vidhav

Helping small businesses digitise

Bookings, clients, payments and messages in one place, with AI that does the busywork.



Abda Rothman · Founder

A front desk for every small business

Anyone can build an agent. We sell the system: templates, trained agents, tested backend.



One place to run the business — bookings, clients, payments, messages, products and website.

AI on the owner's terms — approve every step, or switch on auto-booking and let it book alone.

A data foundation for finance — non-financial risk assessment from real operating data opens the door to micro-lending.

Run on WhatsApp, invisible to lenders

Small businesses keep their whole operation in chats, a paper diary and memory.

$5.7tn

MSME finance gap in emerging markets — $8tn including informal businesses

70%

of MSMEs in emerging markets lack adequate financing

Bookings live in chats

Enquiries across WhatsApp, Instagram and Messenger get lost or answered late.

No-shows cost real money

No deposits, no reminders, no record of who always cancels.

No data, no credit

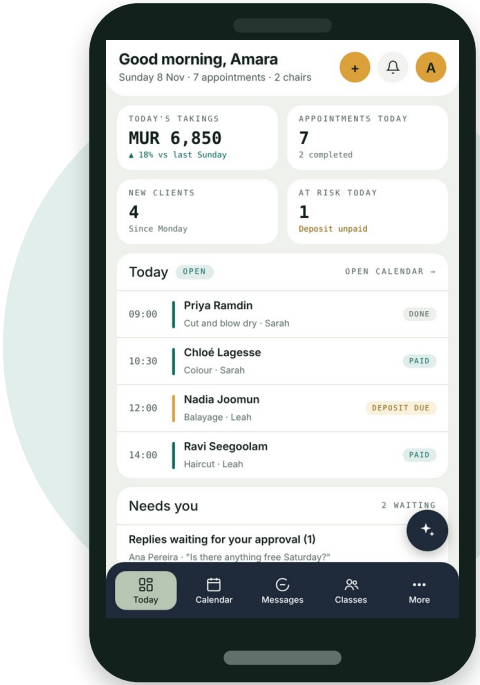
Takings sit in screenshots and memory, so lenders can't see a healthy business.

Source: IFC / SME Finance Forum, MSME Finance Gap; IFC MSME finance factsheet

One place to run the business

Built for businesses that run on appointments. Set up in under 15 minutes.

- → **Get listed** free in the community directory
- → **Set up by talking** — AI drafts services, hours and website
- → **Take bookings 24/7** with deposits, paid straight to you
- → **Answer every chat** — WhatsApp, Instagram, Messenger
- → **Grow** with a weekly AI coach and ready-to-send actions



AI that works for the owner, on the owner's terms

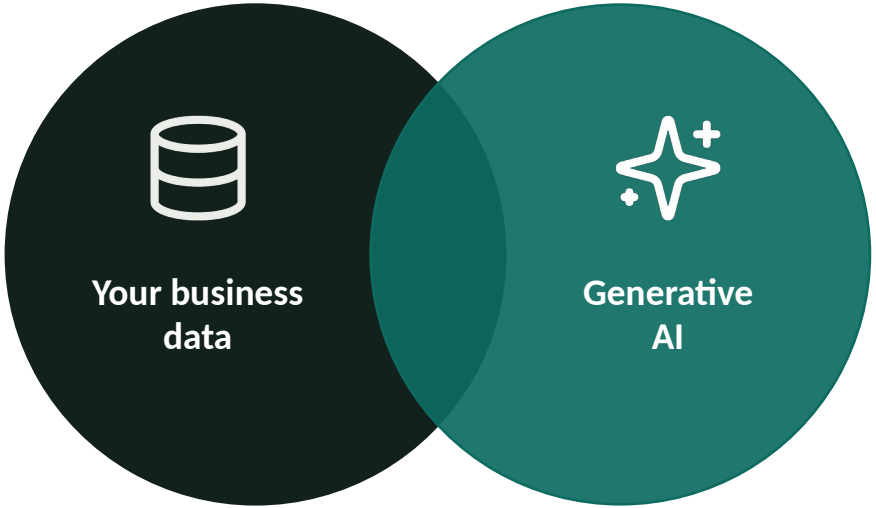
A system of trained agents on the business's own data, not a chatbot bolted on.

Do

Ask agent: book, move, cancel, block time, change settings, edit the website — shown as a card first, with Undo.

Reply

Drafts replies in the business's own tone, or books the agreed time itself when auto-book is on.



Advise

Growth Coach: a weekly brief on clients gone quiet, no-show losses and 2–4 actions.

Build

Builds the website from Instagram or a link, and reads orders out of chat messages.

Owner chooses: approve each action, or auto-book

Your brand on everything your team wears

Included on every plan, ordered from inside Vidhav.



1 **Your brand is already there**

Logo and colours come straight from the business profile

2 **Pick the garments**

Choose styles, colours and sizes for the team

3 **Send a request**

From 10 pieces, without leaving Vidhav

4 **Get a quote, then delivery**

Made and delivered in two to three weeks

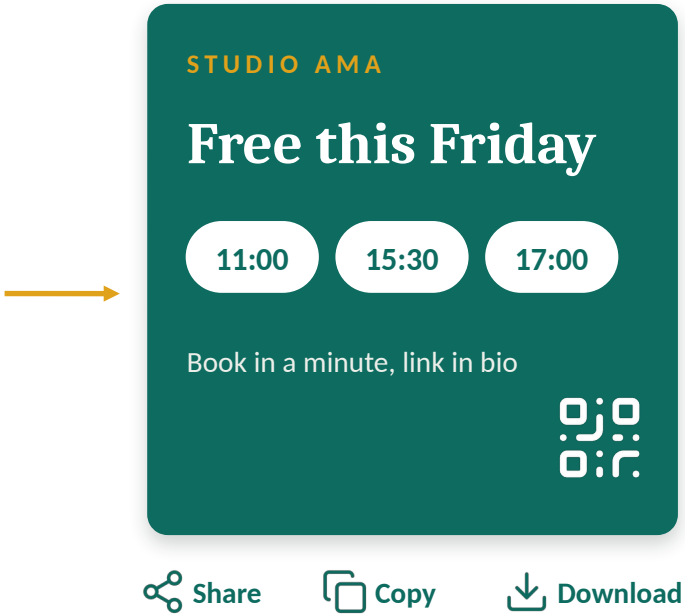
Uniforms | Branded merch | Packaging

Posts that write themselves from the business

Branded posts drafted from real bookings, reviews and offers. The owner shares in one tap.

DRAWN FROM

- Services
- Open slots
- Reviews
- Offers
- New merch



Branded image
Logo, colours and prices drawn in by the template

AI photos
A fresh photo for the picture, never the words

Four languages
Captions in the business's own language

More formats
Carousels, before and after, printed flyers

Full suite of services

Everything a small business needs, in four languages and growing.

Booking & classes

No double-booking, recurring classes, waiting lists

Payments & deposits

Card and local payments, direct to the business

Smart inbox

WhatsApp, Instagram, Messenger in one place

Clients & families

Notes, history, children on a client's record

Website & domain

AI-built site, own domain, booking page

Reports & coach

Takings, no-shows, weekly AI actions

Our growth strategy

Vision: Africa's number one digital platform for small businesses.



Digitise

Africa first, directory growth, Front Desk service

Brand

Wider merch range, iOS and Android apps, team plans

Scale

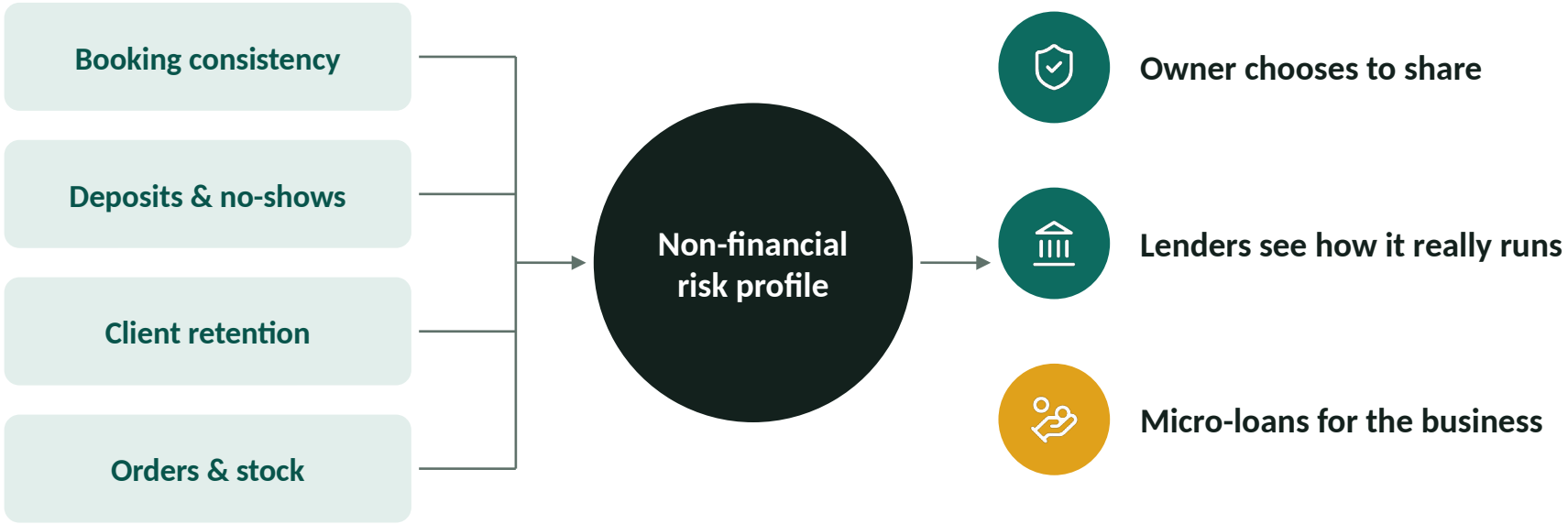
Nigeria, South Africa, Kenya, adding more African languages

Finance

Micro-lending inside Vidhav, based on non-financial risk

From operating data to micro-lending

A new Vidhav feature: risk assessed from how a business runs, not only its accounts.



Owner's data, owner's choice. Vidhav never holds funds.



Thank you

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abda@vidhav.com

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