



Simplify Empower Succeed

Pitch Deck

... Intelligent AI for bookkeeping, inventory and financial management

Problem Statement

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1

65%
OF TRANSACTIONS
ARE CASH BASED



2

MANUAL BOOKKEEPING
8/10 BUSINESSES



3

BUSINESSES
USING
SOFTWARE
TOOLS
7/10
LACK MOTIVATION &
DILIGENCE FOR REGULAR
USAGE



4

80% OF BUSINESSES DIE
AND STRUGGLE
BECAUSE OF ↓
INEFFECTIVE FINANCIAL
PLANNING

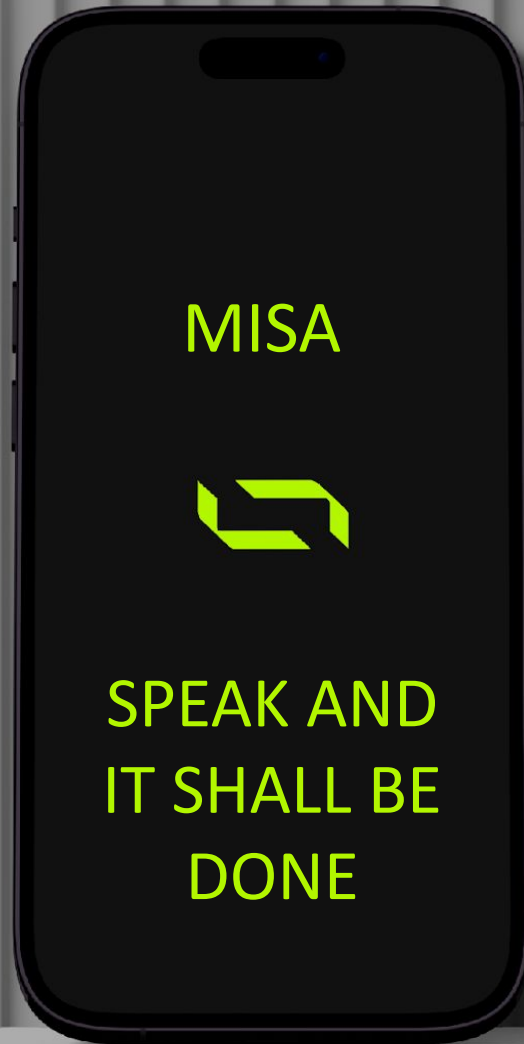


Our Solution

Two robotic hands, one on the left and one on the right, are shown holding blue cards with a yellow logo. The hands are wearing white sleeves and black wristbands. The background is a solid dark green color.

MISA is an intelligent
conversational AI assistant for
bookkeeping & financial management

Our Solution



Business owners no longer have to surf through piles of receipts or data records. They could just ask **VERBALLY/VIA CHAT** and the relevant information is sorted for them.



Sending receipts, invoices, generating reports and preparing filings, sorting inventory etc, are all done with a **VOICE/CHAT COMMAND** in **English, Yoruba, Igbo or Hausa**



As business records become more available, we use **DEEP LEARNING** and **PREDICTIVE AI** to offer financial and business advice tailored to the peculiarities of each business. Providing precise advice relating to cost savings, bottom-line improvement, inventory forecasting, customer and supplier management, etc.

MARKET OPPORTUNITY

Total Addressable Market (TAM)

Total Number of MSME in Nigeria – 40m

Smartphone Penetration in Nigeria – 60%

Potential Smartphone-using Businesses – 24m

Average Monthly Spend on Financial Management Software – \$7

Total Addressable Market Size (annual) – \$2b

Serviceable Available Market (SAM)

Focus Region – Lagos

Percentage of Nigerian MSME Located in Lagos – 2.9m (7.3% of 40m)

Smartphone Penetration Rate in Lagos – 78%

Estimated Smartphone-using Businesses in Lagos – 2.27m

Average Monthly Spend on Financial Management Software – \$7

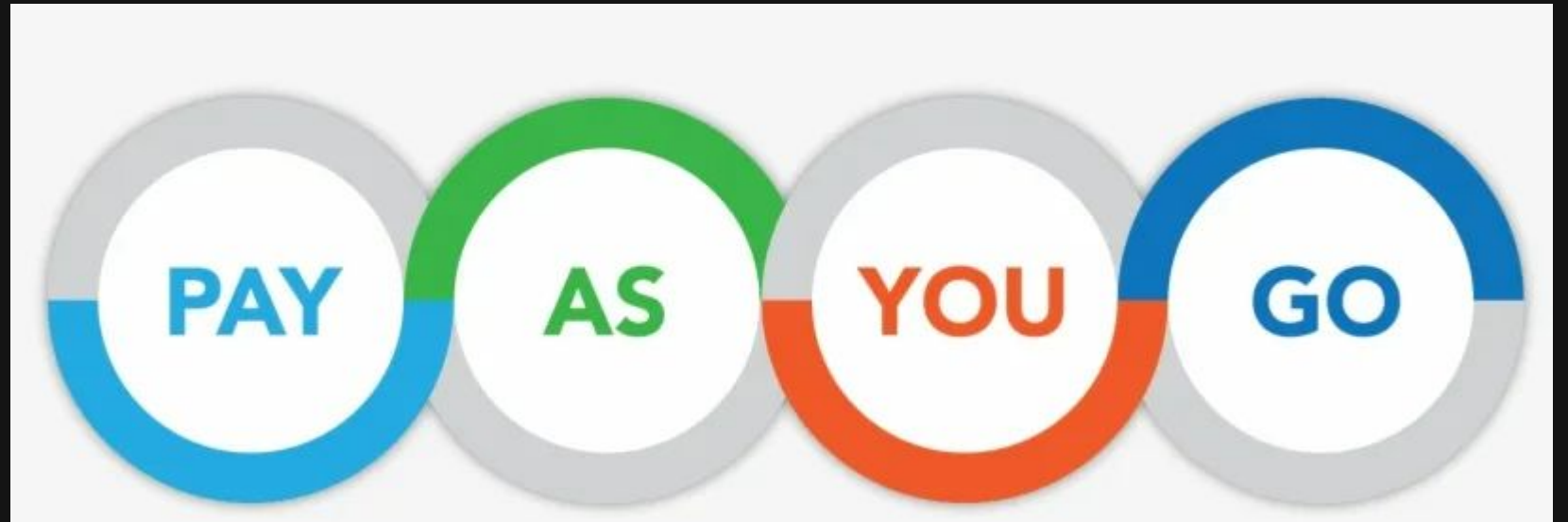
Serviceable Available Market Size (annual) – \$191m

Serviceable Obtainable Market (SOM)

Method for SOM calculation – 10% of \$191m (SAM)

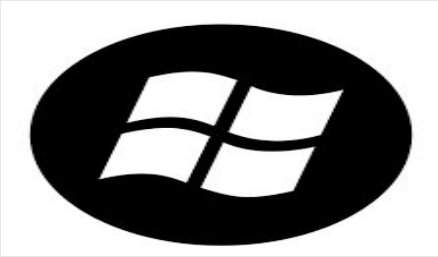
Serviceable Obtainable Market Size (annual) – \$19m

Business Model



Feature	Description
Recharge Model	MISA credits function on a prepaid system. Customers recharge credits, which are deducted as they use the MISA functions.
Recharge Cycle	When credits are exhausted, customers need to recharge again, similar to a prepaid power unit system.
Projected Daily Spend	<ul style="list-style-type: none"> - Average business: \$0.19 daily - High-end business: \$0.31 daily

Progress Report



accepted into MICROSOFT FOR STARTUPS program.

received - \$150,000 in Cloud Credits






accepted into 54 COLLECTIVE program.

received - \$700 stipend to fastrack release of a low-fi proof of concept.



Product is 50% done.

Competitive Analysis

 KUDITRAKA	Bumpa	 tyms.	 Kippa	oze	Pastel
Natural Language interaction	●	●	●	●	●
Voice-activated recordings	●	●	●	●	●
Automation & Integration	●	●	●	●	●
Smart expense categorization	●	●	●	●	●
Personalized Financial Insights From Deep Learning	●	●	●	●	●
Bank Alert Capture & Categorization	●	●	●	●	●

● Yes

● No

Why US?

KUDITRAKA is more than just a business—it's personal. Growing up in Sapele, I watched my grand aunt's thriving business collapse despite her meticulous record-keeping, due to a lack of tools to turn those records into insights. That experience drives my mission to help businesses avoid the same fate.

While many companies have tackled this problem and have failed at it, we're taking a unique approach. Our conversational AI interacts via voice or text with our customers in English, Pidgin, Hausa, Yoruba, and Igbo (the most common languages in Nigeria), making it a friendly financial companion rather than just another impersonal tool as previous market entrants.

I come from a long line of traders. My kindred, village, and state are renowned for their tradecraft, giving me unique insight into how to connect with and sell to traders and SMEs. My co-founder and C.T.O, Nathaniel, brings deep technical expertise to the table. As a seasoned AI expert and former instructor at The National Center for Artificial Intelligence and Robotics (NCAIR), he has developed AI models and solutions for companies both locally and internationally.

The Team



Maximilian Ezeude
Chief Storyteller & CEO

- Lawyer and business consultant with 5+ years of experience in business development, sales and operations.
- Initiated professional journey in 2019 with a consulting firm, started from scratch with zero funds, no office space, and a team of 4.
- Through dedication and self-sufficiency, the firm was expanded to three branches, achieved an annual recurring revenue of \$43,000 and accumulated assets worth over \$35,000.
- Before he left to focus fully on Kuditraka.AI
- Has learned the importance of grit, resilience, and frugality in business, and mastered the skill of turning limited resources into significant success.



C.T.O

Nathaniel Handan

AI/ML Engineer, AWS community builder and Community Lead, NITDA AI Instructor