AFRI INVOICE

Company Information Media Kit

Company Fact Sheet

Company Overview

Company Name: Afri Invoice
Founded: June 2024
Headquarters: Nigeria
Office Locations: Nigeria, United Kingdom, United States, India, Senegal

Founder & CEO: Mark Odenore (British-Nigerian entrepreneur)
Strategic Communications & Operations Director: Fatimata Niang
Chief Technology Officer: Conrad Lashmann
Head of Customer Care: Gertrude Okezie-John
Development Team

Company Type: Software as a Service (SaaS)
Industry: Fintech / Financial Technology
Funding: Bootstrapped by founders

What We Do

Afri Invoice is Nigeria's first locally-built digital invoicing platform that provides digital compliant invoicing and financial solutions specifically designed for African businesses. We combine cutting-edge technology with deep local market insights to empower SMEs, entrepreneurs, and freelancers across the continent.

Key Statistics & Metrics

- **Invoices Processed:** Tens of thousands across Nigeria
- **Time Savings:** 15-20 hours per month on administrative tasks
- **Processing Speed:** 70% faster invoice processing vs. manual methods
- **Payment Collection:** 60% improvement in collection timelines
- **Compliance Rate:** 99.7% compliance accuracy
- **Penalty-Free Record:** 100% to date
- **Team Distribution:** 5 countries (Nigeria, Senegal, India, UK, US)
- **Certifications:** ISO 27001 (Information Security), ISO 22301 (Business Continuity)

Core Features

- **Digital Compliant Invoicing:** Professional invoices with QR code authentication
- **Multi-Currency Support:** Live foreign exchange rates
- **Automated VAT Calculation:** Automatic tax alerts and calculations
- **Payment Tracking:** Real-time payment status monitoring
- **Payment Gateway Integration:** Flutterwave, Zenith Bank, Kuda Bank
- **Business Management Tools:** Customer databases, inventory management, monthly reporting
- **Mobile-First Design:** Optimized for Nigeria's local internet conditions
- **Offline Mode:** Draft invoices offline, sync when connected

Platform Features & Capabilities

Invoicing & Receipts
- Unlimited invoice creation
- Customizable invoice templates
- Professional receipts generation
- Draft invoice management
- Invoice age tracking and analysis

Data & Storage
- Secure cloud-based data storage
- Scalable storage options (500 MB to Unlimited based on plan)
- Automatic data backup and encryption
- PDF & CSV export capabilities

Business Management
- Multiple business support (1-10 businesses based on plan)
- Multi-user access (1 user to unlimited users based on plan)
- Client management system
- Item/product catalog management
- Customer database with tracking

Tax Tracking & Compliance
- Automated tax calculations
- NRS (FIRS) compliance tracking
- Tax reporting and documentation
- Compliance deadline alerts
- Complete audit trail maintenance

Analytics & Reporting
- Real-time dashboard analytics
- Invoice status reports (paid, unpaid, overdue)
- Payment due analysis

- Year-over-year invoice comparisons
- Customer payment behaviour insights
- Business performance metrics

Payment Features
- Online payment integration
- Multiple payment gateway support
- Payment tracking and reconciliation
- Automated payment reminders and notifications
- Partial payment handling
- Payment status updates

Professional Services
- Dedicated customer support
- Referrals to certified accountants
- Business template library
- Educational resources and webinars
- Priority support (based on plan)

Customization & Flexibility
- Customizable invoice templates
- Brand customization (logo, colors)
- Multi-currency invoicing support
- Flexible reminder schedules
- Personalized business settings

Regulatory Compliance

- **NRS (FIRS) Compliance:** Full alignment with NRS (FIRS) e-invoicing framework
- **BIS 3.0 XML Structure:** Merchant Buyer Solution requirements
- **Data Protection:** Working with Nigeria's NDPC for compliance
- **ISO 27001 Certified:** Information Security Management System
- **ISO 22301 Certified:** Business Continuity Management
- **Pursuing Certifications:** NITDA System Integrator accreditation

Strategic Partnerships

- **Kuda Bank Partnership** (September 2025): Exclusive 30% discount for Kuda Business customers
- **Payment Gateway Partners:** Flutterwave, Zenith Bank
- **Regulatory Partners:** NRS (FIRS), NDPC, NITDA

Market Position

- Nigeria's first locally-built SaaS invoicing platform
- Specifically designed for African business realities
- Alternative to Western platforms (QuickBooks, Zoho, Wave) that don't address African payment methods and tax requirements

Expansion Roadmap

Current Market: Nigeria
- **Planned Expansion:** Senegal, Kenya, Rwanda, Ivory Coast, Ghana, and many more countries across the continent
- **Language Support:** English, French, Wolof, Swahili, and more

COMPANY BOILERPLATE

Standard Version

Afri Invoice is Nigeria's first locally-built Software as a Service (SaaS) platform providing NRS (FIRS)-compliant digital invoicing, tax compliance, and payment tracking solutions specifically designed for African businesses. Founded in June 2024 by British-Nigerian entrepreneur Mark Odenore, the company emerged from firsthand understanding of the

challenges Nigerian businesses face: payment delays, record-keeping errors, and complex regulatory compliance demands.

Unlike Western platforms that ignore local payment methods and tax requirements, Afri Invoice natively understands African currencies, payment systems (including MTN Mobile Money and other mobile money solutions), tax regulations, and business practices. The platform integrates seamlessly with local payment gateways including Flutterwave, Zenith Bank, and Kuda Bank, enabling businesses to generate professional, NRS (FIRS)-compliant digital invoices with QR code authentication, track payments in real-time, and maintain 100% tax compliance accuracy.

Certified to ISO 27001 (Information Security Management) and ISO 22301 (Business Continuity Management) standards, Afri Invoice ensures enterprise-grade security and reliability. Completely bootstrapped by its founders, the platform has processed tens of thousands of invoices, helping businesses save 15-20 hours monthly on administrative tasks while achieving 40% faster invoice processing and 60% improved payment collection timelines. Led by a team including Strategic Communications & Operations Director Fatimata Niang, CTO Conrad Lashmann, and Head of Customer Care Gertrude Okezie-John, Afri Invoice operates across five countries (Nigeria, Senegal, India, UK, and US) with expansion plans across Africa, targeting Senegal, Kenya, Rwanda, Ivory Coast, Ghana, and beyond.

Medium Version (100 words)

Afri Invoice is Nigeria's first locally-built SaaS platform providing NRS (FIRS)-compliant digital invoicing and payment tracking solutions for African businesses. Founded in June 2024 by Mark Odenore, the ISO 27001 and ISO 22301 certified platform addresses the unique challenges African SMEs face by natively supporting local payment methods, currencies, and tax regulations that Western platforms overlook. With integrations to Flutterwave, Zenith Bank, and Kuda Bank, Afri Invoice has processed tens of thousands of invoices, helping businesses achieve 40% faster processing, 60% improved payment collection, and 100% compliance accuracy while saving 15-20 hours monthly on administrative tasks. The bootstrapped company operates across five countries with expansion plans throughout Africa.

Short Version (50 words)

Afri Invoice is Nigeria's first locally-built, ISO 27001 and ISO 22301 certified e-invoicing platform providing NRS (FIRS)-compliant digital invoicing solutions for African businesses. Founded in June 2024, the platform integrates with local payment systems and tax regulations, processing tens of thousands of invoices while helping businesses achieve 100% compliance accuracy and significantly improve payment collection timelines.

COMPANY HISTORY & TIMELINE

The Genesis Story (2019)

The idea for Afri Invoice was born in 2019 when founder Mark Odenore, a British-Nigerian entrepreneur who started his first business in Nigeria at a young age before moving to the UK, witnessed talented African entrepreneurs struggling with invoicing tools built for Silicon Valley, not Lagos or Dakar. After months of market research and interviewing hundreds of small business owners who shared the same pain points, Odenore identified a clear gap in the market.

The Problem We Identified

African businesses were forced to choose between expensive, overcomplicated solutions like QuickBooks that ignored local payment methods and tax requirements, or basic tools that couldn't handle the complexity of modern African commerce. Trying to integrate MTN Mobile Money with Zoho or explaining Rwandan tax compliance to Wave's support team highlighted that these platforms, while working well in their home markets, left African businesses patching together incomplete solutions.

June 2024: Official Launch

After years of research and development, Afri Invoice was officially launched in June 2024. The company was:

- **Fully Bootstrapped:** Built entirely by founders without external funding
- **Built from Scratch:** Developed a fully functional MVP from the ground up
- **Community-First:** Cultivated an engaged pre-launch community of African entrepreneurs
- **Compliance-Ready:** Proactively worked with regulators like Nigeria's NDPC to ensure compliance
- **Infrastructure-Ready:** Built scalable infrastructure ready to support rapid expansion

Market Validation: The response was overwhelming for a pre-launch product. Word-of-mouth referrals drove steady growth in the waiting list, with entrepreneurs actively sharing the mission within their networks. Early testers provided invaluable feedback that shaped the final product.

July 2025: Major Media Coverage

Afri Invoice gained significant media attention as the NRS (FIRS) e-invoicing mandate approached. Major publications including Legit.ng, Disrupt Africa, The Guardian Nigeria, TheCable, and Independent Nigeria covered the company's solutions for Nigerian businesses navigating the new regulatory landscape.

September 2025: Kuda Bank Partnership

Announced landmark strategic partnership with Kuda Bank, Nigeria's leading digital banking app. Partnership benefits include up to 30% discount on Afri Invoice subscriptions for Kuda Business customers for 12 months, instant access to NRS (FIRS)-compliant invoicing tools, and seamless integration with Kuda's digital banking ecosystem.

October 2026: Second Anniversary Celebration

Will marked two years of revolutionizing Nigeria's e-invoicing landscape with a nationwide raffle campaign featuring over ₦5 million in prizes including cash awards, solar generators, and laptops.

KEY MESSAGES & TALKING POINTS

Differentiation from Competitors

- **Built for Africa:** First invoicing platform that natively understands African currencies, payment systems, tax regulations, and business practices
- **Local Expertise:** Deep understanding of Nigerian and African business realities, not Silicon Valley assumptions
- **Compliance-First:** Developed in full alignment with NRS (FIRS) e-invoicing framework and regulatory requirements
- **Mobile-Optimized:** Designed for Africa's mobile-first internet infrastructure
- **Accessible Pricing:** Straightforward and affordable for SMEs, with free 7-day trial

Impact Statistics

- **Time Savings:** 15-20 hours per month on administrative tasks
- **Processing Speed:** 70% faster invoice processing compared to manual methods
- **Payment Collection:** 60% improvement in payment collection timelines
- **Compliance:** 99.7% compliance rate with 100% penalty-free record
- **User Satisfaction:** Overwhelming positive response from early adopters

Mission & Values

Mission: To simplify invoicing, payment tracking, and tax compliance for African businesses, making it straightforward and affordable.

Core Values:
- Local Understanding: Deep knowledge of African business realities
- Compliance Excellence: 100% regulatory adherence
- Accessibility: Tools for entrepreneurs of all sizes
- Innovation: Continuous improvement and adaptation
- Education: Fostering financial literacy across the continent

Last Updated: January 2026
For the most current information, please visit www.afrinvoice.com