TUMAINI · BUSINESS MODEL CANVAS

A safer digital world. Built to scale.

Free protection for people. Trusted infrastructure for organisations. Tumaini gives people a simpler way to check suspicious content and gives institutions the infrastructure to protect their customers.

08 Key partners

- Banks and fintechs (prospective)
- Government entities (prospective)
- Model licensors, identity and security firms (prospective)

07 Key activities

- Run and secure the verification infrastructure
- Re-measure models before every change
- Onboard institutions and investigate reports

06 Key resources

- Signed receipts and trust registry (in prototype; demo registry)
- Evaluated voice-analysis model: non-commercial licence, must be replaced or licensed before paid use
- Security, ML evaluation and Arabic expertise

02 Value propositions

- Residents: know what to trust before you act
- Institutions: protect customers inside the apps they already use
- Developers: add verification without building it all

04 Customer relationships

- Onboarding and integration support (proposed)
- Incident queue and usage views (in prototype)
- Production SLAs: none offered today

03 Channels

- Institutional sales and partnerships (proposed)
- Developer docs, sandbox and API (in prototype)
- Public verifier and demo site (in prototype)
- Tumaini Assist companion app (planned)

01 Customer segments

- Banks and payment providers (primary payers)
- Government entities that are impersonated
- Digital platforms and enterprises
- Families and older residents: protected, never charged

09 Cost structure

- Fixed: staff, security, certifications, legal, key management
- Variable: audio inference, transcription, hosting per check
- Cost per verification not yet measured

05 Revenue streams

- A. Institutional subscription (proposed)
- B. Verification usage (proposed)
- C. Enterprise integration services (proposed)
- No advertising. No sale of personal data.

Research prototype with synthetic data. Hypothetical example: 10 institutions × $1,500 a month, plus 50,000 checks × $0.03, is $16,500 a month. Illustrative only: not validated, not income, not a forecast. No customers, pilots or partnerships exist today.