



## COMPANY PROFILE

# Optimising performance and revenue growth.

SOFTWARE FOR YOUR BUSINESS, DEVELOPED  
BY US, OWNED BY YOU



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9th and Herbet Astra Buildings  
Suit 3A,



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# About Us

Pocketlabs Technologies is a home grown business, founded in 2022, as a creative ICT Consultancy dedicated to the development and optimisation of user-centric, high-impact websites, web and mobile applications, and platforms that fuel competitive advantage and revenue growth.

- Websites
- Web Applications
- Mobile Applications
- Desktop Systems
- Domain, Emails and Web Hosting
- Digital Marketing
- Chatbots
- Networking
- ICT Support
- Coding Tutorials

[www.pocketlabs.co.zw](http://www.pocketlabs.co.zw)



# Vision

Optimising performance & revenue growth through digitalisation.

Our mission is to provide customized, tailor-made software that solves user problems with the fewest number of clicks possible.



**Get your brand in front of your customers.**

Brand visibility is extremely crucial, especially in these digital times as it helps your relevant audience know about your existence in the market. Having good brand visibility helps you grow your business in different ways.

# Why Choose Us



## Define Your Brand's Functionality

This is the first and most crucial factor that determines the reason for a brand's existence, it will give you the meaning and purpose of your brand.



## Build a Strong Digital Presence

Unless your target audience is aware of your brand's existence, all the money and time you spent perfecting your services and training your team will be in vain. It is critical your business has a solid online footprint.



## Tailor made solutions

We can turn even the wildest business concepts into real, functioning companies, thus we guarantee that they will materialise. This leaves you free to focus on your business goals while we create smart and efficient solutions for you. Good solutions improve your business' competitive edge while also expanding your market.



## Optimize Performance

We focus on processes that will give you the best return on investment through digitalisation. Digitalisation can reduce your operational expenses in a variety of areas, including development, production, and invoicing.



## Speed and Delivery

Everything we do is focused on delivery time. Larger projects are divided into development modules/ phases which allow clients to decide when to commit to the next phase and enable them to limit losses. Each phase delivers real business functionality and benefits.



# Simple Website Structure

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name.



## Home page

It contains the basic overall information regarding what the website is about and what services the company offers. There are links on the home page that direct you to internal pages with more detailed information.



## About us page

It contains general information about the company who manages the website. It may also include information about history or timeline of the companies journey.



## Services page

It contains information about the companies services in detail, it may also include prices for each service.



## Contact page

It offers a way for users to connect with the site owner via a contact form. Or it may include contact information.

*Other pages also can be included like testimonials, portfolio, e.t.c.*

# Web Application

Web applications are systems allowing better communication between businesses and their customers.



## CROSS PLATFORM COMPATIBILITY

Web applications eliminate concerns of whether or not an app works effectively and efficiently on numerous platforms. Typically the minimum requirement would be a web browser of which there are many. (Internet Explorer, Firefox, Chrome, Safari to name but a few). So whether you use Windows, Linux or Mac OS you can still run the web application.



## CUSTOMER SUPPORT

Web apps offer options for enhanced customer support. They can be the first line of contact between potential customers and the business. Applications are developed so customer support is accessed at any time, and they can help drive customer loyalty, allowing one to widen access to various systems, streamline processes and improve relationships by providing access to customers, suppliers and any third parties



## EASY TO MANAGE

Web application development systems need only be installed on the server placing minimal requirements on the end user workstation. Maintaining and updating the system is much simpler, any client updates can be deployed via the web server with ease.



## SECURE LIVE DATA

Larger and complex systems carry more data and have separate systems and data sources. In web based systems these systems and processes can often be consolidated by reducing the need to have separate systems. Web based applications provide an added layer of security by removing access to the data and back end servers.

*Web based applications can offer competitive advantages to traditional software based Systems allowing businesses to streamline information and processes with reduced costs.*



# Mobile Application

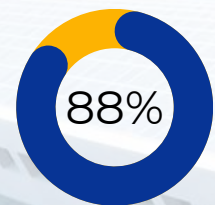
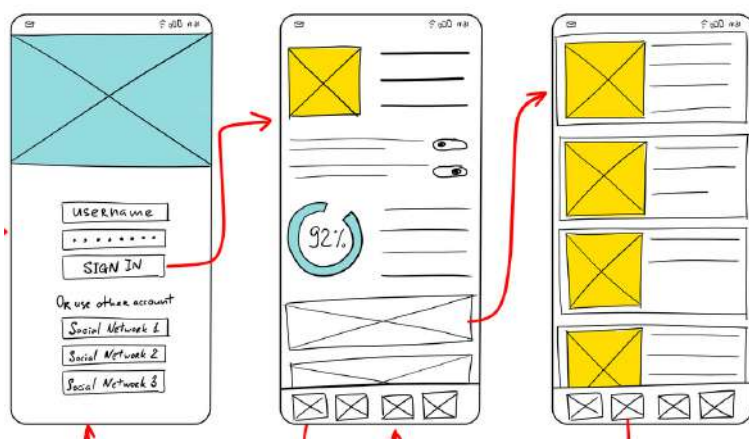
Is everyone addicted to their mobile phones?

Mobile apps allow users to have easy, functional access to information, products, services and processes that they need in real-time and are optimised for hands on interaction.

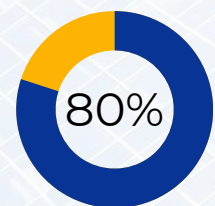
## Benefits

- Create a Direct Marketing Channel
- Increase Brand Engagement
- Keep All Your Profits
- Pay on the platform

*The only difference between functionality on the web and mobile devices is the platform.*



ANDROID



IOS

Available on both android and IOS





# Digital Marketing

It's impossible to ignore someone who creates content, **CONSISTENTLY!**



FACEBOOK, INSTAGRAM AND LINKEDIN  
16 IMAGE POSTS AND 4 VIDEOS MAX OF 30  
SECONDS EACH.

- Social Media Marketing Platforms
- Influencer Marketing
- Content Marketing
- Ad Boosting

Creating and maintaining online brand presence is a challenge for most businesses and we have designed an ultimate solution for our clients across all social media platforms i.e. Facebook, Instagram and LinkedIn. We optimise our client's pages, develop and manage page content and run ad campaigns on behalf of our clients.

With the right digital marketing platform, you can gain a better understanding of what type of content resonates with your customers across platforms.

# Domains, Email & Web Hosting

You do not have to worry about power shortages, connections and all the tech staff needed for registration and maintenance of their company Domain Name System (DNS). We have the technical expertise and let us provide you with the most affordable domain registration and maintenance services.

- COM
- CO.ZW
- ORG
- AFRICA
- TECH
- e.t.c



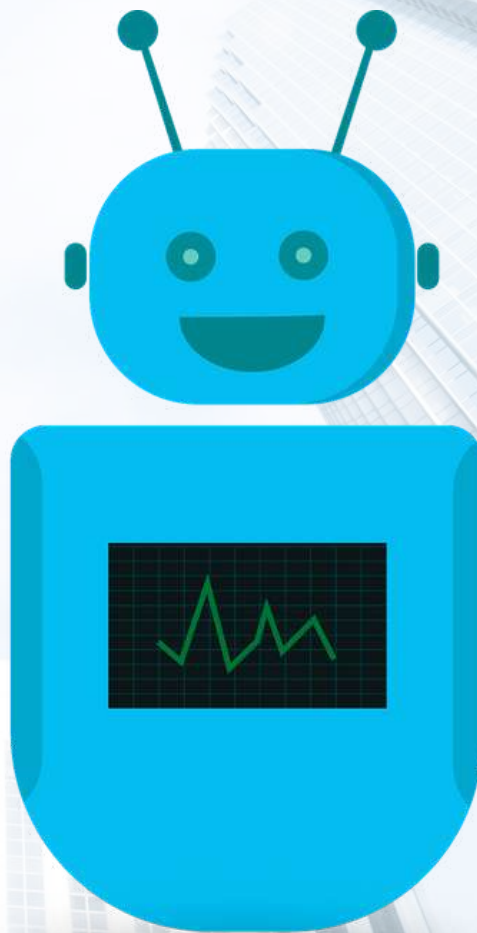




# Chatbots

A chatbot is a type of software that can help customers by automating conversations and interact with them through messaging platforms like whatsapp, facebook, sms and e.t.c.

- Purchase Order Bot
- FAQ Bot
- Ticketing Bot
- Registration Bot
- Payment Bot
- e.t.c





# ICT Support

From questions on installing software, which hardware to use, basic computer training, networking and troubleshooting, Our knowledgeable, friendly support team is here to help.

- OS , Anti-virus, MS office and other softwares.
- Customer support
- Computer training
- Networking
- Hardware installation
- Computer accessories
- Manuals and User guides
- Data recovery and backup
- Coding tutorials







# Our Products

- WhatsApp Purchase Order Bot with Invoicing Portal
- Pocketlabs! , e-learning virtual reality platform
- Pocket School, Fees Management Systems
- House in a pocket, Properties Mobile App
- Sengai, Transport Mobile App
- PfumaMuGaba



# Portfolio

Potential clients want to see your thought process and the ideas behind your best designs.

*You can also find us on Playstore and Appstore*



[www.pockelabs.co.zw/portfolio](http://www.pockelabs.co.zw/portfolio)



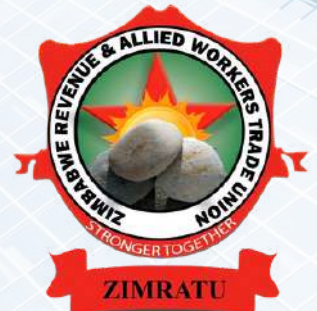
- Classic Super Foods
- Zimtrade - shopatzim
- Educate a Child Africa
- Imanage Africa
- Zonful Energy
- Freightzone
- West Group Security
- <https://play.google.com/store/apps/developer?id=Pocket+Labs+tech>
- <https://apps.apple.com/us/app/sengai/id1618763161>

*for more you can visit the link above*

*chibaba cheCODE.*



**ZONFUL  
ENERGY**  
SOLAR POWER TO THE PEOPLE







# The Team



## Graphic Designers

Visual designers, photoshop, figma and other tools



## Programmers

Flutter, Laravel, Springboot are some of the languages used by our front-end and back-end developers.



## Project Manager

The overall management of projects



## Technicians

Our best tech for hardware solutions and networking.

# Awards and Recognition

- Shortlisted - Global Entrepreneurship Competition 2022- Get Highest Recognition for your Startup in one of the Top 10 Global Startup Ecosystems - HICOOL
- Nominee - Female Tech Founders of the year 2022 , Female Founders Initiative.
- Participate - Next She-Exporter program 2022, Zimtrade
- Funding - #OpenChallenge1-2022 - Innovation Drive
- Second Category Award - Woman in Africa Impact Fund KENYA
- Gold - Megafest Women in ICT Award 2023



FEMALE FOUNDERS INITIATIVE  
MIDDLE EAST & AFRICA

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# Contact Us



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