



Africa's digital economy, **built for everyone.**

A lightweight, African-native platform connecting people, businesses, commerce and financial services, including predictive intelligence.

One platform

Any person

Any device

BAOBAB.ZONE CO • INFO@BAOBAB.PW • BAOBAB.PW



THE PROBLEM

Participation is **fragmented and expensive.**

Millions of Africans still cannot fully participate in the economy. Some lack access entirely. Others participate at a very high cost.

- › Finding customers
- › Starting a business
- › Building trust
- › Receiving payments
- › Accessing finance

The missing infrastructure is **participation.**
Without participation, no opportunity.
Without opportunity, no **prosperity.**



THE INSIGHT

The barrier is not technology. It is **access**.

AI, cloud, payments and digital identity already exist.
What millions of people still lack is a practical way
to reach the economy.

**Digital inclusion will not come from smartphones
and heavy apps that demand constant updates and new devices.**

**Real inclusion starts when the product works
with the people, devices and conditions that **actually exist**.**





THE SOLUTION

One lightweight platform **for everyone.**

Baobab is a PWA - it opens on any phone, needs no App Store or Google Play, receives no endless updates, and runs on old and low-memory devices.



A grandmother selling vegetables, a student, a small business - **the same platform, one economic layer.**



WHY BAOBAB IS DIFFERENT

One platform. Any person. **Any device.**

ANY AGE

From a university student to a grandmother at the market.

ANY DEVICE

Works on old, cheap, low-memory phones. No upgrade required.

ANY LEVEL OF DIGITAL SOPHISTICATION

Simple and familiar - no behaviour change needed.

AFRICAN-NATIVE

Built in Africa, from Africa outward. Not a Western app adapted to Africa.

We don't ask people to upgrade their lives before they can participate in the digital economy.

Participation without segregation.



THE ENTRY POINT

We start with **real commerce**.

We begin where people already transact - with familiar, no-change-required commerce - and layer the foundation for a much larger economic ecosystem.

- 01** Classifieds - the familiar entry point
- 02** SME storefronts & simple commerce tools
- 03** Baobab Bistro - our first real merchant, accepting live payments on the platform

One product, launched today. A system that grows into infrastructure.





TRACTION

Built, live, and **already used.**

PRODUCT

- › \$300K+ founder-funded
- › MVP built
- › Live beta in Namibia
- › First SME onboarded
- › Commercial launch underway

VALIDATION

- › Namibia as validation market
- › Real partners
- › Real SMEs
- › Real transactions

COMMUNITY

- › Baobab Dignity Foundation
- › 60,000+ organic social community
- › 1M+ TV views in DRC & Namibia
- › Community-first distribution

This is not just a product. It is already **becoming an ecosystem.**



THE ECONOMIC ENGINE

One economic network, **not ten startups.**



Marketplace, payments, financial services and AI are not separate products. They are modules plugged into the same participation and transaction layer.

Our edge: **Demand Intelligence** - predictive analytics that tells partners what people will need, and when.

Every new layer expands **participation**, not complexity.



THE SCALE ARCHITECTURE

Windhoek → Namibia → Southern Africa → Sub-Saharan Africa.

Start with one country. Build one ecosystem. Scale across the continent.

Technology

User identity

Transaction infrastructure

AI models

Merchant network

Financial layer

Brand & community

Data (Demand Intelligence)

The infrastructure scales faster than the physical footprint.



BUSINESS MODEL

Free to participate. Paid to grow.



The core platform remains free. Partners pay only for advanced tools, automation and intelligence.

Monetization begins at approximately 100,000 registered partners - about one year after launch.



TEAM

Four founders. One mission. 15+ years building together.

AHARON NARINSKY

Founder & CEO - 25+ years
building businesses in Africa.

PAULINE MANGA

Co-founder & Operations -
Namibia & DRC market
execution.

RUSLAN KOROLEV

Co-founder & System Architect -
marketplace & SaaS architecture.

DANIIL PETROV

Co-founder & Growth -
marketing, UX & product.

See the Soul Among the Digits.

This isn't just a motto. This is the life position of our team.

The idea can change many times. The team must survive the changes.



INVESTMENT

Raising **US\$200,000.**

US\$300K+ founder capital already invested. The investment will enable us to:

- › Complete the commercial launch in Namibia
- › Reach our first 100,000 registered partners
- › Activate the freemium model
- › Reach cash-flow breakeven
- › Prepare for the Seed round
- › Prepare for expansion across Southern Africa

Baobab is not building another marketplace. We are building Africa's Economic Participation Infrastructure.

Our mission: participation creates opportunity. Opportunity creates prosperity.

Prosperity creates dignity.

Dignity begins where dependency ends. The Baobab Dignity Foundation is the guardian of this mission.

First, build the economy. **Then tokenize the value it creates.**

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