



Corporate Advisory, Digital
Transformation, &
Policy/Regulatory Consulting

01.03.2025

Who We Are

1

Founded in 2010

15 experts in Corporate
Advisory Work, Digital,
Transformation and Policy

2

**Pan African
Customers**

We focus on
Africa

3

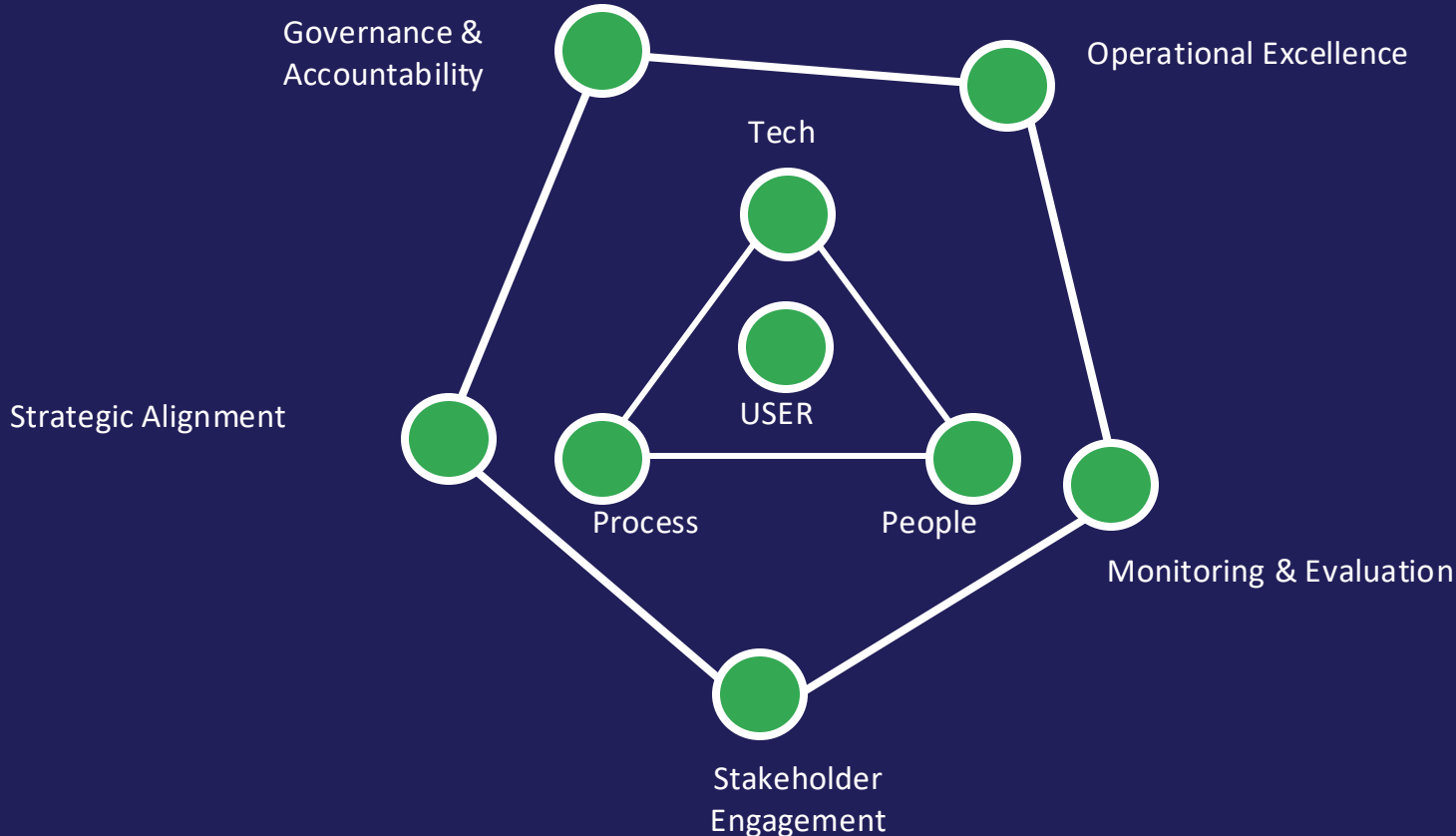
50+ Customers

We serve to most
ambitious organizations

Corporate Advisory Services

We specialize in delivering tailored corporate advisory solutions that drive institutional transformation, operational efficiency, and strategic alignment. Our expertise includes developing Standard Operating Procedures (SOPs), governance frameworks such as Service and Board Charters, and optimizing organizational structures to enhance clarity, accountability, and service delivery. With a proven track record of supporting organizations across public and private sectors, we ensure impactful outcomes through innovative strategies, stakeholder engagement, and sustainable growth initiatives.

Core Pillars for Institutional Excellence



Our Methodology

Strategy & culture - If strategy and culture aren't right, it leads to digitisation of services

DIGITAL
BUSINESS
STRATEGY
& CULTURE

+

STAFF &
CUSTOMER
ENGAGEMENT

+

PROCESS &
INNOVATION

+

TECHNOLOGY

+

DATA &
ANALYTICS

Staff & customer engagement - If engagement with stakeholders is wrong, it leads to resistance

Process & innovation - without these, incoherent action occurs.

Technology - rarely the differentiator technology does enable Digital Transformation and it is therefore vital that the right technology is embraced.

Data & analytics - used for insights and evidence based decision making, without it there is simply stagnation

Clients & Case Studies

Sample Clients

Financial



Fintech



Government, Regulatory & Industry



Case Study: Central Bank of Nigeria



Assignment:

Design and advise the largest economy in Africa on building a responsible Fintech Ecosystem that attracts investment, protects consumers and creates more opportunities.

Our Work:

We focused on 4 areas:

1. **Strategy & Structure of Team:** Leaning into what banking and fintech will look like in the future and steps to get there
2. **New Age Banking:** How Regulators can keep up with trends and proactively have a constructive engagement with innovations.
3. **A Thriving Industry:** How consumer protection and innovation are congruent circles that regulators can do both
4. **Digital value capture consulting:** How economies can thrive with a digital first approach
5. **Tailored** Strategy document & two-day C-Level Executive Training



Case Study: Communications Authority (KeNIC)



Assignment:

Design and advise Kenya's .KE Registry on Corporate Governance

Our Work:

We focused on 4 areas:

1. **Strategy & Structure of Team:** Leaning into what ccTLDs mean to the country, the future and steps to get there
2. **Ecosystem Growth:** How Regulators can keep up with trends and proactively have a constructive engagement with innovations.
3. **A Thriving Industry:** How consumer protection and innovation are congruent circles that regulators can do both
4. **Digital value capture consulting:** How economies can thrive with a digital first approach
5. **Tailored** Strategy document & two-day C-Level Executive Training



Case Study: Equity Group: Finserve Africa



Assignment:

To Advise the MD & Execution teams in building the first superapp & API Platform in Africa (2018)

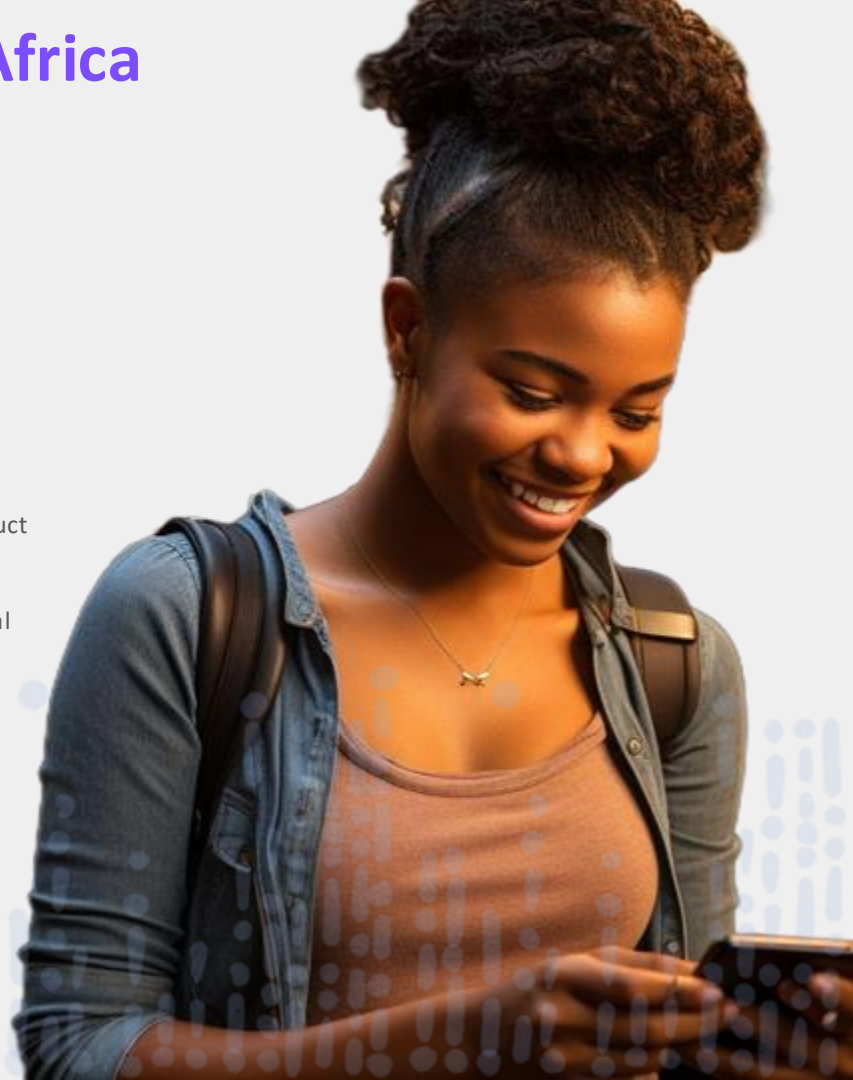
Our Work:

We focused on 4 areas:

1. **Strategy:** Building a coherent user, value, revenue and path to profit end to end product and service
2. **User Experience:** Working with the team to define customer user journeys (CUJs) and partner user journeys(PUJs) wireframing, rapid prototyping and defining and technical weaving of the services into a the UI/UX.
3. **API Strategy/ Banking As A Service:** Define what a neo-bank that captures the latent value of the ecosystem where the bank is not present.
4. **Digital value capture consulting:** Leveraging digital and social channels to drive engagement and acquisition of current and new to bank customers.

Success:

- Launch of Eazzy App in multiple countries which grew to USD 200M in transactions in 1 year
- Launch of the Jenga API Gateway which grew to USD 400M in transactions from 3rd parties in 1 year



Case Study: Ecobank



Assignment:

To Advise the Executive & Execution teams in building the first digital-first Pan-African Bank

Our Work:

We focused on 4 areas:

1. **Legacy Vs Digital:** How to overcome inertia, relearn and implement the right technology and practices.
2. **Strategy:** Building a coherent user, value, revenue and path to profit end to end product and service
3. **API Strategy/ Banking As A Service:** Define what a neo-bank that captures the latent value of the ecosystem where the bank is not present.
4. **Digital value capture consulting:** Leveraging digital and social channels to drive engagement and acquisition of current and new to bank customers.
5. **Tailored** three-day C-Level Executive Training



Case Study: Diamond Trust Bank



Assignment:

To Advise the Executive & Execution teams in UI/UX development of their flagship app

Our Work:

We focused on 4 areas:

1. **Strategy:** Building a coherent user, value, revenue and path to profit end to end product and service
2. **User Experience:** Working with the team to define customer user journeys (CUJs) and partner user journeys (PUJs) wireframing, rapid prototyping and defining and technical weaving of the services into the UI/UX.
3. **Digital value capture consulting:** Leveraging digital and social channels to drive engagement and acquisition of current and new to bank customers.

Success:

Fastest growing Digital Tier 1 Bank in East Africa



Case Study: Boya App



Assignment:

Creation of the East Africa's first neo-bank App supported by VISA

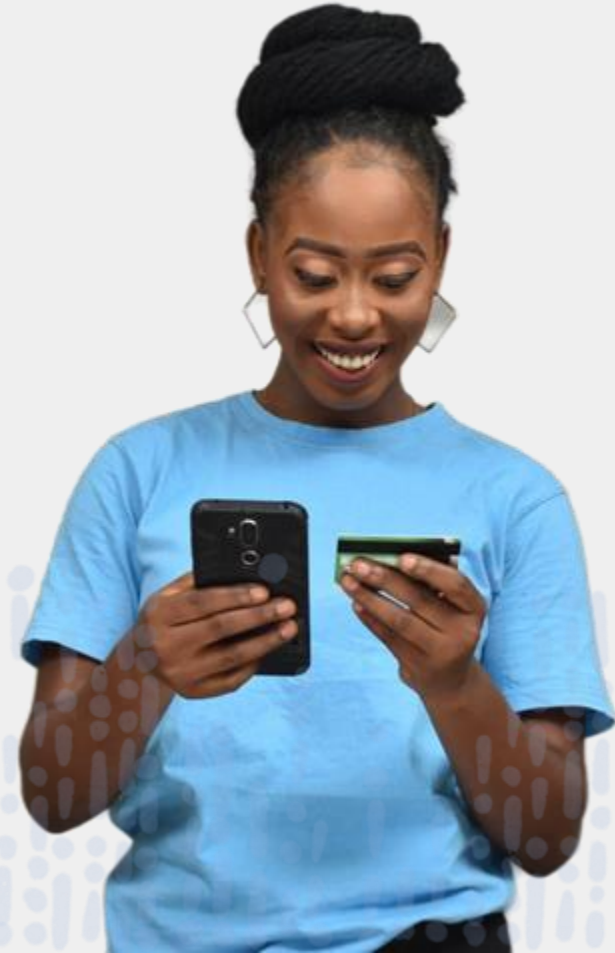
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Success:

Biggest by downloads, neo-banking app in East Africa



Team Lead - Ali Hussein



Ali Hussein is a seasoned consultant with extensive experience in corporate advisory, digital transformation, and governance frameworks. He has worked with leading Public Sector Organizations, Financial Services players and FinTech challengers, driving institutional development and operational efficiency. As the Chairman of the Association of FinTechs in Kenya and a Board Member of the Africa FinTech Network, Ali has been instrumental in shaping policy and regulatory frameworks across Africa's digital ecosystem.

With extensive experience advising boards in both public and private sectors, Ali specializes in governance frameworks, board charters, and strategic alignment. His contributions have helped organizations enhance accountability, operational clarity, and stakeholder engagement, driving impactful institutional transformation across diverse industries.

Ali Hussein



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Thank You

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