

The translation layer for **Africa's 3,000** languages

SemaSema is the first translation and language-learning platform built for African-to-African language pairs. We turn a continent of 1.4 billion people from linguistically fragmented into digitally connected.

[Request deck](#)[Try the product](#)**3,000+**

AFRICAN LANGUAGES

1.4B

PEOPLE ON THE CONTINENT

30+

LANGUAGES AT LAUNCH

\$0

COMPETITOR DOING THIS

🎯 Problem

Africa is the most linguistically diverse continent, yet translation tools treat it as an afterthought. Existing apps optimize for European and Asian languages, force every African phrase through English, and ignore pronunciation, tone, and cultural context. The result: 1.4 billion people lack a reliable way to communicate, learn, or do business across African languages.

- No African-to-African direct translation
- Businesses localize poorly or not at all
- Diaspora heritage learners are underserved
- Voice and tonal languages break generic TTS

⚡ Solution

SemaSema translates directly between African languages, with native-level phrasing, English-friendly pronunciation, and cultural notes that dictionaries skip.

Translation-first

Instant, accurate African-to-African pairs

Pronunciation

Phonetic respelling, not intimidating IPA

Cultural context

Register, dialect, and nuance in every result

Stickiness

Streaks, phrasebook, and account sync

Market opportunity

TAM

\$42B

Global language services & ed-tech addressable by AI translation

SAM

\$6B

African language learning, localization, and diaspora heritage spend

SOM

\$400M

Initial beachhead: Nigeria, Kenya, Ghana, Ethiopia diaspora + B2B API

Competitive advantage

- **Native-speaker quality**
Our AI prompt is tuned for idiomatic African phrasing, not literal word swaps.
- **African ↔ African**
Direct pairs like Yoruba to Swahili, no forced English detour.
- **Cultural fluency**
Every translation includes register, dialect, and etiquette notes.
- **Friendly brand**
Approachable mascot and UX designed for the diaspora and casual learner.

Business model



Freemium consumer

Free daily translations; Pro unlocks unlimited translations, offline packs, and voice practice.



B2B translation API

Embed SemaSema into fintech, logistics, health, and government apps serving African languages.



Enterprise localization

Managed translation and voice datasets for companies entering African markets.

Product & traction

SemaSema is live with a translation engine covering 30+ African languages plus English, French, Portuguese, and Arabic. Users get instant translations, pronunciation guides, cultural notes, streaks, and a synced phrasebook.



30+ languages at launch



AI-native translation pipeline



Google & email auth with cloud sync



Streaks + phrasebook retention loops



Mobile-first responsive UX



Printable investor one-pager (this page)

What early users are saying

"Finally, a translator that doesn't force me through English to speak my own language to my family."

— Early beta tester, Nigerian diaspora

The ask

We are raising a **\$500K seed** to expand to 100+ languages, ship voice input and pronunciation coaching, and launch our B2B translation API. Join us in connecting the next billion African language speakers.



Request the full deck

Try SemaSema

