

NAI'S MEDIA LTD

Tools and stories for a more capable Nigeria.



APPLIED TECHNOLOGY · MEDIA · ABUJA

THE OPERATING GAP

Africa's everyday businesses are not short of effort.
They are short of operating systems that fit.

The constraint is behavioural as much as technical: the tool must meet people where they already work, then make a better practice easier to repeat.

01

Memory carries critical operations

02

Paper and WhatsApp fragment the record

03

Decisions arrive after the damage

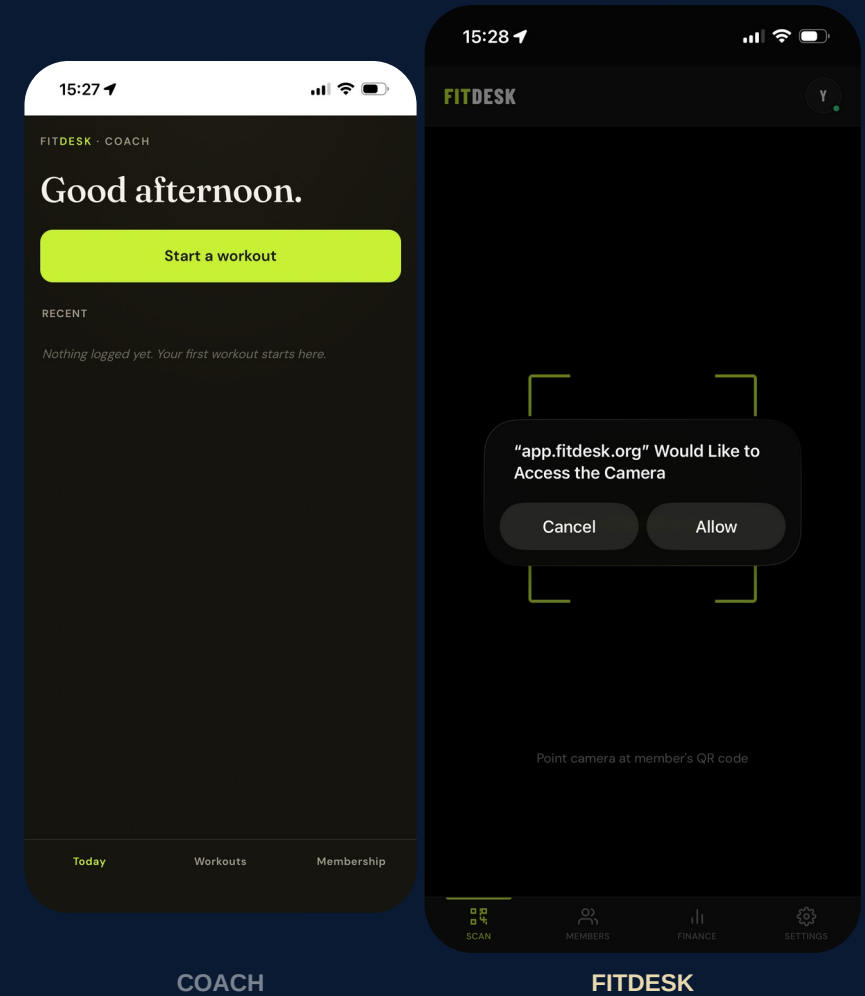
LIVE PRODUCT / FITNESS INFRASTRUCTURE

FitDesk makes the honest workflow the easiest workflow.

Membership, QR access, payments and staff permissions move through one accountable operating record. Coach carries the private member relationship.

MEMBERSHIP · QR VERIFICATION · PAYMENTS · ROLE CONTROLS

app.fitdesk.org · coach.fitdesk.org



CURRENT PROOF

There is already a real foundation beneath the AI story.



FitDesk

Gym-admin operations: memberships, QR verification, payments, roles and accountable records.

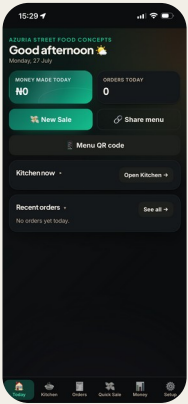
● LIVE WITH A TEST GYM



Coach

Private member companion with a verified, permission-bound connection to FitDesk.

● LIVE FOUNDATION



BukaOS

End-to-end vendor and customer ordering works today; pantry, costing, security and payments are the next upgrades.

● LIVE / TEST RESTAURANT

THE DECISION LAYER

Gemini turns the operating record into the next useful decision.

Not a decorative chatbot: a permission-aware layer grounded in the work a gym is already doing.

01 / OWNER BRIEF

Who may not renew? Where is revenue leaking? What should change today?

02 / MEMBER COACH

What plan fits this member's history, goals, schedule and available equipment?

03 / STAFF GUIDANCE

What is this staff member allowed to do—and what is the safest next step?

WHY GOOGLE AI

The wedge is gyms. The capability is much larger.

FitDesk gives the model trusted workflow context. Google gives us the multimodal intelligence, model choice and technical support to build the layer responsibly.

GEMINI	Reason across visits, payments, messages and operational history.	01
MULTIMODAL	Accept the way people already work: voice, images, receipts and text.	02
GEMMA	Explore smaller, lower-latency and privacy-conscious product paths.	03
EVALUATION	Build evidence for action quality, privacy boundaries and failure handling.	04

AutoMed

Evidence before replacement.



ECU

ENGINE-CONTROL SIGNALS



FOUNDER ORIGIN

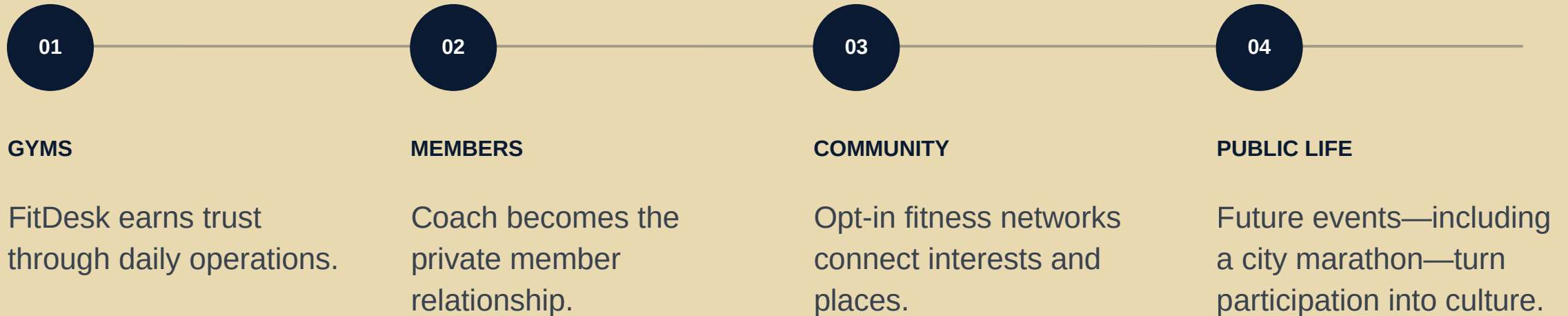
Two replacement engines. One faulty sensor.

A working research spine captures the path from symptom to confirmed outcome; a bounded workshop pilot follows agreed readiness.

WORKING SPINE · CUSTOMER INTAKE · CASE QUEUE · DIAGNOSTIC JOURNAL · VERIFIED OUTCOMES

DISTRIBUTION

Distribution compounds from operators to members to public culture.



GO-TO-MARKET

Start narrow enough to learn. Build the spine once.

01

Abuja design partners

Work closely with independent gyms; prove owner value, member trust and daily adoption.

02

A Nigerian fitness network

Standardise onboarding, add Coach distribution and turn the operating record into retention intelligence.

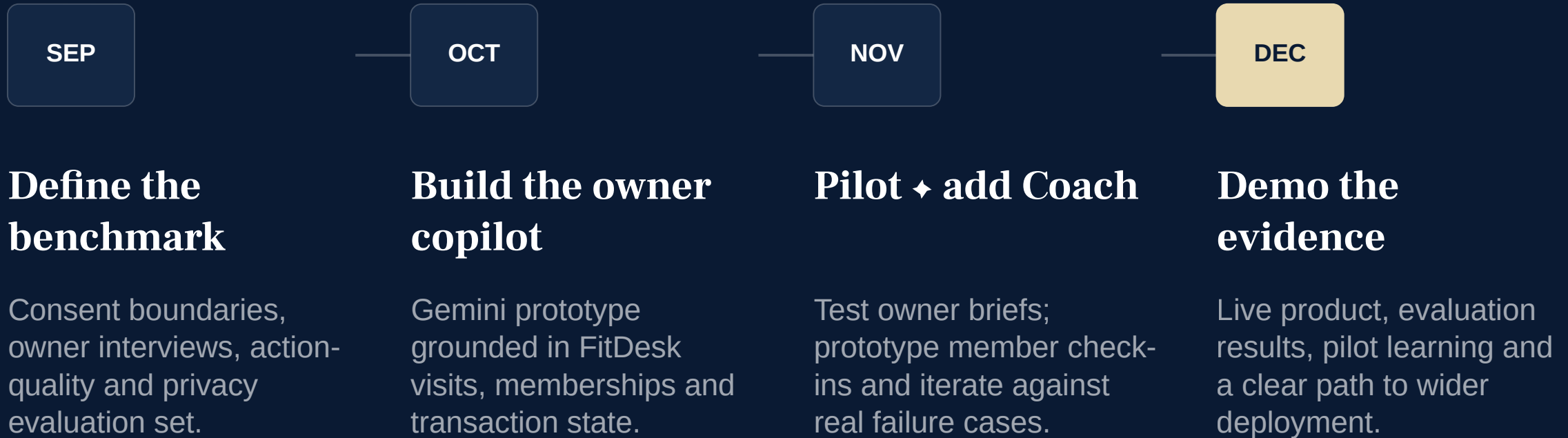
03

Adjacent everyday businesses

Reuse identity, permissions, transaction truth and the AI decision layer—while rebuilding each vertical's workflow locally.

SEPTEMBER → DECEMBER 2026

The Lab can turn a strong foundation into a demo-day AI product.



IN

We are asking Google to build the decision layer with us.

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- 01 Early model access** Gemini and Gemma access to test the right product architecture early.
 - 02 Technical co-development** Evaluation, multimodal design, privacy boundaries and production reliability.
 - 03 Go-to-market support** Pilot design, investor exposure and the discipline to make this scalable.
-

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Make the better way the easier way.