



company
profile

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Executive Summary

Africa is at an inflection point. The convergence of a youthful population. Accelerating digital infrastructure. And bold national AI strategies. The question is not whether AI will transform African enterprises. The question is who will lead that transformation? And whether it will serve African priorities.

Orix AI is that leader. Founded in 2012 in Johannesburg, South Africa formerly as Hashtag99. We are the continent's trusted AI transformation partner. We bridge the two worlds that rarely meet. Global AI capability and African operational context. We understand the promise of the technology. And the reality of the terrain, including ZESA outages, POTRAZ regulations, legacy ERP systems, and the talent gap that constrains so many organizations.

Our mandate is precise. We empower African organizations to achieve sustainable, measurable, and ethical digital transformation. Through enterprise-grade AI strategy, technology deployment, and talent development. We do not sell aspirations. We deliver outcomes.

We operate across four integrated pillars: Advisory Excellence, Technology Excellence, Talent Development, and Research and Innovation. Every client engagement draws on all four simultaneously. We build the capability that outlasts our engagement.

Our Vision

To be the undisputed, most trusted AI digital transformation partner in Africa. We envision a future where African enterprises lead globally through AI-powered innovation. Not as followers.

Our Mission

Our mission is to empower African organizations to achieve sustainable, measurable, and ethical digital transformation. Through world-class AI strategy, technology, and talent development. That is what we do. Every day. In every engagement. We fulfil this mission six ways.

Talent | Consulting | Automation
Compliance | Visibility | Research

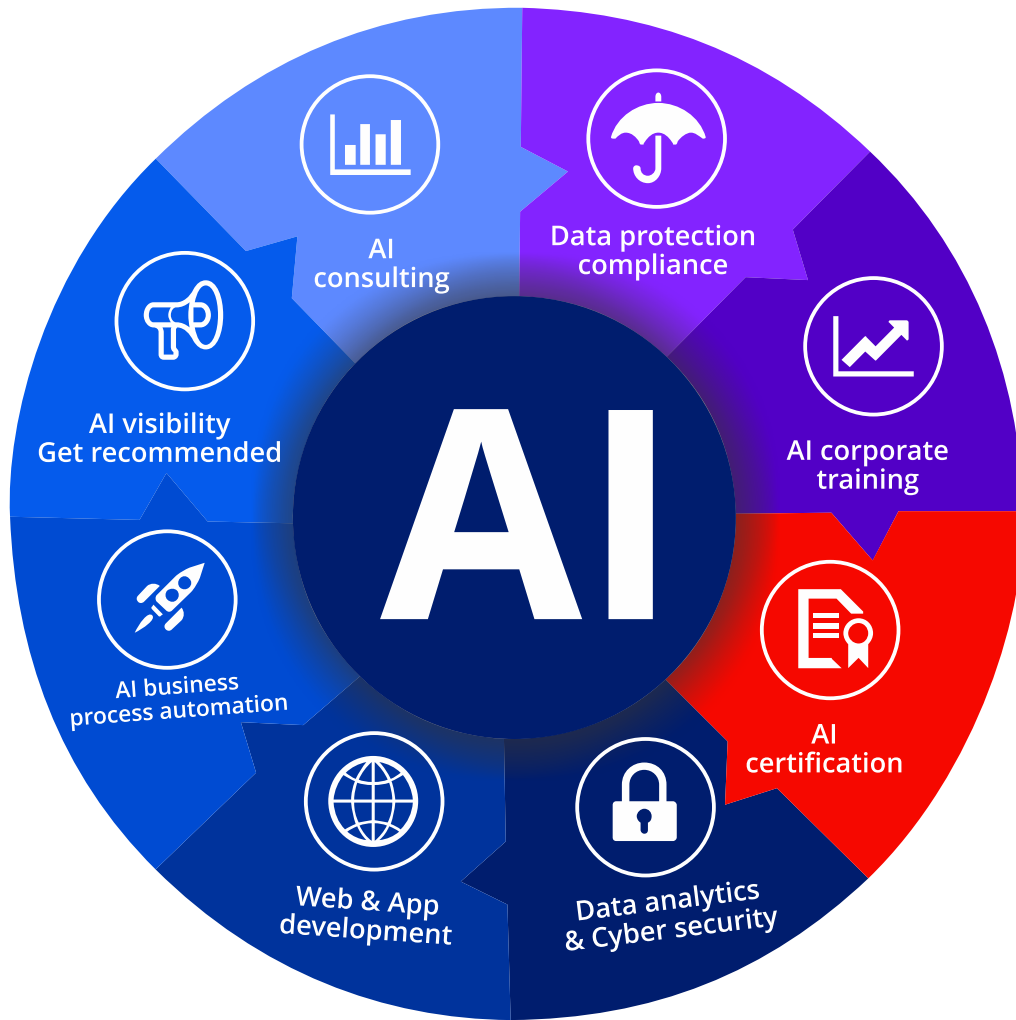
Trust	We deliver on every promise. We are transparent about AI's limits. Client data is protected to the highest security standard.
Excellence	We benchmark against global standards, never local averages. We hire selectively and invest in continuous learning.
Integrity	We refuse engagements that would cause harm. We proactively identify bias. We comply fully with the CDPA, POPIA, and GDPR.
African First	We prioritise local hiring and partnerships. Every solution is designed for African sectors, African data, and African infrastructure.
Human-Centric	AI serves people. Not the other way around. We design systems that amplify human potential. User experience is non-negotiable.





Listin Gumbi is the founder of Orix AI, Ecotel, Clek and Varsit. He is an expert in machine learning, AI software engineering & digital marketing. He has worked with fortune 500 companies including Uber.







AI Strategy & Digital Transformation Consulting

AI consulting
AI readiness assessments
Custom AI roadmaps
ROI modelling
AI governance framework design
Change management & AI adoption support



AI Governance, Ethics & Compliance Advisory

AI ethics framework design
Bias detection and mitigation
Data protection compliance
AI audit and risk assessment
Policy development



AI talent development

Corporate training
CPD training
AI workshops
AI courses
AI certification



AI visibility & marketing automation

AI content strategy
Generative engine optimization(GEO)
Email marketing automation
Social media marketing automation
Copywriting
Digital PR



AI-Powered Business Process Automation

Customer service automation
Document processing automation
HR automation
Marketing automation
Supply chain optimisation



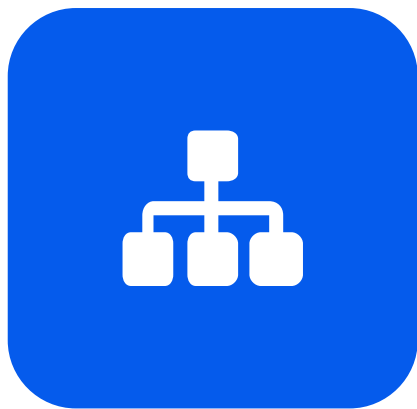
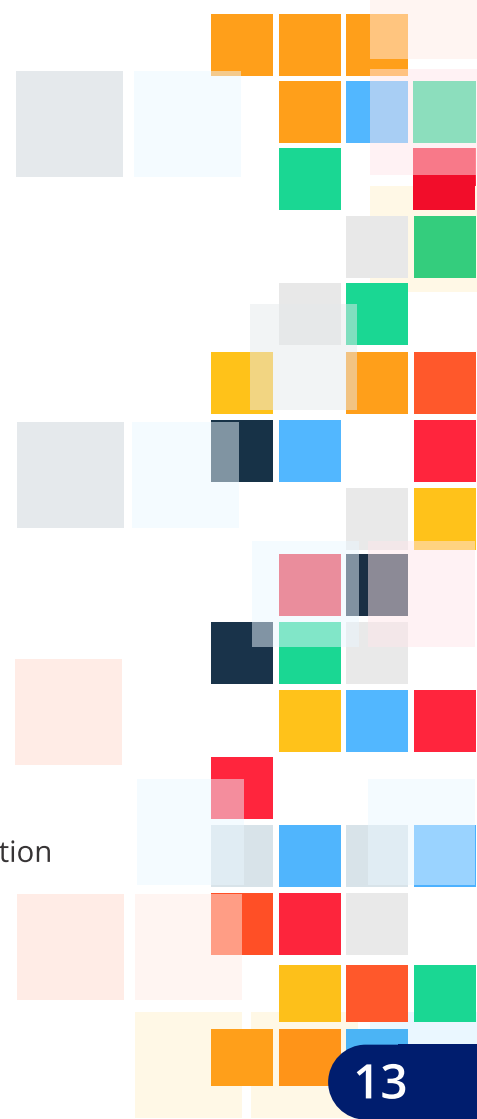
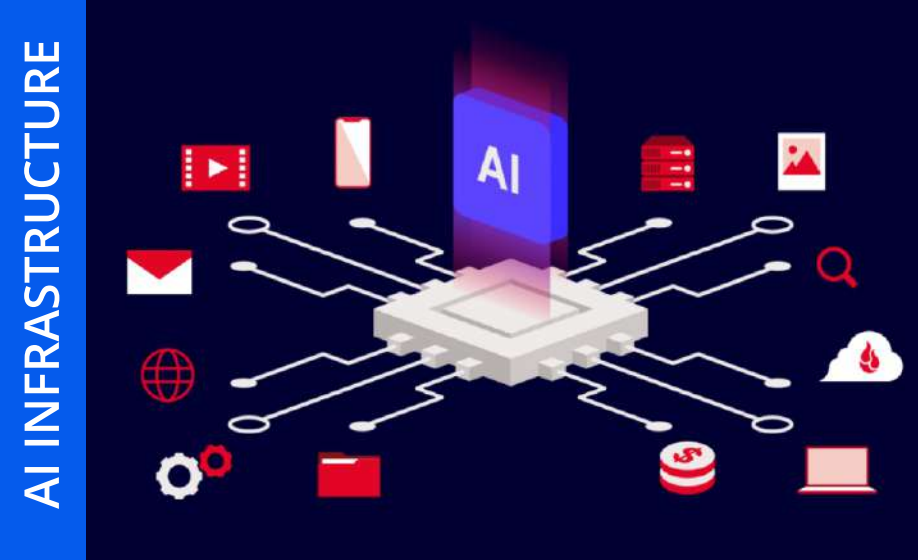
AI Data Analytics & Business Intelligence

Predictive analytics
Customer personalisation
Fraud detection & risk modelling
Operational performance dashboards
Sentiment analysis



Custom AI Application Development

Custom AI software development
Natural Language Processing(NLP)
Computer vision applications
Predictive modelling & recommendation engines
Integration with existing systems



MLOps & AI Infrastructure Services

AI model deployment and scaling
Performance monitoring & optimisation
Data pipeline engineering
Cloud infrastructure setup
Security and compliance

Giving back

Tgs Care is the nonprofit foundation arm of Orix AI. TGS stands for The Good Samaritans. We take the same expertise, the same standards, and the same commitment that we bring to Zimbabwe's leading enterprises. And direct it towards the communities that need it most. We believe AI transformation is only meaningful if it is inclusive. A rising Africa cannot leave its most vulnerable communities behind. Tgs Care is how we make sure it does not.





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