

SELFWARE · INVESTOR BRIEF · 2026

Build the revenue engines. Fund the *intelligence*.

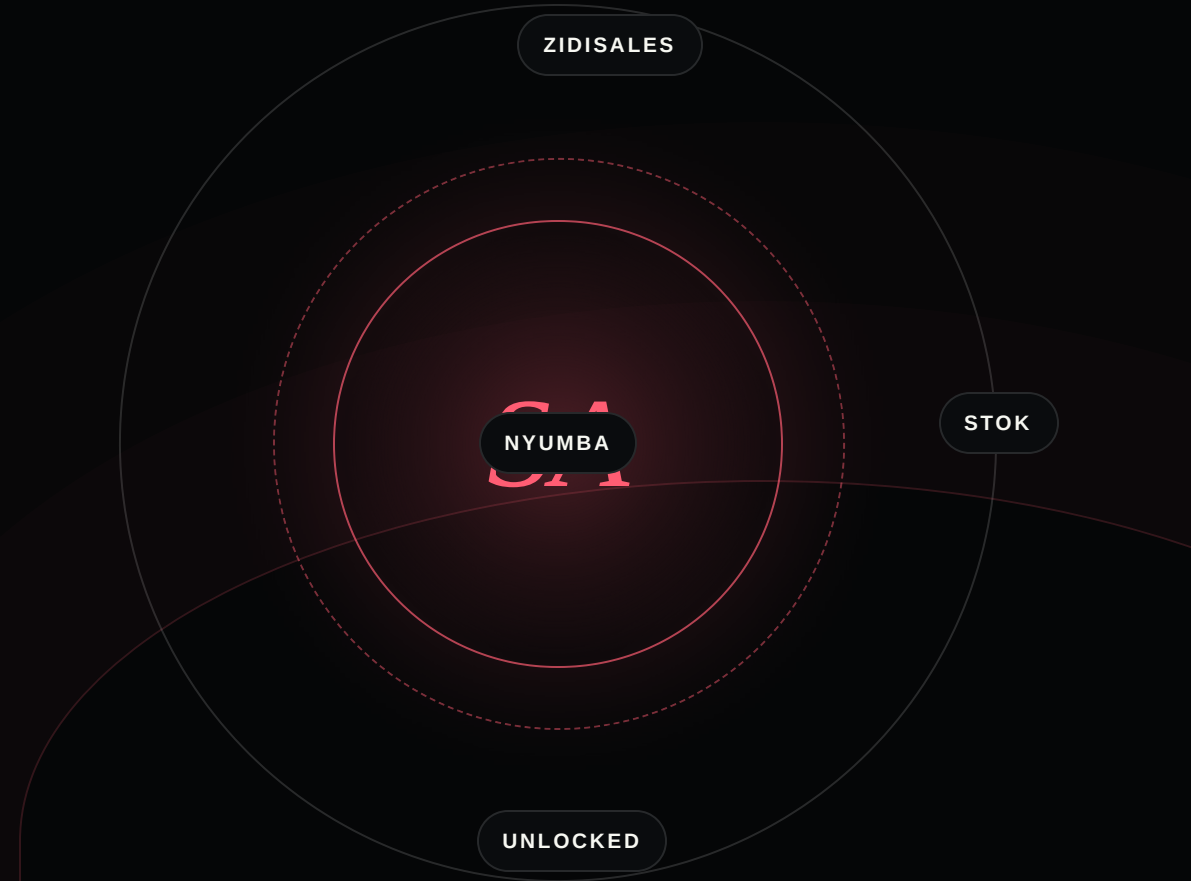
A global AI company happening to start in Kenya—shipping useful products now while building the capability, data discipline and cash flow for careful long-horizon AI R&D.

PRODUCTS IN MARKET

AI COMMERCE

LOCAL SERVICES

RETAIL INTELLIGENCE



THE COMPANY

AI ambition, grounded in *products people can use.*

SelfAware is not asking investors to finance an abstract AGI promise. It is building a repeatable operating system for discovering real problems, shipping products, earning distribution and learning how intelligent systems can improve everyday work—ethically and accessibly.

01

Practical first

Start with painful, observable workflows where value can be measured in jobs won, stock protected, messages answered or trips booked.

02

Human control

AI interprets and assists. Business truth stays in trusted data. Risky actions remain reviewable.

03

Global by design

Kenya is the launch laboratory, not the ceiling. Mobile-first and WhatsApp-first behavior is a global emerging-market pattern.

A portfolio with a *shared intelligence layer*.

01

Nyumba Services

Location-aware marketplace for clients and independent service providers.

LIVE · EARLY TRACTION

02

ZidiSales

AI sales operations for businesses that sell through WhatsApp.

PILOT-READY CODE

03

Stok

Offline-first inventory and profit control for small shops.

LIVE ON ANDROID

04

Unlocked

Local-intelligence city guide beginning with Nairobi.

LIVE PRODUCT EXPERIMENT

WHAT EXISTS TODAY

This is a shipping story, *not a concept deck.*

~553

Nyumba account rows

Linked database estimate ·
25 Jul 2026

~213

Nyumba provider profiles

Linked database estimate ·
25 Jul 2026

31

Tracked contact-intent events

Database estimate; calls
themselves are not claimed

4

Product surfaces built

Two Android listings, one live
PWA, one pilot-ready AI
platform

No revenue is claimed. Database table statistics are estimates, not audited financial or cohort metrics.

WHY NOW

The interfaces are already here.
The intelligence layer is *still open*.

2B+

People use WhatsApp daily

Meta, 2025

83.5%

Kenya smartphone penetration

Communications Authority,
June 2025

7.4M+

MSMEs in Kenya

Kenya Draft MSME Policy
2025, citing KNBS

KES 500B

Kenya tourism earnings in 2025

Government report, 2026

Each product teaches the next one *how to become useful.*

01

Acquire

Earn distribution through a specific product and audience.

02

Observe

Measure real workflows, friction and outcomes—with consent.

03

Automate

Add bounded AI where it saves time or improves decisions.

04

Reuse

Share reliable patterns: identity, payments, analytics, audit and human review.

05

Reinvest

Route margin and learning into new products and deeper AI R&D.

Several revenue engines. *One disciplined allocator.*

01

Marketplace

Nyumba: provider tools, promoted placement, managed-payment fees and B2B workforce sourcing.

02

Vertical SaaS

ZidiSales: paid setup, monthly automation, usage and enterprise integrations.

03

Retail SaaS

Stok: free core, paid AI insights, team controls, multi-shop and partner services.

04

Discovery commerce

Unlocked: guide leads, bookings, city passes, itinerary tools and disclosed sponsorship.

FOUNDER-MARKET EVIDENCE

One builder has already produced *multiple operating systems*.

Stephen Omondi Oduor Juma is a founder-engineer with a long-standing interest in AI, broad public benefit and the careful development of increasingly capable systems. The strongest proof is the work: products shipped across marketplaces, mobile retail, city discovery and AI sales operations.

01

Capital efficient

Live products and production systems built before institutional funding.

02

Known risk

Single-founder concentration is real. The funding plan prioritizes commercial leadership, customer success and senior engineering redundancy.

Match the capital to the *risk and return*.

01

SelfAware equity

For investors backing the portfolio, reusable AI capability and long-term company upside.

02

Product-specific capital

For investors focused on Nyumba, ZidiSales or Stok economics, with ring-fenced milestones and reporting.

03

Revenue-based finance

Potential fit after recurring revenue exists—preserving founder equity while funding repeatable acquisition.

No public valuation or equity giveaway. The amount and structure should follow investor fit, diligence and a milestone budget—not desperation pricing.

Turn product proof into *commercial proof*.

0–90 days

Instrument

Cohorts, acquisition sources, retention, marketplace liquidity, lead outcomes and product revenue reporting.

3–6 months

Monetize

Nyumba provider/B2B pilots, first paid ZidiSales merchants and a measured Stok Pro test.

6–12 months

Repeat

Document city launches, vertical onboarding and partner-led acquisition as repeatable playbooks.

12–18 months

Compound

Scale the strongest engine and fund the shared intelligence layer from operating evidence.

THE INVITATION

*Back a company that treats the future as something to **build carefully—and earn.***

We are looking for capital, distribution, domain expertise and partners who understand that ambitious AI becomes credible when it is attached to real users, real workflows and real accountability.

Start an investor conversation

Explore every deck

Claims separated from *scenarios*.

Meta, April 2025

More than two billion people use WhatsApp daily; millions chat with businesses.

Communications Authority of Kenya

Smartphone penetration reached 83.5% by June 2025.

Kenya Draft MSME Policy 2025

Cites more than 7.4 million MSMEs and over 14.9 million people employed.

Government Advertising Agency, 2026

Reports 2025 tourism earnings of KES 500 billion and 9% arrivals growth.

Nyumba linked database table statistics

Aggregate estimates collected 25 July 2026: users, provider profiles and provider contact events. No customer records were exported.

SelfAware product repository audit

Nyumba, Stok, ZidiSales, Unlocked and SelfAware source reviewed 25 July 2026. Product stage language follows repository evidence.