

PRE-SEED INVESTMENT OPPORTUNITY

Receptra

Your front desk, fully staffed. AI reception on WhatsApp, web and phone for service businesses in WhatsApp-first markets.

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Missed enquiries cost small businesses revenue

The problem

Enquiries arrive on WhatsApp at all hours. Small teams answer late or not at all, and staff lose hours to repeat questions and booking back-and-forth.

Receptra

Answers instantly in the customer's language, qualifies the lead, books the appointment and hands off to staff with a full context summary.

Hotels and guesthouses, clinics, law firms, professional services

A funded category with an open flank

US\$2.7B

global AI receptionist market, 2025

27.8%

projected CAGR, 2026 to 2035

96%+

of Nigerian businesses are SMEs,
with WhatsApp as their main sales
channel

Sources: market.us (2026); Public First via Economic Confidential. Third-party estimates.

Competitors are voice-first and US-centric

Segment	Examples	Gap
Phone answering	Goodcall, Rosie, Smith.ai	Phone-only, US pricing
Restaurant voice AI	Slang.ai, Hostie	One vertical
Hotel messaging	HiJiffy, Quicktext, Canary	Costly for small properties
Receptra	WhatsApp, web, phone	Multilingual, Africa-first, SME-priced

Slang.ai has raised US\$68M and Hostie US\$16M, showing investor appetite for vertical AI reception.

Product and roadmap

Now

WhatsApp, web chat and email
Lead qualification
Calendar booking
Practice-area routing
Context handover

Next

Phone voice on ElevenLabs
Grounded knowledge base
Deposit payments
Missed-revenue dashboard

Later

PMS and practice integrations
Outbound reminders
Nigerian languages
White-label for agencies

Voice, conversation logic and data sit behind a Receptra-owned layer to avoid vendor lock-in.

Business model and go-to-market

Pricing (to be validated)

Starter: about US\$29-49/mo

Growth: about US\$99-149/mo

Multi-location: custom

Setup fee, usage pass-through

Go-to-market

Wedge: hotels and clinics in Lagos and Abuja

Design partners from Digital Fusion agency clients

Agency resale and partnerships

Then Ghana, Kenya, South Africa

Anchors: Rosie (about US\$49), Smith.ai (from US\$95), Slang (US\$399 per location).

Traction and milestones

Where we are today

- Receptra live on digitafusion.com with early-access registration open
- Founder-pricing cohort reserved for early registrants
- WhatsApp, web chat and email MVP in active development
- Backed by Digital Fusion Labs' agency and AI delivery team

12-month targets (to be validated)

- 50 SMEs onboarded in pilots across hotels, clinics and professional firms
- Phone voice live on ElevenLabs by month 6
- Pilot-to-paid conversion target: 30% (about 15 paying customers)
- Reported per pilot: response time, after-hours enquiries captured, bookings made

Targets are planning assumptions, not results. Actual pilot data will replace them as it comes in.

The ask

US\$250,000

pre-seed to ship voice and run pilots with 50 SMEs across hotels, clinics and professional firms.

Early access open now; 50-SME pilot cohort next

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Use of funds

Product engineering 30% | \$75,000

Go-to-market 30% | \$75,000

Pilot support 20% | \$50,000

Compliance 10% | \$25,000

Operations 10% | \$25,000