

Mobile B2B AFRICA - a digital bridge for African business



In the 21st century, almost everyone on Earth has a smartphone. Mobile applications are the most intuitive way to interact and communicate anywhere and anytime.

Mission: Unite African businesses in a single mobile digital space.

Mobile B2B AFRICA - the only native mobile ecosystem for Google Play and the App Store that unites:

- ✓ Social Network
- ✓ Trading instruments
- ✓ Business process management

STRATEGIC VALUE FOR AFRICA.

For the economy:

- GDP growth through digitalisation of trade
- Foreign investment inflows

For business:

- Exporters: Finding buyers quickly and efficiently without intermediaries
- Access to international markets

- Importers: Standardised access to verified and rated suppliers.

For investors/partners:

- Market primacy: No B2B mobile business platforms-analogues for Africa.
- Entry into a market with high potential
- Tool for industry research
- Scalability: Ready solution to scale up and enter Asia/Latin America, etc.

B2B social mobile business platform without third-party services with unique capabilities



Multi-level categories for business communities (nested, multi-lingual, flexible, cross-linked).



Dynamic content co-authoring (assigning curators to posts).



Catalogue posts (unlimited nesting level of mini-application without programming skills).



Information lifecycle control (assignment of publication life time, seasonal content).



Built-in messenger (chat for personal communication and for teamwork within the platform).

1. Multi-layered business communities with categories and multi-linguality

Flexible Nest-Branch architecture

Users create 'nests' (main communities), within which there are 'branches' (subcategories).

- **Nests** = Economic sectors
 - Agriculture
 - Mining
 - Logistics and transport
- **Branches** = Specialised areas
 - Nest: «Agriculture»
 - └─ Branch: «Cocoa exports» (EN/FR)
 - └─ Branch: «Coffee exports»
 - └─ Branch: «Cotton exports»

Advantage:

Companies only participate in relevant branches, saving time. You can subscribe to the entire category or only to a specific branch. *Users create personalised picks and subscriptions with notifications.*

2. Manage and convert to desired format

Post catalogues (mini-application builder)

- Any post can be **expanded into a tree structure** with nested blocks and create a programming-free mini-application or multi-tiered information catalogue:

- Post: «Product catalogue»
- |— Enclosure 1: «Product descriptions»
- |— Enclosure 2: «Instructions and documentation»
- |— Enclosure 3: «Function directory» (for example, another 10 levels of nesting).

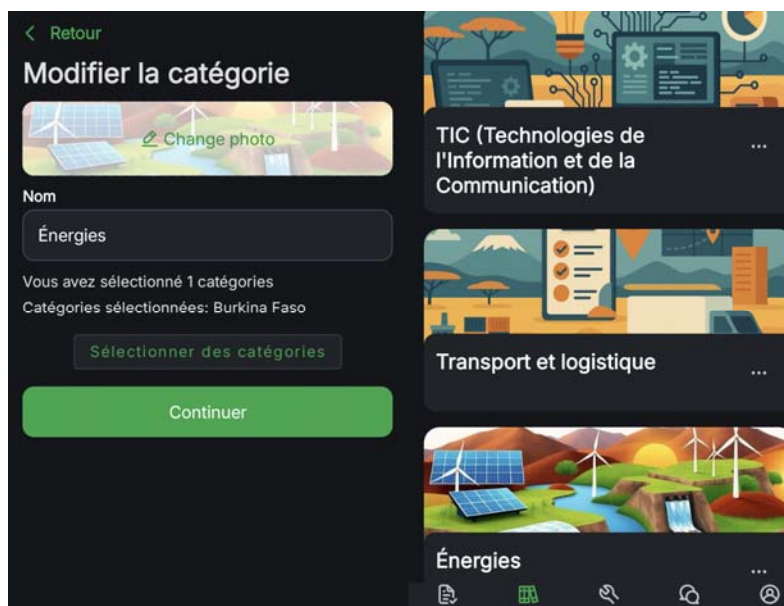
Dynamic co-authoring of posts

- **The author of the post assigns 'curators' - they will help:**
 - Edit content (with a history of changes).
 - Manage comments (e.g. collect questions for FAQs).
 - Set the 'lifetime' of the post
 - Extend the 'lifetime' of a post.
- **Post creator (e.g., Chamber of Commerce):**
 - Appoints curators from member companies
 - Set editing rules
- **Functions of curators:**
 - Updating price lists
 - Moderation of trade proposals
 - Updating market conditions data.

Example:

The Territory Coffee Growers Association manages the Arabica Prices branch, delegating rights to 5 major exporters.

3. New generation business directories



Home screen of the application

- A feed of publications from the user's subscriptions

- Country navigator
- Quick search (by country, industry, keywords).
- Personalised feed (current companies, news, trends).

PUSH notifications with log and archive of notifications

- New messages.
- Requests for co-operation.
- Responses to your offers.

Smart Business Profiles

- **Multilingual company cards:**

- | | |
|---------------------------------|---------------------------|
| ○ Logo, name, country, industry | Rating and reviews |
| ○ 'Write' button (Chat) | Description of activities |

- **Structured data:**

- | | |
|---|--------------------------------------|
| ○ Products/services | Quick search by country and industry |
| ○ Purchasing needs | Recommendations from partners |
| ○ Certificates and licences | Verification (approval) |
| ○ Ratings and reviews | Map of Africa (Map View) |
| ○ Company activity feed | Likes/ratings/comments |
| ○ Social feed of company posts (news, vacancies, enquiries) | |

Example: A farmer co-operative quickly finds cocoa buyers in Europe

Hierarchical structure of commercial offers

Post: « Oil supplies »

- └─ Enclosure 1: « Specifications »
- └─ Enclosure 2: « FOB terms »
- └─ Enclosure 3: « Certificates of Quality »
- └─ Enclosure 4: «Contacts for negotiations»

Utilisation:

- Creation of tiered tenders
- Structured supplier databases
- Dynamic product catalogues
- **Benefit:** Users create personal catalogues without programming (e.g. 'Product Directory' or 'Rare Fossil Catalogue').

4. Visualisations and file catalogues

Visual design of categories, communities, information posts with graphic illustrations will help to highlight information or maintain a unified corporate style for a series of publications.

Attach files of any format to community descriptions, informative posts and comments. Photos and videos of product samples, documentation, instructions.

5. Information lifecycle management

Automation of business processes with any post expiry dates specified:

Content type	Lifetime	Action after expiry
Tenders	7-30 days	Move to archive
News	3-7 days	Auto-disclosure from the publications feed
Promotions	Customisable	Auto-off.

Case:

Exporter publishes a limited offer → the system automatically withdraws it after the quota is fulfilled.

6. Integrated B2B messenger

Safe negotiation in context. Discussing trade proposals, product catalogues, tender applications.
Exchange of files of any format.

Mobil B2B AFRICA is a new standard of business interaction!

Mobil B2B AFRICA is not the next step - it's a leap into the future!

JOIN US!

Available in:

