



FlowOps Africa

SOFTWARE DEVELOPMENT & DIGITAL SOLUTIONS

OFFICIAL COMPANY PROFILE • v1.2 • September 2026

AI employees for African SMEs — built in Nairobi, for Africa

FlowOps Africa designs, builds and deploys always-on AI receptionists, sales agents and support agents on top of websites, apps and integrations — the channels African customers already use: WhatsApp, web chat and phone.

AI Receptionist

Sales & Support Agents

WhatsApp-First

Voice AI & ERP (Enterprise)

Nairobi

HEADQUARTERS

24/7

AI WORKFORCE

KES

LOCAL PRICING

2026

PROFILE EFFECTIVE

1 Company Snapshot

Field	Detail
Trading / Brand Name	FlowOps Africa
Headquarters	Nairobi, Kenya
Website	flowops.africa
Email	hello@flowops.africa
Phone / WhatsApp	+254 768 049 757
Founder	Ismael Kiprop — Founder & Lead AI Engineer
Industry	Software Development • AI Solutions • SaaS • Digital Channels
Primary Market	Kenyan and African SMEs
Billing Currency	Kenyan Shillings (KES)
Tagline	Your Vision. Our Code.

2 Company Description

FlowOps Africa is a Nairobi-based technology company that builds a **digital front desk** for African SMEs: **Digital Foundation** (websites, apps, M-Pesa/API integrations, mobile, and care) plus **AI employees** that answer on **WhatsApp, website chat, and phone**.

We are not another brochure-site shop or chatbot bolt-on. We ship the sequence SMEs need: channels that take messages and money, then named AI workers that never clock out.

Positioning: Built in Nairobi. Focused on African businesses.

We sell two commercial tracks: **(1) Digital Foundation** — Presence, Platform, Connect, Systems, Mobile, and Care (setup + optional monthly care); and **(2) AI Workforce** — Starter, Growth, and Enterprise plans (one-time setup + monthly subscription) once channels exist.

We also operate **Partner OS**, a referral program where approved partners earn commission when referred businesses become paying FlowOps clients.

Nature of Business (registration-friendly wording)

Software development, artificial intelligence (AI) solutions, AI business automation, web and mobile application development, cloud computing services, systems integration, AI chatbot and AI agent development, data analytics, and Software-as-a-Service (SaaS) solutions for businesses.

“*Ideas are valuable. Turning them into working digital products is where impact happens. FlowOps Africa helps SMEs transform ideas, operational challenges, and growth goals into practical solutions — then hires named AI employees onto those channels: receptionists and sales/support agents that work 24/7 on WhatsApp, web, and phone.*”



3 Mission, Vision & Approach

MISSION	VISION	APPROACH
Give every African SME a tireless front desk — so leads are answered instantly, 24/7.	Become Africa's default digital front desk and AI workforce platform for WhatsApp-first businesses.	Practical digital builds + AI engineering + clear KES pricing + go-live in days, not months.

We design for real African operating realities: mobile-first customers, WhatsApp as the default inbox, M-Pesa as the money rail, cost-sensitive hiring, and the need to launch quickly.

4 Products & Services

4.1 What We Build — Five Core Capabilities

One team for the stack most Kenyan SMEs need: web, mobile, payments, cloud care, and AI automation that sits on top.

Web & software development Static Presence sites and dynamic Platform apps — bookings, catalogues, portals, and admin tools built for mobile-first African customers
Mobile applications Cross-platform or native apps when WhatsApp and web are not enough, scoped to your product and go-live timeline
AI & automation Named AI employees for reception, sales, and support on WhatsApp, website chat, and phone — hired after your channels are live
Cloud infrastructure Hosting, secure deployments, and care plans so what we ship stays online, backed up, and updateable
Systems integration Daraja M-Pesa, Paystack, webhooks, and third-party APIs that connect your site, app, and operations



4.2 How It Works — From Zero to Always-On

01 — Discover

We map what you sell, who you serve, and which channels matter (WhatsApp, web, phone, M-Pesa)

02 — Build Foundation

Presence site, Platform app, Connect integrations, or Mobile as needed — Care keeps it maintained

03 — Hire AI workforce

Deploy named AI employees on the same channels so leads and support never wait on office hours

4.3 Track A — Digital Foundation (build channels first)

Package	Description
Presence (Foundation)	Static business site (5–7 pages), WhatsApp CTAs, SSL/SEO/Analytics, AI-ready chat slot
Platform	Dynamic web app / CMS / bookings / catalogue / client portal
Connect	Daraja M-Pesa, Paystack/card, APIs and webhooks
Systems	Ops portals and internal tools
Mobile	Cross-platform or native apps (scoped)
Care	Ongoing maintenance, security updates, backups, content tweaks by tier

4.4 Track B — AI Workforce (channels already exist)

Offer	Description
AI Receptionist	Answers enquiries, qualifies leads, books appointments, escalates to humans
AI Sales Agent	Follow-ups, FAQs, lead capture, CRM-aligned outreach
AI Support Agent	Customer questions using trained product, policy, and SOP knowledge
Kito — AI FX Desk	Growth-plan FX desk on Deriv with cash stop-loss and WhatsApp/email alerts
Custom AI Employees (Enterprise)	Voice AI, ERP integrations, internal knowledge bases, multi-location



Deployment Modes (AI Workforce)

Cloud channels — FlowOps-hosted brain on WhatsApp/web • all plans

Hybrid — edge agent + cloud control • Growth, Enterprise

On-premises — full self-hosted edge runtime • Enterprise only

Platform Capabilities

- Static Presence websites and dynamic Platform web apps
- Daraja M-Pesa, Paystack, and third-party API integrations
- Mobile apps and ops systems (scoped)
- Cloud hosting handover and Care maintenance
- WhatsApp automation (Meta Cloud API & Twilio)
- Embeddable website chat widget
- Twilio Voice AI (Enterprise)
- Knowledge trainer (FAQs, price lists, SOPs)
- Leads, appointments & analytics portal
- Paystack card + M-Pesa STK checkout
- On-prem / hybrid edge agent
- Partner attribution, KYC, wallet & payouts



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Client Rate Card

Digital Foundation

Package	Setup	Monthly care	Best for
Presence (Foundation)	KES 55,000	KES 3,500	Offline SMEs needing a live front desk
Platform	KES 150,000	KES 8,000	Dynamic web app / CMS / portal
Connect	From KES 45,000	Scoped	Daraja M-Pesa, APIs, webhooks
Systems	From KES 180,000	Scoped	Ops portals and internal tools
Mobile	From KES 280,000	From KES 15,000	Cross-platform or native apps
Care	—	KES 3,500 / 8,000 / custom	Ongoing maintenance

AI Workforce

Starter

Small businesses starting with WhatsApp / web

KES 40,000

+ KES 8,000 / month

MOST POPULAR

Growth

Receptionist + CRM-style follow-up (+ Kito option)

KES 80,000

+ KES 15,000 / month

Enterprise

Voice, ERP, multi-location, on-prem / hybrid

KES 250,000+

Custom MRR

Payment methods: M-Pesa, bank transfer, card (Paystack), or cheque. **Billing model:** Setup (once) + monthly subscription or care (MRR).

Public pricing: flowops.africa/pricing • Services: flowops.africa/services • Workforce catalog: flowops.africa/workforce



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Partner OS (Summary)

15%

SETUP COMMISSION

10%×6mo

MRR COMMISSION

14 days

HOLD PERIOD

M-Pesa

PRIMARY PAYOUT

Plan	Typical partner earn
Starter	KES 10,800
Growth	KES 21,000
Enterprise	Quoted
Digital packages	15% setup + 10% × 6 care/MRR where applicable

FlowOps retains the client relationship, pricing, delivery, and support. Partners earn for referral / conversion. Apply at flowops.africa/partners.

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Industries Served

Retail & E-commerce

Healthcare & Clinics

Hospitality & Hotels

Professional Services

Education

Real Estate

Logistics

Finance & Fintech SMEs

SaaS & Tech Companies

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Why FlowOps

- 1 **Channels first, then AI** — we build the front desk SMEs actually need, not a DIY brochure
- 2 **WhatsApp-first** — built for how African customers already message businesses
- 3 **M-Pesa-ready** — Daraja and checkout wired into the same path
- 4 **Mid-market KES pricing** with clear scope limits
- 5 **Go-live in days** with trained AI workers
- 6 **Local language capability** for Kenya markets
- 7 **Transparent Partner OS** commissions tied only to confirmed payment

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Leadership

**Ismael Kiprop**

Founder & Lead AI Engineer

[linkedin.com/in/ismael-kiprop-105378406](https://www.linkedin.com/in/ismael-kiprop-105378406)

FlowOps combines practical digital builds and AI engineering with go-to-market support so SMEs get a working front desk, not slide decks.

10 Contact

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SERVICES PAGE flowops.africa/services

Let's put an AI employee to work for your business

flowops.africa • hello@flowops.africa • +254 768 049 757

11 Document Control

Field	Value
Owner	FlowOps Africa commercial / founder
Brand assets	/public/assets/Logo.png
Related docs	Rate card, Partner OS, Workforce, /services, /pricing
Change policy	Update this profile when pricing, products, or legal identity change
Change log	v1.2 (Sep 2026): Section 4 restructured to match the live /services page — added the five-capability “What we build” summary and the Discover → Build Foundation → Hire AI workforce process; elevator pitch updated to the “Ideas are valuable...” framing. Rebuilt to closely match the brand's official PDF template (logo, gradient cover, card & pill styling). Rate card, Partner OS terms, and package definitions unchanged.

This company profile is for clients, partners, banks, investors, and registration authorities. It reflects FlowOps Africa product and commercial configuration as of September 2026.