

TIRENIFY

6-Month Financial Projection & Capital Requirements

July 2026 – December 2026

EXECUTIVE SUMMARY

Tirenify is requesting capital to accelerate Phase 1 growth (email breach awareness) and launch Phase 2 (real-time alerts, dark web monitoring, SIM swap detection). With proper capital, we can grow from 78 active users to 2,500+ users and establish sustainable revenue streams by December 2026.

Capital Required: £2,000–£5,000 (~~~₦3.66M~~–~~₦9.16M~~ depending on execution velocity)

Timeline: 6 months (July–December 2026)

Expected Outcome: 2,500+ users, ~~₦300K+~~/month revenue trajectory, Phase 2 beta validated, Korede hired and productive

CURRENT SITUATION & CONSTRAINTS

Where Tirenify Stands

- **Product Status:** Phase 1 (breach checker) live on Vercel (<https://breachchecker-rho.vercel.app/>)
- **User Base:** Approximately 78 active users
- **Capital Deployed:** Zero to date
- **Marketing:** Organic only (Twitter DMs, Reddit, WhatsApp); no paid spend
- **Team:** Solo founder (Daniel Adeleye, FUTA student, Industrial Engineering)
- **Revenue:** Zero to date (Phase 1 focused on user acquisition and product validation)
- **Current Income:** Freelance web development (covers personal survival costs)
- **Infrastructure:** Free tiers (Railway, Netlify, free Claude access)

Why Capital Is Critical

Without capital, growth will remain constrained to organic outreach, founder focus will be split between freelancing and product development, and Phase 2 launch will be delayed indefinitely. With capital, the founder can shift to full-time execution, hire a backend engineer to accelerate development, and deploy paid user acquisition channels to reach 2,500+ users by year-end.

MARKET OPPORTUNITY

The Problem

Over 1 billion Africans are online today, yet zero affordable, locally-built digital security tools exist for them. Daily breaches expose African credentials—SIM swaps, BVN leaks, phishing attacks, account takeovers. Western security vendors (Experian, LifeLock, Norton) do not serve Africa because the market is perceived as too small. Local alternatives do not exist. Users have no way to know if their data has been compromised.

Market Size

- **TAM:** 650M+ African internet users
- **SAM:** 50M+ users in Nigeria, Kenya, South Africa, Ghana (target launch markets)
- **SOM (Year 1):** 2,500+ by December 2026

CAPITAL REQUIREMENTS

Flexible Range: £2,000–£5,000 (~~~₦3.66M~~–~~₦9.16M~~)

Recommended: £2,500 (~~~₦4.58M~~)

Monthly Budget (6-Month Projection)

| Item | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Korede Salary | ₦30K | ₦35K | ₦35K | ₦40K | ₦40K | ₦40K |
| Infrastructure | ₦28K | ₦28K | ₦33K | ₦38K | ₦38K | ₦38K |
| Marketing/Ads | ₦40K | ₦50K | ₦60K | ₦70K | ₦75K | ₦80K |
| Living Expenses | ₦30K | ₦30K | ₦30K | ₦30K | ₦30K | ₦30K |
| Tools/Software | ₦15K | ₦15K | ₦15K | ₦15K | ₦15K | ₦15K |
| Contingency (5%) | ₦7K | ₦8K | ₦9K | ₦10K | ₦10K | ₦11K |
| TOTAL MONTHLY | ₦150K | ₦166K | ₦182K | ₦203K | ₦208K | ₦214K |

6-Month Total Operating Cost: ₦1,123K

LINE ITEM EXPLANATIONS

1. Korede Salary (₦220K total, 6 months)

Korede is a backend engineer identified during secondary school who understands the bootstrap phase and shares the vision. He is essential for Phase 2 development (real-time monitoring, dark web integrations, payment processing). The founder is a product thinker but not a backend engineer; Phase 2 cannot be built alone while managing marketing and user acquisition. Salary progression reflects increasing workload as Phase 2 approaches launch.

2. Infrastructure (₦203K total)

Covers paid hosting (Railway/Render), database, domain, email services, SSL certificates, monitoring/analytics, CDN, and backup systems. Free tiers have unpredictable performance and limits unsuitable for security products. Real-time alerts and user expectations demand reliable, fast infrastructure. Breakdown: Hosting ₦10K/mo, Database ₦5K/mo, Domain ₦1.3K/mo, Email ₦3K/mo, Monitoring ₦3K/mo, CDN ₦2K/mo, Backup ₦2K/mo.

3. Marketing/Ads (₦375K total)

Strategy is organic-first in July-August (Twitter, Reddit, WhatsApp, partnerships), then scaled paid ads from September onwards. Budget allocation: Twitter Ads 40% (₦160K), Google Search Ads 30% (₦112K), Facebook/Instagram 20% (₦75K), Partnerships/Influencers 10% (₦37K). Target cost per user: ₦1.50–₦2.50 via paid channels. Organic multiplier effect and word-of-mouth keep blended cost low and user acquisition realistic.

4. Living Expenses (₦180K total)

₦30K/month (~₦1K/day) covers food, transport, minimal rent contribution. This is survival-level spending. Founder is a student with no financial buffer; without this, focus returns to full-time freelancing and Tirenify stalls. Capital enables 100% dedication to product and growth.

5. Tools/Software (₦90K total)

Monthly costs: Claude Pro ₦35K, Slack Pro ₦12K, GitHub Pro ₦2K, Airtable ₦2K, Stripe ₦3K, VPN/Security ₦1K, miscellaneous ₦10K. These tools enable faster development, team communication, payment processing setup, and operational efficiency.

6. Contingency (5%)

Flexibility buffer for unexpected scaling, emergency developer assistance, ad optimization, payment processing fees, or equipment repairs.

REVENUE PROJECTIONS

Freemium Model

- **Free Tier:** Full access to Phase 1 breach checker
- **Premium Tier (Phase 2):** Real-time alerts, dark web monitoring, SIM swap detection
- **Pricing:** ₦1,000/month (~£0.55) or ₦10,000/year (~£5.48)

Projected Growth

| Month | Total Users | Premium Users | Conv. Rate | Monthly Revenue |
|-----------|-------------|---------------|------------|-----------------|
| July | 50 | 5 | 10% | ₦5,000 |
| August | 150 | 15 | 10% | ₦15,000 |
| September | 400 | 40 | 10% | ₦40,000 |
| October | 800 | 80 | 10% | ₦80,000 |
| November | 1,500 | 150 | 10% | ₦150,000 |
| December | 2,500 | 300 | 12% | ₦300,000 |

6-Month Cumulative Revenue: ₦590,000

THREE SCENARIOS

Scenario A: Best Case (20% probability)

Capital deployed by July 15. Paid ads perform exceptionally (~~₦~~1/user). Korede delivers Phase 2 on schedule. Viral growth through word-of-mouth (2–3x multiplier). Premium conversion reaches 15% by December. Outcome: 5,000+ users, ₦750K/month revenue, fully self-sustaining, ready for enterprise sales.

Scenario B: Expected Case (60% probability)

Capital deployed by July 20. Paid ads at ~~₦~~1.50–~~₦~~2 per user. Korede delivers Phase 2 by mid-September. Organic + paid balanced. Conversion stays 10–12%. Outcome: 2,500+ users on target, ₦300K/month revenue sustainable, 4–5 more months of runway without additional capital.

Scenario C: Conservative Case (20% probability)

Capital deployed by early August. Paid ads underperform (~~₦~~2.50/user). Korede joins late (late August). User acquisition slower. Conversion 8–10%. One major bug causes lost growth month. Outcome: 1,500 users (60% of target), ₦150K/month revenue manageable, still solvent but need additional capital Q1 2027.

KEY RISKS & MITIGATIONS

User Acquisition Slower Than Projected

Mitigation: Pivot to partnership model (partner with banks, fintechs). Adjust ad spend based on weekly CAC data. Increase organic community-building.

Korede Cannot Commit or Underperforms

Mitigation: Backup developers identified. Freelance backend help available on demand. MVP Phase 2 can launch with reduced feature set.

Infrastructure Costs Higher Than Projected

Mitigation: Use managed services (AWS, Heroku). Cut feature scope if needed. Scale gradually based on actual user load.

Payment Processing Issues in Nigeria

Mitigation: Partner with Flutterwave, Paystack, Stripe. Offer multiple payment methods. Test payment flow extensively before launch.

Paid Ads Don't Convert

Mitigation: Double down on organic (partnerships, community). Reduce ad spend. Adjust messaging based on user feedback.

Phase 2 Launch Delayed Past December

Mitigation: Launch beta in November with reduced feature set. Iterate with real users. Use user feedback to guide priorities.

MAJOR MILESTONES & EXECUTION TIMELINE

July 1-15: Capital Deployment

Transfer funds to Nigerian account. Set up accounting. Pay Korede first month. Launch ad accounts.

July 20–31: Korede Onboarding

Korede begins Phase 2 architecture. Infrastructure upgrades. First paid ads launch. Track performance.

August 1–31: Acquisition Acceleration

Paid ads ramp to full budget. Identify winning audiences/messaging. Korede builds Phase 2 core.

September 1–15: Phase 2 Beta Launch

Limited beta (20–50 power users). Real-time alerts, dark web monitoring testing. Gather feedback.

September 15–30: Phase 2 Refinement

Bug fixes. Expand beta to 50–100 users. Prepare public launch. Analyze engagement.

October 1–31: Scale Phase

Phase 2 public launch (or extended beta). Expand marketing spend. Premium conversion testing. Phase 3 foundation.

November 1–30: Revenue Validation

Track premium conversions. Calculate lifetime value. Analyze retention. Plan Q1 2027 expansion.

December 1–31: Year-End Review

Confirm 2,500+ users achieved. Revenue ₦300K+/month validated. Phase 2 stability. Decide on capital raise or bootstrap Phase 3.

WHAT CAPITAL UNLOCKS

Without Capital

- Founder freelances 20+ hours/week (splits focus from Tirenify)
- Growth constrained to organic (manual, slow)
- Cannot hire Korede (Phase 2 pushed to 2027+)
- Takes 12+ months to reach 500 users
- Revenue remains ₦0

With £2,000–£5,000 Capital

- Founder focuses 100% on Tirenify (no freelance distraction)
- Paid user acquisition begins immediately
- Korede hired and productive (Phase 2 accelerates)
- 2,500+ users achievable in 6 months
- Revenue reaches ₦300K/month by December
- Clear path to self-sufficiency and Phase 3

ASSUMPTIONS & DEPENDENCIES

User Acquisition Assumptions

- Twitter and Google Search ads work (demand validated)
- Organic growth + word-of-mouth (viral coefficient ~1.2)
- Premium conversion 10–12% (conservative for security SaaS)

Technical Assumptions

- Korede delivers Phase 2 by September 2026
- Infrastructure scales without major technical debt
- No critical security breaches or product issues
- Third-party APIs (breach databases, dark web) remain available

Market Assumptions

- African user demand exists and will grow
- Payment processing remains stable in Nigeria
- Regulatory environment stays favorable (NDPR compliance)
- No major competitor launches in Africa during 6 months

CONCLUSION

Tirenify is a working product addressing a real, urgent problem for 1 billion+ Africans. The product is live. The problem is validated. The team is committed. Capital is not a luxury—it is the accelerant that converts months of slow growth into weeks of execution. With £2,000–£5,000, we will reach 2,500+ users, establish ₦300K/month revenue, and prove this business is real. This is not a gamble. It is a request to fund something already working.