klario

INVESTOR BRIEF

The financial intelligence layer for everyday Nigeria.

Nigerians bank across three to five apps and still can't answer a simple question: how am I actually doing? Klario unifies every account, adds an AI that understands naira, and turns clarity into action, saving, budgeting, paying, all in one place.

Private beta, closed testing
November 2026

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WHAT KLARIO DOES

Scattered accounts become one clear answer.

Most Nigerians manage money across three to five banking apps and a mental tally. Klario replaces that with a single place to see everything, understand it in plain naira, and act, without exporting a statement or opening another app.

01

Connect every account

Link each Nigerian bank through licensed open banking. Balances, income and spending flow into one live dashboard, no manual entry, no spreadsheets.

02

Understand it in naira

KlarioAI sorts every transaction and answers the real questions, “where did my money go?”, “can I afford this?”, in language that models how Nigerians actually earn and spend.

03

Act without leaving

Turn clarity into action in the same app: automate savings toward a goal, pay bills and airtime, and get guidance, send money, and on the business plan get a dedicated human advisor.

BETA INSIGHTS

We didn’t guess the demand. We measured it.

Two research waves with 331 Nigerians, July 2026. The problem is near-universal, the appetite is proven, and no habit stands in the way.

331
Nigerians surveyed across two research waves

92%
use two or more banks, accounts scattered

97%
still track money by hand, or not at all

79%
regularly lose track of where it went

98%
want a single, clear view of their money

78%
call automatic spend clarity “extremely valuable”

86%
want all their accounts in one view

71%
volunteered to actively test and give feedback

82%
are comfortable connecting a bank to a secure app

34%
named a specific price they would pay

84%
feel anxious about not knowing where money went

- The competition is a habit, not an app: 97% still track manually or from memory.
- The demand is not the bottleneck; trust and execution are, and both are our focus.
- Security is the top objection raised, and never touching the money is exactly our answer.

Source: Klario Beta Insights, two waves combined (n = 331 / 160 / 171), July 2026.

THE OPPORTUNITY

A huge, financially active market that is financially blind.

Fragmented by default

Multi-banking is the norm, not the exception. No one gives Nigerians a single, honest view of their whole financial life.

Underserved by global tools

Foreign finance apps don't model naira inflation, local bank charges, or how Nigerians actually earn and spend.

The timing is now

Open banking is maturing, KYC rails are live, smartphone penetration is climbing, and AI finally makes real, personal guidance affordable at scale.

MARKET & WILLINGNESS TO PAY

A massive digital market that already pays for apps.

Nigeria is Africa's largest fintech market by users and by transaction volume. The money already moves digitally; what's missing is a layer that makes sense of it, and Nigerians already pay monthly for the apps they value.

$703B

≈ ₦1.07 quadrillion

moved through Nigeria's instant-payment rails in 2024, up 79.6% year-on-year [1]

64%

of adults

formally financially included in 2023, up from 56% in 2020 [2]

5 → 12%

in three years

share of adults using fintech / non-bank financial services more than doubled [2]

$65B

by 2030

projected African fintech revenue at a 32% CAGR, with Nigeria a top-three market [3]

The users already exist, at scale

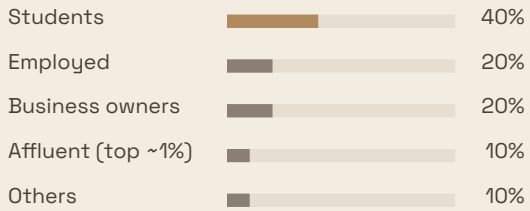
Single Nigerian fintechs already count tens of millions of accounts, and the average customer holds several. That fragmentation is exactly the gap Klario closes. [4]

40M+
OPay active users

30M+
PalmPay users

430+
fintechs competing for the same wallet

Who we serve, and why they'll pay



Klario's core user is the young, digitally-native Nigerian, students first, then early-career earners, business owners and a premium tier of high-earners. They live on their phones, already juggle three to five finance apps, and are forming the money habits now that compound for decades. We land them early on a free tier and grow with them as their income does.

- Students are digital-native and habit-forming: win them early and Klario becomes the money app they keep as their income grows.
- Every segment already pays monthly for digital value, data, airtime, streaming, so a subscription is a familiar habit, not a new behaviour.
- Our own beta measured the intent directly: a clear majority said they would pay, at a price we can build a business on.

₦3,250 sits inside a band Nigerians already pay

Across two research waves, 70% of respondents were open to paying for Klario, at a median of ₦3,250 per month. That is not a leap of faith, it sits squarely between the digital subscriptions Nigerians already buy every month.

Monthly subscription	Price
Spotify Premium	₦1,600 / mo [5]
Klario	₦3,250 / mo [6]
Netflix	₦2,500-8,500 / mo [5]

What that could mean

A deliberately conservative illustration: subscription revenue alone, at the ₦3,250 beta median, before any partnership or referral upside. Even the largest step here is a small slice of a single incumbent wallet's user base.

Paying members	Subscription ARR	Share of one incumbent's base
100,000	≈ ₦3.9B / yr	~0.25% of OPay's users
500,000	≈ ₦19.5B / yr	~1.25% of OPay's users
1,000,000	≈ ₦39B / yr	~2.5% of OPay's users

Illustrative model, not a forecast: paying members × ₦3,250 × 12 months, subscription-only. Klario is pre-revenue; the board-reviewed projection and its assumptions live in the data room.

THE PRODUCT

Clarity, then action.

Klario starts by making money clear, then turns that clarity into the everyday actions people actually need, all in one app.

Unified dashboard

Every Nigerian bank account, one live view of balances, spending and net worth.

KlarioAI advisor

An AI that speaks naira. "Can I afford this?" gets a real answer, not a generic tip.

Send from any bank

Pay anyone from any connected account, authorised once by direct debit. The fee is shown before you send, and the person receives the full amount.

Smart savings

Set a goal; Klario funds a dedicated savings wallet automatically on schedule.

Budgets that hold money back

Give every naira of income a job, then let Klario hold it back and release it through the month.

Money summaries

What you spent, who it went to and through which bank, for any day, week, month, year or your own dates, with a PDF to keep.

Bill payments

Airtime, data, electricity and more, paid in-app with no redirects.

Klario Business

A web dashboard for business owners: books and ledger, budgets, statements, staff ID cards and attendance, kept apart from personal money.

Human financial manager

Business customers get a dedicated human advisor with a personal plan and monthly calls.

BUSINESS MODEL

Recurring revenue, with room to compound.

Subscriptions

A free tier for reach, and one paid plan sold to two different buyers: Money Manager for personal accounts, priced inside the ₦2,500-4,000 band our beta community said they would pay (median ₦3,250), and Financial Executive for businesses, priced per customer on the accounts and setup they need. The free tier is the on-ramp and still earns, because money keeps moving on it.

Transfer charges

Every transfer carries a small Klario charge on top of the partner costs, shown to the sender before they confirm. It earns on the free tier too, because money keeps moving there.

Partnerships & referrals

Distribution and product partnerships with regulated financial institutions that want engaged, verified, financially active users, and permissioned introductions to vetted savings and investment products, on the user's terms.

Klario is not a bank and never custodies funds. Regulated money movement is carried out by licensed partners on the user's instruction, so the model scales without Klario taking on banking-license risk directly.

HOW IT EARNS

Freemium, sold as one-time upgrades, trust-first by design.

A free tier for reach and one paid plan, sold under the name that fits the buyer: Money Manager for personal accounts, Financial Executive for businesses. Free keeps money moving, since Klario earns on transfers either way; what paying unlocks is the intelligence layer, analytics and exports

across every account. Business terms are agreed per customer, which is what makes the SME line worth many times the personal one.

Capability	Free	Money Manager	Financial Executive
Sold to	Anyone	Personal	Business
Linked bank accounts	2	3	10+, agreed
Accounts with analytics	1	3	All
Daily sending limit	₦50,000	₦200,000	₦5,000,000
KlarioAI messages / month	10	200	600
Commingling tracking	No	No	Yes
Data export (NDPR)	Yes	Yes	Yes
Priority support	No	No	Yes

Business-versus-personal intelligence (commingling alerts, monthly report, tax-impact estimates) is gated to solo-founder and SME account types, independent of plan tier.

~80
local spending contexts the engine recognises (jollof, Uber, DSTV, NRS, and more)

30%
company tax rate that mis-booked personal spend is needlessly exposed to

No custody
funds never sit with Klario; licensed partners carry the money-movement licence and capital

THE LANDSCAPE

Everyone owns a slice. No one owns the intelligence layer.

Neobanks want you to bank with them. Savings apps do one job. PFM aggregators exist abroad, but none are naira-native. Klario sits on top of the banks Nigerians already use and turns them into one clear, intelligent view.

Product	Category	Sits on your existing banks	Nigeria-native	AI money advisor	Business vs personal
Klario	Financial intelligence layer	Yes	Yes	Yes	Yes
Revolut (UK)	Neobank / super-app	No, you bank with it	No	Limited	No
Emma (UK)	PFM aggregator	Yes	No	Limited	No
Cleo (US-UK)	AI budgeting chat	Partly	No	Yes	No

PiggyVest / Cowrywise	Savings & invest	No, holds funds	Yes	No	No
Kuda / Carbon	Neobank / lending	No, you bank with it	Yes	No	No

What we do differently

On top, not instead

We don't ask people to move banks. Klario reads the accounts they already have, so adoption has no switching cost.

Naira-native intelligence

KlarioAI understands local merchants, charges and habits, guidance built for how Nigerians actually earn and spend, not a foreign template.

The SME wedge

Automatic business-versus-personal separation (commingling) is a clean-books tool no incumbent offers, a direct line into the formalising SME segment.

Asset-light by design

Klario never custodies funds. Money moves on the user's instruction through licensed partners, so the licence, capital requirement and settlement risk sit with them, and we ship faster and burn less than fintechs that carry it themselves.

HOW WE RUN

Lean by architecture, not by cost-cutting.

Klario orchestrates money movement but never holds it: licensed partners debit, settle and pay out on the user's instruction. So there's no float, settlement, capital reserve or custody liability to fund. The cost base is small and mostly variable, so gross margin widens as the user base grows.

Cloud & database

A single modern hosting and database stack. Low fixed cost that amortises across every new user.

AI inference

Pay-per-use on a hosted model, tied to actual KlarioAI usage and capped per tier, so cost tracks revenue.

Open banking & KYC

Per-active-user fees to licensed partners for account linking and identity checks. Variable, and only on engaged users.

Money movement, passed through

Partner costs for each debit and payout are shown to the sender and paid with the transfer, so they never sit on our books. No float, settlement or transmission-licence overhead, the largest cost centre for most fintechs.

Detailed unit economics (cost per active user, gross margin by tier, blended CAC and payback) are in the data room.

FIVE-YEAR OUTLOOK

The model compounds on three levers.

We're pre-revenue and in beta, so we don't publish a fixed five-year P&L here. Instead, here's how the model grows. The board-reviewed projection, with the assumptions behind it, lives in the data room.

YEARS 1-2

Trust & reach

Grow the free base and prove retention. Revenue is early subscription; the priority is engaged, verified users and a low-cost growth loop.

YEARS 2-4

Monetise clarity

Convert to paid tiers and the SME business-versus-personal wedge. Subscription ARPU rises as automation and the human-advisor tier mature.

YEARS 4-5

Orchestration at scale

Transaction-linked revenue, already live through our licensed partner on every transfer, grows with volume and layers on top of subscriptions as users rely on Klario to move as well as understand their money.

Figures in any projection are illustrative and assumption-driven; Klario is pre-revenue. The full model is available under NDA in the data room.

TWO WAYS IN

FOR BANKS & FINANCIAL INSTITUTIONS

Bank & strategic investors

Partner with Klario to reach a verified, engaged, multi-banked audience, gain permissioned insight into real financial behaviour, and co-build features that drive deposits, retention and cross-sell.

- Distribution to financially active, KYC-verified users
- A financial intelligence layer that sits above accounts, not competing with your core
- Co-built savings, lending and deposit journeys
- Aggregated, consented insight into how customers actually manage money

FOR VCS, ANGELS & FUNDS

Financial & return investors

Back the team building the default money app for the largest market in Africa, at the moment open banking, KYC and AI have all finally arrived at once.

- Large, underpenetrated market with clear willingness to pay
- Recurring subscription revenue with partnership upside
- Asset-light model: licensed partners carry money-movement risk
- AI-native product with a widening data and guidance moat

THE RAISE

We're building the money app Nigeria actually needs.

Klario is in closed testing with real bank connections: testers link their own accounts, and payments run through our licensed partner. It is not yet in the app stores. We're speaking with strategic and financial investors who want in early. The investor brief covers our roadmap, model and the round; the data room has the detail.

Talk to the founders: invest@klario.finance

SOURCES

[1] NIBSS instant-payment data, full-year 2024 (reported by Nairametrics & Vanguard, Jan 2025).

[2] EFInA, Access to Financial Services in Nigeria (A2F) 2023 survey.

[3] McKinsey, "Fintech in Africa: The end of the beginning"; analyst forecasts to 2030.

[4] Company disclosures, compiled by Fintech News Africa, 2025-26.

[5] Published Nigerian subscription pricing (TechCabal, Techloy), 2026.

[6] Klario Beta Insights, two waves combined (n = 331), July 2026.

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