CAMBRIDGE | Enterprise

Asqia Strategic Intelligence

Combining human and machine intelligence to provide strategic advice to decision-makers who include investors and policy makers on opportunities to contribute to Africa's transformation.

Africa's transformation is at a turning point. Many countries have embraced bold policies to accelerate growth, but domestic and geopolitical risks can undermine progress. Decision-makers often lack the reliable data and insights needed to navigate these challenges.

Asqia Strategic Intelligence bridges this gap by combining advanced AI with world-class research and policy expertise. Our digital platform uncovers key trends and emerging opportunities, equipping governments, investors, and organizations to make well-informed decisions. Through our strategic guidance, stakeholders can confidently invest in Africa's transformation and unlock the continent's full potential.

Technology overview

Asqia Strategic Intelligence's platform harnesses generative AI to identify and map trends shaping the continent, both near-term and long-term. At its core is a novel algorithm that combines cutting-edge risk and opportunity research with expert insights, ensuring a context-specific approach that existing, more generic platforms lack. This blend of AI and deep regional knowledge delivers timely, actionable intelligence that empowers decision-makers to navigate Africa's dynamic landscape with confidence.

Features & competitive advantages

- Novel algorithm on strategic risk and opportunities
- Combines human and machine intelligence
- Digital platform that displays key trends and insights
- Affordable due to its customisable subscription model
- Designed for the African context with expert advice

Applications

Our platform is built for decision-makers committed to driving Africa's transformation. It delivers tailored insights for foreign investors, national governments, regional institutions, and even small-scale local investors. With a flexible subscription model, users can customise the geographic focus and depth of the insights they receive, ensuring every decision is backed by data-driven intelligence.

Opportunity

Our innovative algorithm is a powerful asset for collaboration. It can be licensed to established consultancies and major data analytics companies, equipping them with Africa-focused, AI-driven insights. This partnership expands service offerings and taps into the continent's dynamic transformation.

Founders

Dr Kennedy Mbeva (PhD) is a Research Associate at the Centre for the Study of Existential Risk, University of Cambridge, focusing on international cooperation to mitigate extreme risks like advanced AI and climate change in fragile states.

Dr Reuben Makomere (PhD) is a University Associate at the University of

Tasmania, Australia, researching how international law can help design effective institutions to address these risks.

Both bring extensive research, policy, and diplomatic experience from Africa and the global multilateral arena.