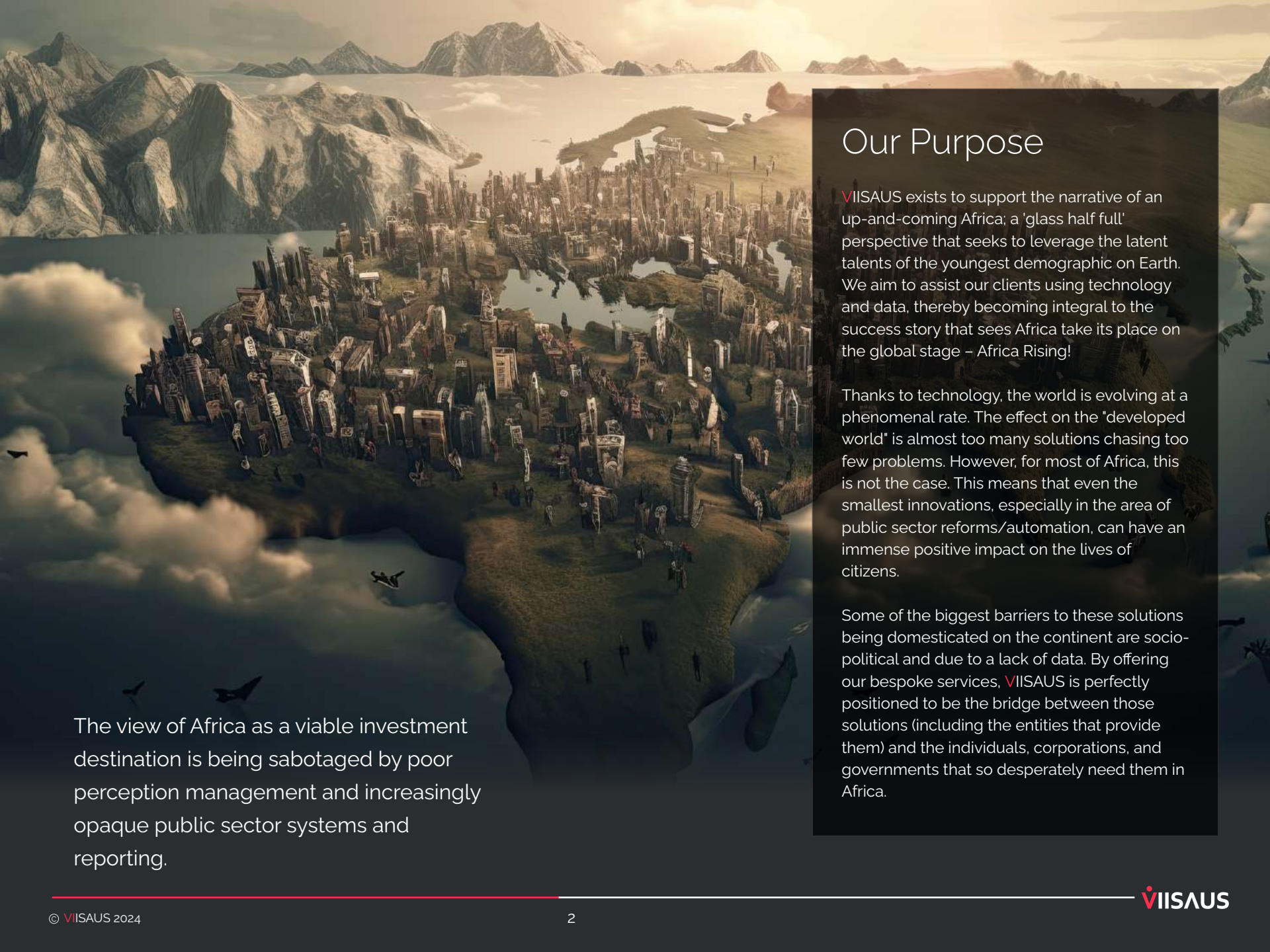




Africa's Potential Unlocked

THE VIISAUS GROWTH PERSPECTIVE



The view of Africa as a viable investment destination is being sabotaged by poor perception management and increasingly opaque public sector systems and reporting.

Our Purpose

VIISAUS exists to support the narrative of an up-and-coming Africa; a 'glass half full' perspective that seeks to leverage the latent talents of the youngest demographic on Earth. We aim to assist our clients using technology and data, thereby becoming integral to the success story that sees Africa take its place on the global stage – Africa Rising!

Thanks to technology, the world is evolving at a phenomenal rate. The effect on the "developed world" is almost too many solutions chasing too few problems. However, for most of Africa, this is not the case. This means that even the smallest innovations, especially in the area of public sector reforms/automation, can have an immense positive impact on the lives of citizens.

Some of the biggest barriers to these solutions being domesticated on the continent are socio-political and due to a lack of data. By offering our bespoke services, VIISAUS is perfectly positioned to be the bridge between those solutions (including the entities that provide them) and the individuals, corporations, and governments that so desperately need them in Africa.

VIISAUS, your partner for growth!



Thank you for your interest in VIISAUS. We are a consulting firm specializing in transforming data into actionable intelligence to assist our clients in making informed decisions. Our services are organized into three main desks: Technology Products & Consulting, Socio-political Advisory & Risk (SPARK), and Development & Research. This brochure is designed to demonstrate how partnering with VIISAUS can elevate your competitive advantage.

Innovation, technology and data are at the core of everything we do at VIISAUS. In the past, we have utilized security-related data to extract and predict crime trends, optimized government revenue through data from transportation and other taxable sources, and provided guidance to investors on untapped opportunities and political

risk mitigation for multinational corporations etc. Our approach is rooted in data-driven insights and employs cutting-edge technology to present and generate meaningful information. Even before the current Artificial Intelligence revolution, VIISAUS was leveraging AI and machine learning techniques to help our clients stay ahead of the curve.

We place a strong emphasis on technology solutions for the government sector (gov-tech) as Africa experiences rapid technological growth in the private sector, while public-sector adoption lags behind. Our Technology Products and Consulting desk has successfully implemented automated land management systems, security data management systems, and portals for human trafficking data. Additionally, we have developed data dashboards that correlate citizen data with infrastructure, among other projects.

At our Development and Research desk, we have harnessed the power of artificial intelligence to generate comprehensive market segmentation data tailored specifically for the insurance industry. Presently, our focus lies in pioneering innovative solutions to facilitate climate financing for local entities. Additionally, we offer specialized research services to foreign embassies and international development agencies, assisting them in making informed decisions and contributing to their strategic initiatives.

Our Socio-political and Risk Advisory Management desk serves as a cornerstone in the strategic

decision-making of prominent corporate and public-sector entities. We provide invaluable counsel to major players within the oil and gas industry, aiding them in anticipating and mitigating shifts in the political landscape. Furthermore, we offer expert guidance to multinational corporations, enabling them to optimize substantial investments in sectors such as oil palm and energy. In addition to our advisory services, we extend tailored lobbying and concierge services to our esteemed clients, ensuring their interests are represented with the utmost professionalism and effectiveness.

We have a people-focused philosophy that has enabled us to retain our clients for almost a decade. The building blocks are simple: hire and retain intelligent individuals, maintain a culture where everyone's ideas are heard, focus on our clients' success, and then work hard and play hard.

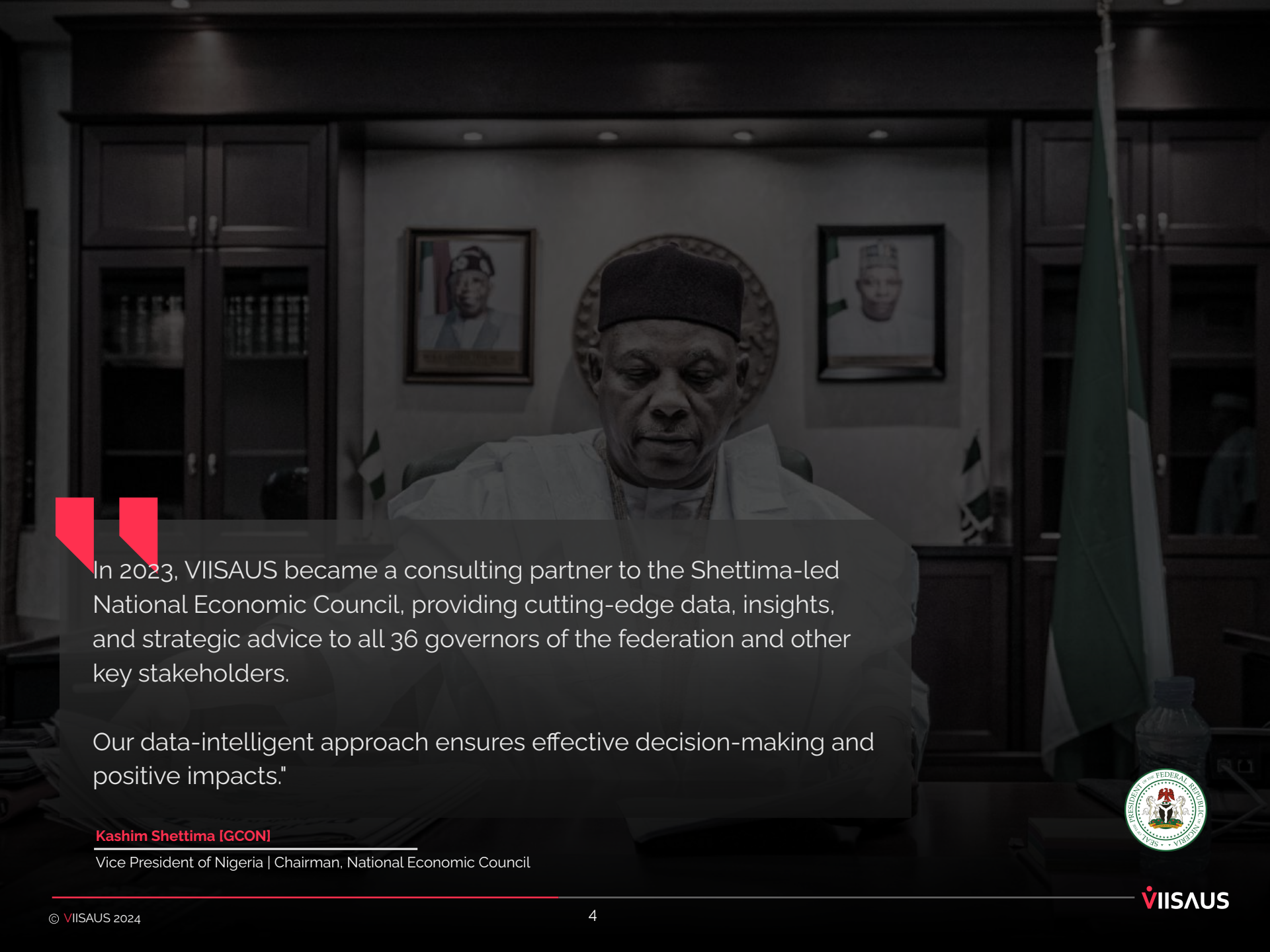
I sincerely hope that this brochure provides you with valuable insights about our firm, and I am confident that it will pave the way for fruitful and productive interactions in the near future.

A handwritten signature in black ink, appearing to read 'Jiro Ejobe', with a stylized flourish at the end.

Jiro Ejobe

Managing Partner / Founder

✉ jiro.ejobe@viisaus.com | [in](https://www.linkedin.com/in/jiroejobe) jiro ejobe

A portrait of Kashim Shettima, Vice President of Nigeria, sitting at a desk in an office. He is wearing a white traditional Nigerian attire and a black cap. Behind him are framed portraits of other Nigerian leaders and a Nigerian flag. The image is dimmed to serve as a background for the text.

In 2023, VIISAUS became a consulting partner to the Shettima-led National Economic Council, providing cutting-edge data, insights, and strategic advice to all 36 governors of the federation and other key stakeholders.

Our data-intelligent approach ensures effective decision-making and positive impacts."

Kashim Shettima [GCON]

Vice President of Nigeria | Chairman, National Economic Council





International Development

Public Sector

Gov-tech

Our vision is to harness the power of data and technology to drive positive change across Africa.

Our clients

Public Sector

VIISAUS works with the public sector at all levels to bring about transformational change by leveraging technology and data. We combine our deep understanding of the public sector domain, the robustness of private sector strategy execution, and our tried and tested experience in embedding sustainable innovations. Our goal is to create more efficient governments, lasting social progress, and happier citizens.

Corporates

The African business environment is unique, and its challenges require a deep understanding of the environment to overcome them sustainably. This is often made more difficult by the lack of relevant data. VIISAUS products

and services help businesses make data-driven decisions a reality. In a world with daily maturing and evolving regulations, we also assist businesses in managing the critical interface with the public sector through lobbying and other services.

Donors/Multilaterals

VIISAUS is a leading implementer of international development programs. Across a broad range of sectors, we excel in our ability to understand the critical goals and objectives of donor agencies, as well as leverage our deep knowledge of the socio-political landscape to deliver value for money and critically, sustainable development. Our experience in bridging commercial growth and social progress makes us the preferred partner for many organizations in this sector.

Case Studies



STRENGTHENING PALLIATIVE IMPLEMENTATION MEASURES

The National Executive Council (NEC) Sub-Committee on Distribution of Subsidy Palliatives contracted VIISAUS to conduct a nationwide study on the impact of subsidy removal and the Federal Government's commitment to providing strategic palliatives to vulnerable populations. Utilizing desk reviews and surveys, **the study identified the most vulnerable groups across the 36 states and FCT affected by the new policy** and examined how they were impacted. It explored and analyzed these groups' responses and coping mechanisms, determining which palliatives were most effective in addressing their needs. Detailed reports were presented, covering relevant data on the affected populations and providing strategic recommendations to support policy development based on the findings.



National Economic Council



SOCIO-POLITICAL ADVISORY

VIISAUS assisted Shell Petroleum Development Company (SPDC) in assessing the potential impact of the upcoming 2023 general elections on their oil and gas assets. Using scenario planning and a combination of our in-house analytical methodologies, **We developed an impact and uncertainty-driven risk matrix.** This matrix enabled SPDC to design effective mitigation efforts to protect their assets and operations. With our expertise in political analysis and macroeconomic factors, SPDC was well-prepared to navigate uncertainties and ensure business continuity during the election period.



SHELL PETROLEUM DEVELOPMENT COMPANY



MARKET RESEARCH

Leadway Assurance struggled with low adoption and sales in metropolitan areas within and outside of Lagos. Competitors outperformed Leadway, particularly in the southern states. To address this, Leadway enlisted VIISAUS to conduct research on insurance consumer. **VIISAUS through research and machine learning identified five consumer segments** and provided strategic recommendations to penetrate and dominate the most viable segments. This led to significant sales turnaround in all markets, with major growth in target states.



VIISAUS

Case Studies



PUBLIC SECTOR CONCIERGE

VIISAUS assisted Tolaram (Manufacturer of Indomie instant noodles in Nigeria), in setting up oil palm plantations. By leveraging relationships with public sector agencies and regulators, **VIISAUS facilitated the passage of laws safeguarding land banks and ensuring adherence to RSPO** rules. We also worked with the Central Bank of Nigeria to modify crop specific financial tools. As a result, Tolaram got 10,000Ha of unencumbered land and smooth community access.

Tolaram



ENVIRONMENTAL SUSTAINABILITY

To revitalize the Okomu reserve landscape through managing land use changes, conserving natural resources, and generally improving the livelihoods of host farming communities within the reserve, **VIISAUS** was contracted by IDH to carry out an awareness campaign within the community. **VIISAUS** managed the technical implementation, including training and managing enumerators, field data analysis, and reporting. Thereafter, we implemented community awareness campaigns to enhance understanding of forest and landscape management practices, encouraging host communities to actively engage in sustainable initiatives.



Stichting IDH, Netherlands



EDO ELECTRICITY MARKET ANALYSIS

To enable the Edo State Government to make informed decisions toward improving power supply and distribution within the State, **VIISAUS conducted an evaluation exercise to identify and ascertain the electricity market** across the state. This exercise involved the collection of qualitative and quantitative data from stakeholders including subject matter experts and end users. The data was used to populate a geospatial dashboard for efficient industry market intelligence. At the end of the study, **VIISAUS** produced detailed reports and infographics illustrating the power supply and distribution status in the State.



Edo State Government

Case Studies



GOV-TECH

VIISAUS collaborated with the Delta State Ministry of Lands to enhance its operational efficiency by **implementing a software application that streamlined land transactions and improved resource management**. The project focused on three key objectives. Firstly, the application aimed to enable the digital entry and management of applications for Certificates of Occupancy (C of O), eliminating the need for manual paperwork and reducing processing time. Secondly, the system aimed to expedite the **issuance of all title documents, automating the workflow and reducing bureaucratic delays**. Finally, the software also provides **advanced analytical tools** to generate reports on the payment history of land transactions, allowing the ministry to monitor and track financial records accurately.



LIVE ELECTION MONITORING

Project GlassHouse aimed to **revolutionize election transparency** in Nigeria using our **proprietary data visualization tool - ARVO**. The tool allowed users to **report and view real-time incidents** such as violence and BVAS (Biometric Voter Authentication System) issues on election day. Additionally, it provided **access to verified results** from the Independent National Electoral Commission (INEC). By utilizing a map-based interface, ARVO empowered citizens to **actively participate in monitoring and reporting electoral activities**, fostering a more **transparent and accountable electoral process**.



Enough is Enough Nigeria

Case Studies



REVENUE GENERATION

The project maps all businesses established in Abuja Municipal Area Council (AMAC) to create an online directory with the aim of **improving revenue generation and collection efficiency**. VIISAUS managed the technical training of all enumerators, developed a geo-spatial data collection application, analyzed data on previously generated revenue to make strategic decisions, and generated trend reports to aid projection.



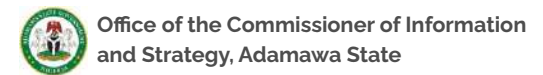
JOB CREATION

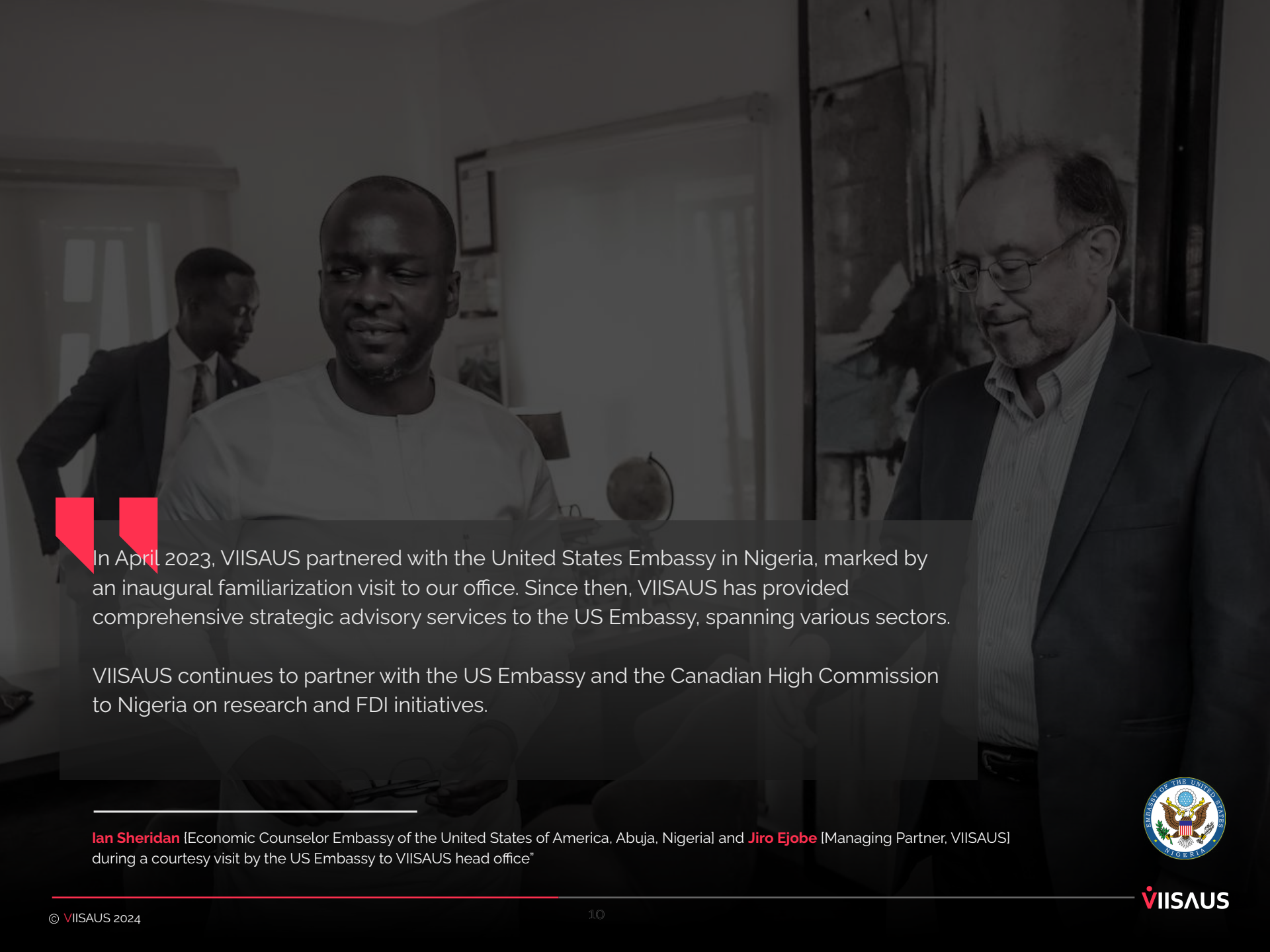
EdoJobs is a strategic program created by the Edo State government to improve the rate of employment in the state through the provision of employability skills training and the set up of a business incubation hub. VIISAUS built a **data collection application to collect data of unemployed residents** in the 18 LGAs in Edo State, trained supervisors and data entry staff on the use of the application, and created a web platform to **efficiently match applicants with open positions, training programs, and scholarship opportunities**.



SKILLS TRANSFER

To build the data analytical and research capacity of its staff, the Office of the Commissioner of Information and Strategy, Adamawa State contracted the Development and Research team at VIISAUS to provide training to certain members of its staff on the use of data analytics and visualization tools, technology support, analytical dashboard design and deployment, qualitative and quantitative research design and analysis.



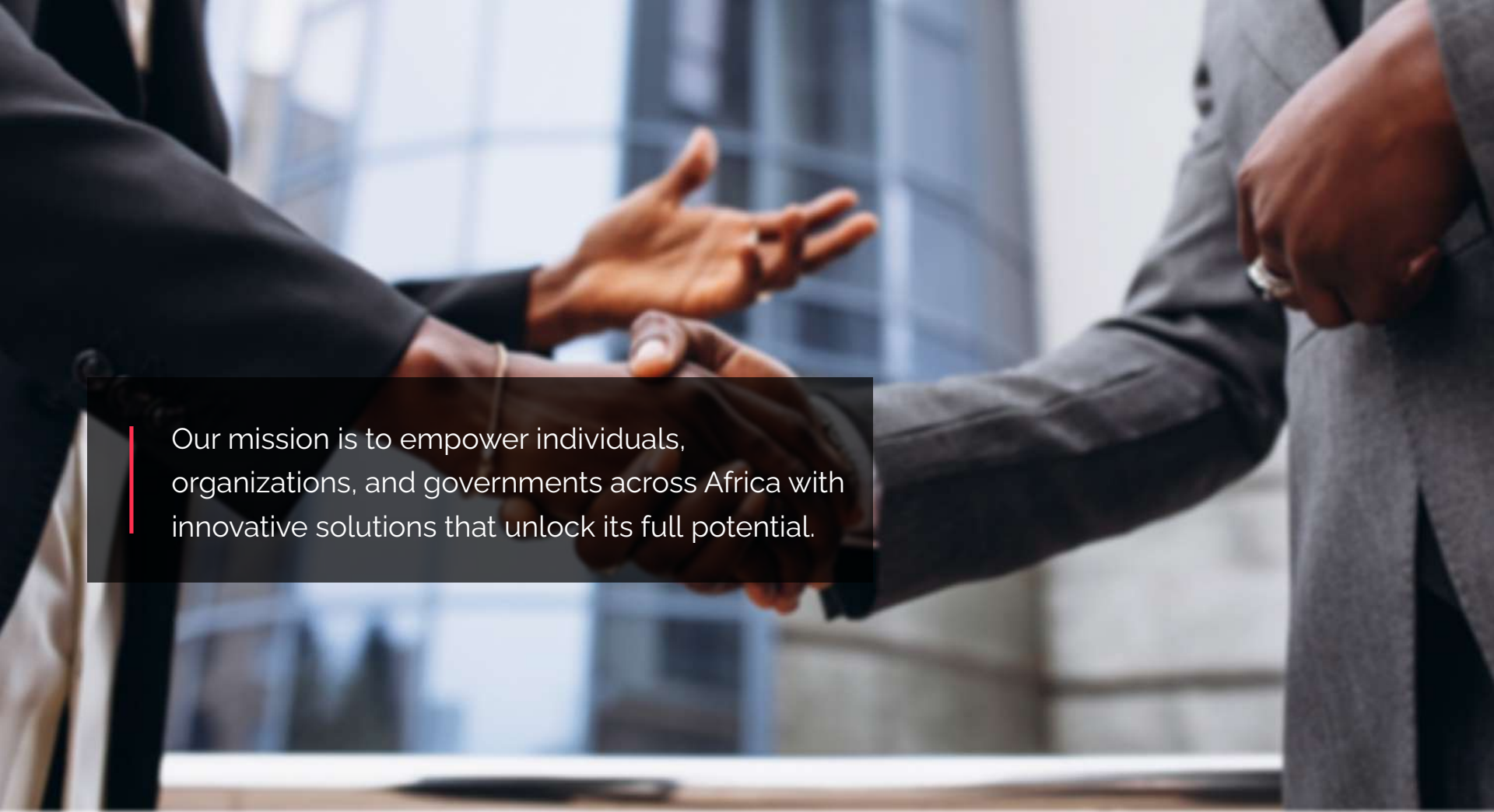


In April 2023, VIISAUS partnered with the United States Embassy in Nigeria, marked by an inaugural familiarization visit to our office. Since then, VIISAUS has provided comprehensive strategic advisory services to the US Embassy, spanning various sectors.

VIISAUS continues to partner with the US Embassy and the Canadian High Commission to Nigeria on research and FDI initiatives.

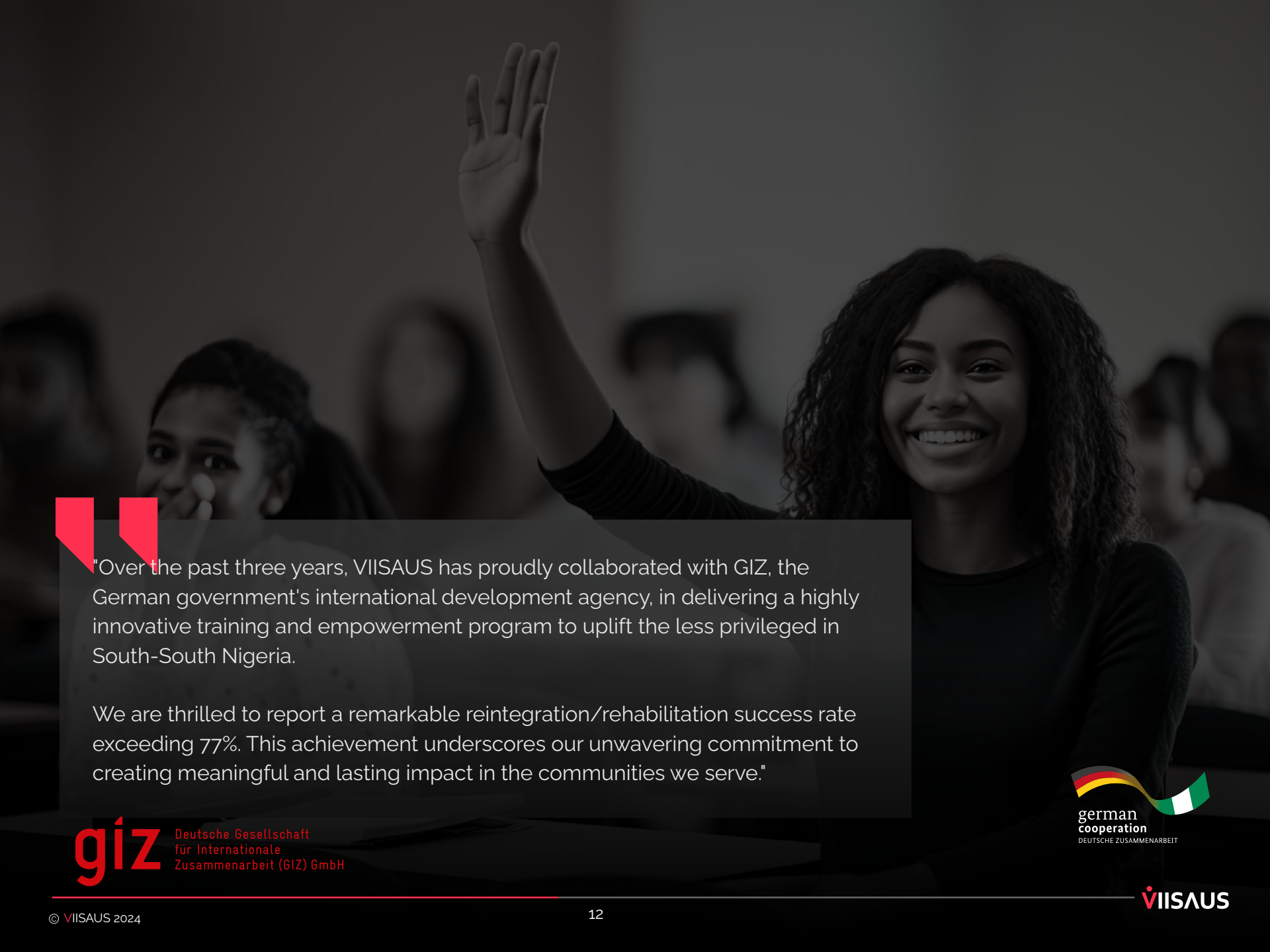
Ian Sheridan [Economic Counselor Embassy of the United States of America, Abuja, Nigeria] and **Jiro Ejobe** [Managing Partner, VIISAUS] during a courtesy visit by the US Embassy to VIISAUS head office"





Our mission is to empower individuals, organizations, and governments across Africa with innovative solutions that unlock its full potential.

Delivering on the Promise



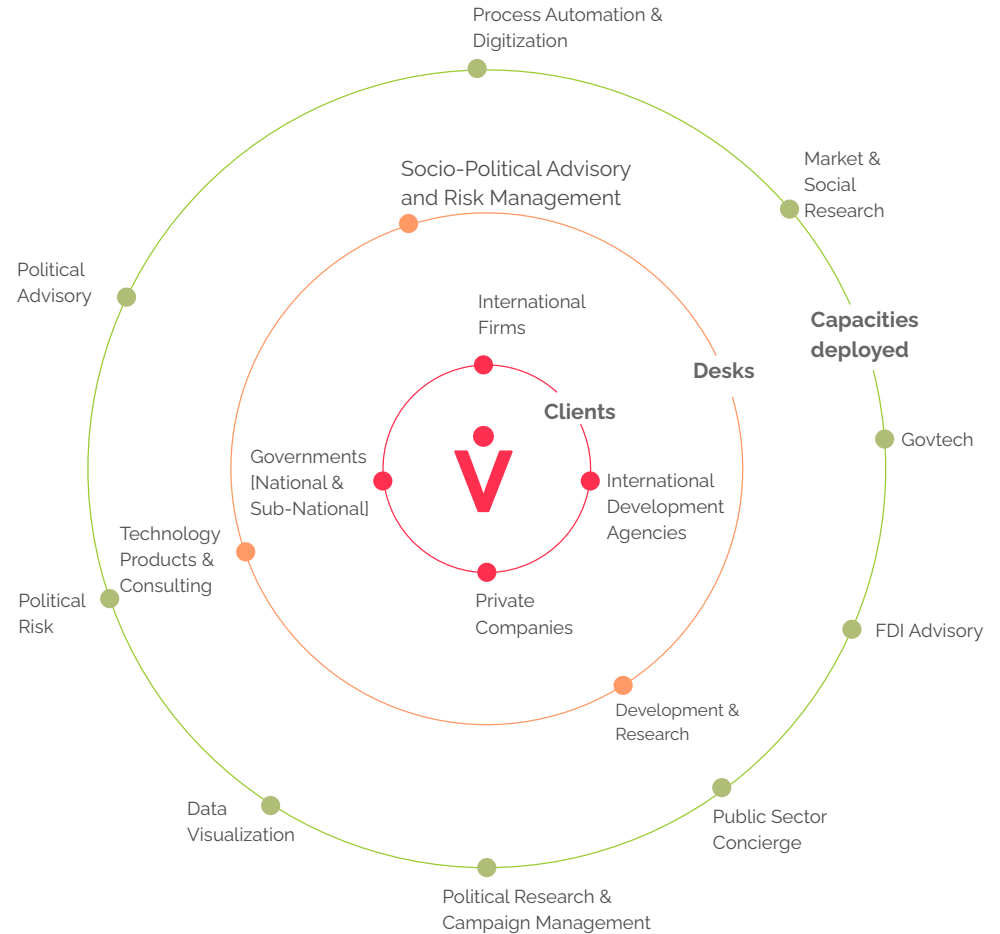
"Over the past three years, VIISAUS has proudly collaborated with GIZ, the German government's international development agency, in delivering a highly innovative training and empowerment program to uplift the less privileged in South-South Nigeria.

We are thrilled to report a remarkable reintegration/rehabilitation success rate exceeding 77%. This achievement underscores our unwavering commitment to creating meaningful and lasting impact in the communities we serve."



AFRICA Rising!

Our vision is to harness the power of data & technology to drive positive change across Africa.



Our Services

Technology Products & Consulting



ARVO: Data Visualization Platform

This service consists of dashboarding and data entry tools that facilitate and inform data analysis and visualization.

These tools are currently used in political data analysis and dashboarding.



Process Automation & Digitization

This service is primarily aimed at government agencies from all arms of governance.

It consists of tailored govtech software solutions that automate inefficient (and usually paper-based) government processes.



Advisory & Project Management (Technical)

This service is mainly aimed at government projects.

It involves providing expert technical knowledge and know-how in project management or validation of existing software solutions



Custom Software Development

Custom software development, particularly in govtech, offers tailored solutions for government entities and organizations. It enables citizen-centric services, data security, and effective governance.



Chioma Obiokolo

Chioma heads the Technology Products and Consulting desk at VIISAUS. She is an AIPMM Certified Product Manager with a decade of experience in product management and technology strategy. She leads our team of consultants and engineers that help our clients use data and technology to drive digital transformation and solve problems innovatively.

✉ chioma.obiokolo@viisaus.com

🌐 [chiomaobiokolo](https://www.linkedin.com/in/chiomaobiokolo)

Our Services

Development & Research



Social Research

This service is aimed at development agencies, NGOs, and corporates engaged in social impact projects (e.g., Corporate Social Responsibility).

We provide qualitative and quantitative research, data analysis, recommendations, and report writing.



Market Research

This service is primarily aimed at corporates with products and services targeting the local Nigerian markets.

It includes market segmentation, qualitative and quantitative research, data analysis, recommendations, and report writing.



Programme Design

This service is primarily aimed at international development agencies, governments, NGOs, and others.

We specialize in designing frameworks, determining the scope and thematic areas of projects, setting objectives, and agreeing upon timelines.



Human Capital Development

This service is primarily aimed at multilateral organizations, carefully crafted to offer capacity building, skill enhancement, and productivity improvement.

We specialize in providing customized training programs that are tailored to address the unique requirements of our clients. Our expertise lies in delivering high-value and impactful training solutions.



Stella Obialor

Stella is an experienced human capital professional with years of experience in delivering data-driven insights. She has successfully supported clients across various industries and sectors and currently heads the research desk at VIISAUS.

✉ stella.obialor@viisaus.com

🌐 [Stella Obialor](#)

Our Services

Socio-Political Advisory & Risk Management



Socio-political Data Analysis, Research & Strategic Advisory

This service is targeted towards NGOs/agencies with a political focus, political parties, and aspiring/existing politicians, this service provides socio-political polling and research through quantitative and qualitative analysis.



Political Risk Management

This service is aimed at corporates and other agencies seeking to hedge against the potential political impacts on their business.

It involves utilizing frameworks to analyze potential outcomes and develop mitigations for changes in the political landscape.



Public-Sector Concierge

This service is aimed at large (often international) corporates who need to interface with public sector agencies and officials to achieve their larger goals.

It comprises lobbying, relationship management, handling enquiries, and representing the client towards the government and public sector.



Ikponmwosa Aikhionbare

"IK" is the desk head for the Social Political Advisory & Risk Management (SPARK) function. Trained and certified by the London School of Economics, he and his team drive the use of research and data analysis to provide policy guidance, advise on political issues/risk, develop lobbying solutions and use insights to recommend innovative solutions for organisations and governments

✉ ikponmwosa.aikhionbare@viisaus.com

🌐 [ikponmwosa-aikhionbare](https://www.linkedin.com/in/ikponmwosa-aikhionbare)

Our Partners



Jiro Ejobe
Managing Partner |
Founder

✉ jiro.ejobe@viisaus.com

🌐 [jiro ejobe](#)

Jiro started his career in the UK as a PriceWaterhouseCoopers consultant over 20 years ago. Before founding VIISAUS, he held management roles at several firms spanning locations across Europe, America and Asia. In that time, he led Technology focused enterprise transformational engagements for companies as diverse as the British Broadcasting Corporation (UK), Time Warner and Sony (USA, Japan), etc. He also worked on the transformational agenda within the Nigerian Capital Marketspace, playing a leading role in the development and implementation of the "Nigerian Vision 2020 Financial Strategy" while heading the Technology Division at the Nigerian Stock Exchange.

In 2016, he founded VIISAUS, adding political consulting to his repertoire after winning a gubernatorial election using data-driven technology in assisting the aspirant to victory. Since then he has led VIISAUS on several successful projects of a similar kind at both gubernatorial and presidential levels. In addition, Jiro has headed several "gov-tech" interventions across Nigeria providing solutions in security, revenue generation, job creation and many more. He also led Nigeria's first Local Government Council revenue digital transformation recording a success rate of over 600% increase in income.

Jiro has a Bachelor's degree in Computer Science from Queen Mary College (University of London), as well as post-graduate qualifications in Management and Senior Management from Birkbeck University (University of London) and Lagos Business School respectively. He is a member of the IEEE and BCS societies.



Tijani Nwadei
Partner | Co-founder

✉ tijani.nwadei@viisaus.com

🌐 [Tijani Nwadei](#)

Tijani has held various leadership positions over the decade gaining a wealth of expertise that spans finance & risk, project management and public administration. Tijani started his professional career in the United States as a risk analyst with NextEra Energy. He subsequently spent the next 7 years in the energy sector across the U.S, France, Switzerland and Nigeria.

In 2016, after co-founding VIISAUS, Tijani had a brief stint in public service, making valuable contributions to the Edo State Government, Nigeria. During his period in the public sector, he managed and successfully executed groundbreaking projects such as the Edo Power Program, Edo Jobs Initiative, and The Edo State Oil Palm project (which eventually got nationally adopted and funded by the Central Bank of Nigeria).

Tijani has contributed immensely to the state's strategy and projects, formidable public-private sector partnerships, business development and general state operations. Over the years, he has played a pivotal role in securing key partnerships and funds to drive initiatives towards growth and economic and structural development in the state.

Tijani has a BSc in Mathematics and Economics from the Texas Christian University (TCU) and holds an MSc in Global Development Economics at Boston University. He is also a member of the BU Economics Society. Tijani is a passionate sports fan – soccer, basketball and tennis; and an impact investor across various sectors on the African continent.

Our Partners



Naomi Nwosu
Partner | Co-founder

✉ naomi@viisaus.com
🌐 [naomi-ejobe](#)

Naomi spent over a decade working within the British and Nigerian Financial sectors. In that period, she exhibited strong skills across different functions including Management, Business Development, Relationship Management and Operations functions. Before joining GTBank UK Ltd, Naomi managed the country office in Lagos where she grew the business from scratch to a profit-making subsidiary. In her last banking role, Naomi was elevated to the position of Head, Client Services for Guaranty Trust Bank (UK) Limited, UK.

She has always had a keen interest in the "third sector", regularly contributing financially to children-focused charities. Her time in England helped foster this interest by availing her with opportunities to work and raise funds annually with organisations like the UK based Children's Trust charity. She is currently the National Director/CEO of Special Olympics Nigeria.

Naomi holds an MSc. [Management] degree from Birkbeck University (University of London), and an honours degree in Zoology from the University of Lagos, Nigeria.



**Omowunmi
Ikazoboh**
Partner | Co-founder

✉ Omo.ikazoboh@viisaus.com
🌐 [Genevieve-Ikazoboh](#)

Omowunmi has a strong professional background in Information and Process management consulting with over 14 years of experience spanning the Investment Banking, Telecommunications, Consumer Electronics and Capital Markets industries. She has spent the last decade working on major projects for leading organizations including Credit Suisse UK, Afrinvest Limited, Samsung Electronics West Africa and the Nigerian Stock Exchange where she headed the enterprise process engineering team for the 'X-Gen' team responsible for upgrading the Exchange's Trading Technology to the NASDAQ OMX X-Stream platform.

Omowunmi has a Bachelor(s) degree in Computer Systems and Electronic Engineering (First Class Honours) from Kings College, London and is an alumna of the Lagos Business School Senior Management Programme.

Our Brand



"The most prominent element of our visual identity is the 'V'.

The '**Vibrant V**' symbolizes our unwavering commitment to quality and innovation, reflecting our dynamic and energetic approach.



[Pronounced: Vee-sauce]

Origin: Finnish, Meaning: Wisdom

The Luminarque



Our Faces



The **Luminarque** and our signature pattern '**OUR FACES**' are the most iconic brand elements featured in all VIISAUS branding and documentation.

The Luminarque symbolizes a bright and confident path forward, focusing on an illuminating work process. It represents our devotion to uncovering hidden information, insights, and opportunities that may have been overlooked before. Perhaps even more outstanding is 'OUR FACES,' which resonates with our people-centered, diversity-driven approach, emphasizing the importance of individuals and diversity in our mission to make a positive impact on the world."

Our Clients





VIISAUS

ABUJA: 8 Abdulkareem Adisa Close, Guzape, Abuja, Nigeria

BENIN: 52 Aiguobasinmwin Crescent, Off Reservation Road, G.R.A. Benin City, Edo State, Nigeria

LONDON: 20 North Audley Street, London, W1K6LX

info@viisaus.com | viisaus.com

+234 [0] 817 099 3204 | +234 [0] 701 103 3882

    viisaus_ng