NewGenIT .ai

Africa's Forward Deployed AI Engineering Company

We embed with your team. Build AI into real workflows.
Deliver measurable outcomes. Stay accountable.

SEED ROUND · $350,000

newgenit.ai · Brentwood Park, Benoni, South Africa · August 2026

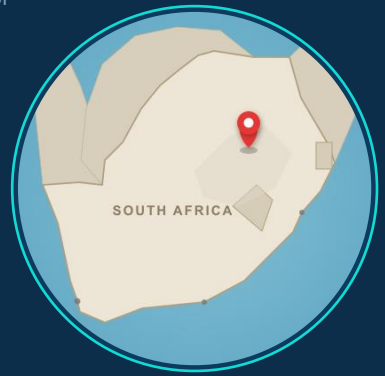
Seed

$350K

Raise

SaaS / AI

Sub-sector



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African Businesses Are Stuck in AI Pilot Purgatory

87%

of AI projects never reach production

R2M+

wasted per failed enterprise AI attempt

0%

accountability from traditional AI vendors

✗ Demos, not deployment

Agencies deliver POCs that never go live. Real workflows stay untouched.

✗ Vanish after launch

No ongoing ownership. Systems degrade. Nobody measures outcomes.

✗ No IP clarity

Client data, vendor-owned models. Exit costs are prohibitive.

✗ Tool-first, not outcome-first

Sold on ChatGPT features, not on reducing claims time or increasing bookings.

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Forward Deployed AI Engineering: A Different Model

We embed inside your team. Build production systems. Measure ROI. Stay accountable.

01 DISCOVER

Operational AI Discovery

We embed with your team for 1–2 weeks, map every workflow, and deliver a ranked AI Deployment Plan, not a strategy report.

R35K – R450K

02 DEPLOY

AI Impact Sprint + Production Build

5-day sprint with your real data and users, followed by a full production build (4–12 weeks). Fixed scope, milestone payments, defined outcomes.

R45K – R5M+

03 OPERATE

Managed AI Operations

Monthly: monitoring, prompt optimisation, reporting, incident handling, new use-case expansion. You own the results dashboard. We own the uptime.

R25K – R300K/mo

The African AI Deployment Window Is Open Right Now

LLM costs collapsed 99%

GPT-4 equivalent intelligence now costs $1 per 1M tokens. What cost R200K to run 18 months ago is affordable for any mid-market business.

No incumbent owns African AI

Global SIs (Accenture, Deloitte) price out the mid-market. Local agencies deliver demos, not production systems. The FDE slot is wide open.

African mid-market is digitising

Insurance, automotive, tender-driven SMEs and property management are actively spending on operational tech. AI is the next mandatory layer.

POPIA compliance creates urgency

Section 71 automated-decision rules now in effect. Companies need human-in-the-loop AI with full audit logs, exactly what FDE methodology delivers.

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Traction: 8 Production AI Systems Live Across 6 Industries

8	6	R0	100%
Live products	Industries covered	External capital	Bootstrapped

AI Claims SaaS

INSURANCE

Multi-tenant claims processing · enterprise demo data live

Service Center Bot

AUTOMOTIVE

WhatsApp bot · scheduling, parts & financial modules

Code-X

DEVTOOLS / AI

AI code-review SaaS · LIVE at code-x.newgenitstack.tech

QR Connect

SALES

Digital business card + QR landing pages · LIVE

Warehouse Mgmt

LOGISTICS

Multi-tenant inventory SaaS · 36 SKU baseline

Arbor Connect

EDTECH

School management app · 4 roles · production server

Three-Layer Architecture Creates Compounding Value

Every client engagement adds reusable IP. The platform gets smarter and faster with each deployment.

L1 **FORWARD DEPLOYED AI SERVICES**

Revenue engine, all four service lines

- Operational AI Discovery
- AI Impact Sprint (5-day)
- Production Deployment (4–12 wks)
- Managed AI Operations (recurring)

L2 **NEWGENIT AI DEPLOYMENT PLATFORM**

70% reuse ratio, IP owned by NewGenIT, licensed to clients

- Reusable connectors & agents
- Auth, logging & eval harness
- ROI dashboards
- Prompt management & monitoring

L3 **INDUSTRY SOLUTIONS (PRODUCTISED IP)**

SaaS layer, recurring licence revenue per vertical

- TenderResponseSA
- Automotive Booking AI
- AI Claims Operations
- Code-X · QR Connect · Property AI

Value compounds upward, each client engagement strengthens the platform for the next

Four Revenue Streams · One Compounding Flywheel

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01

Operational AI Discovery

Project

R35K – R450K

Identifies highest-value AI opportunities in real workflows. Deliverable: ranked deployment map, not a report.

1–2 weeks

02

AI Impact Sprint

Project

R45K – R400K

5-day sprint with real data. Ends with working prototype, ROI estimate, and production roadmap.

5 days

03

Production AI Deployment

Project

R150K – R5M+

Full production build. Fixed scope, milestone payments. Outcome defined upfront. Client owns data, NewGenIT owns reusable IP.

4–12 weeks

04

Managed AI Operations

Recurring ★

R25K – R300K/mo

Monthly retainer: monitoring, prompt updates, reporting, optimisation, new use-cases. The compounding revenue engine.

Ongoing

R180B+ Market Across 6 Priority Sectors in South Africa Alone



Priority Sectors

Insurance & Claims — R55B
Claims processing, our highest-ROI vertical

Automotive Dealerships — R38B
~1,200 SA dealerships needing operational AI

Tender-driven SMEs — R42B
TenderResponseSA platform already built

Property Management — R22B
Lead qual, maintenance triage, tenant AI

Manufacturing & Logistics — R18B
Warehouse SaaS already live

MSPs & Contact Centres — R12B
Call QA, agent assist, summarisation

Beachhead: Win Deeply in Two Sectors, Expand with Reusable IP

Win Automotive and Insurance first, live products already in market. Roll platform IP into 4 adjacent sectors in Year 2.

1 Land: AI Impact Sprint

Low-risk R45K–R400K project proves ROI in 5 days

2 Expand: Full Deployment

Production build with milestone payment structure

3 Lock: Managed Operations

Monthly retainer, sticky recurring revenue

ACTIVE **Automotive**

Service Center Bot live · Eastvaal/Westvaal researched

ACTIVE **Insurance / Claims**

Full multi-tenant Claims SaaS live with enterprise demo data

BUILT **Tender-driven SMEs**

TenderResponseSA platform foundation already built

READY **Property Management**

Lead qualification & tenant onboarding workflows defined

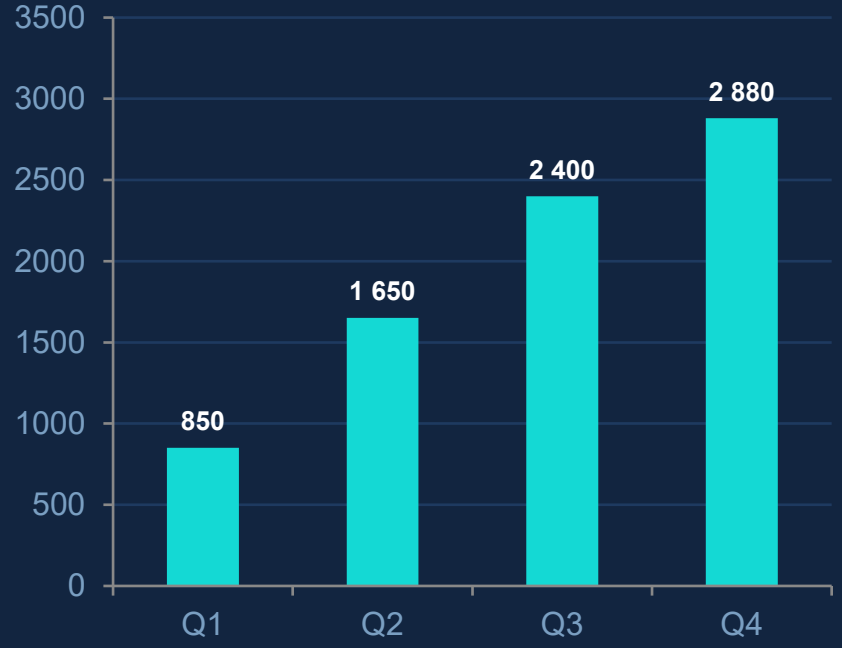
READY **Manufacturing**

Warehouse SaaS live · Manufacturing Indaba contacts in hand

PIPELINE **MSPs / Contact Centres**

Call QA and agent-assist POC scoped, awaiting first client

Path to R7.8M Year 1 · R28M Year 3 · Breakeven Month 6



Use of Seed Capital ($350K)

40% of raise	Engineering & Delivery Talent	$140K
25% of raise	Platform Infrastructure	$87.5K
20% of raise	Sales & Business Development	$70K
of raise	Operations & Working Capital	$52.5K

Year 1 → R7.8M Year 2 → R15M Year 3 → R28M Breakeven: Month 6

Led by a Builder Who Ships Production AI



Miguel dos Santos

Founder · Forward Deployed AI Lead

Brentwood Park, Benoni · South Africa

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- Shipped 8 production AI systems across 6 industries, all bootstrapped, all live
- Built: multi-tenant SaaS, WhatsApp bots, AI claims systems, CRM, code-review AI, school apps, on real production infrastructure
- FDE methodology modelled on Palantir/OpenAI, adapted for African mid-market pricing and conditions
- Manages 2 VPS servers, 5+ live domains, 6 databases in production, this is a builder, not a presenter

Deployment Pod (scaling with capital):

FD AI Lead · FD AI Engineer · Automation Engineer · AI Process Analyst

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The Ask

$350,000

Seed Round

Round type	**Seed**
Instrument	**Equity / SAFE**
Stage	**Revenue-generating**
Geography	**South Africa · Africa**
Sector	**Enterprise AI SaaS**

What This Capital Unlocks

1. **First 2 engineers hired**

   FD AI Engineer + Automation & Integration Engineer. Doubles delivery capacity immediately.

2. **3 flagship client sprints**

   Land 3 paying Sprint engagements ($45K–$120K each), proving the commercial model and building case studies.

3. **Platform infrastructure**

   Production-grade tooling, eval harness, monitoring, and the reusable connector library.

4. **Pan-African GTM push**

   LinkedIn FDE campaign, executive briefings, sector events (Insurance Indaba, Manufacturing Indaba).

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