

FOUNDER BACKGROUND & VISION

Daniel Adeleye
Founder, Tirenify

WHO I AM

I am 18 years old, based in Akure, Nigeria. I am a student at FUTA (Federal University of Technology, Akure), studying Industrial Engineering. I am largely self-taught in software development, having learned over the past 15–18 months. I think of myself primarily as a builder: someone who identifies problems and creates solutions, who learns by doing, and who refuses to wait for ideal conditions to begin work.

WHAT SHAPED MY CONVICTION

A Turning Point

My father passed away four years ago, in May 2022. Before his death, our family was stable. He was the primary income earner; our household was secure. After his death, that stability changed fundamentally. We adapted. We endured. We have continued moving forward. I do not tell this story for sympathy. I tell it because it shaped how I think.

Why This Matters

When I was 14, my life redirected. The default path—finish school, get a job, live a normal life—became something I could no longer accept. Not because there is anything wrong with that path, but because I realized that acceptance felt like defeat. I refused to accept that circumstance determines outcome. From that moment forward, I committed to building a different future.

Family Responsibility

As the firstborn, I carry responsibility beyond myself. If I can create a path that nobody in my family has walked before, my younger siblings will see that bigger things are possible. They will not wonder if it is realistic to dream beyond their circumstances; they will know, because I will have shown them. That responsibility shapes every decision I make. It is not a burden. It is fuel.

WHY AFRICA IS MY COMPETITIVE ADVANTAGE

I Live Here

I understand problems that Western founders do not face. I use slow, expensive internet. I use mobile money and bank transfers, not credit cards. I know which payment systems work in Nigeria and which fail. I understand SIM swap fraud, BVN leaks, phishing attacks targeting African users. I see these problems daily. I am not studying Africa from across the Atlantic; I am living it.

I Am Young

I do not carry baggage about how things 'are supposed to be done.' I think in first principles. I see that security companies do not need ₦100M to launch. I see that users do not need Western features; they need African solutions. I see opportunities where older, more established people see constraints. Speed and unconventional thinking are advantages I cannot lose with age.

I Am Hungry

I have no safety net. I cannot afford to build mediocrely and hope someone buys it. I have to win. That hunger is not a weakness; it is clarity. When capital arrives, I will be 10x more efficient than someone who always had it, because every unit of resources will matter.

I Am Local

I iterate with real users daily. I can see what works and what fails in real-time. I can adjust based on direct feedback, not secondhand market research. I can move fast because I am not waiting for data from a third party.

First-Mover Advantage

No established African security company exists. Experian, LifeLock, and Norton have ceded this market. I am building into an open space. Whoever establishes trust first in Africa wins the continent.

WHY TIRENIFY EXISTS

The Problem

Over 1 billion Africans are online. Yet they have zero affordable, locally-built digital security tools. Every day, breaches expose African credentials. SIM swaps steal accounts. BVN leaks enable identity theft. Phishing attacks drain bank balances. Western security vendors ignore Africa because the market is perceived as too small. Local alternatives do not exist. Users have no way to know if their data is compromised. This is not a small problem. It is a continental crisis.

My Conviction

This problem is real, urgent, and solvable. I have already built a working product with zero capital. I have 78 users proving demand. I am executing despite limited resources. I am willing to work for years—a decade, longer if necessary—to make this real. Tirenify is not a quick exit. It is a 10-year mission.

The Vision

By 2035, 50 million+ Africans should use Tirenify as their digital security standard. Not because we forced adoption, but because we solved their problem better than anyone else. When an African user thinks 'security,' they think 'Tirenify.' When African banks need a security partner,

they choose Tirenify. When African entrepreneurs build fintech, they integrate Tirenify. The company becomes infrastructure, not a feature.

WHY I AM BUILDING THIS REGARDLESS

With or Without Capital

I am building Tirenify whether or not capital arrives. Freelance income keeps me moving forward. The product exists. The problem is real. The conviction is unshakeable. Capital does not create the mission; it accelerates execution.

What I Actually Need

Capital is not the most important thing I am seeking. I need four things:

- **Belief.** Validation that this problem matters and is solvable. That I am not chasing a ghost.
- **Mentorship.** Guidance from people who have built before. Wisdom to avoid mistakes I would otherwise make.
- **Networks.** Access to partnerships, users, advisors, and opportunities I cannot reach alone.
- **Capital.** To accelerate execution, hire a backend engineer, and prove the business model in 6 months instead of 2 years.

In that order. Capital is the least important. What I need most is partners who believe.

LONG-TERM VISION (2026–2035+)

Years 1–3 (2026–2028)

Establish Tirenify as Africa's security company. Build Phase 1 (breach awareness) to 2,500+ users. Launch Phase 2 (real-time monitoring). Prove recurring revenue works. Hire team. Generate ₦300K+/month revenue. Become the category leader in African breach awareness and monitoring.

Years 3–5 (2028–2030)

Expand to household protection and data removal (Phase 3). Launch enterprise offerings (Phase 4). Scale to 20,000+ consumers, 50+ enterprise customers. Hit ₦1M+/month consumer revenue, ₦3M+/month total recurring revenue. Establish partnerships with banks, payment processors, fintechs.

Years 5–10 (2030–2035)

Build security infrastructure layer that African companies depend on. Launch 2–3 adjacent products. Expand to South Asia, Southeast Asia, Latin America. Build brand recognition across the continent. Reach 50M+ users globally.

Years 10+ (2035+)

Hardware products (security devices, hardware wallets). Professional services (consulting, incident response). Managed security services. Respond to market feedback in real-time. Build what users say they need, not what was planned.

WHAT SUCCESS LOOKS LIKE

Goal	What It Means
50M+ users	Nigerian students, South African professionals, Kenyan entrepreneurs all using Tirenify
Trusted standard	When Africans think digital security, they think Tirenify first
1,000 employees	African talent, building for Africa, paid competitively, proud of the mission
Created jobs	Engineers in Nigeria, designers in South Africa, marketers in Kenya earning good livings

The money would be nice. But it is not the point. The point is building something that matters. Something that protects 1 billion Africans. Something my younger siblings can point to and say: he showed us what is possible.

CLOSING

I am 18. I have built a working product with zero capital. I have 78 users proving demand. I am learning faster by building than by any other path. I am executing despite constraints that would paralyze others. I refuse to accept that circumstance determines outcome.

Tirenify is not a startup to me. It is a 10-year mission. A movement. Proof that someone from Africa, with limited resources, can build infrastructure that the continent depends on. Proof that I refused to accept limitations placed on me by circumstance.

I am building this regardless. Capital does not create the mission. It accelerates execution. The question is not whether Tirenify will exist. The question is: how fast will it grow?

The product is live. The problem is real. The conviction is unshakeable. It is time to build.

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