

Sauti

The African short-video app that pays creators **the same day** — straight to mobile money.

Africa creates the culture. It doesn't get paid for it.

- African creators drive **Afrobeats, Amapiano, comedy and dance** the world copies — yet monetization is built for the US.
- Payouts take **weeks**, route through banks most creators don't use, and hit **minimum thresholds** few ever clear.
- TikTok's Creator Fund and IG bonuses are **largely unavailable** across most of the continent.
- So creators post for reach, and cash out on **WhatsApp DMs and manual transfers.**

The rails to fix this finally exist.

- **Mobile money is default.** M-Pesa, MoMo, Airtel Money, OPay — hundreds of millions of wallets, instant settlement.
- **Smartphone & data costs collapsed.** Short video is now the default format for young Africa.
- **Instant payout APIs** (Flutterwave, Paystack) make same-day creator payouts trivial for the first time.
- The behaviour is already here. **Nobody has built the native home for it.**

Get paid the same day, in mobile money.

One promise a creator can feel on day one:

“Your fans send a gift. You cash out to your MoMo **today** — not in three weeks.”

That single loop — **gift → instant wallet → same-day payout** — is why a creator moves their next video to Sauti.

Same day

payout, not weeks

MoMo

straight to your wallet

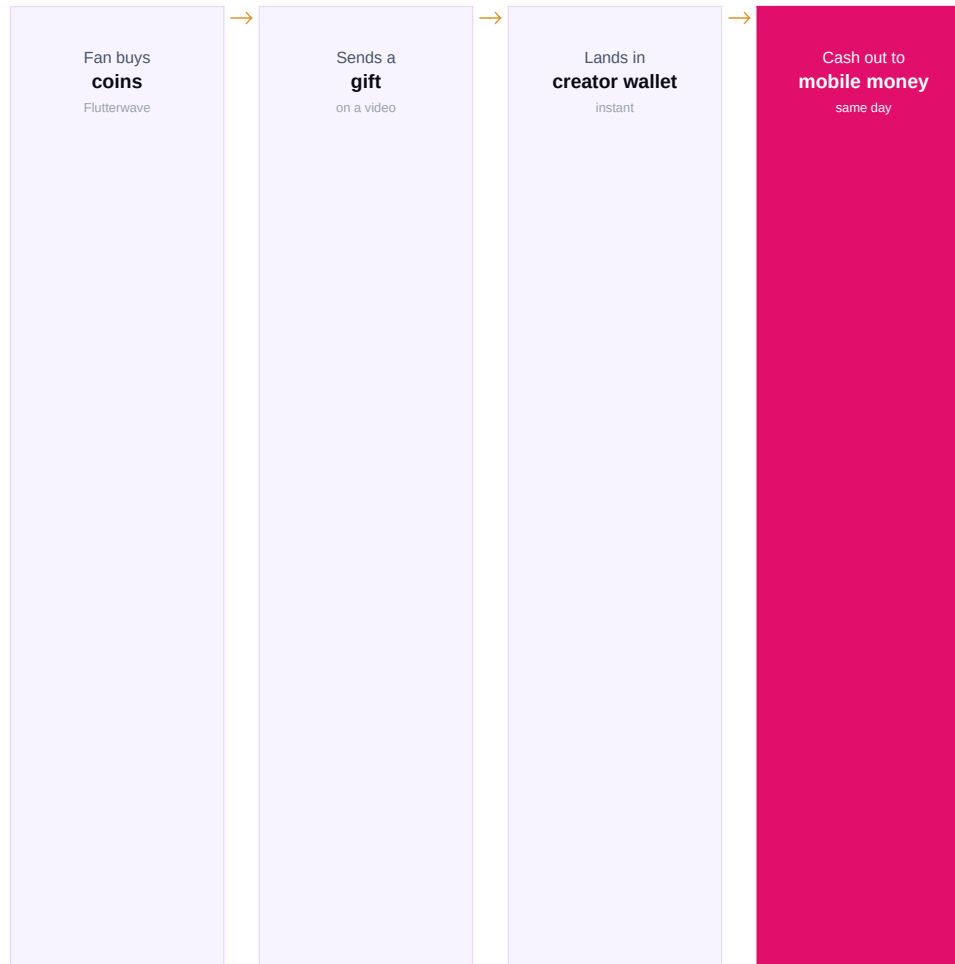
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threshold to cash out

A short-video app built Africa-first.

- **Vertical feed** ranked on real watch-time & completion — not follower counts.
- **Gifting** in local currency; a creator **wallet** with one-tap payout to MoMo/Airtel.
- **Data-saver mode** and low-end device support — designed for real African networks.
- **Multi-language** captions & discovery (pidgin, Swahili, Yoruba, and more).
- Built in Flutter (iOS + Android from one codebase); HLS streaming backend live.

Fan → creator, same day.



Sauti takes a transparent platform fee on each gift. The creator keeps the majority — and, crucially, keeps it **now**.

Young, mobile, and underserved.

- **~500M+** internet users across Sub-Saharan Africa, median age under 20.
- **Start dense, not wide:** win one city (Lagos), then Nairobi, then Accra.
- Land-and-expand: creators pull their audiences; audiences pull more creators.

Lagos

beachhead city

3 cities

year-one focus

Creator-led

growth loop

We make money when creators do.

- **Gifting fee** — a transparent cut of every gift (primary, day-one revenue).
- **Creator subscriptions** — fans pay monthly for exclusive content.
- **Boosts & promotion** — creators pay to amplify a post.
- Later: **brand & social-commerce** — sell products natively in-feed.

Aligned incentives: every revenue line grows only when creator earnings grow.

Built. Now proving the pull.

- **Product built:** Flutter app (feed, create, wallet, gifting, profiles) + NestJS backend, HLS transcoding, Flutterwave.
- **Live landing page** at sauti.pages.dev capturing a segmented (creator vs viewer) waitlist.
- **In market now:** structured 20-creator validation in Lagos — testing whether creators move for same-day payouts.
- **Decision gate:** 10+ creators committing to post = GO to onboard the first cohort.

The payout loop is the wedge; the graph is the moat.

- **Payments-native, Africa-first** — instant mobile-money payout is core plumbing, not a bolt-on TikTok never prioritised here.
- **Creator relationships** — we onboard cohorts city by city; the first 20 become the flywheel.
- **Recommendation data** — watch-time signals compound with every video watched.
- **Switching cost** — once a creator's income runs through Sauti, they stay.

Operators who've shipped African social product.



Raphael Gab-Momoh

Product & Engineering

Full-stack founder; built and shipped the Sauti app, backend and payments end-to-end.

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Kefe Collins

Growth & Creators

Runs creator acquisition and the city-by-city go-to-market on the ground.

The ask

Fund the first city.

We're raising a pre-seed to onboard & pay the first creator cohort in **Lagos**, harden the payout & moderation stack, and prove retention and repeat gifting in one dense market.

Win Lagos → then Nairobi & Accra.