



LOMÉ — TOGO

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COMPANY PROFILE

ASSOU GROUP

We build solutions. We create value. Software development, SaaS platforms and artificial intelligence for organisations in Togo and across Africa.

2022 YEAR FOUNDED	06 AREAS OF EXPERTISE	48 ORGANISATIONS EQUIPPED	AF AREA OF OPERATION
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This document presents Assou Group's identity, organisation, capabilities and commitments. It is intended for our clients, partners and investors, and for organisations consulting us as part of a tender process.

On request, it can be supplemented by a detailed technical file, client references and a commercial proposal tailored to your project.

COMPANY FACTS

Assou Group at a glance

COMPANY NAME	Assou Group
YEAR FOUNDED	2022
INDUSTRY	Digital technology and artificial intelligence
HEAD OFFICE	Sogbossito, Rue Abass Bonfo, Lomé — Togo
TAX ID (NIF)	1002109686
TRADE REGISTER (RCCM)	TG-LFW-01-2026-B13-00576
AREA OF OPERATION	Togo and Africa
BUSINESS LINES	Web and mobile development, custom software, SaaS, AI, IT consulting
PROPRIETARY PRODUCTS	Skollia · GoMenu · Miazzin
PRODUCT USERS	30 schools (Skollia) · 18 restaurants (GoMenu)
PARTNERSHIP	Verified Hostinger Partner
CONTACT	contact@assougroup.com · +228 93 58 17 17 / 90 66 75 15

OUR PROMISE

We build solutions. We create value.

We treat every project as an investment made by our client: rigorous scoping, proven technology, skills transfer and support after go-live.

OVERVIEW

About the company

Assou Group is a leading digital solutions company in Togo. Based in Lomé, we design innovative solutions for organisations in Togo and across Africa.

Since 2022, we have specialised in web development, mobile app development, SaaS platforms and custom artificial intelligence systems. We help SMEs, large enterprises and organisations accelerate their digital transformation.

Our model combines a multidisciplinary team, in-house products and a detailed understanding of African operating conditions: connectivity constraints, local payment methods, languages in use and tight budgets.



LOMÉ, TOGO — OPERATIONAL HEADQUARTERS

WHAT WE DO

Design, build and maintain software: websites and web apps, mobile apps, SaaS platforms and applied AI systems.

WHO FOR

SMEs and startups, large enterprises, educational institutions, public bodies, NGOs and development programmes.

HOW

A four-phase method — discover, design, develop, deploy — with user training and ongoing support.

OUR VISION

To become Africa's leading technology company, empowering businesses, institutions and communities through innovative digital and artificial intelligence solutions that drive sustainable growth and real impact.

INNOVATION

Applying the latest technology to concrete problems, not the other way round.

QUALITY

High standards of engineering, security and client satisfaction on every project.

IMPACT

Solutions that lastingly improve how organisations work and the daily lives of their users.

PURPOSE

Our mission

Four commitments shape our work and guide decisions at every stage of a project.

01

Reliable, scalable solutions

Deliver innovative, reliable and scalable digital solutions tailored to each client's real needs.

02

Digital transformation

Support businesses and organisations in their digital transformation and adoption of artificial intelligence.

03

High-quality software

Build web, mobile, SaaS and enterprise solutions that meet the highest quality standards.

04

Operational efficiency

Improve organisational performance through automation and intelligent technology.

OUR VALUES



DIFFERENTIATORS

What sets us apart

Six reasons organisations entrust us with their digital projects.

A multidisciplinary team

Development, design, data and project management under one roof: a single point of contact for the whole chain.

AI built in

AI is not an afterthought: automation, assistants and predictive models are considered from the scoping stage.

In-house products

Skollia, GoMenu and Miazzin mean we run our own platforms in production, with everything that demands.

Rooted in Togo and Africa

We design for real-world conditions: variable connectivity, mobile payments, multilingual use and controlled budgets.

End-to-end support

From strategic scoping to maintenance: user training, documentation and support after go-live.

Verified Hostinger Partner

Our verified partner status secures our clients' hosting, domain names and web infrastructure.

Digital projects rarely fail for technical reasons. They fail when nobody owns the scoping, the adoption and what comes after. We take care of all three.

OUR
COMMITMENT

ORGANISATION

Leadership and team

Our strength lies in a multidisciplinary team of professionals committed to delivering world-class digital solutions. We combine technical expertise, creativity and business understanding to help clients achieve their transformation goals.



**EXECUTIVE
MANAGEMENT**

Joel Assou
Chief Executive Officer (CEO)



FINANCE
Prince Assou
Chief Financial Officer (CFO)



COMMUNICATION
Henry Gnakpo
Head of Communications and
Client Relations



CREATIVE
Christ Assou
Designer and video producer

**SOFTWARE
ENGINEERING**

Web, mobile and back-end development, code review, testing and deployment.

**DESIGN AND
EXPERIENCE**

User research, interfaces, design systems and accessibility.

DATA AND AI
Machine learning models, automation, intelligent assistants and dashboards.

**CONSULTING AND
DELIVERY**
Scoping, project management, user training and post-delivery follow-up.

**CREATIVE AND
CONTENT**
Visual identity, video production, communication content and client relations.

OFFERING

Our services

We provide comprehensive technology solutions designed to help organisations innovate, grow and succeed in the digital age — from software development and artificial intelligence to cloud infrastructure and digital transformation.

01 Web development Modern, responsive, high-performance websites, portals and web applications.	02 Mobile applications Native or cross-platform Android and iOS apps, published to the stores.	03 Custom software Business solutions built specifically to meet unique requirements.
04 SaaS solutions Scalable cloud software for businesses, schools and organisations.	05 Artificial intelligence AI-driven systems, automation, machine learning and intelligent assistants.	06 Consulting and transformation Strategic technology consulting and digital transformation management.

ADDITIONAL SERVICES

Hosting and domain names, corrective and evolutive maintenance, takeover of existing projects, code audits, payment and messaging integrations.

TRAINING AND HANDOVER

Training for users and technical teams, functional documentation, source code handover and support towards autonomy.

OFFERING IN DETAIL

Services and deliverables

SERVICE	WHAT WE DELIVER	BEST SUITED TO
Web development	Approved mock-ups, responsive site or app, admin back office, technical SEO, launch and training.	SMEs, institutions, public-facing projects
Mobile applications	Android and iOS app, API, admin dashboard, store publication, release management.	Consumer services, field networks
Custom software	Functional specification, architecture, iterative development, user acceptance testing, documentation and source code.	Businesses with specific processes
SaaS platform	Multi-tenant architecture, subscription and role management, dashboard, hosting and monitoring.	Software publishers, multi-site networks
Artificial intelligence	Feasibility study, data preparation, integrated model or assistant, automations, results measurement.	High-volume processing organisations
Consulting and transformation	Current-state audit, digital master plan, costed roadmap, change management.	Executive teams, donors, NGOs
Maintenance and support	Monitoring, backups, security patches, feature updates, user assistance and periodic reporting.	Any solution in production

MARKETS

Industries served

We focus on five sectors where digital demand is strong and where we have built an understanding of business processes.

Education

STRATEGIC PRIORITY

Schools and training centres: enrolment, student records, grades and report cards, communication with families, fee payment.

SMEs and startups

STRATEGIC PRIORITY

Online presence, sales and invoicing, inventory and customer management, internal tools replacing scattered spreadsheets.

Large enterprises

KEY SECTOR

Business applications, integration with existing systems, process automation, management dashboards.

Institutions and NGOs

KEY SECTOR

Field data collection platforms, project monitoring and evaluation, information portals, donor accountability.

Retail, hospitality and media

KEY SECTOR

Digital catalogues and menus, ordering and delivery, payments, loyalty, on-screen advertising and activity tracking.

CROSS-SECTOR

Our artificial intelligence solutions apply across all these sectors: automating repetitive tasks, assisting users, analysing documents and supporting decisions.

METHOD

Our methodology

01

Discover

We analyse your business, understand your goals and identify the most suitable digital solution.

DELIVERABLES

Scoping report, functional scope, indicative budget and timeline.

02

Design

We create intuitive interfaces, the system architecture and a clear development roadmap.

DELIVERABLES

Key screen mock-ups, architecture diagram, data model, development plan.

03

Develop

Our experts build, test and optimise high-quality solutions using modern technologies.

DELIVERABLES

Testable interim releases, test reports, staging environment, technical documentation.

04

Deploy and support

We launch the solution, train your teams and provide ongoing maintenance and support.

DELIVERABLES

Go-live, user guide, training sessions, maintenance contract and support channel.

GOVERNANCE

A single point of contact, regular progress updates and permanent visibility of project status.

QUALITY

Code review, functional testing and acceptance signed off by your users before any go-live.

OWNERSHIP

Code, data and hosting accounts remain the client's property.

TECHNICAL EXPERTISE

Technology and infrastructure

We work with proven, well-documented and actively maintained technologies, so our clients never depend on an isolated technical choice.

Web front-end

HTML / CSS	JavaScript	TypeScript
React	Next.js	Tailwind CSS

Mobile

Flutter	React Native	Kotlin	Swift
Google Play / App Store			

Back-end and data

Node.js	Laravel / PHP	Python
PostgreSQL	MySQL	API REST

Artificial intelligence

Language models	Conversational assistants
Machine learning	Document processing
Automation	

Hosting and operations

Hostinger	Cloud servers (VPS)	
Domain names	SSL certificates	Backups

Local integrations

Mobile money	SMS	WhatsApp
Bank cards	Email	

The technology stack is chosen during the design phase, based on the need, the running budget and the skills available on the client side — never out of habit.

ENGAGEMENT

Packages and engagement models

Three levels of engagement, from a first project to ongoing partnership. Each level is quoted after scoping.

LEVEL 01 Essential A defined project delivered turnkey: website, showcase app, simple internal tool. Scoping and mock-ups Development and launch Initial training Bug-fix warranty	LEVEL 02 Growth A business or SaaS platform built iteratively, with operations handled. Everything in Essential Iterative development Hosting and monitoring Maintenance and updates Periodic activity report	LEVEL 03 Strategic A multi-year partnership: master plan, project portfolio, AI and change management. Everything in Growth Digital master plan Dedicated AI projects Dedicated team Steering committee
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CONTRACT OPTIONS

Fixed-price project

Scope, price and timeline fixed in the contract. Payment by delivery milestones.

Technical assistance

Technical staff made available to reinforce your team, by the day or by the month.

Subscription

Hosting, maintenance and support billed monthly or annually.

PORTFOLIO

Our products

We build digital products that solve real problems and create value across different sectors. Our SaaS platforms are designed with scalability, simplicity and user experience in mind.

EDUCATION Skollia Management platform for schools and training centres. 30 schools using it	RESTAURANTS GoMenu Digital menu, ordering and management solution for restaurants. 18 restaurants equipped	DIGITAL ADVERTISING Miazzin Digital advertising platform on digital screens, for advertisers and screen owners. Screen network in development
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WHAT OUR PRODUCTS BRING US

Running our own platforms in production holds us to the same standards as our clients: availability, security, support and continuous improvement. Components proven on these products speed up custom projects.

AVAILABILITY

Each product is offered on subscription, with an assisted onboarding phase: migration of existing data, configuration and user training.

The next three pages describe each product: positioning, features, target users and current status.	PAGES 16 — 18
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PRODUCT SHEET — EDUCATION

Skollia

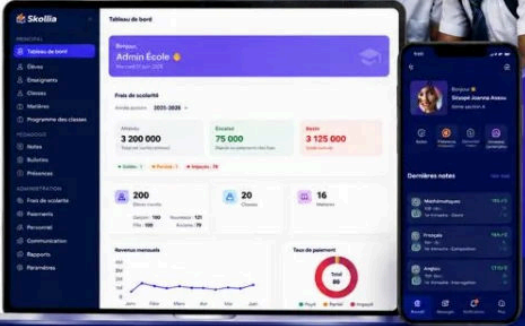


Skollia
GÉRER. ENSEIGNER. ACCOMPAGNER. RÉUSSIR.

La plateforme intelligente de gestion scolaire

Tout-en-un pour les établissements scolaires et les acteurs de l'éducation.

Plus de **29+** établissements nous font déjà confiance



GESTION DES ÉLÈVES
Inscriptions, dossiers, classes, enseignants et suivi complet.

NOTES & BULLETINS AUTOMATIQUES
Saisie des notes, calculs automatiques et bulletins officiels prêts à l'emploi.

GESTION DES FRAIS DE SCOLARITÉ
Encaissements, échéanciers, reçus numériques et suivi des paiements en temps réel.

COMMUNICATION SIMPLIFIÉE
Échanges directs entre enseignants, parents et administration.

ORIENTATION INTELLIGENTE
IA intégrée pour analyser le parcours de l'élève et guider le choix de série ou de filière.

SÉCURISÉ & FIABLE
Données protégées, sauvegardes régulières et accès contrôlé.

 www.skollia.com |  +228 93 58 17 17 |  contact@assougroup.com

L'éducation évolue.
Skollia l'accompagne.

POSITIONING

A management platform for schools and training centres, designed to replace paper registers and scattered files with a single system accessible online.

USERS

School leadership, administrative staff, teachers, students and families.

KEY FEATURES

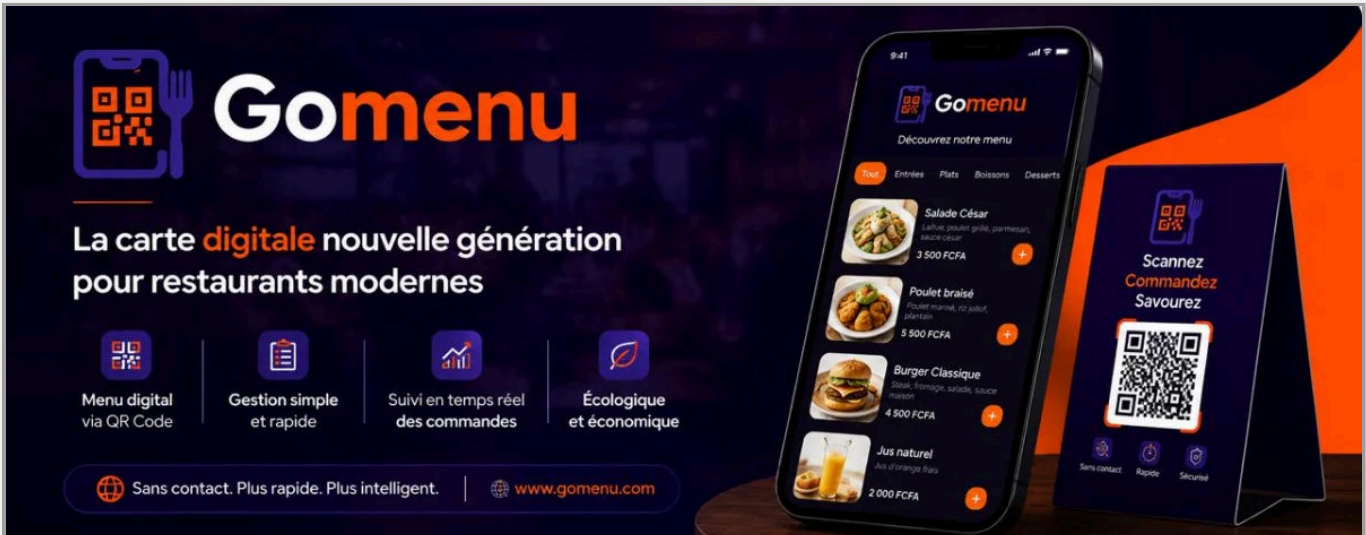
- Enrolment and student records
- Grades, report cards and academic tracking
- Timetables and attendance
- Tuition fees and payments
- Communication with families
- Leadership dashboards

30 schools use Skollia today to run their day-to-day administration.

ONBOARDING Migration of existing records, set-up of classes and grading scales, training for administrative staff.	ACCESS Online from a computer or phone, no installation, with role-based access.	MODEL Annual subscription per school, including hosting, backups and support.
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PRODUCT SHEET — RESTAURANTS

GoMenu



POSITIONING

A digital solution for restaurants and food outlets: menu display, order taking and activity tracking, accessible from a phone.

USERS

Restaurant managers, front-of-house and kitchen staff, diners.

KEY FEATURES

Digital menu and QR code

Table and remote ordering

Dish and price management

Kitchen order tracking

Checkout and mobile payment

Sales statistics

18 restaurants use GoMenu for their digital menu and ordering.

NO APP NEEDED

Diners scan the QR code on the table and browse the menu in their web browser.

FRONT OF HOUSE AND KITCHEN

Orders go straight to the preparation station, with status tracking.

MODEL

Monthly subscription per restaurant, with self-service menu updates.

PRODUCT SHEET — DIGITAL ADVERTISING

Miazzin

MIAZZIN
VOTRE MESSAGE, PARTOUT.

LA PUBLICITÉ, SIMPLEMENT OÙ VOTRE AUDIENCE VOUS VOIT

- CIBLÉE**
Choisissez vos zones, écrans et horaires de diffusion.
- FLEXIBLE**
Planifiez la date, l'heure et la fréquence de vos campagnes.
- IMPACTANTE**
Diffusez vos vidéos, images ou affiches sur des écrans performants.
- SÉCURISÉE**
Paiement en ligne sécurisé et suivi en temps réel.

Créer une campagne

- 1 Contenu
Importez votre image ou vidéo
- 2 Emplacements
Choisissez vos zones & écrans
- 3 Planification
Choisissez la date, l'heure et la fréquence
- 4 Paiement
Paiement sécurisé

LANCER MA CAMPAGNE

EXTÉRIEUR
Panneaux digitaux en ville

INTÉRIEUR
Écrans TV dans les restaurants, hôtels, commerces et plus

LE GOÛT DE L'EXCELLENCE
VIVEZ L'EXPÉRIENCE Milla Zingler

UNE PLATEFORME MODERNE POUR UNE PUBLICITÉ PLUS INTELLIGENTE.

- POUR ANNONCEURS**
Entreprises et particuliers, tous vos messages méritent d'être vus.
- POUR PROPRIÉTAIRES D'ÉCRANS**
Monétisez vos écrans en diffusant des publicités et générez des revenus.
- RÉSULTATS GARANTIS**
Suivez les performances de vos campagnes en temps réel.

POSITIONING

A digital advertising platform that lets businesses and individuals easily run their ads on digital screens, both outdoors and inside venues.

From their phone, users upload a video or poster, choose the target areas and screens, set the date, time and number of plays, then pay online. The ad is then shown automatically on the selected screens.

USERS

Advertisers — businesses and individuals — and screen owners: shops, restaurants, hotels and other venues.

KEY FEATURES

Video and poster upload

Targeting by area and screen

Scheduling: date, time, number of plays

Online payment from a phone

Automatic playback on screens

Screen monetisation for owners

A TWO-SIDED MARKETPLACE

Miazzin brings advertiser demand and venue-owned display space together on a single platform.

HOW A CAMPAIGN WORKS

01

The advertiser uploads a video or poster from their phone.

02

They choose the areas and screens to run on.

03

They set the date, time and number of plays, then pay online.

04

The ad plays automatically on the chosen screens.

CONTEXT

Market analysis

Africa's digital economy is expanding rapidly, driven by growing demand for software, cloud technology and artificial intelligence.

Assou Group focuses on high-growth sectors — education, SMEs, large enterprises, public institutions and AI solutions — and positions itself as a trusted technology partner for digital transformation.

STRATEGIC PRIORITY BY SECTOR



Assou Group's commercial priorities for 2026 — 2028. These are not market shares.

WHAT DRIVES DEMAND

High mobile penetration, widespread mobile money, pressure on operating costs.

WHAT HOLDS IT BACK

Scarce local technical skills, poorly scoped projects, imported solutions ill-suited to local use.

OUR RESPONSE

A local team, proven products and systematic scoping before any development.

COMMITMENTS

Security and compliance

The data our clients entrust to us is treated as their exclusive property. Our commitments are contractual and verifiable.

Data ownership

Data, delivered code and hosting accounts belong to the client. Full export available at any time.

Encrypted traffic

SSL certificates on all applications, encryption of passwords and stored sensitive data.

Backups and continuity

Regular automatic backups, tested restores and a documented recovery procedure for solutions under contract.

Access management

Roles and permissions per user profile, logging of sensitive actions, immediate access removal at the end of an engagement.

Confidentiality

Standard non-disclosure agreements, no references published without written consent, project isolation.

Personal data protection

Collection limited to what is necessary, notice to data subjects and alignment with applicable requirements in Togo and internationally.

MAINTENANCE AND SERVICE LEVELS

Monitoring

Availability monitoring for applications under a maintenance contract.

Fixes

Priority handling of blocking incidents, security updates applied continuously.

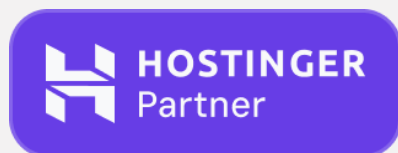
Reporting

Periodic report: incidents, interventions, delivered updates and recommendations.

TRUST

References and partners

TECHNOLOGY PARTNERSHIP



Assou Group is a verified Hostinger Partner. This status allows us to manage our clients' hosting, domain names, certificates and web infrastructure under controlled conditions, with direct access to our partner's support.

OUR PRODUCTS IN PRODUCTION

30 schools equipped with Skollia

18 restaurants equipped with GoMenu

Every deployment includes migration of existing data, configuration and user training.

WHAT OUR CLIENTS CAN EXPECT

A single point of contact

A named project lead, reachable throughout the engagement and after delivery.

Verifiable references

On request, we put you in touch with organisations using our products in production.

A live demonstration

Skollia, GoMenu and Miazzin are demonstrated live, using your own use cases.

OUTLOOK

Goals and roadmap

- 01

Accelerate digital transformation through innovative, high-impact solutions.
- 02

Lead in artificial intelligence applied to businesses and institutions.
- 03

Expand across Africa, serving clients in multiple countries and sectors.
- 04

Maintain the highest standards of quality, security and client satisfaction.
- 05

Build lasting partnerships founded on trust and innovation.

ROADMAP 2026 — 2030

2026 Consolidation Industrialise existing products, structure the maintenance offering and strengthen the technical team.	2027 Regional expansion Extend our presence to other West African countries and develop distribution partnerships.	2028 Specialisation Launch sector-specific SaaS platforms and strengthen our cloud and cybersecurity capabilities.	2030 Continental scale Become an African reference in applied AI, with continuous investment in research and talent.
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Our future is driven by innovation, growth and impact: expanding our presence across Africa, strengthening our leadership in artificial intelligence and digital transformation, launching sector-specific SaaS platforms, building cloud and cybersecurity capabilities, and investing in research, emerging technologies and talent development.

CONTACT US

Let's talk about your project

A one-hour initial conversation is enough to frame your need and see whether we are the right partner. It is free and without obligation.

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We create value.

