

Why Ubuntu BizBox

The Commerce OS for Africa — built here, for here.

This guide is for African business owners, agencies and partners evaluating a platform to bet their business on. We don't name competitors. We give you the checklist every African seller should run against any tool they're considering — and show you where Ubuntu BizBox stands.

What you'll find inside

- 1. Twelve things every African seller should demand
- 2. The four advantages that take two years to build
- 3. Why we say 'Commerce OS' — not 'website builder'
- 4. How to evaluate any platform in 10 minutes
- 5. Next step

1. Twelve things every African seller should demand

Take this list to any platform you're evaluating. Count the green ticks. If you can't tick at least 10, you're paying for software built somewhere else, for someone else.

What to look for	Ubuntu BizBox	Generic global builder
Accepts M-Pesa Till on day one	✓ Native — switched on with one tap	✗ Through a paid plugin, if at all
EFT screenshot uploads + auto-match	✓ Built in	✗ Manual reconciliation
Wave & Orange Money for West Africa	✓ Native (SN, CI, Mali, Burkina, Togo)	✗ Not supported
WhatsApp checkout — buyer never leaves the app	✓ Tap → confirm → order in CRM	✗ Send a link and hope
Languages live at launch	✓ 5 (EN, FR, SW, AR-RTL, ZU) at full parity	✗ English-only or auto-translate
Local-currency pricing with live FX	✓ ZAR, KES, NGN, XOF, MAD, USD	✗ USD or one local currency
Works on a R1,500 phone over 3G	✓ Offline-tolerant PWA, installable	✗ Heavy SPA that times out
Built-in CRM, broadcasts, automations	✓ Included in every plan	✗ Sold as separate apps with extra fees
Transparent pricing — no transaction fee	✓ Free forever plan that's actually free	✗ Transaction fee on every sale
Partner / agency rev-share program	✓ 25% → 35%, lifetime on subs	✗ Referral link, no real upside
From signup to live store	✓ Under 24 hours	✗ Weeks of setup + theme tweaking
Built by people who live here	✓ Joburg + Nairobi + Dakar offices	✗ Built far away for buyers far away

“Generic global builder” = software designed for credit-card buyers on fast fibre, far from where you trade. We're not naming names. You know the ones.

2. The four advantages that take two years to build

AFRICAN PAYMENTS, NATIVE

Every African rail, on day one — not as a phase 2.

M-Pesa Till. Paystack. Wave. Orange Money. CMI. EFT screenshots. Cash on delivery. Built directly into checkout, not bolted on through a marketplace plugin. Two years and relationships with telcos and banks in five countries went into this.

MULTI-COUNTRY AT LAUNCH

Five languages. Five currencies. Five markets. Live today.

English, Français, Kiswahili, Arabic (right-to-left), isiZulu — at full parity. ZAR, KES, NGN, XOF, MAD with live exchange rates. Per-market landing pages with the payment methods your buyers already use. The continent isn't one market and we don't pretend it is.

PARTNER NETWORK = DISTRIBUTION

A rev-share network that actually pays — 25% to 35%, lifetime.

Agencies, web designers, township ICT shops and freelance developers across the continent build on us and earn 25–35% on every store they sell, plus 10% lifetime on every monthly subscription. That's a sales force we don't have to fund — and a margin global builders can't match.

WHATSAPP-FIRST COMMERCE

Where your customer already shops — not where you wish they shopped.

African buyers DM you on WhatsApp. They don't fill out checkout forms on a desktop. So we built the checkout *into* WhatsApp: tap a product, confirm with one button, the order lands in your CRM. Recovery flows for abandoned carts. Broadcasts to your contact list. The way commerce actually works here.

3. Why we say ‘Commerce OS’ — not ‘website builder’

One ecosystem, five capabilities

Storefront. CRM. Payments. WhatsApp. Marketplace. All speaking the same data, all under one login. Not five tools you stitch together — one operating system.

Live in 24 hours

Pick a template, plug in your M-Pesa Till and Paystack, publish. Median signup-to-live: under 22 hours.

POPIA-aligned, RLS-enforced

PCI DSS Level 1 processors. SOC 2 Type II infrastructure. Public security and status pages. No marketing fog.

4. How to evaluate any platform in 10 minutes

1. Open their pricing page. Search for ‘transaction fee’. If you find one, walk away.
2. Search the site for ‘M-Pesa’, ‘Wave’ and ‘EFT’. Three results minimum — if zero, the rails aren’t native.
3. Check the language switcher. If it’s only English, your French-speaking customer just bounced.
4. Find the partner / reseller program. If commissions aren’t published, there isn’t one.
5. Time how long signup takes. More than 10 minutes is a red flag.
6. Open the checkout on a 3G connection. If it doesn’t load in 3 seconds, your buyer won’t wait.

5. Next step

Start free at ubuntubizbox.com. Live in 24 hours. Talk to a human in Joburg, Nairobi or Dakar any day of the week. If you’re an agency or developer, the partner program pays 25–35% on every store you sell — visit ubuntubizbox.com/partners.

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Income figures are estimates and depend on your marketing effort.