

TIRENIFY

Product Roadmap & Strategic Vision

Phase 1–5+ (2026–2030+)

EXECUTIVE SUMMARY

Tirenify is building a security company for 1 billion+ Africans online. This roadmap spans five+ years, moving from awareness (Phase 1: breach checking) through monitoring and protection (Phases 2–3) to enterprise solutions (Phase 4) and innovation beyond (Phase 5+). Each phase solves a specific problem, unlocks revenue, and de-risks the next. This is a 10-year mission to establish Africa's trusted digital security standard.

CURRENT STATUS

- **Phase 1 Status:** LIVE (<https://breachchecker-rho.vercel.app/>)
- **User Base:** Approximately 78 active users
- **Next Milestone:** 2,500+ users by December 31, 2026
- **Goal:** Prove product-market fit and establish user acquisition model

PHASE 1: EMAIL BREACH AWARENESS

Status: LIVE

Timeline: March 2026 – December 2026

Problem Solved

Users do not know if their data has been compromised in breaches. When a breach happens (Facebook, Equifax, LinkedIn, Twitter, Ticketmaster), millions of African emails are exposed. Attackers use compromised credentials elsewhere. Users wake up to stolen accounts, fraudulent charges, and identity theft. Phase 1 solves the awareness gap: users can instantly check if their email is in known breach databases.

Solution

- Free email breach checker—input email, learn which breaches contain your data
- No signup required, no data tracking, no storage
- Actionable next steps (change password, enable 2FA)
- Scans 10+ major breach databases

Why This Phase First

- Lowest friction—works in 10 seconds with no signup
- Highest impact—solves awareness problem (foundation for everything else)
- Fastest learning—real users testing real value immediately
- Sustainable growth—free users become premium customers in Phase 2

Growth Targets

Month	Target Users	Objective
July	50	Early adopter outreach
August	150	Organic + paid ads ramp
September	400	Phase 2 beta teasing
October	800	Momentum building
November	1,500	Pre-Phase 2 surge
December	2,500+	Strong foundation for Phase 2

Success Metrics

- 2,500+ active users by December 31, 2026
- 40%+ monthly retention (users returning)
- 10,000+ breach checks performed
- User feedback validating Phase 2 problems
- Zero security breaches or trust incidents

PHASE 2: REAL-TIME ALERTS & MONITORING

Timeline: January 2027 – June 2027

Launch Condition

Phase 2 launch timeline depends on Phase 1 success metrics. If 2,500+ users with 8%+ premium interest achieved by December 2026, Phase 2 launches January 2027. If metrics fall short, Phase 2 shifts to Q2 2027 with refined assumptions. This shows realism: timeline is data-dependent, not arbitrary.

Problem Solved

Phase 1 tells users 'You are breached,' but reactively. By the time users know, attackers may have access. Phase 2 shifts to proactive protection: real-time breach alerts (notification within hours), dark web monitoring, SIM swap detection, and BVN exposure alerts—unique African threats that Western tools ignore.

Solution: Premium Subscription

- Real-time breach alerts—scan new breaches hourly, alert user within minutes
- Dark web monitoring—daily scans detect if email/phone/data is being sold
- SIM swap detection—unique to African market, prevents account takeover
- BVN exposure alerts—monitor for Nigerian BVN leaks

Pricing

₦1,000/month (~£0.55) or ₦10,000/year (~£5.48)—80% cheaper than Western alternatives (LifeLock, Experian), built for African context.

Growth & Revenue Targets

Month	Total Users	Premium	MRR	Churn	CAC
Jan	3,500	50	₦50K	40%	₦1.50
Jun	8,500+	425+	₦425K	5%	₦1.20

What Phase 2 Proves

- Users will pay for real-time security monitoring
- African market can sustain recurring revenue
- Product-market fit exists (users upgrade)
- Company is self-sustaining (revenue pays team)
- Business model is viable (not dependent on external funding)

Key Hire: Backend Engineer

Backend engineer hired by August 2026 (contingent on Phase 1 capital deployment by July 15). Real-time data feeds, dark web scrapers, alert systems, database optimization, and payment processing require dedicated backend engineering. This hire frees the founder to focus on growth, product direction, and market expansion.

PHASE 3: DATA REMOVAL & FAMILY COVERAGE

Timeline: 2028–2029

Problem

Phase 2 alerts users but doesn't solve the problem: data is still exposed. Users and families need action—data removal, centralized household management, and security audits.

Solution

- Data Removal Service—submit removal requests to breached companies on behalf of user
- Family Account Management—one account covers entire household; parents see children's exposure
- Account Audit Service—identify weak passwords, missing 2FA, security posture tracking

Household Plan Pricing

₦2,000/month covers 5–10 family members—2x price of individual premium, 10x value.

Targets by End of 2029

- Total users: 20,000+

- Household plans: 5,000+
- Individual premium: 15,000+
- Monthly recurring revenue: ₦1M+

PHASE 4: ENTERPRISE & B2B

Timeline: 2029–2030+

Problem

Individuals and families are protected. But African businesses lack security partners. Banks face daily threats. Fintech startups have no security infrastructure. Payment processors fear data leaks. E-commerce platforms worry about fraud. Western tools do not understand African context. B2B is where real revenue lives.

Solution

- Enterprise Dashboard—view employee security across company, track compliance
- API Access—partners integrate Tirenify into their apps
- White-label Partnerships—integrate with banks, payment processors, fintech (revenue share)
- Compliance Reporting—auto-generate GDPR, NDPR, banking regulation reports

Enterprise Pricing

- Small business (10–100 employees): ₦50K/month
- Mid-market (100–1,000 employees): ₦200K+/month
- Enterprise (1,000+ employees): ₦500K+ custom

Revenue Target

50+ enterprises at average ₦40K/month = ₦2M+/month. API partnerships = ₦1M+/month.
Total: ₦3M+/month recurring revenue.

PHASE 5+ (2030 ONWARDS)

After Phase 4 is stable

- Hardware—security devices, hardware wallets for crypto, security dongles
- Services—security consulting, incident response, managed security 24/7
- Innovation—respond to market feedback in real-time, not pre-planned roadmap

WHY AFRICA FIRST

Strategic Rationale

Build in Africa → Prove product in hardest market → Scale globally with defensible advantage. Similar underserved markets exist: South Asia (1B+ users), Southeast Asia (500M+), Latin

America (300M+). By dominating Africa first, Tirenify builds moat Western competitors cannot replicate: deep local expertise, payment system integration, cultural understanding, and brand loyalty that transcends price.

TIMELINE SUMMARY

Phase	Timeline	Problem Solved	Users	Monthly Revenue
1	Mar–Dec 2026	Awareness	2,500	₦0 (focus on users)
2	Jan–Jun 2027	Monitoring	8,500	₦425K+
3	2028–2029	Action	20,000	₦1M+
4	2029–2030+	Enterprise	50+ cos	₦3M+
5+	2030+	Innovation	1B+	TBD

KEY DEPENDENCIES & RISKS

User Acquisition Slows

Mitigation: Partner with banks, telecom, fintech. Leverage SMS/USSD for basic phones. Adjust messaging from user feedback.

Monetization Doesn't Work

Mitigation: Test pricing early. Offer family plans at ₦2K. Partner with employers to sponsor employee premium.

Competition Emerges

Mitigation: Move fast, build brand loyalty. Focus on African-specific features. Build bank partnerships as moat.

Key Team Member Leaves

Mitigation: Cross-train team. Document code/processes. Maintain strong culture. Backup developers identified.

Capital Runs Out

Mitigation: Build for profitability from Phase 2. Target ₦300K/month by December 2026 (self-sustaining). Maintain contingency.

CONCLUSION

This roadmap is a realistic path from 78 users and ₦0 revenue today to a major African tech company generating ₦3M+/month by 2030. Each phase solves a real, urgent problem; unlocks revenue; builds on the previous phase; de-risks the next; and stays focused and lean. The market is waiting. The problems are real. The opportunity is massive. It is time to build.