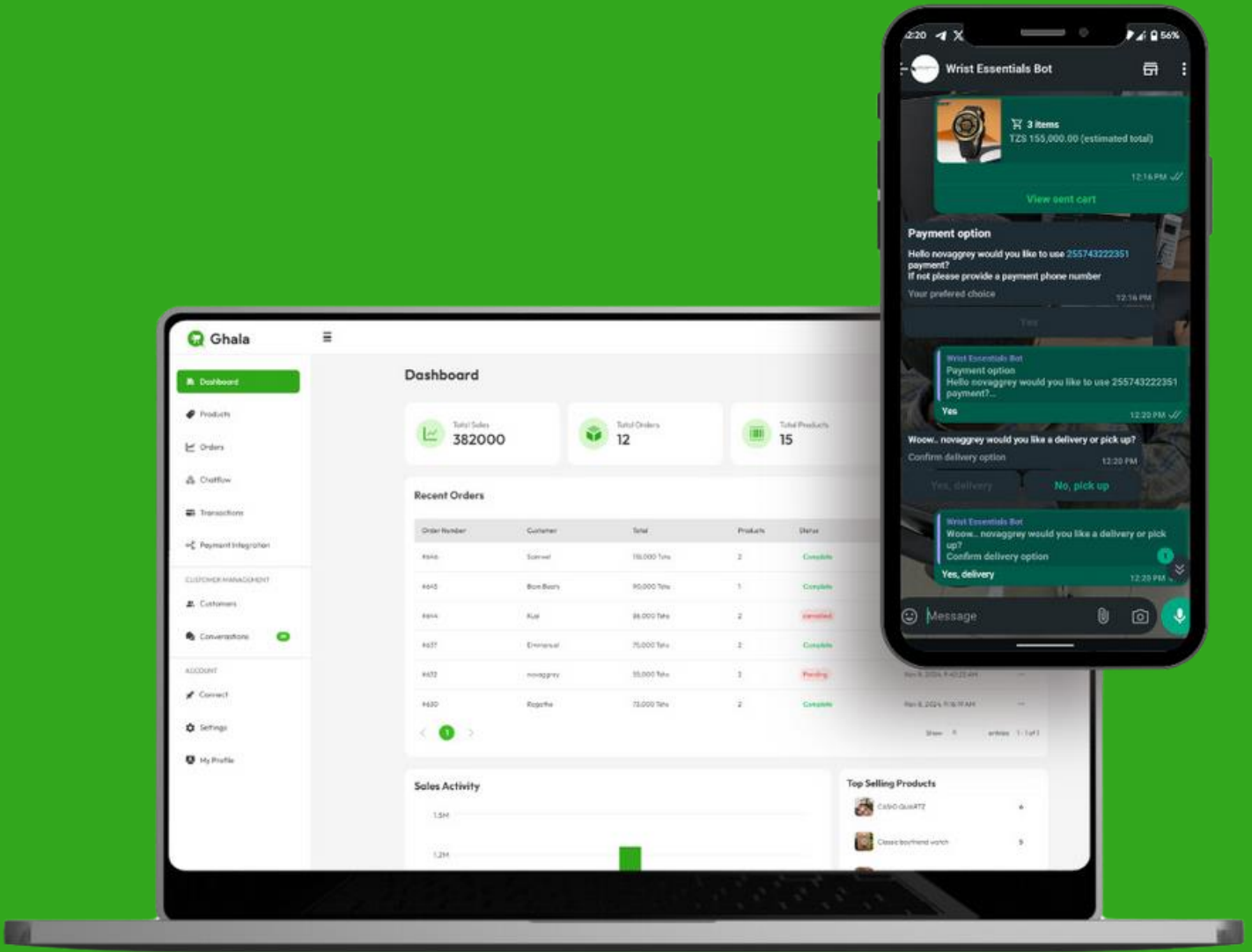


Ghala

Simplifying Social Commerce in Africa

Empowering businesses to sell and grow on WhatsApp



Transforming African SMEs with Digital Solutions

Ghala's mission is to bridge the digital commerce gap for African businesses by providing seamless tools to sell, manage, and grow using their favourite apps.



The Problem

SMEs IN AFRICA ARE STRUGGLING TO SCALE AND SELL DIGITALLY.

70% of SMEs in Africa rely on WhatsApp and other social media for customer engagement and selling, yet they lack the tools to manage orders effectively and simplify sales process .

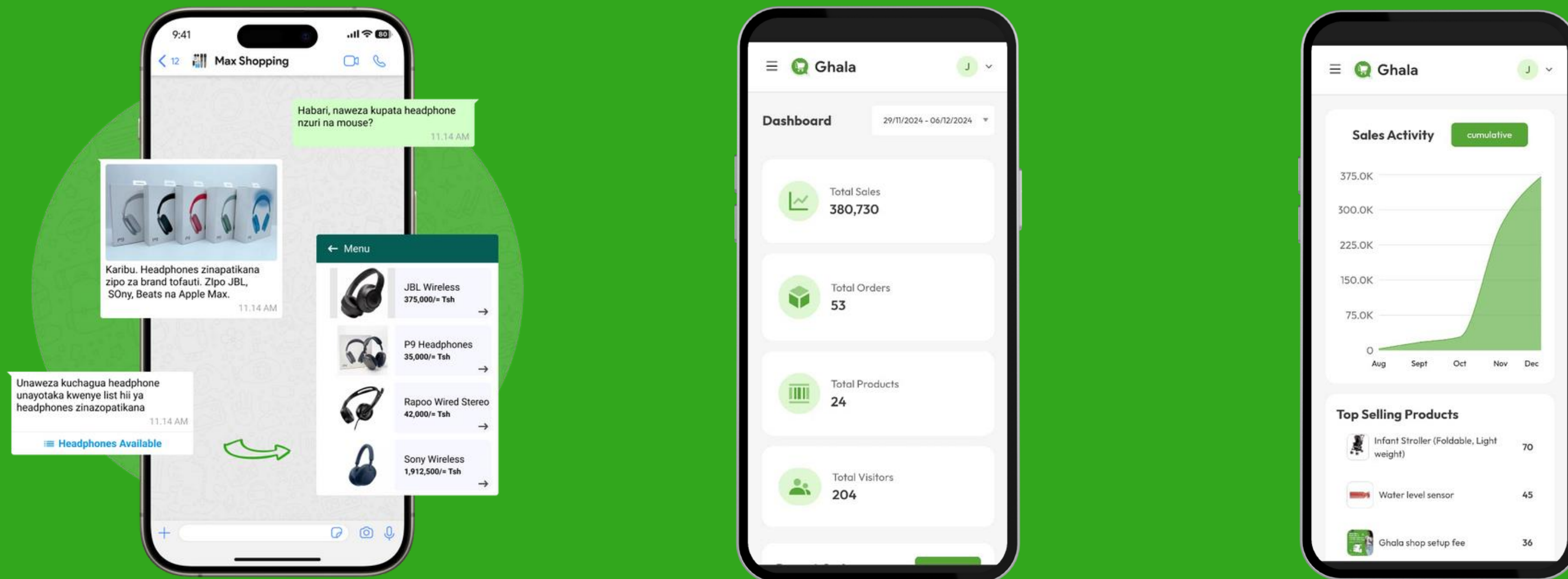
Modern e-commerce solutions are complex and disconnected, requiring multiple platforms and technical expertise that SMEs in Africa often don't have the resources or capacity to manage.

This results in inefficiencies, missed sales opportunities, and poor customer service, hindering growth in a rapidly digitizing economy.



The Solution

Ghala uses AI automation to simplify order management, payments and customer engagement for SMEs within Whatsapp platform.



Multiple ways to engage customers and track sales, providing businesses with a unified tool that integrates communication, transactions, and customer insights into one seamless platform.

Dashboard

Products

Orders

Transactions

Payment Integration

CUSTOMER MANAGEMENT

Customers

Conversations 352

ACCOUNT

Connect

Settings

Select a date range to view orders and the total amount earned

from 01/11/2024

to 21/11/2024

Search

Total Amount
133,000 TZS

Search orders (use order number)

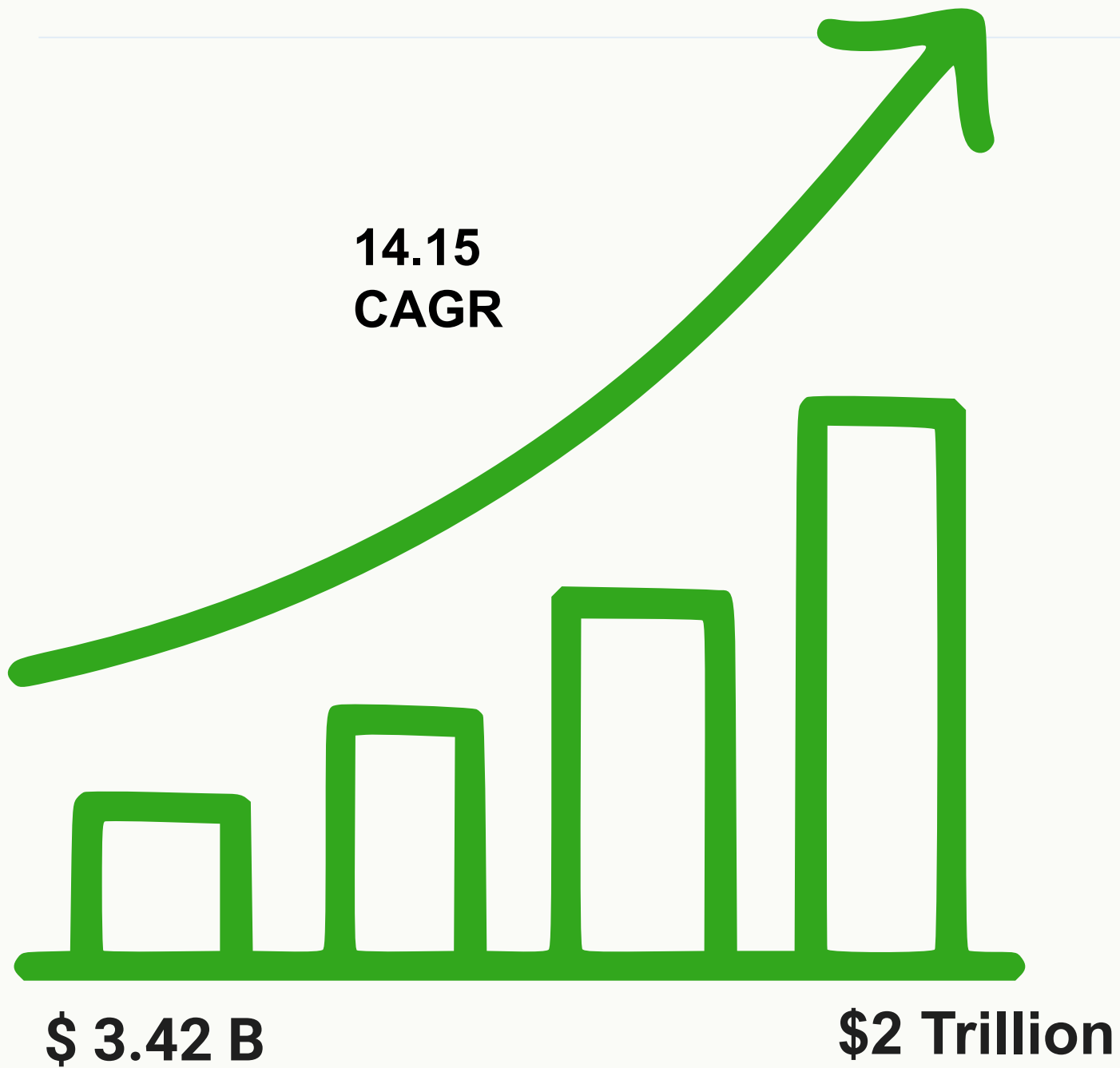


Export

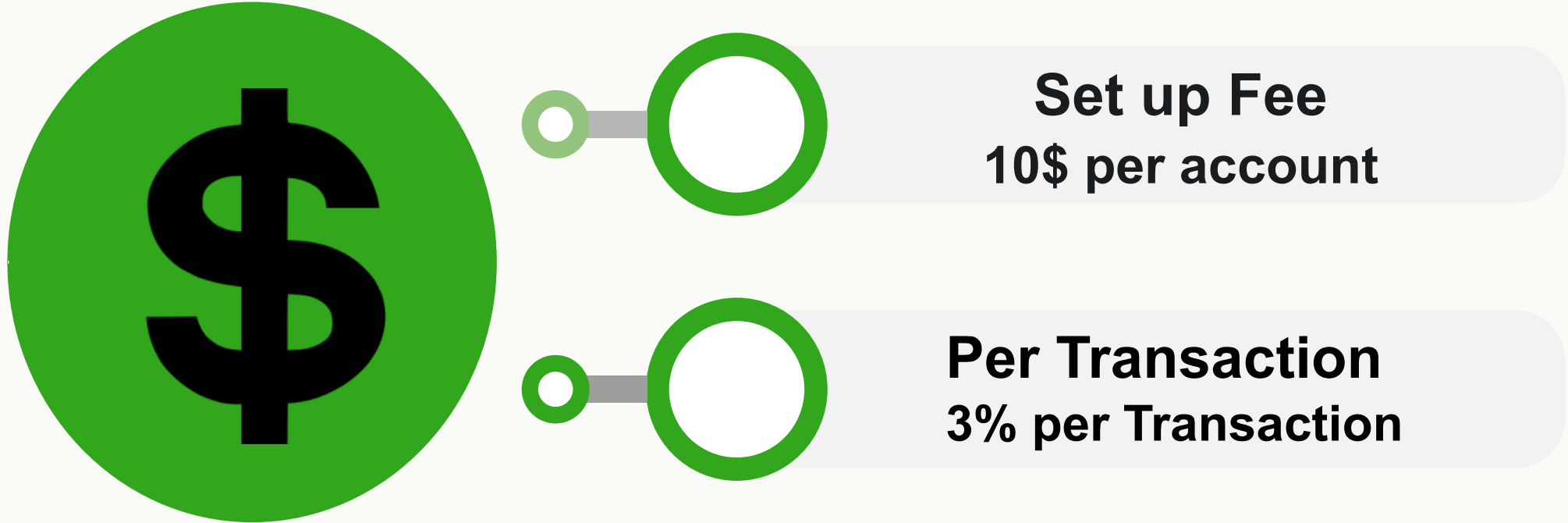
Order No	Customer	Total	Products	Status	Placed at	
#810	Abuu Ruwayda	90,000 TZS	1	cancelled	Nov 21, 2024, 1:51:30 PM	...
#808	Kazihost Internet Services	70,000 TZS	1	pending	Nov 21, 2024, 10:59:27 AM	...
#804	Tech	2,000,000 TZS	1	pending	Nov 21, 2024, 9:24:45 AM	...
#802	Jordan Kalebu	25,000 TZS	1	cancelled	Nov 21, 2024, 8:32:18 AM	...
#801	Jordan Kalebu	25,000 TZS	1	cancelled	Nov 21, 2024, 8:31:05 AM	...
#800	Vinayan Benedict	25,000 TZS	1	paid	Nov 21, 2024, 8:24:16 AM	...
#797	Benny	1,500,000 TZS	1	cancelled	Nov 20, 2024, 6:11:31 PM	...

The Solution

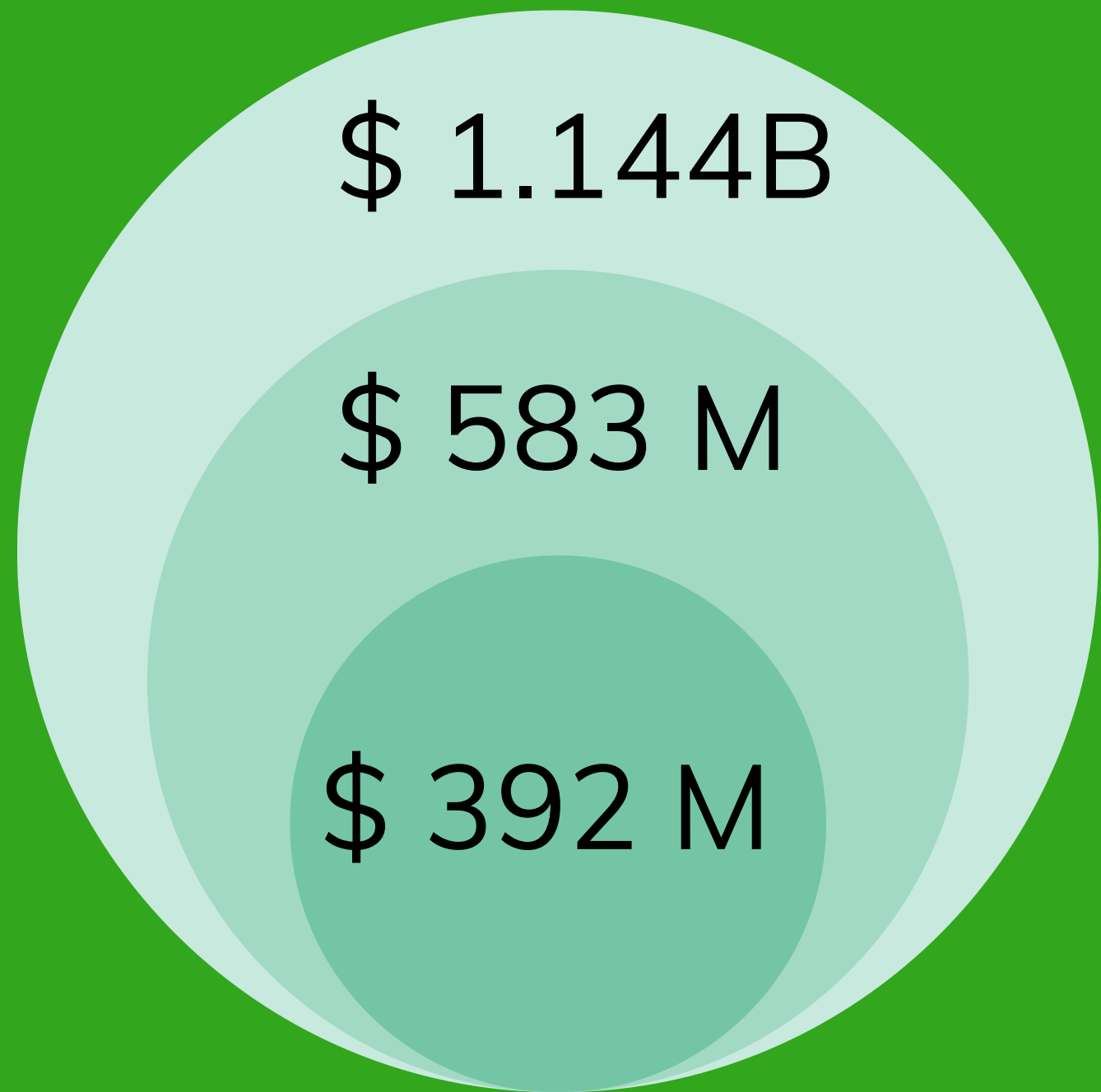
Global Social Commerce Market



Revenue Streams



The Market Size



Total Addressable Market

Africa has over 44 Million SMEs

Serviceable Addressable Market



93% of small businesses in Sub-Saharan Africa have digitized at least one aspect of their business operations

Serviceable Obtainable Market

400 million Africans use social media platforms, with many making their first online purchase through these platforms.

Over 50 merchants are already live on Ghala platform, actively engaging customers and driving sales.

Ghala focus on powering the existing e-commerce rather than replacing existing systems.

	 Ghala	 mjeja	Chapter
Automation	✓	✓	✓
Local Payments	✓	✓	✓
Work Offline	✓	✗	✗
Mobile first	✓	✗	✓
No subscription	✓	✗	✗

The time is NOW.

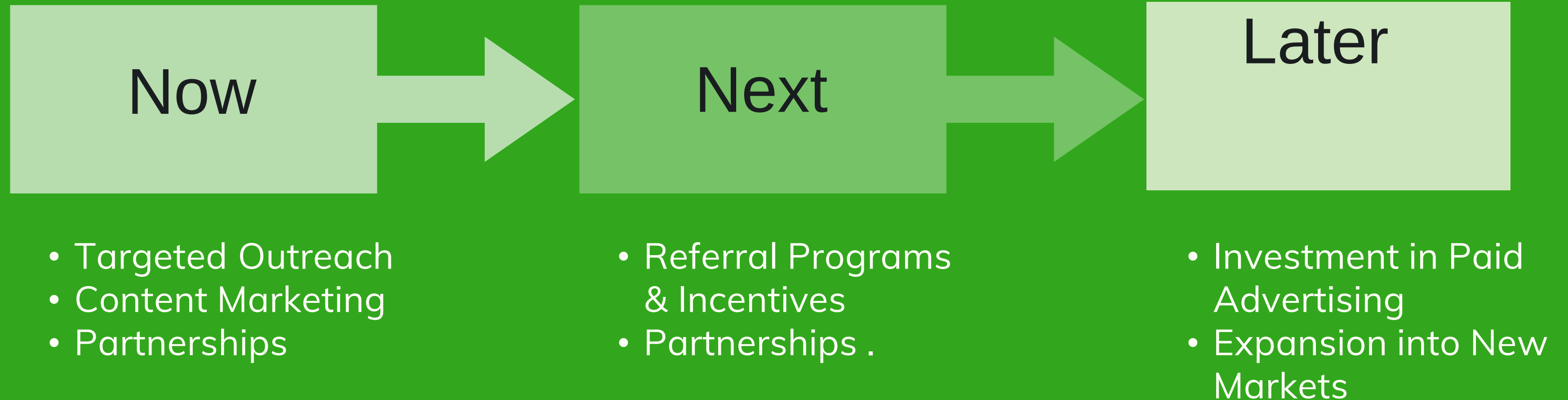
Over 85% of smartphone users in Africa rely on WhatsApp for communication and commerce, making it the leading platform for SMEs.

Increasing use of mobile money systems like M-Pesa provides seamless integration opportunities for payments.

The COVID-19 pandemic has accelerated the shift to digital-first commerce, with SMEs looking for easy-to-adopt tools to stay competitive.

SMEs in Africa face limited access to simple, affordable e-commerce solutions tailored to their needs.

Customer acquisition to strategy



Our Advisors



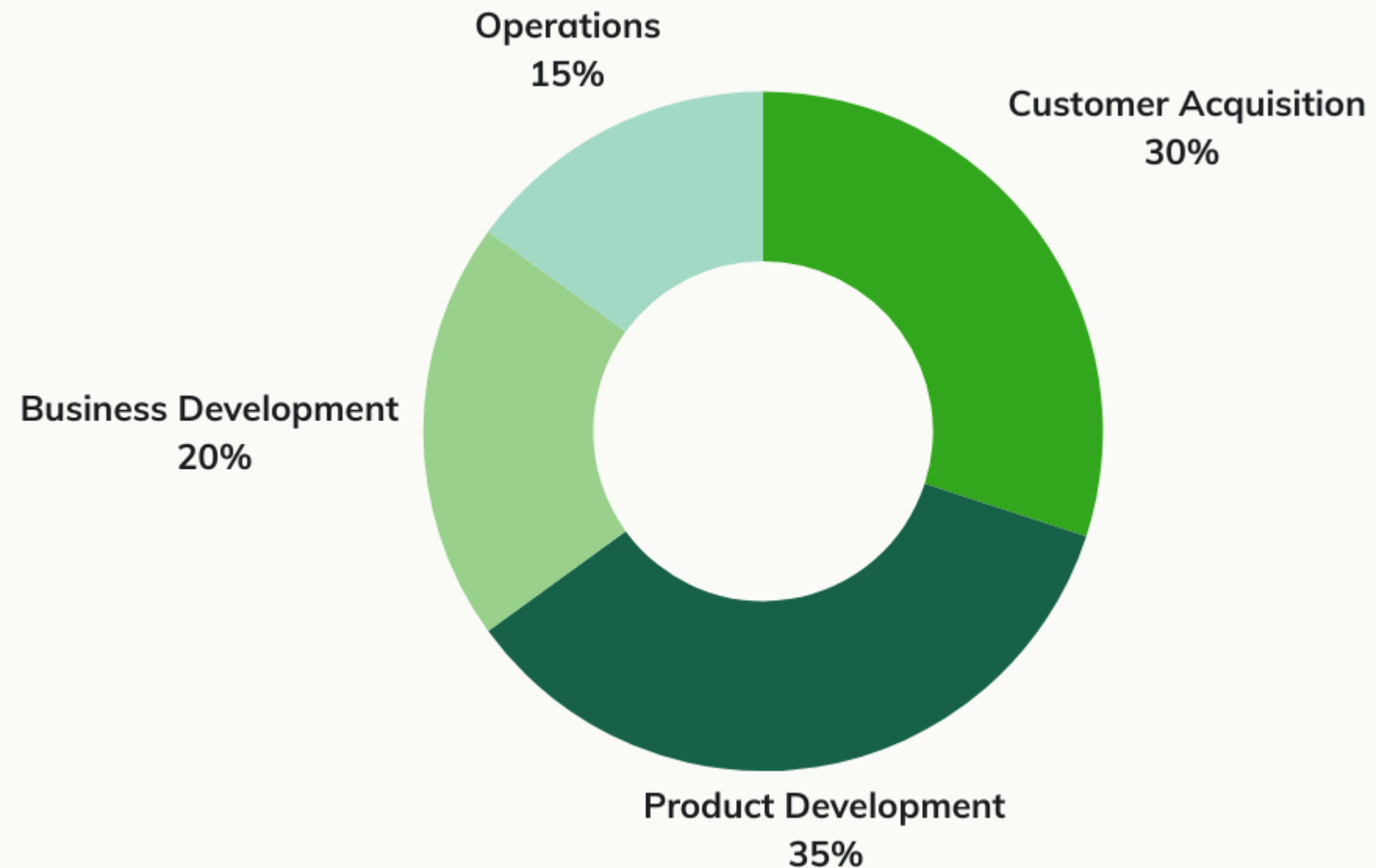
[Lavina \(Rao\) Ramkissoon](#)
Technology and Data Expert

AI Policy Advisor to African
Union (AU)



Marlon Parker
Founder of
RLabs
Founder of RLabs Global &
Rlabs Capital

Raising \$250K to fulfill demand



- Tech to fulfil demands
- Expand operation Teams and support growth
- Seek and close channel partners following B2B strategy

Contact Us

+255-75729-4146

info@neurotech.africa

www.sarufi.io

