fweta

PARTNER OVERVIEW

Turning African influence into income.

For brands and businesses across Namibia

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Fweta Trading Enterprises CC
Reg. CC/2026/10254

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Prices in Namibian dollars, excluding VAT · October 2026

All prices in this document are in Namibian dollars and exclude VAT.

A note from the founder

Dear partner,

I started Fweta because I kept watching good Namibian businesses spend money on marketing they could not measure, while creators with real audiences struggled to earn from the very brands that needed them. Each side had something the other wanted. Nobody had built the bridge properly.

So we are building it here in Windhoek, with local payments and local people in mind. You might want to sell more this month. You might want the right crowd to notice you. You might want your name to be talked about again. All of that is possible on Fweta, and you will always know where your money went.

This document explains how it works, with examples. If anything is unclear, call or message me.

Joel Tiago
Founder and Managing Director, Fweta

At a glance

What it is	A Namibian platform where businesses pay creators and influencers to promote what they sell. Creators are paid once the work is approved.
Three kinds of voices	Creators, called clippers in the app (affordable, local, trusted); influencers (bigger reach, set their own rates); and celebrities, meaning well-known musicians, entertainers and public figures (privately negotiated).
Three ways to pay	For views, per lead, or per sale. Referral links and codes are coming soon.
Two ways to work with us	Run a Marketplace campaign yourself, or hand it to us as a Managed Campaign.
You stay in control	Your budget is capped upfront, and nothing goes live until you approve it.

What Fweta is, in plain words

Businesses open a campaign and say what they sell, who they want to reach and what they can spend. Creators (called clippers in the app) post on YouTube, TikTok, Instagram, Facebook and X the way they already do. Fweta handles the matching, the approval, the tracking and the payout, so you are never left chasing screenshots or wondering whether the money did anything.

Your budget is capped before the campaign starts, so spending can never run past what you funded. Nothing goes live until you have approved who represents your brand. Every sponsored post is clearly labelled as a paid partnership.

Three kinds of voices

People often say influencer when they mean very different things. On Fweta we separate them, because the right choice depends on what you want and what you want to spend.

Creators. Everyday creators, called clippers in the app, with real, engaged audiences, many of them local and focused on one subject such as food, fashion, fitness, tech, parenting or student life. They are the most affordable voice on the platform, paid at the rate each campaign sets (by the business or by Fweta), and very good at making a product feel like a recommendation from a friend. Choose creators for steady reach, for testing an idea cheaply, or when you want local people to buy.

Influencers. Creators with a bigger following and a proven record. They charge more because they bring more reach and more trust. Influencers set their own rates and fees on their Fweta profile, so you can see what someone charges before you start a conversation. Choose influencers for launches, big moments, and any campaign where one strong voice has to carry the message.

Celebrities. Musicians, entertainers and public figures whose names have meant something in Namibia for years. They are brands in their own right. Their rates are never shown publicly and the conversation stays private. Deals are agreed directly with us, per campaign, and we will tell you honestly whether an idea can work for your budget. Choose a celebrity when you want weight, credibility, and a whole market paying attention.

> **A NOTE ON AVAILABILITY**
> Availability depends on each person's existing contracts and whether they wish to associate with your brand. We will tell you early and honestly whether a name is possible.

What are you really after?

Brands come to us wanting one of three things, and most want all three. Some want to **sell**: customers this week, and proof of who brought them. Some want to **be seen**: a good product that too few people know about. Some want to **be known**: a name that carries weight and gets talked about.

If you want to	Start with	How you usually pay
Sell this month	Creators and influencers	Pay per sale, or referral links
Fill an event or a venue	Influencers plus local creators	Pay per lead, or referral links
Book test drives and showroom visits	Creators who review, plus an influencer for the reveal	Pay per lead, or referral links
Get noticed by the right people	Creators across several platforms	Pay for views
Build trust over time	Creators who explain and review	Pay for views, or a Managed Campaign
Make your name matter	A celebrity, with creators around them	A private deal, quoted per campaign
Hand the whole thing over	Managed Campaigns	Quoted per campaign

How you pay

Pay for views. You set the rate. Views are priced per 1,000 views, per platform, per video, and the rate is yours to choose. N$18 per 1,000 is only a sample to show how the maths works. Your rate can be lower, higher, or N$50 or more, depending on what you want from the campaign. The rate is the main lever you control: the higher it is, the stronger the creators and influencers it attracts, and the faster your campaign moves. A lower rate keeps the cost down, but fewer creators may take it up and it may run more slowly. It is simple and fast, and it suits brands that want reach.

Views on one platform	Sample cost at N$18 per 1,000
1,000	N$18
5,000	N$90
10,000	N$180
50,000	N$900
100,000	N$1,800

The same video is counted on each platform. If one video gets 1,000 views on YouTube, 1,000 on Instagram and 1,000 on TikTok, that is 3,000 views for about N$54 at the N$18 sample rate, or N$150 at N$50 per 1,000.

How the rate you choose changes the campaign. These rates are examples, not fixed prices. The cost of 100,000 views on one platform shows how your choice scales.

Rate per 1,000 views	Cost of 100,000 views	What to expect
N$10	N$1,000	Lowest cost. Fewer creators may take it up, and it may run more slowly.
N$18	N$1,800	A sample starting point, good for testing an idea.
N$30	N$3,000	Draws stronger creators and moves faster.
N$50	N$5,000	Strongest pull on quality creators, and the fastest start.

Not sure which rate fits? Tell us your goal and your budget, and we will suggest one.

> **WHO THIS RATE APPLIES TO**
> The rate you set is what creators (clippers) are paid on your campaign. Influencers are different: they set their own rates and fees on their Fweta profile, so you can see what they charge before you start a conversation.

Pay per lead. You pay when someone shows real interest, such as sending a message or leaving their details. A view is attention. A lead is a person who put their hand up. The action that counts is agreed with you before the campaign starts.

Pay per sale. You pay when a viewer actually buys, or does whatever action you decided counts. If you care about results more than reach, this is the safest way to spend.

Referral links and codes (coming soon). Every creator and influencer gets their own referral link or code. When someone uses it and becomes your customer, that is a referral. A referral is worth far more than a view, so it pays the creator more, and you decide the reward. You can see which creator brought which customer, so you stop guessing and start repeating what works.

Payment is always upfront. You fund your campaign before it starts, and Fweta holds and manages the funds for you. Creators are paid only after you have approved their work. Any budget a campaign does not use carries over to your next campaign.

Managed Campaigns

If you are not very active on social media, or simply want it done well, we plan, source, negotiate and manage the whole campaign. You approve the result. Managed Campaigns start from our Starter package at about N$36,800, and you can also build your own package from the pieces, quoted per campaign. A six-week fast-track version of the Starter or Standard package adds about 15 percent.

A Managed Campaign has three parts. **Featured creators and influencers** are paid a fair fixed fee, so quality is reliable. **A wave of creators** is paid on views from a capped budget, so you only pay for spread that actually happens. **Newspaper and national TV pitching** is part of our packages. We pitch the story, but we cannot guarantee that any outlet will run it.

Here is how the packages usually look:

	Starter	Standard	Full
Length	8 weeks	12 weeks	12 to 24 weeks
Approximate price	N$36,800	N$81,000	From N$137,800
Celebrities	None	1	2
Influencers	1	2	3
Featured creators	6	8	12
Wave budget (creators)	N$3,000 (about 10)	N$5,000 (about 20)	N$15,000 (about 55)
Rough view target	300,000 to 600,000	700,000 to 1.2 million	1 to 2 million

Package prices are indicative and include our management. The price of any package with a celebrity depends on that person’s rate, which is agreed privately. View targets are estimates, never guarantees.

What this looks like in real life

These examples show how brands like yours could use Fweta. The maths uses a sample rate of N$18 per 1,000 views. You set your own rate: a higher one costs more, attracts stronger creators and moves faster. Views are never guaranteed, and results always depend on the content and the audience. Use them to understand how the pricing behaves, not as a promise of results.

The restaurant that wants full tables on Friday nights

A restaurant in Windhoek picks five food creators and asks each to show a Friday special on Instagram and TikTok. If every video reaches 5,000 views on both platforms, that is 50,000 views, which costs about N$900. To find out who really fills seats, she gives each creator a different free dessert to mention. By Monday she knows whose followers walked through the door, and who to book again.

The dealership that wants more test drives booked

A car dealership launches a new SUV. Almost everyone watches a video review before walking into a showroom. It asks one well-known influencer for the reveal, then brings in eight smaller car creators for walkaround videos and honest reviews on YouTube and TikTok. If each of those eight videos reaches 10,000 views on both platforms, that is 160,000 views, about N$2,880. The influencer reveal is priced separately, at about N$20,000 for three to four pieces of content. Paying per lead means the dealership pays when someone books a test drive or asks for a quote. If the model is a premium one, a celebrity can front the launch through a private conversation with us. The same approach works for many other motor-trade businesses.

The boutique that needs orders, not applause

A small fashion shop sells through Instagram and WhatsApp and needs orders. It runs pay per sale. A creator styles three outfits and shares her referral link. The boutique pays nothing for the posts themselves, only when someone buys. If the average order is N$450 and each sale is worth N$60 to the creator, the owner pays about 13 percent to win a customer she did not have to chase. (This example needs referral links, which are coming soon.)

The promoter with six weeks and slow ticket sales

One well-known influencer announces the event, and smaller creators from different towns share their plans for the night. Each carries their own referral link, so the promoter sees which voices actually sold tickets and knows who to call first next time. (Referral links are coming soon.)

The bank that wants trust more than clicks

A financial services company wants young adults to understand a savings product without feeling sold to. Five creators explain it in their own words. Nobody expects a rush of sign-ups by Friday. The aim is that a year from now, when someone needs a savings account, this is the name they trust. A hundred thousand views across all of it costs about N$1,800 in view payments.

The lodge with beautiful rooms and not enough guests

A lodge outside Windhoek is stunning and half empty in the quiet months. A travel creator spends a weekend there, posting every few hours, while another makes a full video review. The lodge runs this as a Managed Campaign. We find the right creators, agree the deal and keep the schedule, and the lodge approves the content before it goes up.

The famous brand that wants to feel young again

A well-known Namibian company has been around for decades, and younger customers think it belongs to their parents. It brings in a celebrity from music or entertainment, negotiated privately, and surrounds that person with creators who make the message feel normal on everyday feeds. The big name gives the campaign weight. The creators give it reach and repetition.

The new business with a small budget

A new skincare brand has N$900 and no idea what works. That buys about 50,000 views, so the founder tests three small creators and lets the results talk. Her budget is capped upfront, so it cannot run over. After a week she can see whose audience cared, and the next budget goes there.

The health organisation that needs young people to listen

The message lands differently when it comes from someone young people already follow. The organisation brings in 20 creators, each posting on two platforms. If every video reaches 10,000 views, that is 400,000 views for about N$7,200, spoken in many different voices instead of one.

An honest note on reach

> We count views, not people. Namibia has about 3 million people and a smaller number of social media users, so the same people will see a campaign more than once, and many customers are not on social media at all. That is why Managed Campaigns can include newspaper and national TV pitching alongside creators.

How a campaign runs

The same six steps every time, whether you do it yourself or have us manage it.

1. **You open a campaign.** Tell us what you sell, who you want to reach and what you can spend.
2. **Creators are matched.** Creators who fit your brief apply, or we propose people directly.
3. **You approve.** You choose exactly who represents your brand, and approve every post, before anything goes live.
4. **The campaign runs and we track it.** Views, leads, sales or referrals are measured against the terms you set.
5. **Creators are paid once the work is confirmed.** You never pay for work that was rejected or cancelled.
6. **The content stays visible.** Approved content joins Fweta's public directory, so it keeps working for you after the campaign ends.

On Managed Campaigns we also review the numbers with you at the end of every month and agree the next steps together.

What you receive at the end. A campaign report showing views per platform, the posts that were approved, and results by creator, plus leads, sales or referrals where those were part of your campaign.

Questions brands ask us

Can I choose who speaks for my brand?
Yes. Nothing goes live until you approve the creator. On a Managed Campaign we bring you a shortlist and you make the call.

What if the content is not what I asked for?
Every piece is checked against your brief before any payout happens. If it misses the brief it can be rejected, and rejected work is not paid for.

How do I know the engagement is real?
Every submission is checked against real signals, such as engagement quality and account history, before a creator is paid, not just follower counts.

How is my money handled?
You fund your campaign upfront and Fweta holds and manages the funds. Your budget is capped before the campaign starts, so it cannot run over. Creators are paid only for work you have approved.

What happens to budget I don't use?
Any funded budget that a campaign does not use carries over to your next campaign.

Can I reuse the content in my own adverts?
It depends on each creator's or influencer's own policy. Tell us what you have in mind and we will confirm what is possible before the campaign starts.

How small can I start?
On the Marketplace, as small as you are comfortable with. Many brands begin with a few creators and a budget they can afford to learn from.

I am not very active on social media. Can you handle everything?
Yes. That is exactly what Managed Campaigns are for.

Can I work with someone really famous?
It is possible. Celebrities are agreed privately and directly with us. Availability depends on their existing contracts and whether they wish to associate with your brand. Tell us what you have in mind and we will say honestly whether it can work for your budget.

What do referral rewards look like?
Fixed fees pay for the content. Referral rewards are an extra layer on top, paid only when a referred person completes the action you defined, such as buying a ticket. The reward and a total cap are agreed upfront.

How do I pay?
PayToday online during our Windhoek pilot, plus EFT, bank deposit, mobile wallets and MTC Maris. Prices exclude VAT.

Who is behind this

Joel Tiago founded Fweta and also leads AISOD, an established Namibian AI company. He has trained the Namibia Qualifications Authority and the judiciary (the latter together with UNESCO and the Konrad-Adenauer-

Stiftung, Namibia and Angola), has worked with the NCRST, and hosts the AI Focus segment on NBC's Business Today.

Creators are already onboarded across several categories, and more join every week. We are in our pilot phase in Windhoek, which means you would be early. It also means your feedback shapes what we build. Much of what is in our next release came from conversations with brands and creators like you.

How to start

- **Run a campaign yourself:** sign up at app.fweta.com
- **Managed Campaigns and celebrity enquiries:** write to hello@fweta.com

Tell us what you want to sell, or who you want to reach. We will tell you the simplest way to get there, and what it is likely to cost.

Registered and ready

Fweta Trading Enterprises CC, a registered Namibian Close Corporation, Reg. CC/2026/10254.

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