



hekima.africa 

powered by  Qina Connect

Information. Insight.



**Intelligence.** Expert Network.

# The Problem

## Access to Reliable, Real-Time Information

Africa is viewed as a region of rich business, trade and investment opportunities. The demand for up-to-date macro- and micro-information on industry trends, business opportunities and private sector economies in Africa is growing at a prolific rate. However, **access** to credible, accurate, time-critical information on business, economic, political and social developments on the continent **is a major challenge**.

### Why is Information Accessibility a Problem?

Data (including business and investment opportunities, planned privatization initiatives, tax and investment incentives, economic development and general 'lay of the land' information) is scattered in multiple data sources. Sources that are difficult to acquire or identify, are invisible and are not available online.





# Impact

## Prohibited Economic Growth Through Untapped Skills

Lack of information stifles investment and trade opportunities, and prohibits economic growth. Inaccessibility limits political and business decision making processes which demand accurate data in order to plan, fund, evaluate and/or development opportunities.

Africa has a wealth of untapped “Subject Matter Experts” that could provide business and economic information as well as analyse and provide guidance on developments and trends. Africa’s Subject Matter Experts are grossly underutilised. African businesses and institutions are inadequately represented in the global market and related discussion.

# The Solution

## hekima.africa

- ✓ Created by Africans for Africans.
- ✓ An innovative secured African business-related information resource in electronic format.
- ✓ Validated and qualified by an expert network.
- ✓ Information is relevant, reliable, categorised and instantly accessible.
- ✓ Big data, innovation and development at its core.
- ✓ The repository supports policy formation and strategic planning in both the public and private sectors.
- ✓ [hekima.africa](#) supports skills development, job creation and economic growth across the African continent.
- ✓ [hekima.africa](#) repositions Experts and showcases opportunities.
- ✓ Through matching needs with data [hekima.africa](#) drives economic growth across Africa.



# The Power Behind [hekima.africa](https://hekima.africa)

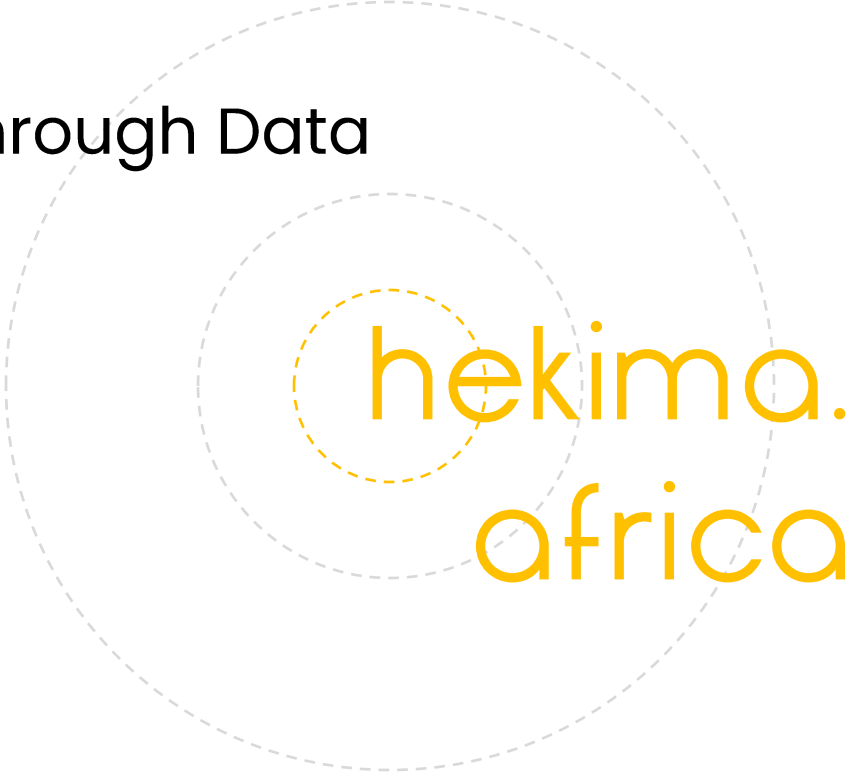


A powerful **online portal and mobile application** providing access to a central data repository. This digital platform incorporates the latest in technological innovation i.e. Big Data Analytics, Artificial Intelligence (AI), Business Intelligence (BI), Chat Bots and customized API to house and disseminate information.

The vision is to connect **African Intelligence** by:

- ✓ Providing a platform through which governments and publications can publish information
- ✓ Supporting African enterprises through information categorization, validation and authentication services
- ✓ Empowering economic and policy decision making through verified knowledge sharing
- ✓ Facilitating access to more abstract information through the diverse skills of the expert network
- ✓ Providing online education, skills development and employee/employer opportunities.

Knowledge Through Data



Wisdom



hekima.africa consists of four distinct yet connected pillars: Information, Insights, Intelligence and Expert Network.

## Features

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## hekima.africa Information Pillar

**The Information Pillar** provides public and private entities with a **trusted platform to publish and access critical information** such as news, statistics, business records, qualitative and quantitative research and opportunities across Africa.

### What?

- Curated information per industry, per country, per topic and per subject matter.
- Body of African business information resources (existing and third party).
- Non-conventional literature typically of an ephemera nature such as unpublished technical reports, working papers, feasibility studies and discussion papers.
- Official publications on the African private sector and business and industry trends issued by African governmental bodies and corporate-based research centres, regional organizations and international organizations such as the Economic Commission for Africa and the Africa Development Bank.

### How?

- Information categories are based on the PESTLE framework.
- APIs are used to connect various entities' information sources and 3rd party news sources to the [hekima.africa](https://hekima.africa) portal.
- Use of state of the art AI for content selection and filtering.
- Feeds from relevant African business information resources.
- Direct information feeds from businesses and governments in Africa.
- Target market: government entities, development agencies (includes the likes of IFC, UN, UNESCO), respectable publications, specialist journalists in various industries/subject matters, private companies, learners and researchers.

## hekima.africa Insights Pillar

The **hekima.africa** differentiator – **The Insights Pillar** provides **expert analysis** in areas such as Trade and Investment Opportunities, Market and Industry Analysis.



### What?

- Focus on developmental stages of projects to identify opportunities for our clients.
- Project risk analytics.
- Customized and syndicated Research and Insights into market trends and other business developments (ICT, Mining, Manufacturing, to name a few).
- MINTO based analysis and reports.
- Macro and Micro Economic information on industry trends.
- Expert market and industry analysis/commentary.

### How?

- The digital platform incorporates all the latest technologies i.e. Big Data Analytics, AI, BI, Chat Bots and customized API to collect, house and disseminate information.
- **hekima.africa's** wide and diverse network provides access to even the most 'abstract' information, intelligence and insights.
- Qina Group's consulting division, Qina Transform, will provide substantial inputs.
- **The portal leverages off **hekima.africa** extensive Expert Network for insights.**



## hekima.africa Intelligence Pillar

**The Intelligence Pillar** is a Business Intelligence tool for Africa with data, analysis, projects (both public and private), company profiles and key contacts.

### What?

- Timely reports, industry data, project and company profiles.
- Providing customers with real-time information relevant to development and investments in Africa.
- Company and project profiles and key contact info.
- Ongoing and current updates on projects e.g. latest funding, change in project phase, other key developments.
- In-built visualization tools.

### How?

- Sourcing of information through partnerships with research houses, data/database brokers, African industry experts.
- Enablement of projects to be uploaded and tracked by project owners with a project verification process.
- Intelligence gathering through [hekima.africa](#)'s in-house researchers, consultants, subject matter experts and analysts.
- Sourcing information from journalists and researchers covering various sectors across the continent.
- On the ground data gathering teams that upload data, information and news on a weekly basis.

## hekima.africa Expert Network Pillar

**The Expert Network Pillar** provides corporate and non-profit clients with paid consultations from subject matter, topic and/or industry experts in Africa. This service is **specific to hekima.africa** and includes the placement of experts in long term advisory, operational and board roles.



### What?

- Provide access to African thought leaders and leadership “African experts on African matters”.
- Telephonic consultations.
- Long term advisory, board and operational consultations.
- Consultations involving the preparation of deliverables, outputs and prep work.
- Interviews and surveys on behalf of clients and providing transcripts or data outputs/analysis.
- Wide range of experts focused on one industry/vertical and then on specific subject matter or sub categories.
- Thought leaders and practitioners, including business leaders, scientists, academics, former public sector leaders, and the foremost subject matter specialists.
- Leading platform for on-demand professional/business learning.

### How?

- Call for experts in various industries and countries and covers multiple languages.
- Incentives for experts: income, personal brand building through associated advertising rights.
- Source experts using business platforms such as LinkedIn, online and other advertising channels, recommendations/referrals.
- Selection by invitation only following a successful vetting process.



# Our Market

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[hekima.africa](https://www.hekima.africa) drives regional development facilitates investment in Africa by generating valuable market intelligence products and services for corporates, governments, academic institutions and other key stakeholders.

# Customer Segments

hekima.africa creates tangible value for the following sectors:

- Market intelligence houses
- Industry associations
- Public sector
- Government agencies
- African business entities (formal)
- Specialized agencies (e.g. NEPAD, African Development Bank)
- Press and Media
- Regional industry experts
- Data brokers
- Advertisers and publishers
- International investors
- Development agencies

FitchRatings

AON

SAP

facebook

amazon

Microsoft



HYUNDAI

ORACLE®

xerox 



# Key Partners

- Other market intelligence houses
- Industry associations
- Public sector
- Government agencies
- African business entities (formal)
- Specialized agencies (e.g. NEPAD, African Development Bank, Supra National Unions, AU, DBSA)
- Press and Media
- Regional industry experts
- Data brokers
- Advertisers and publishers
- Development Agencies

Partners of [hekima.africa](#) contribute to the portal by:

- Developing and maintaining the portal and mobile app
- Populating and housing data
- Researchers / Analysts performing fieldwork for populating the portal
- Data capturers capturing data on database
- Research analyst releasing insight reports
- Business development and marketing costs



# Benefits

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Numerous subscription benefits are available to industry customers, partners and investors for the pilot phase.

## Industry Customers

- ✓ Pilot-phase discounted subscription fees
- ✓ Discounted subscription fees will not change when the full version is launched
- ✓ Discounted rates for customized and consultative projects
- ✓ Discounted advertising opportunities

## Partners

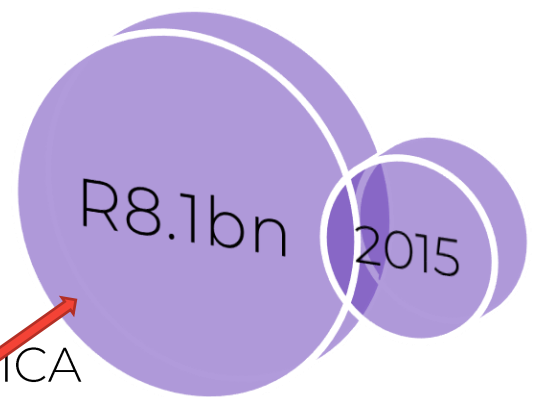
- ✓ Free access to the portal for information within your specific industry
- ✓ Discounted subscription fees for access within other industry areas
- ✓ Discounted subscription fee will not change when the full version is launched
- ✓ Discounted advertising opportunities
- ✓ Consulting, strategy and sales leads assistance for acquisition of new clients
- ✓ Access to network of partners
- ✓ Brand association with the development of Africa and Africa's rising

## Investors

- ✓ Be part of Africa's rising as the continent prepares to for the Fourth Industrial Revolution
- ✓ Become part of the achievement and realization that Africa is a region of rich business, trade and investor opportunities

# Why Hekima will work?

Hekima can potentially replicate the success of BNamericas - LATAM's \$200m business intelligence platform



## AFRICA'S POTENTIAL



**\$5.6 trillion**

in African business opportunity by 2025



**Manufacturing Output** can double by 2025

50% Urbanisation Rate by 2025

2<sup>nd</sup> fastest growing economy in 2016-20

Larger workforce than China and India in 2034

Global leader in mobile innovation and ready for next phase

Economies diversifying from commodities

Growing middle class that is: Educated, young, brand-aware and sophisticated

THE CONVERSATION ABOUT AFRICA IS CHANGING TO THAT OF OPPORTUNITIES, PROSPECTS, VENTURES AND CREATIVITY

...BUT THERE IS A SOFT INFRASTRUCTURE DEFICIT: DATA AND INFORMATION CRITICAL DECISION MAKING BY BUSINESS IS MISSING OR HARD TO OBTAIN

## PROSPECTS FOR LATIN AMERICA

2.9% 2010-15 GDP growth is slower than Africa

End of commodity super cycle undermines LATAM's reliance on export-led growth -

Increased protectionism of the US - destination of 45% of LATAM's exports - could undermine the trade component of growth

80% of 2000-15 GDP growth coming from rising labor inputs - reflecting growing populations rather than increasing productivity

...while output per worker has only risen 0.6%, compared to Africa's 1.6%

...therefore declining fertility rates in LATAM undermine future growth of labor force in the region causing 40% drop in GDP growth between 2015-30

FUTURE GROWTH IS UNDER THREAT ...

- Despite the less than stellar outlook for LATAM, BNamericas - a company that inspired Hekima's business model - serves thousands of clients across the globe in need of timely, trustworthy and actionable insights into business opportunities in Mexico, Central America and South America and is valued at \$200 million for 2015 according to Forbes Magazine
- Hekima, can therefore generate more interest and revenue - given the continuously interest in Africa given its promising outlook

# Some Problems it Will Solve

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<https://mybroadband.co.za/news/industrynews/312363-economic-growth-impaired-by-poor-ict-data.html>

## Economic growth impaired by poor ICT data

Partner 5 July 2019



## Can AI play a leading role in SA consumer market research?

There is huge scope to integrate AI solutions and machine learning in the market research field

17 FEBRUARY 2020 - 08:19 by CAITLIN BAURISTHENE

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Picture: 123RF/PITINAN

<https://www.businesslive.co.za/redzone/news-insights/2020-02-17-native-can-ai-play-a-leading-role-in-sa-consumer-market-research/>

# Competition

<b>Hekima MVP</b>	In On Africa	IRESS	Xalam	IDC / Frost & Sullivan	Gartner / Ovum
<b>News</b>	X	✓	X	X	X
<b>Content Marketing</b>	✓	X	X	X	X
<b>Company Profile</b>	X	X	X	✓	✓
<b>Projects Profile</b>	X	X	X	✓	X
<b>Data</b>	X	✓	✓	✓	✓
<b>Research</b>	✓	X	✓	✓	✓
<b>Intelligence and Insights</b>	✓	✓	✓	✓	✓
<b>Risk Analytics</b>	X	X	X	X	X
<b>Industry Cover</b>	Various	Finance	ICT	ICT	ICT
<b>Expert Network</b>	Consulting	X	✓	X	X
<b>Events</b>	X	✓	X	✓	✓
<b>Training</b>	X	✓	X	X	X



Funding is required for the staff component (Human Capital), business assets (including additional computing equipment for support staff, operations and technology platforms), funds to complement the running costs which include legal services, office rental space for the development, maintenance and database population of the [hekima.africa](https://hekima.africa) portal.

The required funding can be classified into three categories:

- Year 1 - Immediate,
- Year 2 - Medium term funding (funding required for the subsequent year of operations) and
- Year 3 - Long term funding (funding required for the third subsequent year of operations).

## Funding

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# Funding for Development of hekima.africa

	INHOUSE			OUTSOURCED		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Human Capital	\$890,400	\$979,440	\$1,077,384	\$563,200	\$771,187	\$848,305
Head Count	22	27	31	12	17	21
Outsourced Development	-	-	-	\$316,950	\$211,300	\$105,650
Business Assets + Running Costs*	\$83,436	\$83,436	\$83,436	\$58,076	\$58,076	\$58,076
Hardware + Software (Once-off)	\$30,373	-	-	\$20,400	-	-
Office Space	\$96,000	\$105,000	\$116,160	\$13,600	\$13,600	\$13,600
	<b>\$1,100,209</b>	<b>\$1,167,876</b>	<b>\$1,276,980</b>	<b>\$972,226</b>	<b>\$1,071,710</b>	<b>\$1,043,178</b>

Total 3 year phase funding (incl. pilot) required **\$3,545,065**

In-house development will ensure job creation using BEE Level 1 criteria.

Total 3 year phase funding (incl. pilot) required **\$3,087,114**

Outsourced development will ensure a marginally lower funding required, however, at the expense of no job creations.

# hekima.africa Projected Revenue

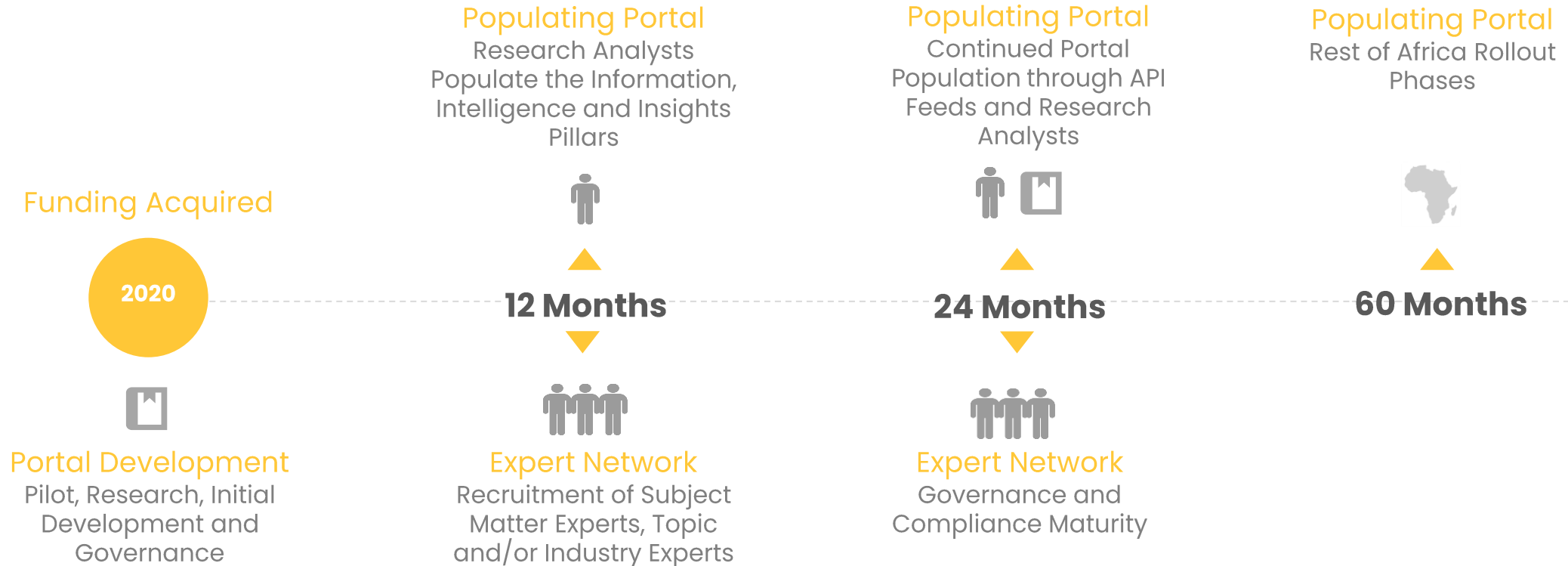
	Year 1	Year 2	Year 3	Year 4	Year 5
Subscribers	20538	22592	24850	27336	30069
Revenue	\$2 033 262	\$2 236 608	\$2 460 150	\$2 706 264	\$3 067 984
Cost of Sales	\$353 115	\$374 301	\$419 218	\$494 677	\$613 399
Gross Profit	\$1 680 147	\$1 862 307	\$2 040 932	\$2 211 587	\$2 454 584
Expenses	\$255 642	\$346 527	\$371 222	\$414 184	\$483 122
<b>Net Profit (After Tax)</b>	<b>\$1 424 505</b>	<b>\$1 515 780</b>	<b>\$1 669 710</b>	<b>\$1 797 403</b>	<b>\$1 971 463</b>
Headcount	12	17	21	27	32
Cash (End of Period)	\$1 411 991	\$2 927 771	\$4 597 481	\$6 394 884	\$8 366 347

CAGR 20%

## ASSUMPTIONS

- 7% conversion rate of ICT (250000) & Healthcare/Education (43000) addressable market
- New industries added from beginning Year 3
- Revenue sources  
Online subscriptions, Customised research and insights, Analyst and Expert Network time (ad-hoc)
- Future revenue sources from Advertising and Conferences & Events
- Loan re-payment at 10.5% pa to QT over 5 years

# Development Timeframe



# Sectors Targeted

Information, Communications & Technology

Telecommunications

Financial and Banking

Infrastructure

Mining

Oil and Gas

Water and Waste

Health

Government

Property

Electric Power

Petrochemicals

Agriculture



# Countries

THE **hekima,africa** DATA  
POPULATION ROLLOUT WILL BE DONE  
IN 5 PHASES

Phase 1 - **SADC**

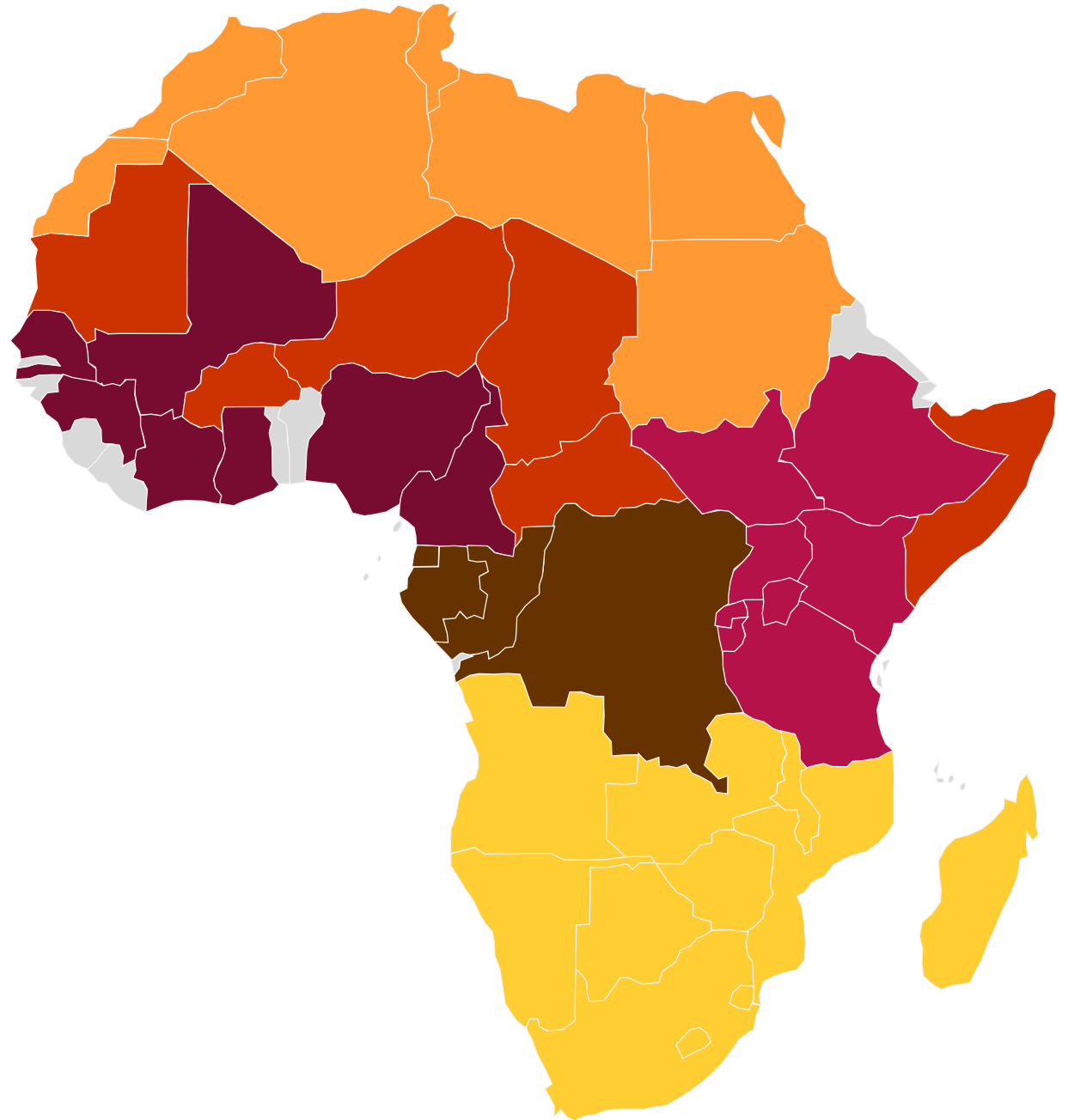
Phase 2 - **East Africa**

Phase 3 - **West Africa**

Phase 4 - **North Africa**

Phase 5 - **Central Africa**

Phase 6 - **Remaining countries**



**Act Now!**



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Pilot Phase discounts are limited.  
To make the most of this offer and pre-empt  
the African Industrial Revolution contact  
[join@hekima.africa](mailto:join@hekima.africa) today.

[WWW.HEKIMA.AFRICA](http://WWW.HEKIMA.AFRICA)

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