

Location-based discovery app Ajo launched in Nigeria

 By Tom Jackson

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Nigerian startup Ajo has launched its location-based discovery app, which utilises an in-built GPS system to detect a user's location and allow them to find points of interest and services within their proximity.



Lagos, Nigeria. Image by 123RF

The goal of [Ajo](#) is to improve the tourism and hospitality space in Africa, with users having the ability to search and review places, upload pictures, and recommend new places and points of interests to other users.

“As a tourist, you can also use the app to plan an upcoming trip by setting the location to your desired city and country, and places will be recommended and displayed for you,” founder and chief executive officer (CEO) Sulaimon Ajibode told Disrupt Africa.

The Ajo app also includes a discover page that automatically identifies places around a user, as well as a recommendation page that displays editors' picks and user recommendations. Places include restaurants, tourist attractions, hotels, lounges, and places of worship, and users have the ability to personalise display results.

It has initially been launched in Nigeria, but Ajibode said the plan was to expand to other African countries over time. It is free for businesses to be listed on the app, though they do have the option to pay for premium placement. Ajo will also generate revenues through advertising sales and organising personalised travel activities.

“We want to change how business owners and establishment think about customers and the satisfaction of the customer,” Ajibode said. “Also, people, including locals, foreign travelers, and Africans in diaspora, have immense interest in exploring Africa, but do not know where to visit.”

Ajo is Ajibode’s answer to these issues. The self-funded startup is looking to raise funding for expansion, and has received “encouraging” feedback from testers and early adopters.

ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent’s most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem

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