



TradeReady



PARTNER BRIEF

Help your members export — and prove the difference you make.

TradeReady is **the trade copilot for African SMEs** — a trade specialist in every exporter's pocket, delivered through the organisations exporters already trust.

01 The opportunity

Most African SMEs never export — not because they have nothing to sell, but because the path is a maze of rules, documents, and decisions that used to need an expensive specialist at every turn.

<20%

of African SMEs have ever exported

54

AfCFTA state parties — one of seven agreements an exporter can use

6

stages from "where can I sell this?" to "can I fund the order?"

The whole export journey — find the market, work out what the product is in customs terms, get the documents right, ship it, and get paid — demands expertise an SME can't afford to hire. That expertise is exactly what an AI can now deliver to anyone, conversationally, for the cost of a login.

02 What TradeReady is

A **trade copilot** an exporter can ask, in plain language, about any stage of selling abroad. It answers with grounded, practical guidance — and where the stakes are high, there's a verified engine behind the answer, not a confident guess. **It's broad across the journey, and deep where it pays.**

Where can I sell it?

Markets with demand, and routes where it lands duty-free.

GROWING

What is it, and does it qualify?

The correct customs heading, checked against the origin rules that apply — live across AfCFTA & EU.

LIVE · THE DEPTH PROOF

What paperwork do I need?

The documents, the issuing bodies, and whether the certificate you hold is valid.

LIVE

How do I ship it & get paid?

The steps to ship, and how a clean export pack opens access to finance.

HORIZON

The depth is the proof the breadth is real. Take pure avocado oil. The copilot identifies it as HS 1515.90, checks it against both AfCFTA and EU rules, and explains — in plain language — that grown-and-pressed-in-Kenya oil counts as Kenyan. That is a real classification and a real origin lookup — work that would otherwise mean hours of research or a paid specialist — delivered in seconds as a plain answer, not a verdict.

03 What you get

You're not a passive white-label licensee — you're an engaged platform-owner. The copilot is what gets your members to log in; the console is what lets you serve, engage, and understand them.

01 • ENGAGED MEMBERS

A reason to log in

A tool that helps members export — not another newsletter. Member engagement is the currency your organisation lives on.

02 • EVIDENCE OF IMPACT

A scorecard for the board

Surveys, readiness trends, and engagement data you can put in front of your board and your funders — produced as a byproduct of use.

03 • A MODERN FACE

The organisation that delivered

You become the body that gave its members an AI export copilot — a credible, current, members-first story.

04 • NO BUILD RISK

Infrastructure, as a service

Serious infrastructure delivered as a service — without the cost and risk of building it in-house — co-shaped to your members.

The console is your side of the platform: a **knowledge base** you curate, **surveys & M&E** to measure readiness and report impact, **notifications** to reach members where they are, and an **engagement dashboard** showing who's active and what members are asking about.

04 The trust commitment



You see the cohort, never the member.

This isn't a constraint on the deal — it's the mechanism that makes it valuable. Members use the copilot candidly because their business stays theirs, and that candid use is what generates the engagement you're paying for.

YOU CAN SEE

- Active members and questions over time
- Topic mix (e.g. "30% asked about EU documentation")
- Export-readiness trends across the membership
- Consented survey responses

YOU NEVER SEE

- Raw copilot chat transcripts
- A member's documents, products, or pricing
- Their buyers or shipments
- Anything member-identifiable — unless they choose to share

05 The offer: a design partnership

This is a partnership, not a sale. You convene; we co-build; either side is free to walk. At this stage, the right partner shapes the product.

"We want to build this *with* a small cohort of your members — across two or three sectors — through interviews, walking their real workflows, and early pilot use. You convene them; no cold-calling, no hard sell.

Monthly working sessions. A roadmap that visibly reflects their input. A six-to-nine month pilot with success criteria we agree up front. Either of us free to walk; if it works, it becomes something longer."

The pilot

ELEMENT	WHAT IT IS
Cohort	A small group of your members, across 2–3 sectors you pick. Depth over breadth.
Cadence	Monthly working sessions. Between them, members use the copilot for real.
Co-design	Interviews and real workflows. The roadmap visibly moves in response.
Your console	You use your own side — knowledge base, surveys, dashboard — from early on.
Exit	Either party free to walk. If it works, it converts to a longer relationship.

Success criteria, agreed up front

MEASURE	WHAT IT TRACKS
Tariff value identified	Concrete savings surfaced for members on real or planned shipments.
Shipments cleared	Members who completed an export step with the copilot's help.
Member engagement	Active members, questions asked, repeat use over the pilot.
Readiness movement	Measured shift in export-readiness across the cohort, start vs end.
Deals funded (later)	Members who reached financing readiness via a clean documentation pack.

The point of agreeing these up front: the pilot has a verdict both sides trust, and your board sees a scorecard, not a vibe.

06 The next step

One short conversation.

Then a co-design pilot with a small cohort of your members. Help us build the export copilot they already need.

GET IN TOUCH

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