AfroCom

Built on Ubuntu. Designed for Action.

A social operating system for the global Afro-community –
transforming identity into collaboration and shared prosperity.

The Challenge

Fragmented Energy

Afro-diasporic communities are scattered across disconnected platforms, diluting collective power and potential.

Noise Over Signal

Algorithms designed for engagement amplify division and distraction, not meaningful relationships or shared goals.

Visibility Without Power

Communities gain followers and likes, but lack the infrastructure to mobilize resources and drive real-world change.
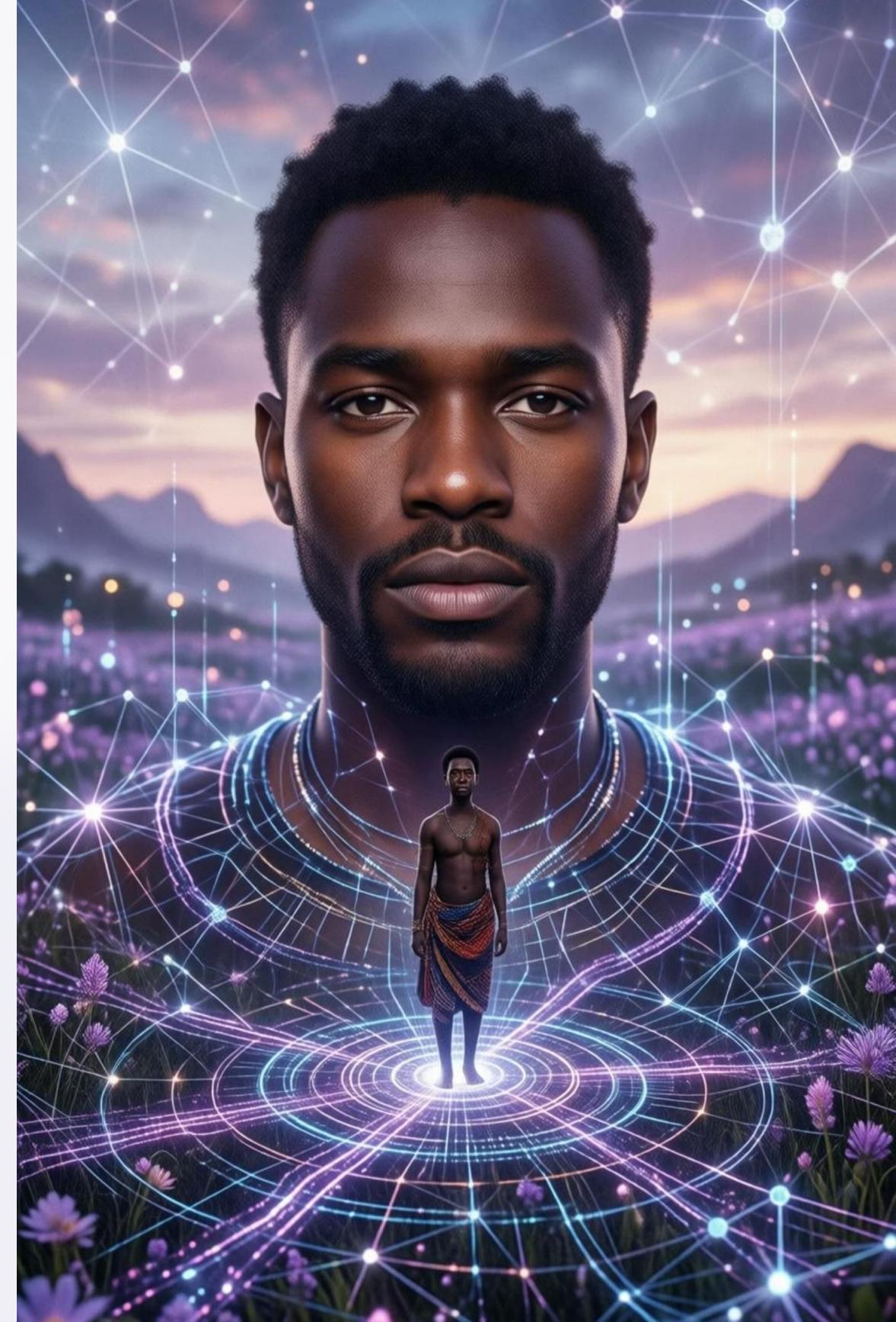
Ubuntu Digitized

I am because we are

AfroCom transforms the ancient philosophy of Ubuntu into a digital framework - turning cultural identity into collective capacity and translating connection into measurable, real-world impact.

We're not building another social network. We're building community infrastructure.

One Coherent System for Community Life

Feed for Orientation

Curated content that surfaces what matters - community initiatives, opportunities, and voices that align with your values and goals.

Map for Belonging

Geo-located discovery connecting you to businesses, projects, and people in your area - making the invisible visible.

AI Intent Layer for Action

Intelligent matching that understands what you're trying to accomplish and connects you to the right people, resources, and opportunities.

These three pillars work together seamlessly—creating a unified operating system that moves communities from awareness to action, **available on web and mobile.**

Core Features Driving Impact

01

Intent-Based Discovery

AI surfaces connections based on what you're building, not just who you follow—prioritizing shared goals over popularity metrics.

02

Map-Based Visibility

Local businesses, projects, and community anchors become discoverable through location—strengthening neighborhood economies and ties.
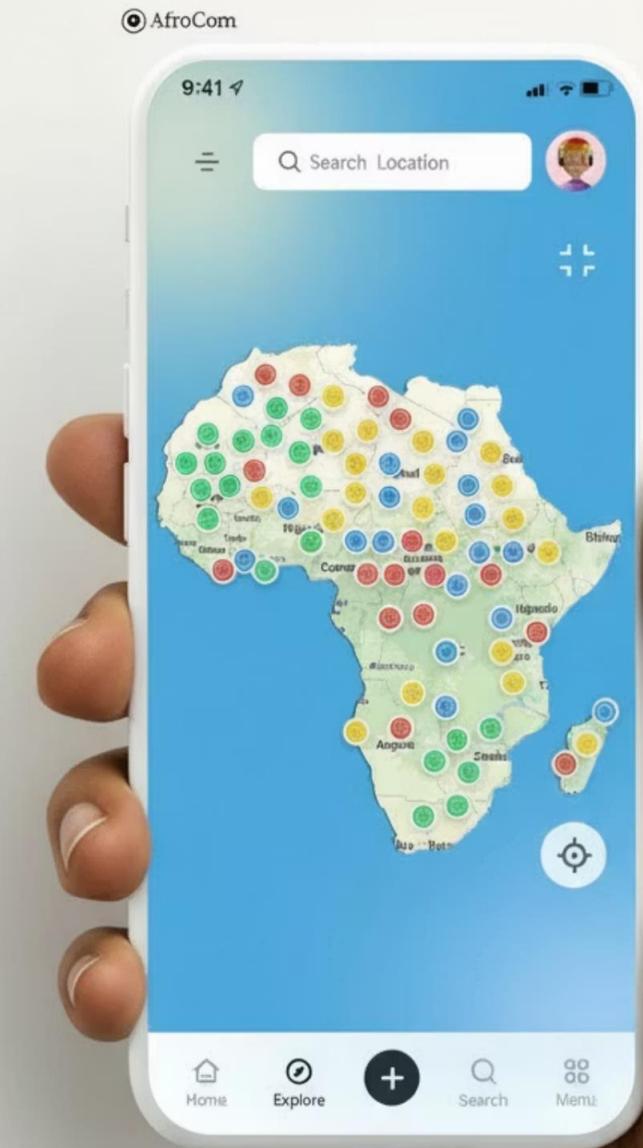
03

Projects & Initiatives First

The platform centers collective action—campaigns, businesses, and community efforts get the same visibility as individuals.

04

E-Commerce & Crowdfunding

Phased rollout of financial infrastructure enables buy & sell (products, services), peer to peer transactions, and resource mobilization within the community.

Building Global Community Infrastructure

Trust-Based Scaling

Growth driven by authentic relationships and shared values, not paid acquisition or viral gimmicks.

Network Density

Value increases exponentially as communities cluster—local concentration creates global strength.

Value Flow Over Attention

Revenue from real transactions and premium services—not extractive ads or user data exploitation.

We're not competing for eyeballs. We're building the infrastructure for a $3 trillion+ diaspora economy.

Go-to-Market Strategy

Cluster-Based Rollout

Launch in dense geographic communities where relationships already exist—Brooklyn, Atlanta, Lagos, London.

Anchor-Driven Trust

Partner with respected community leaders, businesses, and organizations who validate and activate the platform.

KPI-Gated Expansion

Prove engagement, retention, and transaction metrics in each cluster before expanding to new markets.

Key insight: Relationships compound. Each successful cluster creates replicable blueprints and network effects that accelerate the next expansion.

A New Category, Not a Copy

Traditional Social Media

Monetizes attention through ads. Extracts value from users. Optimizes for engagement and time spent, regardless of outcome.

AfroCom

Compounds community through collaboration. Creates value for users. Optimizes for real-world impact and resource flow.

Why We Win

- Identity-driven trust and belonging

- Infrastructure for collective action

- Aligned incentives with community goals

- First-mover in community operating systems

Business Model

Revenue grows with community value—our success is directly tied to user prosperity and platform utility.

Transaction Fees

Small percentage on peer-to-peer payments, crowdfunding, and marketplace transactions.

Premium Tiers

Advanced features for businesses, organizers, and power users—analytics, promotion tools, and priority support for businesses and goverments.

Infrastructure Services

Payment processing and financial tools that become indispensable as community activity scales.

Aligned incentives: We only succeed when our community succeeds. No ads. No data selling. Just infrastructure that works.

Proving the Concept

1,000

Total Users

Strong foundation built organically

120

Monthly Active Users

12% engagement rate demonstrates product-market fit

85

Businesses & Projects

Community infrastructure already being utilized

Organic Growth, Real Validation

Every user came through authentic community referral—no paid advertising, no viral tricks. This validates our core thesis: when you build real infrastructure for real needs, communities activate themselves.

🗒 **What's next:** Series Seed to scale proven playbook across 5 anchor cities and build out AI features and payment infrastructure.

Scaling Towards Impact

$0.1M

2026 Projections

Initial revenue from early adopters and pilot programs, establishing market foothold.

$3M

2028 Projections

Accelerated growth from cluster expansion and successful monetization of premium features.

$200M

2035 Projections

Achieving infrastructure scale, becoming the indispensable platform for the global south's economy.

These projections reflect our belief in infrastructure-scale upside, driven by deepening community engagement and value creation.

Invest in Community Infrastructure

We're seeking strategic partners to build a future-ready digital ecosystem that combines a community-driven super-app, Ma'at AI for development, and a blockchain network for economic inclusion - All put together in the mother-company Ubujima C-Corp.

1	2	3

Community Super-App

Connecting people and projects with real-world impact.

Ma'at AI

Empowering user and community-led development.

Blockchain Network

Powering trust and economic inclusion.

Investor SAFE Terms for Ubujima C-Corp

- **Valuation Cap:** $5M (ensures early supporters benefit)
- **20% Discount:** Further upside on equity conversion
- **MFN Clause:** Equal or favorable treatment protected in future rounds

Clear Exit & Conversion

Our SAFE automatically converts into equity upon the next priced round, typically a Series A. This offers a straightforward path to an equity stake as we scale.

Guiding Vision, Driving Execution

Our Board Members at Ubujima C-Corp brings together a unique blend of entrepreneurial drive, financial acumen, and institutional expertise, dedicated to building and scaling AfroCom's impact.

Daniel Addo-Brown

CEO & Founder

A serial entrepreneur with a profound understanding of community-based systems and a track record of bringing innovative solutions to market.

Ibrahim Bah

CFO

Founder of Barky LLC, Ibrahim is an expert in institutional financial architectures, ensuring robust and scalable economic models for AfroCom.

Eby Aka

Governance Strategist

An experienced education and governance strategist, Eby brings years of experience in building powerful pan-African institutions.

Together we rise.

Contact us:

Daniel Addo Brown (CO-Founder & CEO)

Mobile: +1 (646) 337-8781

E-Mail: daddo-brown@afro-com.com

www.afrocom.app