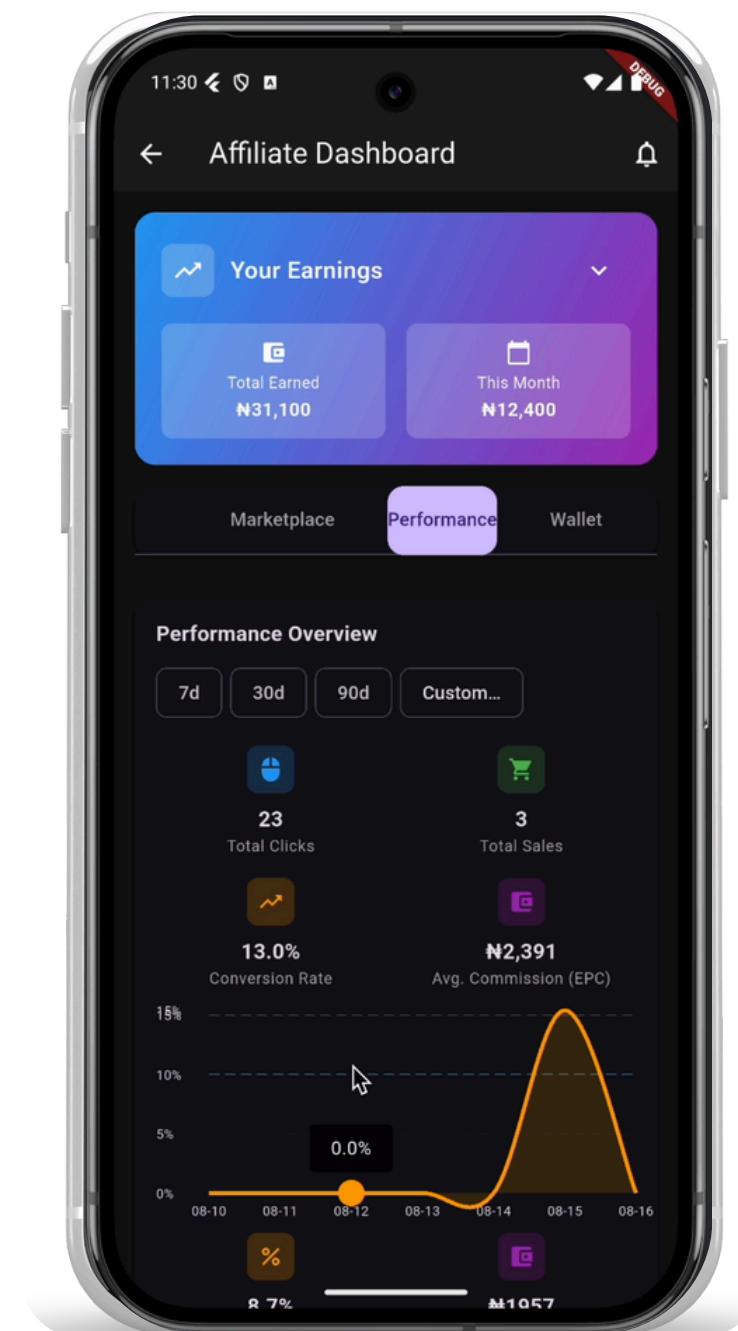
Buy now button in promoted videos.

AI ShoppingAssistant.

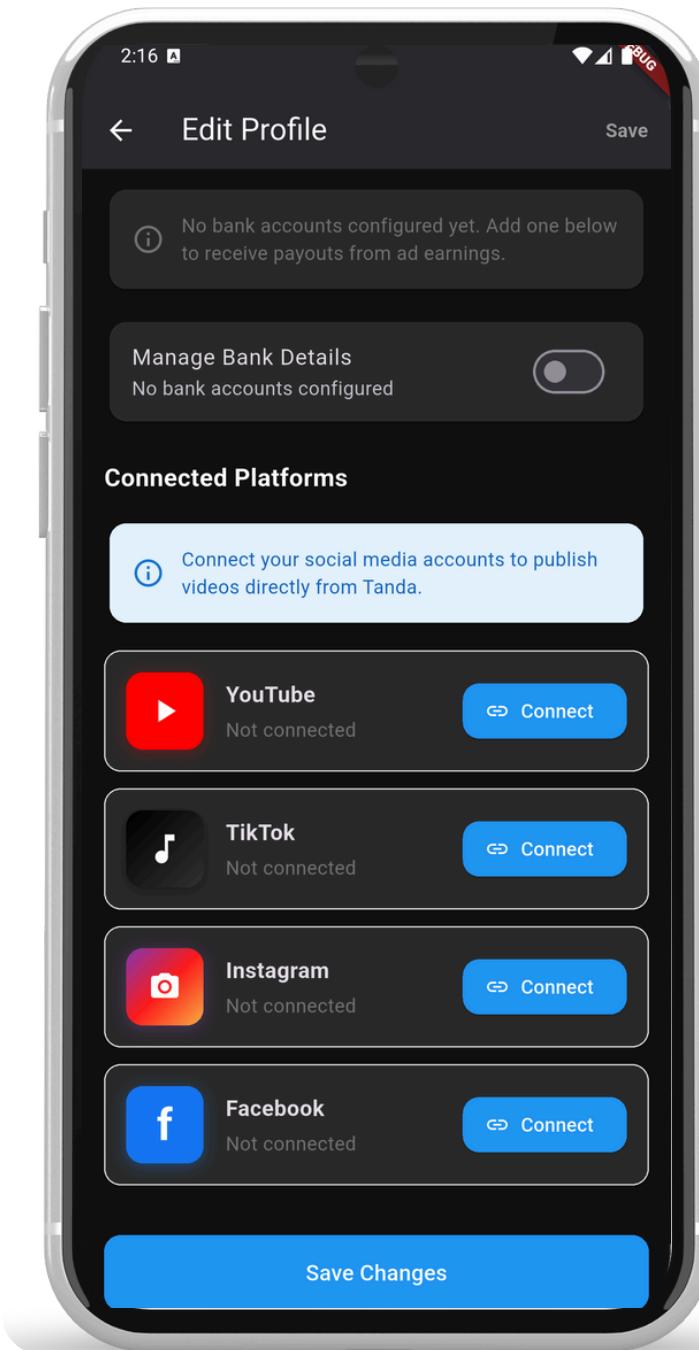
Access to Tanda shop.



Tanda Shop.



Affiliates Dashboard.



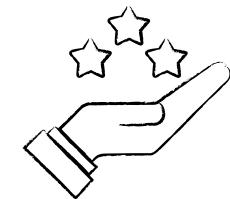
Share your tagged product videos everywhere.

Tanda handles checkout.

04



Tanda



How It Works



Checkout → Escrow → Payouts

Tanda remains the system of record for commerce.



The infrastructure layer

What Tanda Already Does

- SME storefronts
- Affiliate networks & payouts
- Escrow & trust
- Local-first payments, starting in Africa
- AI shopping assistant in local languages

The infrastructure layer extends these capabilities.

- Product tagging on videos and sharing
- Buyers discovers tagged video on TikTok, Tand handles the checkout process

Competitive Advantage - Tanda's Distinct Advantage

| Feature | Tanda | Social Platforms | Marketplaces |
|--|-------|------------------|--------------|
| Shoppable video (cross-platform) | ✓ | ✗ | ✗ |
| Local payments & escrow | ✓ | ✗ | ⚠ |
| Affiliate payouts | ✓ | ⚠ | ⚠ |
| Built for developing markets, starting in Africa | ✓ | ✗ | ⚠ |
| AI Shopping Assistant | ✓ | ✗ | ✗ |

Tanda combines infrastructure (accessible to all platforms), local payments, and AI-assisted shopping in one Africa-first platform - a mix no global or regional player currently offers.



Market Size

TAM
\$1T

SAM
\$250B

SOM
\$5B

Global video commerce → \$1T

Rapid growth of social video engagement and e-commerce monetization worldwide.

Africa + LATAM + Asia → \$250B

Significant mobile engagement, rising digital payments adoption, and emerging creator economies

SOM (initial Focus): Africa video commerce → \$5B

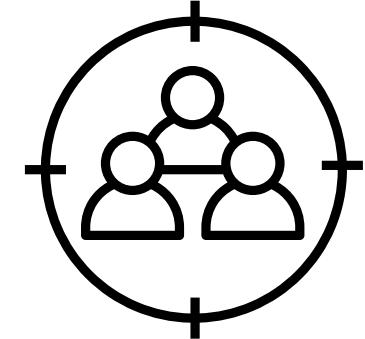
Reflects quantified demand from Pan-Africa, and high-growth markets where video drives purchase intent.

Data Source: Statista, Ecofin Agency, Business Insider



Market Trends & Tailwinds

- **Video-first consumption accelerating globally**
 - short-form video drives engagement and intent.
- **Creator economy expansion**
 - creators are becoming primary distribution channels for commerce.
- **Mobile payments adoption** rising rapidly across Africa, LATAM, and Asia.
- **Social commerce gap in emerging markets**
 - absence of native checkout creates demand for third-party commerce infrastructure.
- **Shift toward platform-agnostic monetization tools**
 - as creators seek revenue outside walled gardens.



Target Customers

B2B2C + Creator Economy Infrastructure

Who uses Tanda

| Supply | Demand |
|--|--|
| <ul style="list-style-type: none">● SMEs (fashion, beauty, FMCG)● Creators & affiliates | <ul style="list-style-type: none">● Mobile-first buyers● Social video consumers |

- SMEs sell products
- Creators distribute & monetize
- Tanda powers checkout, escrow, payouts, and attribution



Business Model

We monetize infrastructure usage.

- 10% merchant transaction fee
- 2% Escrow Fee
- Affiliate earnings fee; 10% fee on affiliate earnings
- Ad & Sponsored Listings
- Creator tools subscription:
 - \$2 per product tag
 - \$15/\$49/\$199 for tier-based, all creator tools usage

Affiliate rewards are merchant-funded; platform earns on both sides.



Go-to-Market Strategy

Creator-led.

SME-powered.

Partner-amplified.

● **Flow:** Creators → SMEs → Fintech & telco partners

- **Geography (Launch):** Nigeria → Ghana → Kenya → Egypt → South Africa
- **Phase 2 (Expansion):** SE ASIA → LATAM → GLOBE

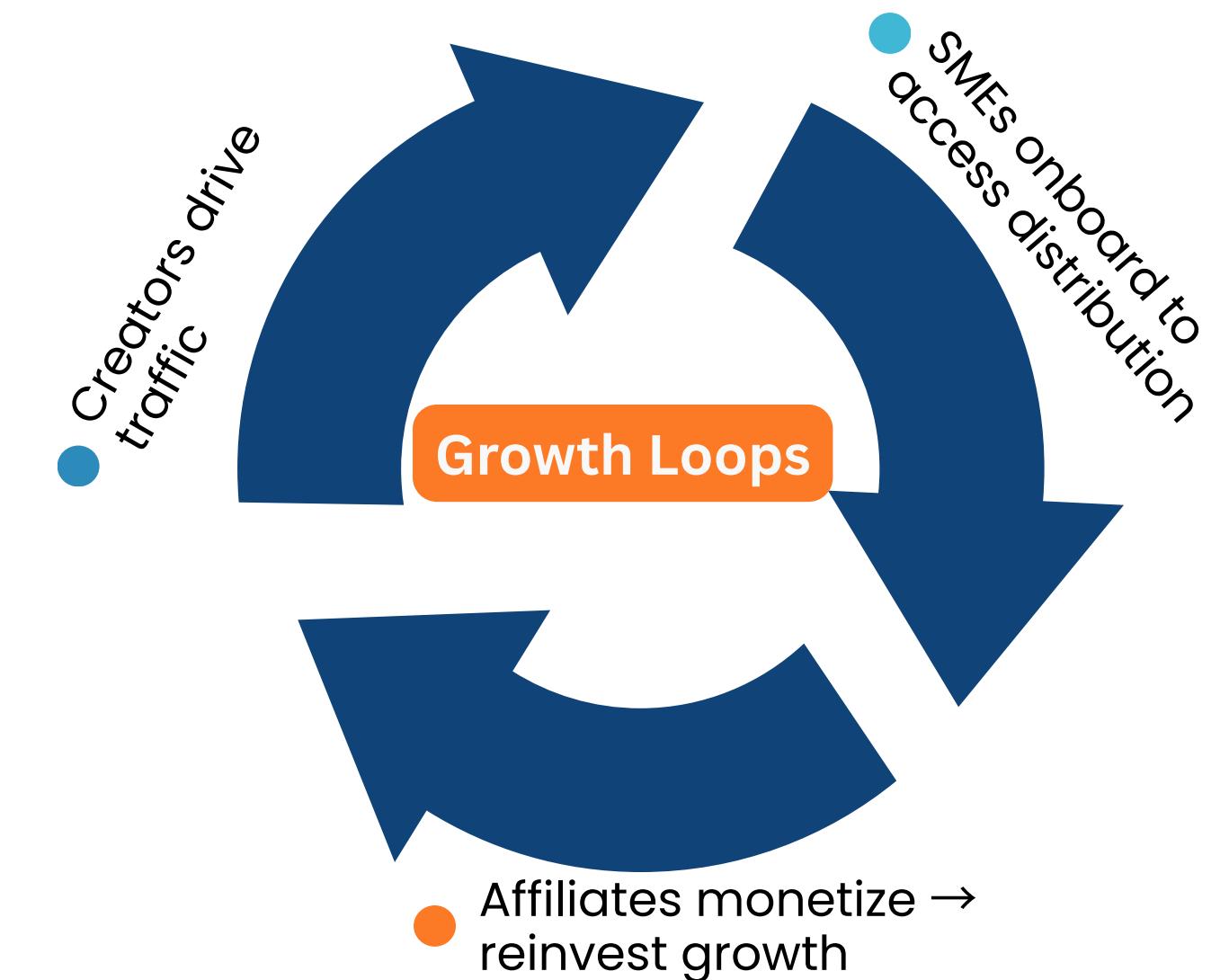
Tanda's growth is driven by creators, powered by SMEs, and amplified through fintech partnerships

Growth Strategy

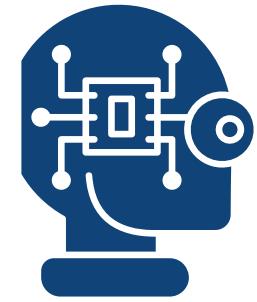
Market Expansion: ● **Start:** Africa (Nigeria-led) → **Expand:** LATAM → Southeast Asia

Product Expansion

- **Core:** Video commerce + payments + escrow
- **Added layer:** Cross-platform video commerce infrastructure
- Monetization tools → analytics → automation



Market entry via creators with existing social audiences



AI Advantage

-  Voice & chat shopping in local languages
-  Powerful & smart recommendation engine
-  Fraud detection
-  Creator-product matching

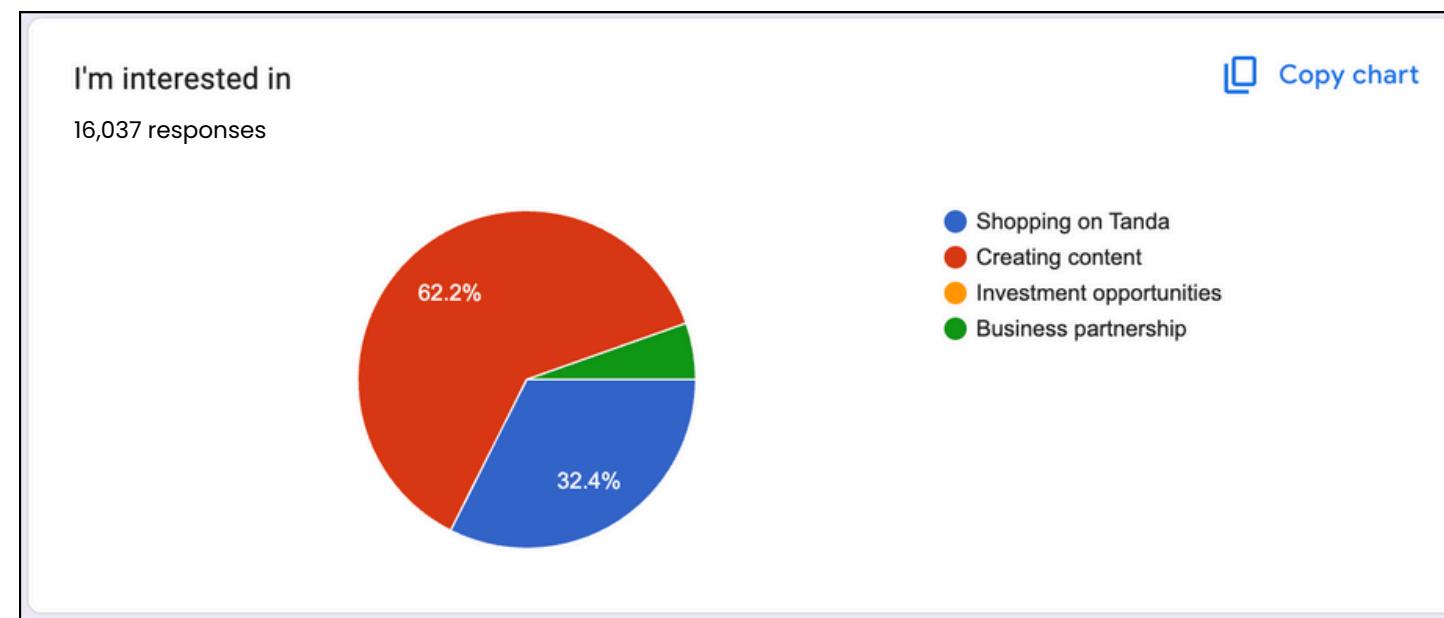


↗️ Traction

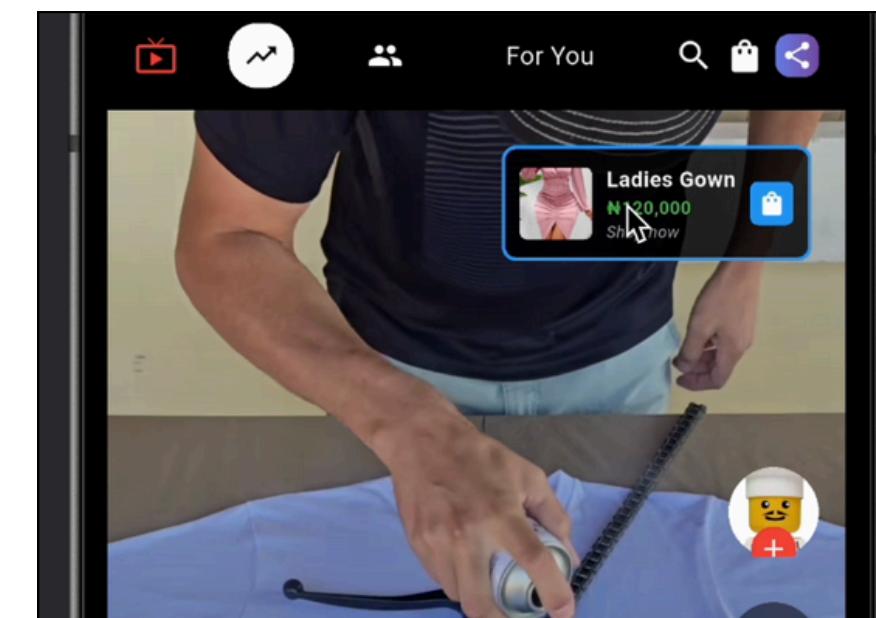
Organic demand before paid growth

Core Growth Metrics:

- 👤 16,000+ users waitlist
- 🏭 1,400+ SMEs
- 🤝 98 influencers onboarded
- ⚡ Play Store live



Tanda waitlist



tagged product on a video



Unit Economics

Economics improve with scale

- AOV $\approx \$50$
- Revenue per order $\approx \$5$
- CAC (creator-led) $< \$0.50$

CLV materially exceeds CAC.

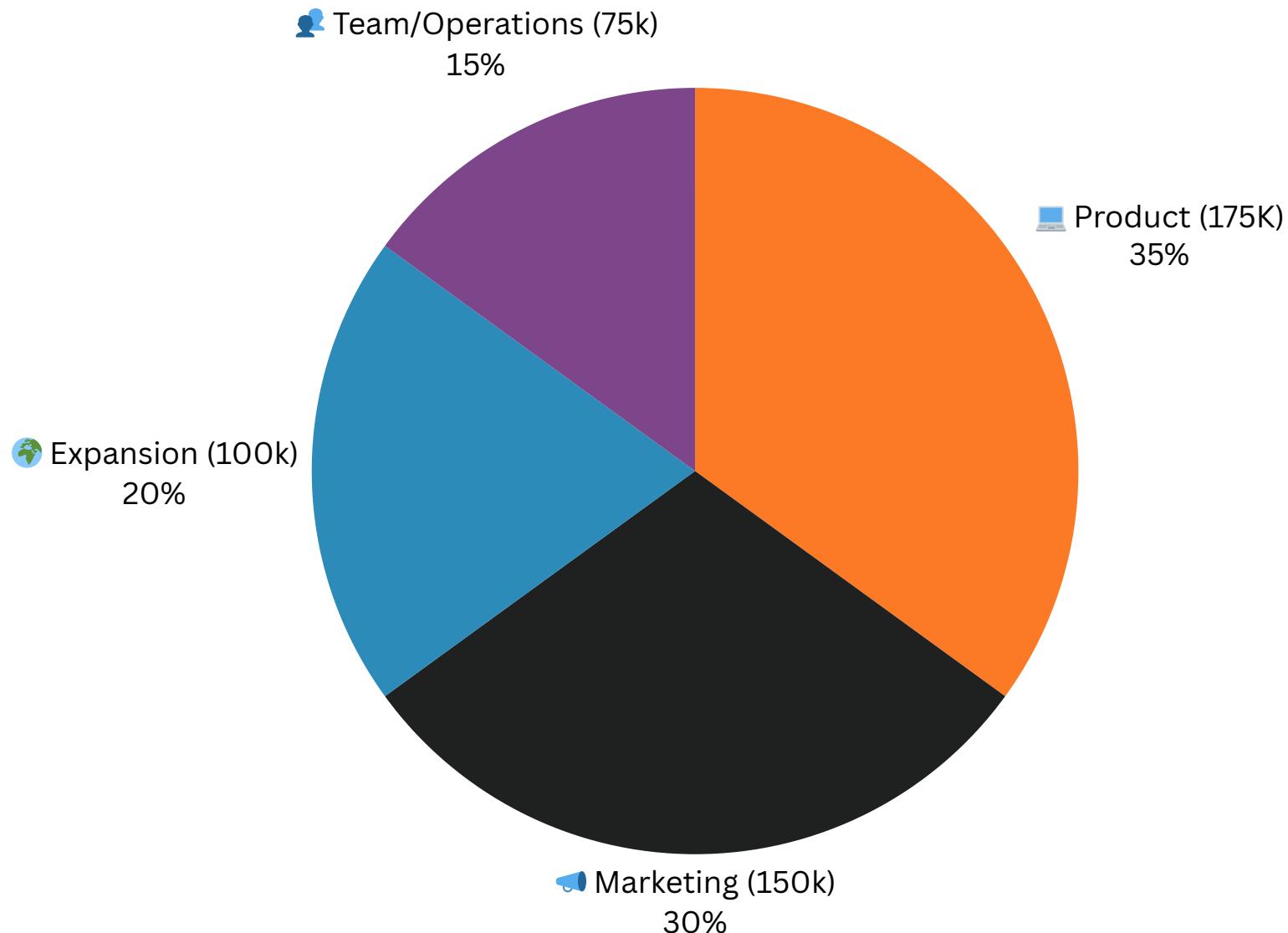


Financials Ask

Raising \$500K Seed

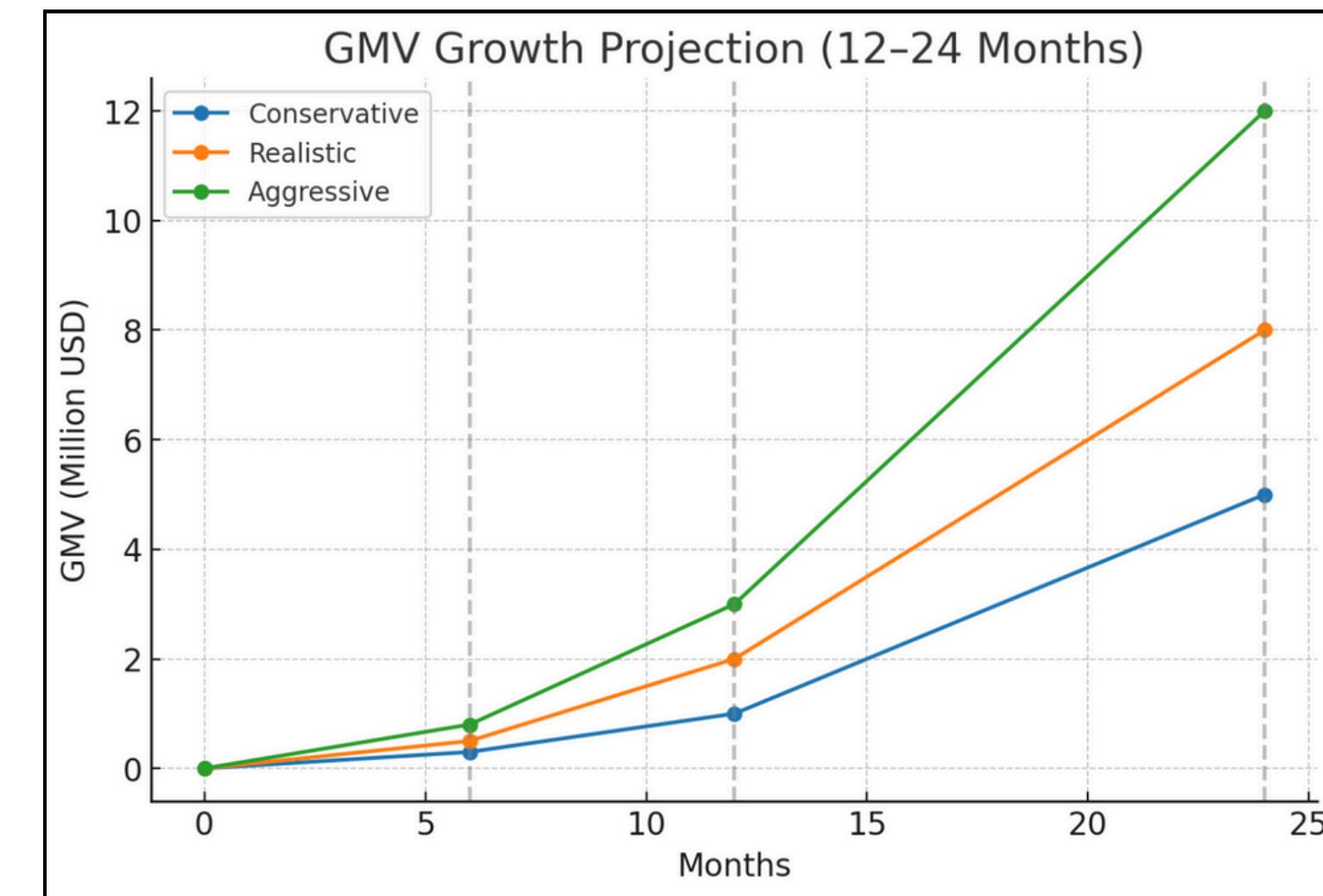
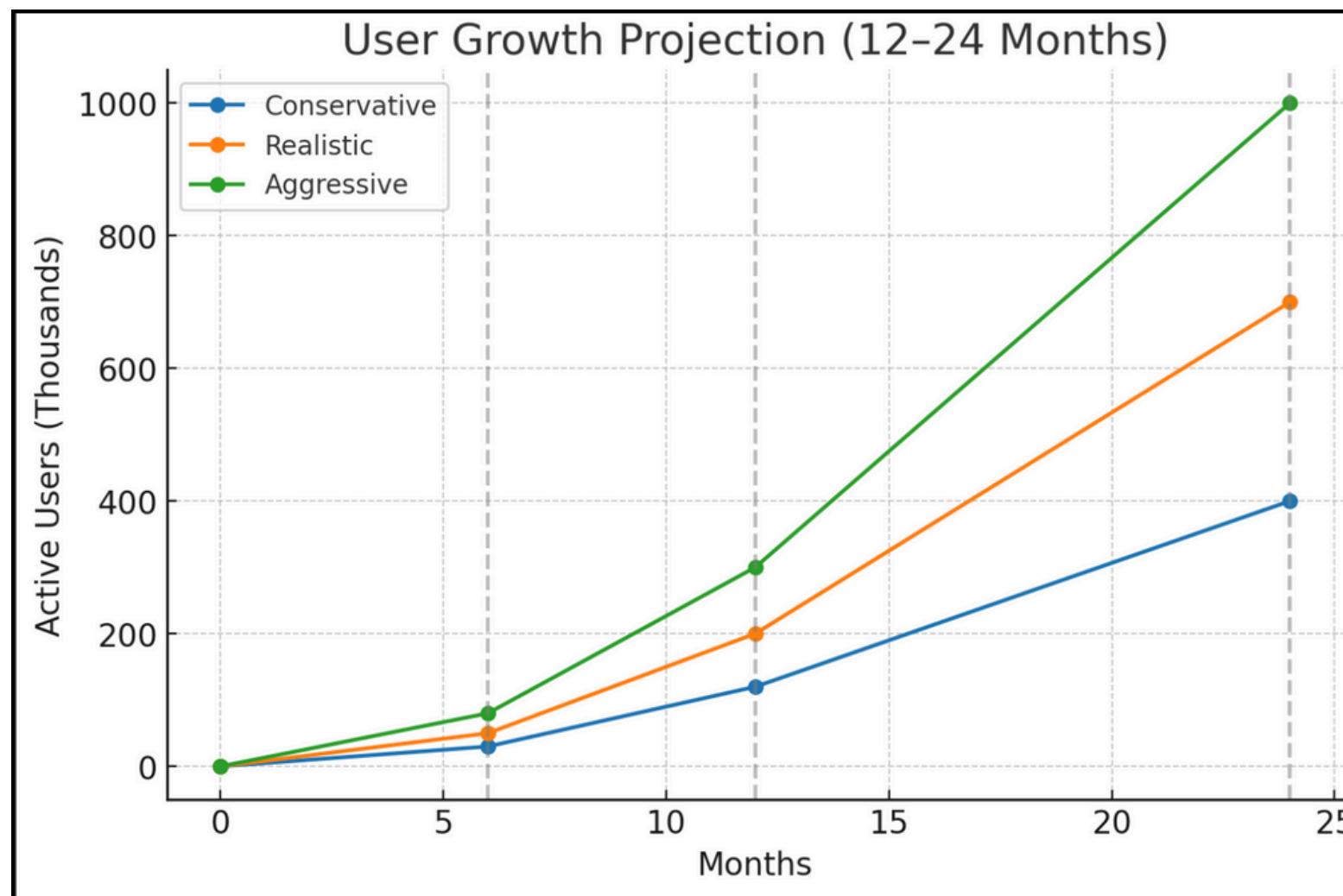
- Valuation: \$5M pre
- Runway: 18–20 months
- Target: \$10M GMV

Product • Growth • Expansion • Ops





Growth Projection





24 Months Roadmap

- Launch Tanda production app, activate AI assistant (beta) and onboard Tanda waitlist
KPI: 50K - 100K active users

Launch: Nigeria



- Integrate local currencies in Asia and LATAM
KPI: 2M+ users

Expand: Asia & LATAM

Scale: Pan Africa

- Introduce cross-border logistics support
KPI: 400K - 1M active users

By Q2 2027, Tanda becomes Africa's trusted AI-powered video-commerce infrastructure, operating profitably across 5 countries.

Team



Vincent Ibekwe (Founder & CEO)

www.linkedin.com/in/vincent-ibekwe

- Business, Tech & AI background
- Full-stack ex-Google engineer with 9+ years of hands-on experience.
- Built Tanda end-to-end, from app architecture, to launch.
- Founder of TechMaloo Analytica (Exited) and Ghost Protocol.
- Built 20+ production systems from ground up.



Gill Balcaen (Advisor)

www.linkedin.com/in/gill-balcaen

- Business Strategy



Bridget Adanna (Advisor)

www.linkedin.com/in/bridget-adanna

- Growth & Partnerships



Vision

Tanda becomes the commerce engine behind video – globally.

💬 *Let's build the infrastructure for the next billion sellers.*

👉 Thank you for reaching out:

17 [Schedule a Demo or Intro Call | https://calendly.com/hello-tanda/30min](https://calendly.com/hello-tanda/30min)

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