



TITA DYNAMICS LIMITED

Strategic transformation. Disciplined implementation.

Helping organizations strengthen their foundations,
pursue growth and prepare for the future.

CORPORATE & CONSULTANCY PROFILE

SEPTEMBER 2026

TITA DYNAMICS LIMITED

01

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A clear path from understanding TDL to choosing how we work together.

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Who We Are

TITA Dynamics Limited (TDL) is the strategic transformation and implementation consultancy within the wider TITA ecosystem.

We help businesses and institutions assess performance, define priorities and develop programmes that strengthen operations, enable growth and improve readiness for change. Our involvement can extend from focused advice to sustained implementation support.

Experience gained through building technology products, developing institutional relationships and coordinating businesses shapes how we work. We connect recommendations to ownership, resources and the realities of delivery.



Strategy



Transformation



Technology



Growth



Implementation



Our mission

To help organizations translate ambition into measurable transformation through strategy, technology and disciplined implementation.

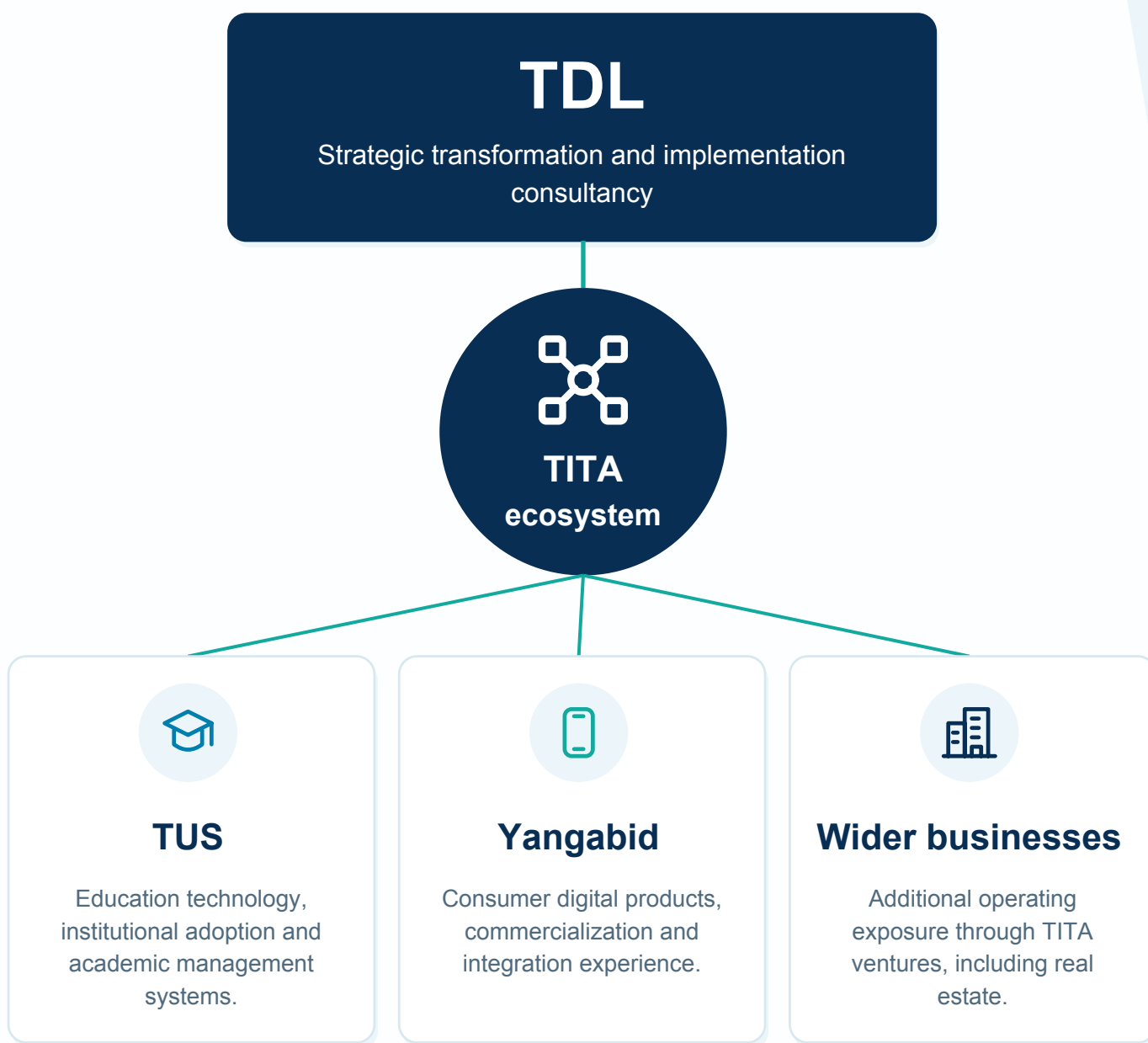


Our vision

To be a trusted transformation partner for organizations building stronger systems and sustainable growth.

Operating experience that informs our advice

TDL brings a consultancy focus to the wider ecosystem's business-building and technology experience.



The examples in this profile distinguish ecosystem business-building experience from TDL's external consultancy engagements. They do not imply that every venture is an independent consulting client.

The Expertise Behind TDL

A multidisciplinary network assembled around the requirements of each engagement.



Strategic & executive advisory

Senior strategic advisers in corporate strategy, governance, institutional development and stakeholder engagement.



Business transformation

Professionals in organizational restructuring, process improvement, operational performance and business development.



Technology & digital

Experts in software, digital strategy, data analytics, automation, systems integration and AI opportunities.



Programme delivery

Professionals who structure workstreams, coordinate teams and manage complex transformation programmes.



Market expansion & partnerships

Expertise in market entry, international business development and institutional and commercial partnerships.



Sector specialists

Relevant technical, security, financial, legal and industry expertise brought into the scope where required.

What We Do

The challenges we help organizations address

Our services address the gaps between an organization's ambition and its ability to execute.



Unclear direction



Corporate strategy, priorities and an actionable roadmap.



Inconsistent operations



Structures, standard operating procedures and accountable ownership.



Growth constraints



Market insight, commercial strategy and partnership development.



Disconnected technology



Business requirements, integration planning and adoption support.



Plans that stall



Implementation workstreams, programme coordination and performance reviews.



Skills & capability gaps



Training on specific subject matters and organizational skill gaps.

Our Areas of Expertise

Specifically, our areas of specialty include:



Corporate & growth strategy

Define strategic choices, prioritize opportunities and align management around a clear direction.

01

Strategic plans and decision roadmaps



Business transformation

Review structures, governance and ways of working to support the organization's next stage.

02

Operating models and transformation plans



Process & performance improvement

Examine workflows, service consistency, accountability and reporting.

03

Process maps, SOPs and performance measures



Market research & expansion

Evaluate feasibility, market entry, positioning and strategic partnerships.

04

Market assessments and expansion plans



Training & capability development

Targeted training on specific subject matters and organizational skill gaps, with practical learning tailored to the client's needs.

05

Our Areas of Expertise

Technology, products and programme delivery



06



Digital transformation

Connect technology investment to operational requirements and adoption.

Digital roadmaps and prioritized use cases

07



Technology strategy & implementation

Define requirements and coordinate specialist teams, vendors and systems integration.

Requirements, delivery plans and rollout support

08



Product development & commercialization

Shape product propositions, localization, partnerships and routes to market.

Product roadmaps and commercialization plans

09



Project & programme management

Organize delivery across workstreams, dependencies, milestones and management decisions.

Programme plans and progress reporting

How these services connect: technology roadmaps, p. 9



Technology roadmaps in practice

How the services on page 8 connect to business objectives

The four services work together to define what the business needs, what should be built and how delivery will be managed.

06

Digital transformation

Match technology investment to operational needs, customer experience and commercial goals.

Prioritized use cases, a digital roadmap and adoption priorities.

07

Technology strategy & implementation

Define platforms, systems integration, automation and data requirements around those priorities.

System requirements, integration plans and rollout support.

08

Product development & commercialization

Shape digital products for target users, market needs, localization and commercial partnerships.

A product roadmap and commercialization plan.

09

Project & programme management

Coordinate specialists, vendors, dependencies and rollout; track delivery and adoption.

A programme plan, milestones and progress reporting.

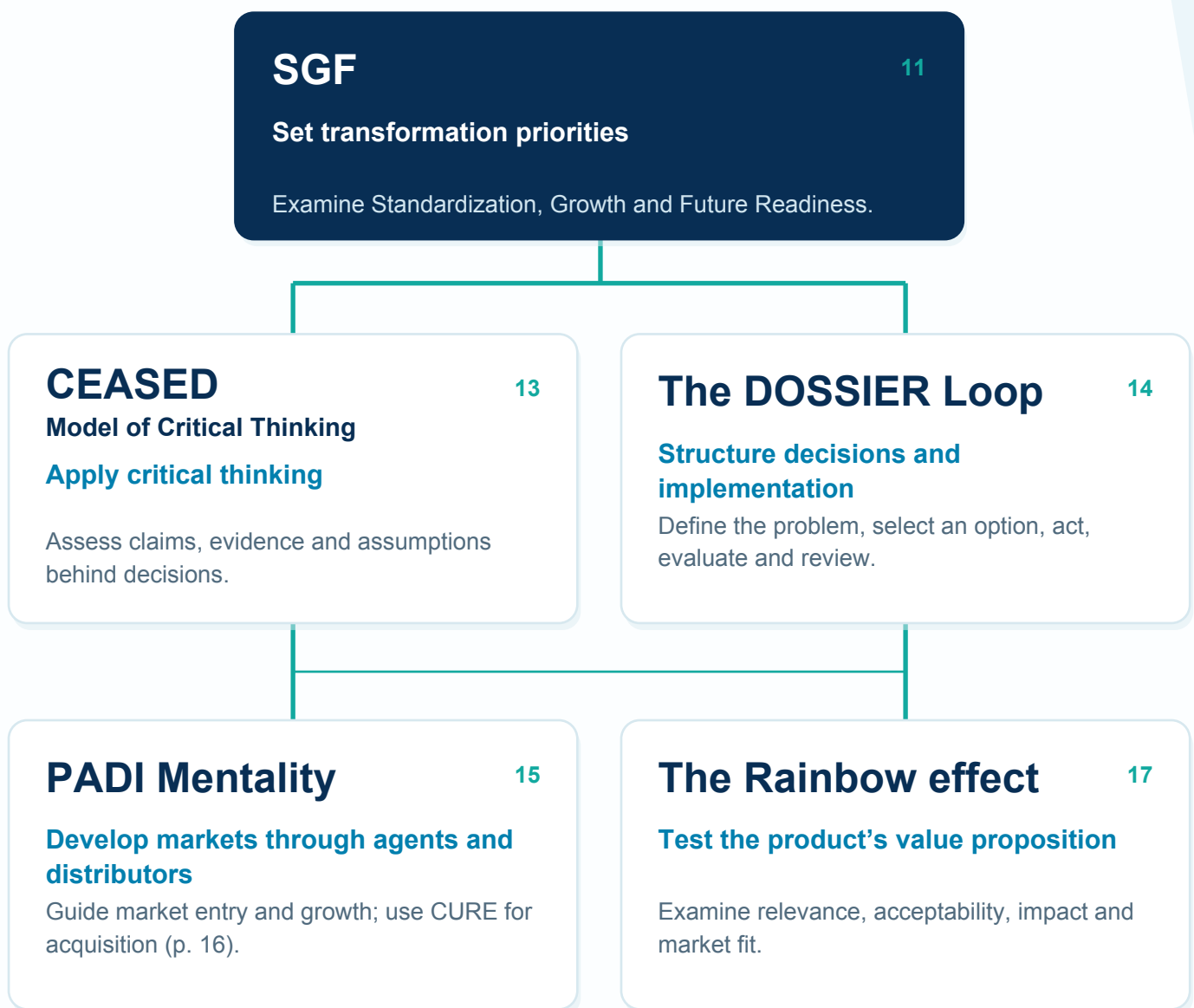
TECHNOLOGY CAPABILITY

Web and mobile systems; enterprise platforms; payments and telecommunications integration; workflow automation; analytics, dashboards and AI opportunity assessment.

How We Work

We use a connected approach to transformation.

TDL's models connect transformation priorities, critical thinking, strategic choices and market development.



Each model serves a distinct purpose. We apply them together as the assignment requires, from defining the transformation agenda to making decisions, implementing plans and developing markets.

The TDL SGF Framework

Standardization. Growth. Future Readiness.

Three connected dimensions for examining an organization and shaping its transformation priorities.



The framework adapts to each organization. Priorities may run in parallel, with stronger operating foundations supporting both growth and future investment.

A framework with tangible outputs

S

Standardization

ASSESSMENT FOCUS

Review governance, structure, roles, workflows, reporting and service standards.

ILLUSTRATIVE DELIVERABLES

Operating model; process maps; SOPs; accountability and performance measures.

G

Growth

ASSESSMENT FOCUS

Assess customers, competitive position, revenue opportunities, products and market entry options.

ILLUSTRATIVE DELIVERABLES

Growth priorities; market-entry plan; partnership pipeline; commercial roadmap.

F

Future Readiness

ASSESSMENT FOCUS

Examine technology, data, automation opportunities, skills and business-model resilience.

ILLUSTRATIVE DELIVERABLES

Digital roadmap; technology requirements; capability plan; innovation priorities.

CEASED

Model of Critical Thinking

A disciplined way to examine claims, test assumptions and assess the quality of a recommendation.

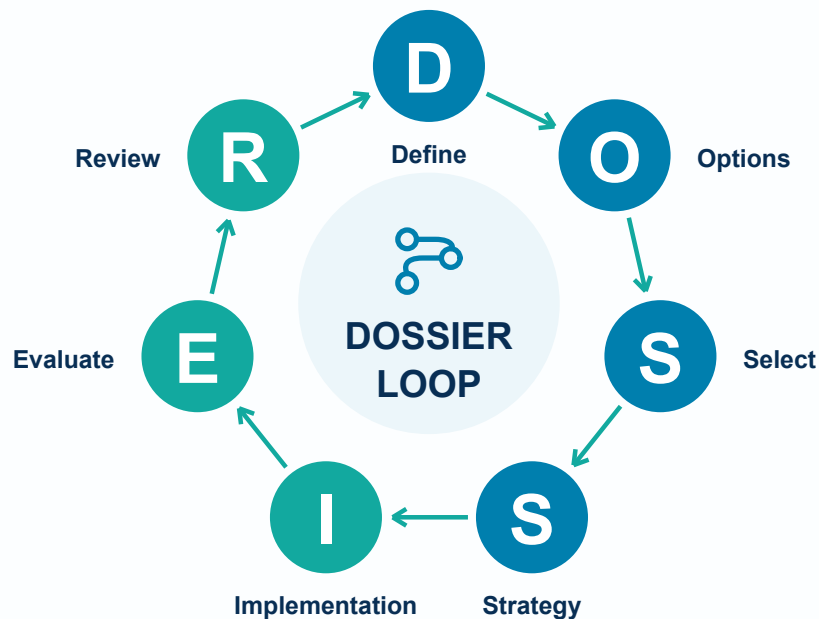


ROLE IN TDL ENGAGEMENTS

The CEASED Model of Critical Thinking strengthens the reasoning behind assessments, business cases and strategic recommendations. It complements the DOSSIER Loop by testing the evidence and assumptions that inform choices.

The DOSSIER Loop

A structured problem-solving method that makes definition, choice and continuous learning central to delivery.



Define

Understand the problem and its underlying causes.

Options

Develop alternative courses of action.

Select

Select the best option using desirable variables aligned with the objectives.

Strategy

Align objectives, resources and the approach around the chosen option or plan.

Implementation

Put the chosen strategy into practice.

Evaluate

Assess progress against desired conditions.

Review

Use feedback to refine the strategy.

Review feeds learning back into how the problem is defined and addressed.

FROM DECISION TO IMPLEMENTATION

SGF sets the priorities and the CEASED Model of Critical Thinking tests the reasoning. The DOSSIER Loop connects the chosen option to a resourced plan, implementation, evaluation and review, with learning fed back into the next decision.

PADI Mentality

Market penetration through agents and distributors

A structured approach to entering markets, building relationships and sustaining a commercial presence.

P

Penetrate

Identify priority sectors and locations. Use market intelligence to understand customer needs and establish dialogue with local partners, agents and distributors.

A

Acquire

CURE TEMPLATE / 16

Use the CURE Template to assess agents, distributors and hires. Build qualified relationships and secure initial business through relevant propositions, partnerships and a clear route to market.

D

Dominate

Build a strong position in selected markets through consistent engagement, reliable delivery, agent and distributor support, and repeat business.

I

Identify & Sustain

Identify opportunities to deepen and sustain the market presence. Establish a hierarchy for agents' rewards, recognition and appointments, supported by regional hubs and supervisors, for example.

COMMERCIAL DISCIPLINE

Track agent and distributor activity, qualified opportunities, sales, repeat business and referrals. Use market intelligence and feedback to improve the offer and support the network.

The CURE Template

PADI Mentality | The Acquire stage

A structured assessment for selecting agents, distributors and hires. CURE examines commitment, understanding, readiness and the ability to sustain performance.



QUALITY	VARIABLES TO CONSIDER	SCORE
C Commitment	• Passion for the product and alignment with its purpose. • Time commitment, initiative and reliable follow-through. • Integrity, loyalty to agreed commitments and professional conduct.	 / 10
U Understanding of the product	• Product features, customer needs and value proposition. • Business model, operating processes and standards. • Relevant networks and sales and marketing knowledge.	 / 10
R Responsibility & Readiness	• Clear understanding and acceptance of duties and obligations. • Available time, tools and resources required for the role. • Accountability for targets, reporting and customer service.	 / 10
E Experience & Endurance	• Relevant market experience and evidence of past delivery. • Resilience, persistence and recovery from setbacks. • Adaptability, willingness to learn and sustained effort.	 / 10

CONSISTENT SCORING, SUPPORTED BY EVIDENCE

TOTAL / 40

Score each variable from 1 to 10. Average the three variable scores for each quality; add the four quality scores for a total out of 40. Each quality carries equal weight.

1-3 Limited evidence

4-6 Developing

7-8 Strong

9-10 Outstanding

Use structured interviews, product demonstrations, references and delivery examples. Agree role requirements before assessment; record evidence, gaps and onboarding actions alongside the scores.

The Rainbow Effect

Testing your product's value proposition

Seven connected considerations test the product, its commercial potential and its fit with the market.

R	Relevance Does the product fill a real gap? Assess relevance from both the producer's perspective and the customer's point of view.
A	Acceptability Assess corporate governance, due diligence, compliance and relevant certifications that support confidence in the product and business.
I	Impact Test revenue-generating capacity, the soundness of the business model and the ability to convert demand into sustainable sales.
N	Network Assess reach among relevant stakeholders, the quality of relationships, and how engagement and feedback are managed.
B	Bold Define what makes the product unique and distinctive, with a clear proposition and a confident market presence.
O	Offerings Consider product lines for different customer groups, a suitable range of offers and the capacity to offer discounts.
W	Witnesses / testimonies Use evidence, approved customer testimonials and referrals to demonstrate value and build confidence.

The mix works together. PADI Mentality structures market penetration; the Rainbow effect tests the proposition. Communication can combine digital content, expert commentary, briefings, industry programmes, market visits, referrals and partnerships.

Our Clients:

A proven track record of measurable transformation

TUS: building an education technology ecosystem



TITA UNIVERSAL SERVICES LTD

Academic scheduling and administration technology, developed through institutional adoption, product refinement and partnership experience.



66,244

STUDENTS REPORTED



2,976

LECTURERS REPORTED



What TUS demonstrates

Building a product around a real operational problem, securing institutional adoption and developing partnerships across markets.



Experience relevant to TDL

Product strategy, technology delivery, stakeholder coordination and market expansion informed by operating experience.

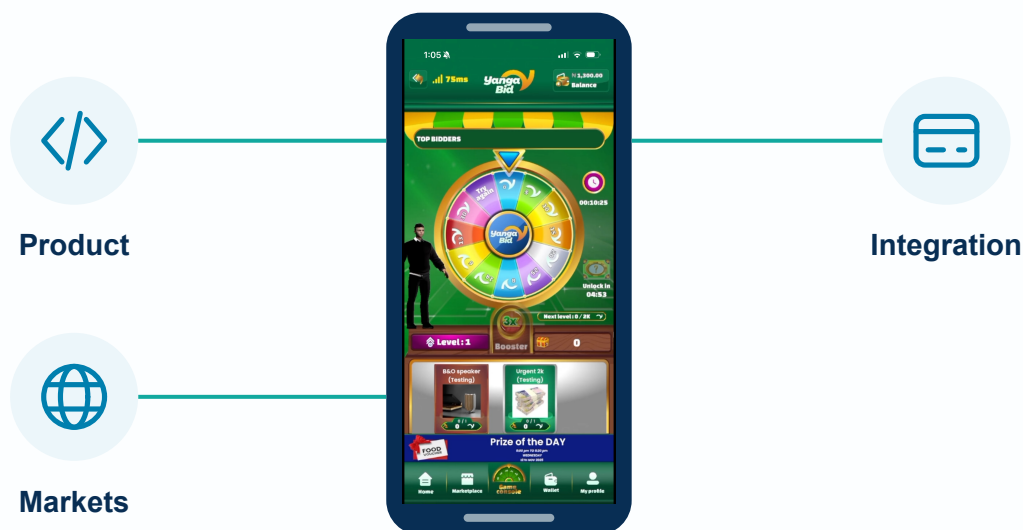
Source: TUS Institutional Tracking Report, 12 August 2026. Headline totals differ from the active-institution subset and do not measure daily active use.

Yangabid

Digital product commercialization

CONSUMER TECHNOLOGY

Experience developing a digital bidding and consumer engagement platform, coordinating technology delivery and preparing for market localization.



01 Product & delivery

Product requirements, user experience, international development-team coordination and ongoing product iteration.

02 Commercial integration

Payment infrastructure and telecommunications-related integration work, including work involving MTN Nigeria.

03 Multi-country capability

Country-specific administration, currencies, branding and operational configuration with centralized oversight.

Capability demonstrated: connecting product strategy to technical delivery, partners and commercial requirements. Multi-country architecture represents capability, not confirmed launches in every market.

Rockshield

Enterprise transformation planning

SELECTED STRATEGIC ENGAGEMENT

Rockshield Asset Protection Company Limited



Strategic work supporting the proposed standardization, growth and future positioning of an established security and asset-protection organization.



Work undertaken to date

Organizational research and strategic assessment, followed by an enterprise transformation blueprint and proposed implementation framework.



Programme design

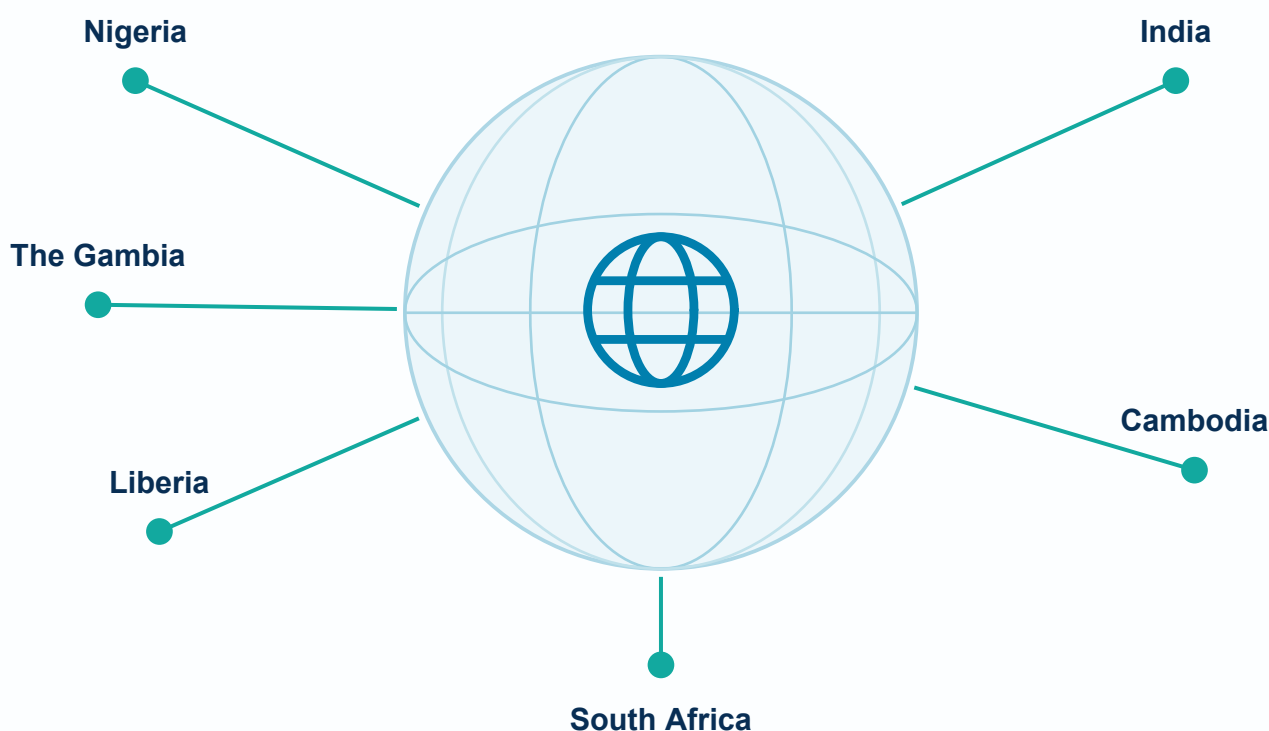
Workstreams, proposed deliverables and a structured roadmap addressing operations, capability, business development and technology.

ENGAGEMENT STATUS

Selected strategic engagement. Implementation scope and commercial arrangements remain subject to agreement. This profile makes no claim of completed implementation or achieved transformation outcomes.

Cross-border experience and partnerships

Experience through the wider TITA ecosystem spans institutional, technology and business-development engagements.



AFRICA

Nigeria

Business building and institutional technology experience.

The Gambia & Liberia

Education-sector market and institutional engagements.

South Africa

Education technology partnership development.

ASIA

Cambodia & India

International business and technology-development coordination experience, as described in the company narrative.

Footprint denotes experience and engagements. It does not represent a network of offices or confirmed live deployments in every country.

Why Organizations Work with TDL

Experience, accountability and measurable progress

Our consultancy approach combines experience from building businesses with structured strategy, technology capability and implementation support. The SGF framework connects operating foundations to growth and future investment.



Experience



Strategy



Technology



Implementation

HOW IMPACT IS MANAGED



Baseline

Establish the starting position and available evidence.



Ownership

Agree indicators, targets and accountable workstream leads.



Review

Track milestones, surface issues and adjust delivery.



Sustain

Support handover, capability building and continued improvement.

MEASURES TAILORED TO THE ENGAGEMENT

Examples include process turnaround time, adoption, service consistency, revenue pipeline and delivery milestones. Targets and outcomes are agreed and measured per assignment.

Our Engagement Models

Support matched to the scale of the assignment



Strategic advisory

For a defined business question, strategic decision or executive advisory need.

Assessment, recommendations and an actionable roadmap.



Transformation engagement

For organizations planning substantial operational or organizational change.

Transformation blueprint, prioritized workstreams and an implementation programme.



Implementation partnership

For organizations seeking sustained support alongside management.

Delivery coordination, progress reviews and refinement over an agreed period.

Assignments may be focused projects, phased programmes or continuing partnerships. Scope, deliverables, governance and resourcing are agreed before delivery begins.



TITA DYNAMICS LIMITED

Your next stage of transformation

Engage TDL to assess your priorities, shape a transformation programme or support implementation alongside your team.

START THE CONVERSATION



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Standardization. Growth. Future Readiness.