



Afri54

CONNECT • GROW • SUCCEED



AFRI54 COUNTRY PARTNER HANDBOOK

YOUR GUIDE TO BUILDING AFRI54
IN YOUR COUNTRY



CONNECT
Businesses
Across Africa



GROW
Opportunities
and Impact



SUCCEED
Together for
a Greater Africa

**Afri54**

CONNECT • GROW • SUCCEED

Welcome to the **Afri54** Family

Dear Country Partner,

Congratulations on taking this important step.

By becoming an Afri54 Country Partner, you've joined a growing movement committed to transforming how African businesses connect, grow, and thrive in the digital economy.

Afri54 isn't just another business directory. We are building Africa's largest digital business hub—a platform designed to connect businesses, entrepreneurs, products, services, and opportunities across all 54 African countries.

As our exclusive Country Partner, you'll play a vital role in expanding this vision within your country. Through your leadership, businesses will gain greater visibility, Ambassadors will create opportunities, and communities will become more connected.



This handbook introduces your role, responsibilities, and the support available to help you succeed.

Welcome to the journey.

Awobode Moses

Awobode Moses

Founder & CEO

Afri54 Digital Limited



**“ Together,
let's build Africa.**

OUR VISION



OUR VISION

To build Africa's largest and most trusted digital business hub, connecting businesses, entrepreneurs, products, services, and opportunities across all 54 African countries.



OUR MISSION

To empower African businesses through technology by increasing their visibility, expanding their reach, and creating opportunities that drive sustainable growth across the continent.

OUR CORE VALUES



INNOVATION

We embrace technology to solve real business challenges.



INTEGRITY

We operate with honesty, transparency, and accountability.



LEADERSHIP

We inspire positive change and lead with purpose.



COLLABORATION

We believe Africa grows stronger when we work together.



EXCELLENCE

We strive for the highest standards in everything we do.



EMPOWERMENT

We create opportunities that help businesses and individuals succeed.



Afri54

CONNECT • GROW • SUCCEED

Building Africa's
Largest Digital Business Hub



Afri54

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WHAT IS AFRI54?

Afri54 is a digital business hub that helps African businesses increase their visibility, connect with customers, and access new opportunities—across Africa and beyond.



Our goal is simple:
To make every African business visible to the world.



THROUGH AFRI54, BUSINESSES CAN:



Create a
Professional
Online Presence



Reach More
Customers



Promote
Products and
Services



Receive
Customer
Reviews



Connect
Through
WhatsApp



Build Digital
Credibility



Expand Across
Africa



ONE PLATFORM. ENDLESS OPPORTUNITIES.

Afri54 brings businesses and opportunities together in one powerful platform designed for Africa, by Africans.



Every business has a story.
Afri54 helps the world discover it.





THE AFRI54 ECOSYSTEM

A powerful network working together to grow African businesses.



“
One Platform.
Many Partners.
Unlimited Impact.”

Together, we are building
Africa's largest digital
business hub.



More Visibility

Helping businesses
get discovered.



More Connections

Bringing people and
businesses together.



More Opportunities

Opening doors to
growth and success.



More Impact

Empowering Africa,
one business at a time.



YOUR RESPONSIBILITIES



As a Country Partner, you play a vital leadership role in expanding the Afri54 vision in your country.



Your leadership.
Your network.
Your impact.
Together, we grow Africa.

**01**

REPRESENT AFRI54 PROFESSIONALLY

Uphold Afri54's values, standards, and reputation in all your interactions.

**02**

BUILD & SUPPORT A NATIONWIDE AMBASSADOR NETWORK

Recruit, train, motivate, and support Ambassadors to introduce businesses.

**03**

PROMOTE AFRI54 NATIONWIDE

Create awareness and promote Afri54 across communities, organizations, and digital platforms.

**04**

INTRODUCE QUALIFIED MARKET PARTNERS

Identify and onboard serious investors who will secure territories and drive local growth.

**05**

ENCOURAGE PREMIUM BUSINESS SUBSCRIPTIONS

Help businesses upgrade to Premium plans to unlock greater visibility and increase your impact.

**06**

BUILD STRATEGIC RELATIONSHIPS

Partner with business associations, chambers, institutions, and influencers to accelerate growth.

**07**

MAINTAIN AFRI54'S REPUTATION

Ensure ethical conduct, quality engagement, and professional communication at all times.

**08**

DRIVE BUSINESS GROWTH IN YOUR COUNTRY

Be a catalyst for digital transformation and economic opportunity in your nation.

**“**

You are not just a partner,
you are a **leader of change**.
Your country. Your people. Our future.

YOUR EARNING OPPORTUNITIES

Multiple ways to earn.
Unlimited potential to grow.

**01**

PREMIUM BUSINESS SUBSCRIPTIONS

Earn recurring commissions from Premium businesses registered through your Ambassador network.

**02**

MARKET PARTNER INTRODUCTIONS

Earn commissions when you successfully bring qualified Market Partners on board.

**03**

RECURRING RENEWALS

Continue earning when eligible Premium businesses renew their subscriptions.

“

The stronger your
network grows,
the greater your
earning potential.



One Platform.
Unlimited Opportunities.



Your Network.
Your Success.



Together,
we build Africa.

YOUR FIRST 90 DAYS

A simple plan for your first 90 days to build momentum and set your foundation for long-term success.



MONTH 1

FOCUS & SETUP

- ✓ Complete onboarding and training
- ✓ Set your goals and action plan
- ✓ Identify and connect with key contacts
- ✓ Start onboarding Ambassadors



MONTH 2

BUILD & ENGAGE

- ✓ Recruit and train Ambassadors
- ✓ Introduce businesses to Afri54
- ✓ Build your presence in the market
- ✓ Create early wins and testimonials



MONTH 3

GROW & SCALE

- ✓ Strengthen your Ambassador network
- ✓ Onboard more Premium businesses
- ✓ Identify and engage Market Partners
- ✓ Review progress and optimize your plan

“

Small steps today,
big impact tomorrow.



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Unlimited Opportunities.



Your Network.
Your Success.



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YOUR SUCCESS TOOLKIT

Everything you need to attract, engage, and grow your network.



VIDEOS

Step-by-step videos to learn, share, and grow your business.



WHATSAPP TEMPLATES

Ready-to-use messages to connect and engage with businesses.



BROCHURES

Professionally designed brochures to present Afri54 with confidence.



PRESENTATIONS

PowerPoint slides to present Afri54's value with impact.



CANVA TEMPLATES

Editable designs to create your own marketing materials.



FACEBOOK ADS

High-converting ad templates to attract more businesses.



EMAIL TEMPLATES

Email templates to nurture leads and drive conversions.



TRAINING

Courses and guides to build your skills and maximize results.



**Powerful tools.
Practical resources.
Proven success.**



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Unlimited Opportunities.



Your Network.
Your Success.



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we build Africa.

KEYS TO SUCCESS

Follow these principles.
Create lasting impact.



01 LEAD WITH PURPOSE

Stay connected to the mission and the impact you're creating.



02 BUILD RELATIONSHIPS

People are your greatest asset.
Invest in genuine connections.



03 TAKE ACTION

Consistent action, every day,
leads to extraordinary results.



04 FOCUS ON VALUE

Help businesses grow.
Your success follows their success.



05 STAY POSITIVE & RESILIENT

Challenges are temporary.
Your mindset is the difference.



06 BE A ROLE MODEL

Lead by example. Inspire others.
Build a legacy.



“

Success is not luck.
It's a series of right choices,
made **every day**.



One Platform.
Unlimited Opportunities.



Your Network.
Your Success.



Together,
we build Africa.

NEED HELP?

We're here for you.
Access the support,
training, community,
and resources you need
to thrive.



SUPPORT

Our support team is
ready to assist you
every step of the way.

-  Live Chat
-  Email Support
-  Help Center
-  Phone Support



TRAINING

Learn, grow, and stay
ahead with ongoing
training and coaching.

-  Onboarding Training
-  Webinars
-  Guides & Tutorials
-  Best Practices



COMMUNITY

Connect with other
Country Partners and
share experiences.

-  Partner Network
-  Group Discussions
-  Events
-  Peer Support



RESOURCES

Access valuable tools
and materials to help
you succeed.

-  Resource Library
-  Marketing Materials
-  Templates
-  FAQs



You're never alone.
We've got your back.



One Platform.
Unlimited Opportunities.



Your Network.
Your Success.



Together,
we build Africa.

WELCOME TO THE AFRI54 FAMILY

Together, we are building
the largest business network
in Africa.

Thank you for your commitment
to our mission and for believing
in the power of connection,
opportunity, and impact.

The future is ours to build.
Let's build it together.

Awobode Moses

Awobode Moses
Founder & CEO, Afri54
Building Africa's Business Future



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Unlimited Opportunities.



Your Network.
Your Success.



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