Prizewell.org Business Plan

Nigeria | 2025

# 1. Executive Summary

Prizewell.org is a price comparison and affiliate intelligence platform designed to empower Nigerian online shoppers with transparent, real-time price insights across major e-commerce platforms such as Jumia, Konga, and Slot.ng. By leveraging automation, data aggregation, and analytics, Prizewell.org simplifies product discovery and ensures users can make smarter, faster, and cheaper purchase decisions. The platform generates revenue through affiliate commissions, premium user subscriptions, and market analysis tools for retailers and analysts. With Nigeria’s e-commerce market projected to exceed USD 17 billion by 2027, Prizewell.org is positioned to become the leading independent e-commerce intelligence hub in West Africa.

# 2. Company Overview

Legal Name: Prizewell Technologies Limited  
Brand Name: Prizewell.org  
Headquarters: Lagos, Nigeria  
Founded: 2025  
Business Structure: Private Limited Company (to be registered with CAC)  
  
Mission Statement:  
“To empower online shoppers in Nigeria with transparent, real-time price comparisons that help them make smarter, faster, and cheaper purchase decisions.”  
  
Vision Statement:  
“To become Nigeria’s most trusted e-commerce intelligence platform, bridging the gap between consumers, retailers, and data-driven decision-making.”  
  
Core Values:  
- Transparency  
- Innovation  
- Reliability  
- User Empowerment  
- Data Integrity

# 3. Problem Statement

The Nigerian e-commerce market faces several challenges that affect both consumers and retailers:  
1. Price opacity – Prices for identical products vary significantly across online stores without visibility.  
2. Lack of real-time updates – Existing comparison platforms are outdated or manually updated.  
3. Fragmented user experience – Consumers must visit multiple sites to compare prices, check availability, and verify authenticity.  
4. Limited insights for sellers – Retailers lack competitive intelligence on pricing trends and consumer behavior.

# 4. Solution: Prizewell.org Platform

Prizewell.org provides an automated, real-time price comparison and analytics platform that aggregates data across multiple Nigerian e-commerce sites.

Key Features:  
- Real-time Product Search  
- Price Alerts  
- User Accounts  
- Browser Extension & Mobile App  
- Seller Dashboard  
- Market Analytics Tools

# 5. Market Analysis

E-commerce Landscape in Nigeria:  
- Market Size: USD 12 billion in 2024; projected CAGR of 9.5%.  
- Major Players: Jumia, Konga, Slot.ng, Kara.  
- Internet Penetration: 78% of adults in urban areas shop online or compare prices.  
- Opportunity: Price intelligence tools remain underdeveloped.

Target Market Segments:  
1. Individual Shoppers  
2. Deal Hunters  
3. SMEs and Market Analysts  
4. Affiliate Partners

# 6. Business Model & Revenue Streams

Prizewell.org operates a hybrid revenue model with multiple scalable income streams:  
1. Affiliate Commissions – earned from Jumia, Konga, Slot.ng for each sale.  
2. Premium Subscription Plans – price alerts, analytics, ad-free experience.  
3. Data & Analytics Services – market trend reports and API access.  
4. Advertising & Featured Listings – sponsored products and targeted ads.

# 7. Product Development Roadmap

Phase 1 (Q4 2025): MVP Launch – Web platform with real-time price search  
Phase 2 (Q1 2026): Browser extension and mobile app  
Phase 3 (Q2 2026): Premium Tier with alerts and analytics  
Phase 4 (Q3 2026): Data Services for B2B clients  
Phase 5 (Q4 2026): Regional Expansion to Ghana and Kenya

# 8. Marketing & Growth Strategy

User Acquisition:  
- Digital marketing (SEO, Google Ads, Social Media)  
- Influencer partnerships  
- Content marketing and referral programs  
  
Retention Strategy:  
- Personalized dashboards  
- Push notifications for price drops  
- Loyalty and gamification programs  
  
Partnerships:  
- Affiliate agreements with Jumia, Konga, Slot.ng  
- Data collaborations with fintechs and research firms

# 9. Operations & Technology Stack

Infrastructure:  
- Backend: Django Rest Framework, Django Channels, MySQL  
- Frontend: ReactJS  
- Mobile: React Native  
- Scraping Engine: Playwright + Celery + Redis  
- Deployment: Docker on AWS/DigitalOcean  
- Security: SSL, JWT, OAuth, API rate limiting  
  
Operations Team:  
- Chief Product Officer – Product innovation  
- CTO – Technology infrastructure  
- Lead Developer – API & scraping systems  
- Data Analyst – Market insights  
- Marketing Manager – Growth and partnerships  
- Customer Success – User support

# 10. Financial Projections & Funding Requirements

Revenue Forecast (₦ Millions):  
2025: Users 10,000 | Revenue ₦20 | Net Profit ₦2  
2026: Users 60,000 | Revenue ₦80 | Net Profit ₦18  
2027: Users 150,000 | Revenue ₦220 | Net Profit ₦60  
2028: Users 300,000 | Revenue ₦480 | Net Profit ₦160  
  
Funding Requirement:  
- Target Raise: ₦50 million (~USD 33,000)  
- Use of Funds:  
 40% Product development  
 30% Marketing and partnerships  
 20% Operations and talent acquisition  
 10% Cloud infrastructure  
  
Expected ROI: 300% within 3 years.

# Conclusion

Prizewell.org is strategically positioned to transform the Nigerian e-commerce landscape by providing price transparency, buyer empowerment, and data-driven insights. With a strong technological foundation, a multi-channel revenue model, and a growing demand for shopping intelligence, Prizewell.org offers investors a scalable opportunity in one of Africa’s fastest-growing digital economies.