



ZYNQOTRACKA

Retail Intelligence ERP for SMEs

One connected platform for sales, inventory, expenses, staff, branches and business intelligence.

INVESTOR PITCH

Built • Working • Tested

2 real businesses using it

Pre-revenue

Customer acquisition is the next milestone



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THE PROBLEM

SMEs need better operational visibility.

Business operations can become fragmented as sales, stock, expenses, people and branches grow.

Disconnected workflows

Critical information can live across separate tools, spreadsheets and manual processes.

Limited visibility

Owners may not have one clear view of what is happening across the business.

Slow decisions

Manual reporting and reconciliation can delay important business decisions.

Growing complexity

More products, staff and branches increase the need for connected systems.



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THE SOLUTION

One connected operating layer.

ZYNQOTRACKA brings core business operations together and adds management intelligence.

Sales & order management

Expense tracking

Staff & role management

Founder Mode

Subscriptions, payments & referrals

Inventory & stock visibility

Branches & multi-location operations

Reports & analytics

Decision Center & Morning Briefing

Offline/PWA support



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PRODUCT

Built for day-to-day business operations.

The product is designed around the workflows an SME needs to operate and understand its business.

- Manage sales, inventory, expenses, branches and staff in one platform.
- Use reporting and analytics to understand business performance.
- Founder Mode provides a management-focused view of financial and operational performance.
- Decision Center and Morning Briefing help turn business information into actionable attention points.
- Offline/PWA capabilities support operational continuity where connectivity is not always reliable.



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CURRENT TRACTION

Built, working, tested and in real-world use.

The commercial focus is now customer acquisition and conversion.

2 REAL BUSINESSES

ZYNQOTRACKA is currently being used by two real businesses.

PRE-REVENUE

Customer payment has been received.

NEXT PROOF POINT

Convert early validation into repeatable paid adoption.

- Core product capabilities have been developed and tested.
- RadoKVentures is one example from the early real-world validation journey and a paid customer.



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BUSINESS MODEL

Recurring SaaS revenue.

The initial commercial model is subscription software for businesses.

SUBSCRIPTIONS

Recurring revenue from businesses using ZYNQOTRACKA.

EXPANSION

More branches and deeper usage create opportunities for account expansion.

ERP ROADMAP

Additional ERP capabilities can expand the platform over time.

- Paystack is integrated for payments.
- Referral rewards are structured as subscription credits after the referred business makes its first paid subscription payment.



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POSITIONING

Starting with SMEs. Building toward business infrastructure.

ZYNCO Digital is building practical technology for African businesses with global scalability in mind.

ZYNCO DIGITAL

The company building practical business technology.

ZYNQOTRACKA

Retail Intelligence ERP / business operating platform for SMEs.

LONG-TERM VISION

Connected digital infrastructure that helps businesses operate, grow and compete globally.



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GO-TO-MARKET

The immediate objective: acquire and retain paying businesses

Direct outreach

Target SME and retail business owners.

Pilots & demos

Show the product through practical workflows.

Partnerships

Work with SME networks and business communities.

Referrals

Create a structured customer-led acquisition channel.

Content

Use practical operations content to demonstrate value.

Customer success

Onboarding and support designed around retention.

TECHNOLOGY & SCALE

Moving toward infrastructure we control.

Current production runs on Lovable Cloud; the target architecture separates development, hosting and backend ownership.

- Current: Lovable Cloud for application hosting, database, authentication, storage, server functions and scheduled jobs.
- Target: Lovable → GitHub → Vercel → owned Supabase → Paystack.
- Migration will be staged, backed up and tested before any production switch.
- Priority is preservation of customer records, authentication, files, payments, permissions and operational history.



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INVESTMENT OPPORTUNITY

Capital would accelerate the next stage.

The focus is turning a built product with early real-world usage into a repeatable commercial business.

CUSTOMER ACQUISITION

Sales outreach, marketing, demos and onboarding.

CUSTOMER SUCCESS

Structured onboarding, support and retention.

PRODUCT & INTELLIGENCE

Continue improving ERP, analytics and decision-support capabilities.

INFRASTRUCTURE

Complete controlled hosting/backend migration and strengthen resilience.

Investment amount, valuation and structure are open for discussion based on strategic fit and agreed milestones.



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FOUNDER

Samuel Ayomide — Founder & CEO, ZYNCO Digital

- Technology operations and systems background.
- Builder focused on practical business technology, automation and AI-enabled workflows.
- Founder of ZYNCO Digital and creator of ZYNQOTRACKA.
- Vision: build practical digital infrastructure that helps African businesses operate smarter, grow faster and compete globally.

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