

● BANJUL, THE GAMBIA · FOUNDED APRIL 2025

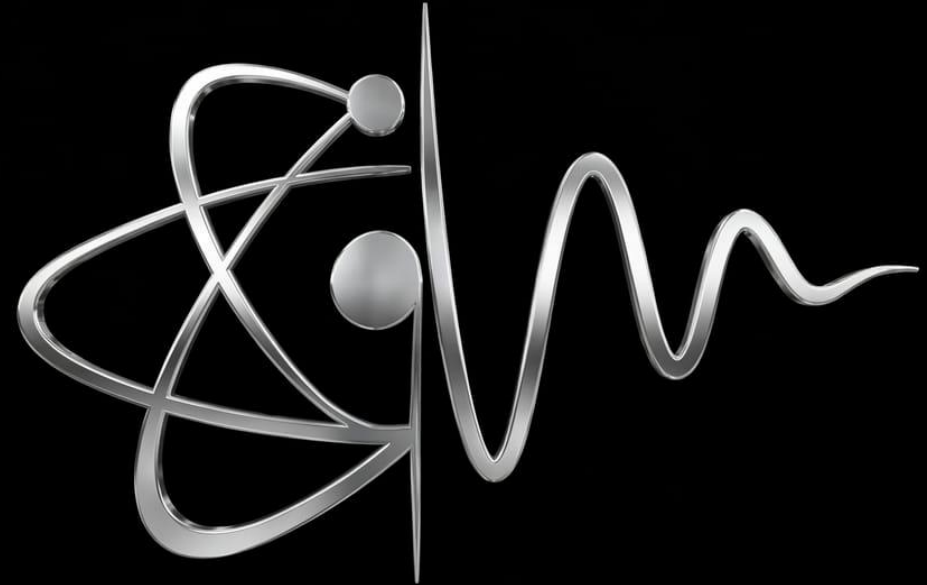
Deep tech, built on West African soil.

DaveLabs is a first-principles research company. Two products are live, an enterprise programme is in market and earning, and an orbital launch programme is in feasibility.

davelabs.co

amaka.app

optiq.studio





A research company, not a software agency.

We do not look for interesting AI tools to build. We look for excruciating, real-world problems and work backwards from them. Amaka AI exists because students fail for reasons that have nothing to do with intelligence. Optiq Studio exists because a video ad costs more than a small business earns in a quarter. Neither started as a technology looking for a use.

01

Solving systemic crises

Targeted technology aimed at the education gap and the commercial media barrier — not at the demo circuit.

02

Sovereign West African intelligence

World-class digital infrastructure built on West African soil, extending from software engineering into aerospace feasibility and launch logistics.

03

Radical democratisation

Studio-grade 4K video for under five dollars. Visual learning for students who were never the target market for any of this.

Fifteen months from founding to two live products.

APR 2025	DaveLabs founded	A frontier R&D lab across AI, mathematics and deep technology.
AUG 2025	Amaka AI begun	A visual reasoning engine on a Grammar of Graphics system.
OCT 2025	DCNA research opens	Post-classical AI — spectral graph theory and beyond.
FEB 2026	NOVA launched	The productised agency arm, built for enterprises.
JUN 2026	First cycles invoiced	Paid client work running across five productised packages.
30 JUL 2026	Horizon Summer '26	Amaka AI and Optiq Studio ship. The agency is retired.
30 JUL 2026	Space research opens	An orbital launch feasibility analysis for The Gambia begins.



Horizon Summer '26 — the launch broadcast, 30 July 2026.

2

Products live and public

1

Launch programme in
feasibility

We productised an agency, then outgrew it.

Before there was a product there were clients. NOVA sold social-media marketing as five fixed packages rather than billable hours, from a D35,000 starter wave to a D570,000 market-saturation slate. It taught us what West African businesses actually buy — and why an agency cannot scale: capacity is capped by headcount and nothing compounds between clients.

5

Productised packages

D35,000 → D570,000

329+

Industries mapped

8 commercial categories

5

Ad formats priced

AI, motion, mini-doc, skit, cinematic

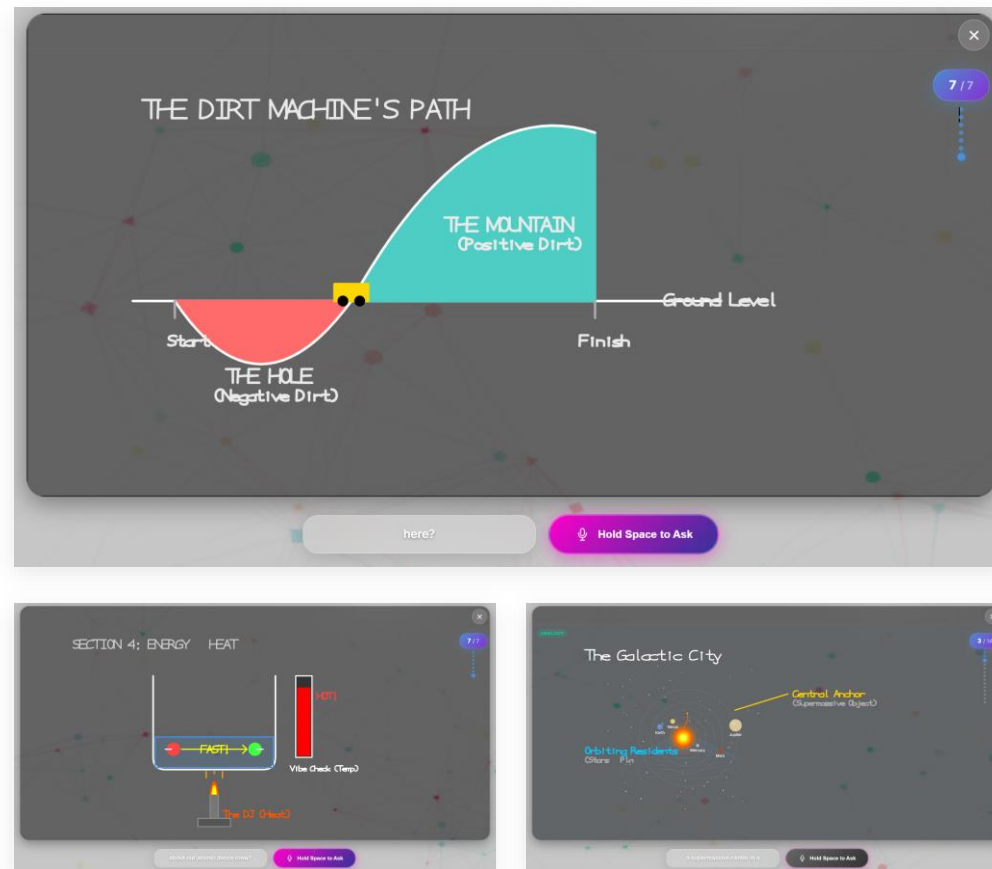
WHAT SURVIVED

The 329-industry demographic map, the outcome-based contract, and the production discipline. All three now sit inside Optiq Studio Enterprise. The programme itself was retired in July 2026.

A diagram is correct and static. A language model answers with three accurate paragraphs. Neither builds intuition.

Millions of students fail every year not because they lack intelligence, but because every tool they own gets the facts right and the teaching wrong. Understanding a mechanism means being able to picture it moving — which is what a good teacher builds at a whiteboard, one stroke at a time.

Amaka AI is a visual reasoning engine. It draws while it explains, and it can be interrupted mid-explanation.



Real Amaka AI sessions, generated per question.

It reasons in pictures.

01

It draws while it explains

Equations, reactions and mechanics become animations generated in real time — planned per question, not retrieved from a library.

02

It can be interrupted

Ask halfway through and the board answers, then carries on. A recorded video cannot. A class of forty rarely can either.

03

It speaks your language

Fourteen languages including Wolof, Mandinka, Fula, Jola, Hausa, Igbo, Yoruba and Swahili.

04

It adapts to the learner

The same concept explained one way for a twelve-year-old and another for a second-year undergraduate.

05

It stays consistent

A fixed visual vocabulary means a hundred explanations look like one coherent teacher, not a hundred styles.

06

It runs on the device you own

No specialist hardware and no install. Open amaka.app and ask.

The Grammar of Graphics pipeline.

01

Decompose the concept

The question is broken into the smallest set of ideas that must land in sequence.

02

Choose the grammar

Each section maps to primitives — an axis, a vector, a body, a label — from a deliberately small vocabulary.

03

Score the timing

Strokes are timed against the narration, so a label arrives as the word is spoken.

04

Render and stay live

The board renders progressively and holds state, so a follow-up attaches to what is on screen.

14

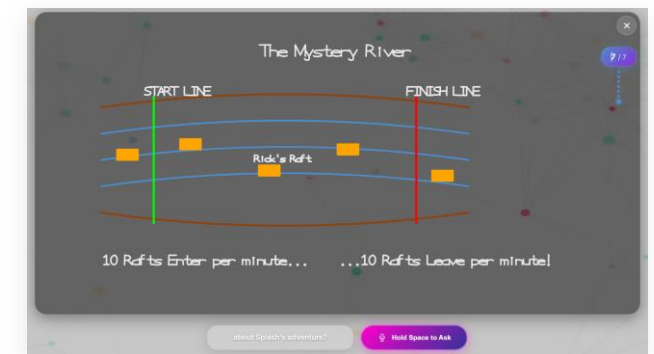
Languages, four of them West African

1,000

Launch-phase places, open now

2D + 3D

Primitives available to one explanation



Fluid dynamics, taught as a river.

A studio-quality video ad for less than five dollars.

A broadcast commercial costs \$3,000 to \$20,000 and needs a crew, a rig, actors and an editor. That single number is what locks most small businesses out of selling online. Optiq Studio keeps the six decisions that matter and removes the logistics.

\$3k–\$20k

A traditional broadcast commercial

under \$5

The same thing, finished in 4K, on Optiq



Frame produced on Optiq Studio.

Five specialists, one commercial.

01

Director

Paces the narrative and owns the campaign message. Decides what happens in which second.

02

Stage Builder

Sets, lighting palettes and colour blocking — so shot three lives in the same world as shot one.

03

Character Designer

Casting, facial consistency and wardrobe. Stops the person in shot two becoming someone else in shot four.

04

Soundscape Mixer

Music tempo, effects, ambience and voiceover tone. Sound is where cheap ads give themselves away.

05

Cinematographer

Camera motion, depth of field and transitions — 35mm optical behaviour, not arbitrary drift.

WHY THE SPLIT WORKS

Consistency is a constraint problem, not a prompting problem. No single scene is free to reinvent the cast, the set or the camera — which is exactly where cheaply-generated video normally falls apart.

Two tiers. One outcome.

TIER 01 · CUSTOM VIDEO PRODUCTION

Our team behind the camera, for a flat fee

\$100 to \$500 per video ad (D6,500–D32,500), depending on the scope of the production. Scriptwriting, storyboarding, directing, custom sound design and colour-graded 4K finishing — our prompt-craft, our platform, and years of hands-on production.

TIER 02 · ENTERPRISE CAMPAIGN ENGINE

We do not get paid until it works

Recurring campaign cycles, five organisations at a time. Settled on return on investment, closed sales and customer lifetime value — never on deliverables. Ships with a custom Intelligence Dashboard: per-source attribution, AI lead scoring, retargeting, live metrics.



Enterprise production — done with you, not just by a model.

329+

Industries with demographic and creative models underwriting the guarantee

Three revenue lines, one production engine.

01

Pay-as-you-go ads

D450 for a 30-second ad, D900 for 60s, D1,350 for 90s. One price covers the storyboard and every scene render — nothing is charged twice. No subscription: the platform runs on a wallet you top up.

02

Custom production

\$100 to \$500 per ad, produced by our creative team, priced on the scope of the production. The former agency business, repriced per deliverable instead of per month.

03

Enterprise Campaign Engine

Recurring campaign cycles, five organisations at a time, settled on outcomes. The highest-value line and the hardest to copy, because it requires the industry map.

Amaka AI is free through its launch phase. Institutional rollouts to schools and ministries are priced per cohort. The engine that renders an Optiq ad and the engine that draws an Amaka explanation share the same infrastructure, so every ad sold pays for teaching capacity.

● WHERE WE ARE TODAY

Revenue, signed clients, and a 3× month ahead.

D120,000+

Earned to date from Optiq Studio and consultancy services

5

Optiq Studio Enterprise clients signed

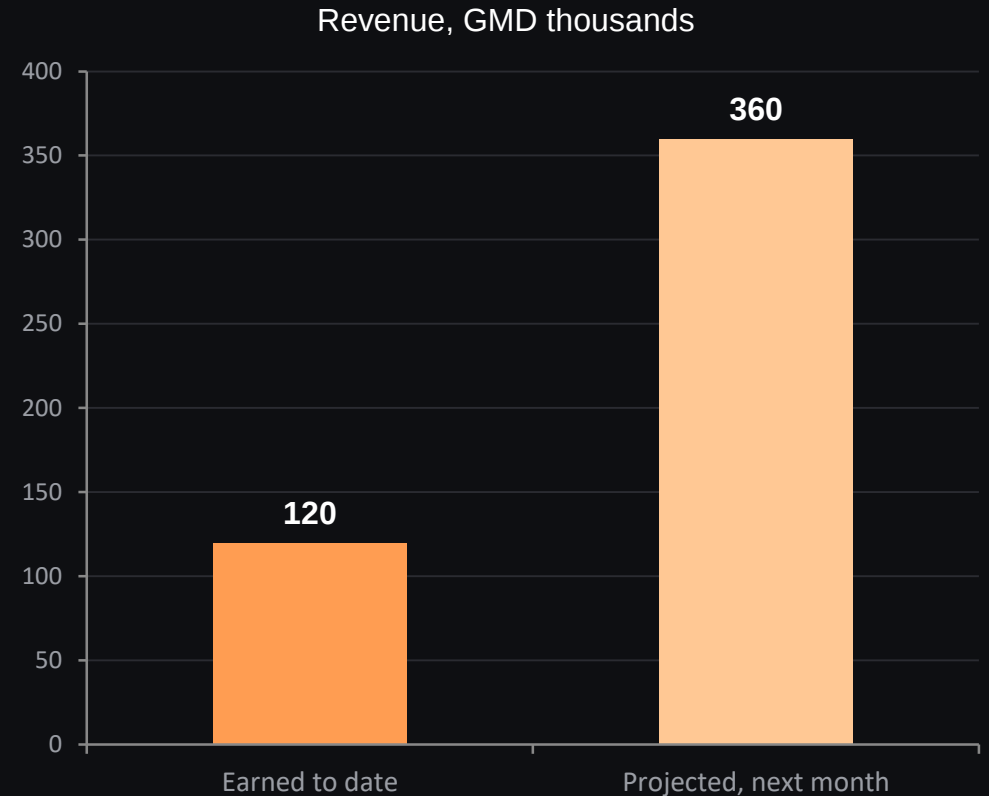
3×

Projected revenue growth next month, from Enterprise alone

5

Producers onboarding next month

The 3× figure is our own forward projection off signed Enterprise work, not booked revenue. Amaka AI is deliberately unmonetised during launch.



Bootstrapped to revenue. Here is what capital buys.

DaveLabs has taken no outside capital. Everything built so far — two live products, an enterprise programme and the research track — came out of client revenue and one operator's time. The constraint now is not demand and it is not product. It is hands.

THE ASK

TO CONFIRM

Set the round size and instrument before this deck goes out. Everything on this slide is true without it; the number is the only blank.

No outside capital to date

01

People

Five producers next month, then a dedicated sales function. Enterprise revenue is capped by production capacity today, nothing else.

02

Compute

Render capacity so self-serve Optiq can reach what Enterprise does by hand — the margin unlock.

03

Aerospace phase one

The launch feasibility analysis: site and range, regulatory groundwork, ground segment, skills pipeline.

04

Runway

Eighteen months, to carry the platform through to the convergence point.

We build the ad first, then show it to them.

Because Optiq Studio produces a finished ad in minutes, the cost of pitching speculatively is close to zero. An agency cannot run this motion — a spec pitch costs them a production budget. For us it costs a few minutes of compute.

IN HIS OWN WORDS

We basically build the ad for them first, pitch it, and just show it to them. Their reaction is always wild and they are always baffled at how good the ads are, usually just asking for a few minor changes. We show them the finished product and tell them that for a very affordable rate this high quality video is theirs.

*It is basically like letting someone test drive a brand new custom sports car, watching them fall in love with how it handles, and then telling them they can keep it for the price of a bicycle. **It works every single time.***

Three channels, all running now.

01

Outbound, ad-first

Direct outreach with a finished ad already in hand. Highest conversion of anything we run, and near-zero marginal cost per attempt.

02

Enterprise, warm introductions

Warm introductions into large corporates — enterprise companies such as banking and fintech, where the budget for work at this quality is not the obstacle. Bespoke packages per organisation.

03

Horizon '26 as paid media

Keynote footage cut into shorts and run as paid social. The return compounds subsequently rather than immediately — we are not modelling it as a fast channel.

AND THE COMPOUNDING ASSET

A public trail of shipped work — the launch broadcast, a live newsroom, two products anyone can open. When we walk into a large organisation, the work has already been seen. An affiliate programme runs alongside all three channels.

Convergence: make the platform do what the team does.

NOW

Sell Enterprise

Five clients live. Outreach running into large corporates and enterprise organisations.

NEXT MONTH

Onboard five producers

Capacity moves from one operator to a team. Marketing and production stop competing for the same hours.

THIS QUARTER

Widen the funnel

More organisations served per week at the same unit cost, because the cost is compute, not crew.

THE UNLOCK

Self-serve reaches parity

Optiq Studio quietly gains what Enterprise does by hand today. The premium service becomes the product, at platform pricing.



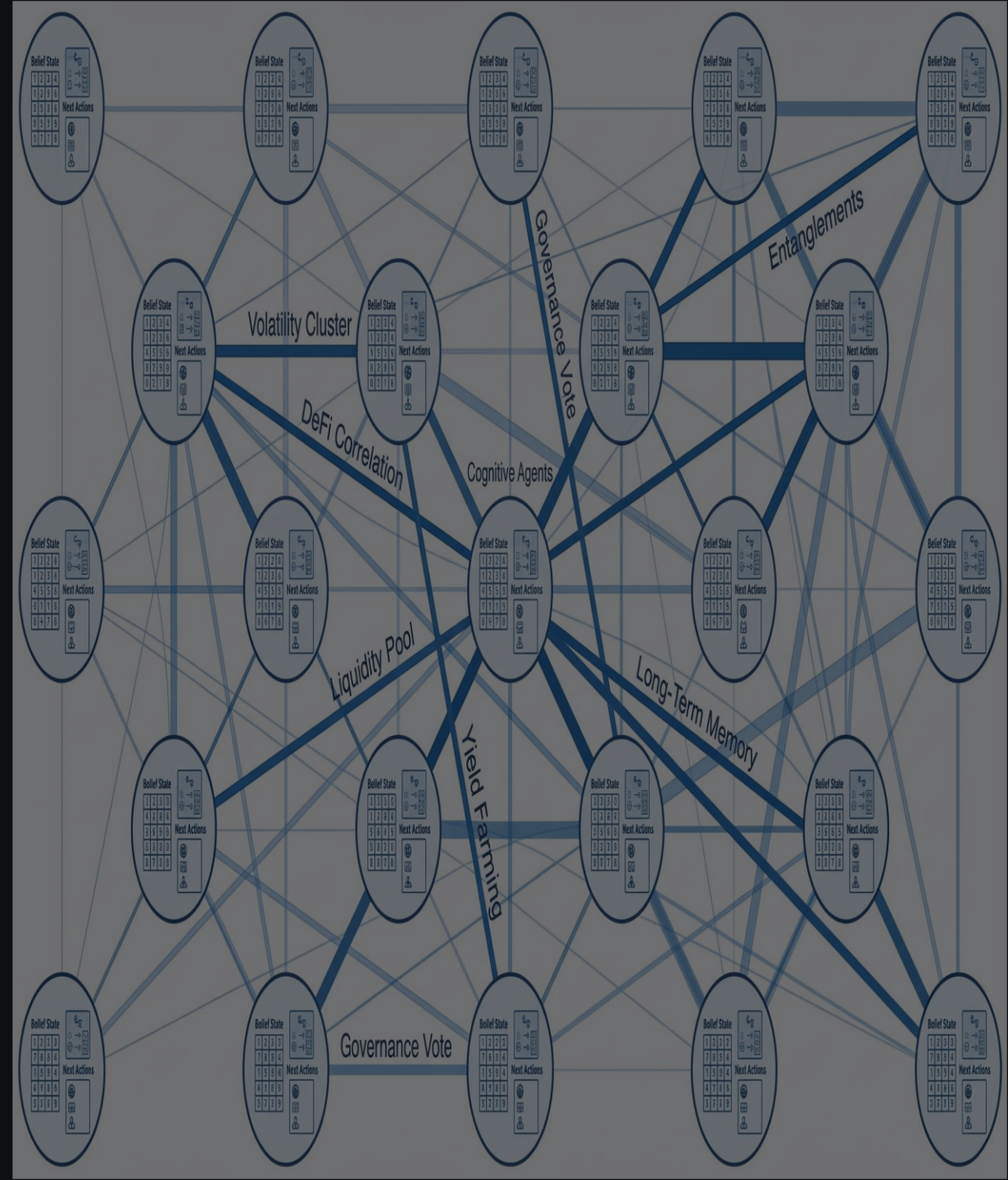
Minutes

Time to produce a finished ad today. That is the number the whole plan rests on.

● THE RESEARCH

What the products are built out of.

Both shipped products are the applied edge of a longer research programme in distributed cognition — and the architecture reaches a great deal further than either of them.



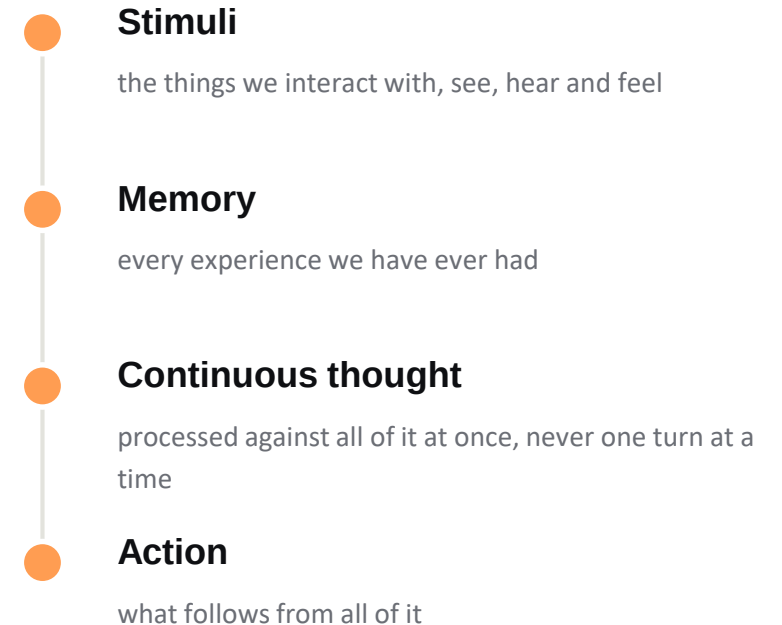
It works exactly the way a network of neurons works.

The Decentralized Cognitive Agent Network Architecture treats intelligence as something that emerges from the interaction of many autonomous, stateful agents — not from one large statistical model. It applies spectral graph theory, non-commutative algebra, and Ising models from statistical mechanics to describe network-wide phase transitions.

And this is the part that matters most.

It operates very similarly to the way the human body does. We think by taking in input that has already been taken in, and processing thoughts out of it — continuously, not one turn at a time. While that is happening we are also taking in stimuli from our environment: the things we interact with, the things we see, the things we hear, the things we feel. And memories, from every experience we have ever had. Thoughts are processed against all of it at once, and actions follow from that.

THE LOOP IT REPRODUCES



↻ Continuously, and straight back to the top.

Because it is a network, it is not only for language.

Anything that needs many specialised parts coordinating on different tasks can be built on the same architecture. That is what makes DCNA a platform rather than a paper — and it is why one piece of research underwrites products that look nothing alike.

1

Software applications

Agents that run a product's operations rather than answer questions about them. Optiq's five specialists are the first live instance.

2

Blockchains

Distributed consensus is already a network of independent actors. Give those actors cognition and coordination stops being scripted.

3

Robotics

Perception, memory and action in one continuous loop — the same loop, embodied instead of hosted.

4

And onward

Any domain where the work is genuinely parallel and the parts have to agree. The architecture does not care what the task is.

One architecture, carrying out different tasks — the same way one body handles sight, memory, balance and speech without a separate brain for each.

Four problems. Everything we have built comes out of one of them.

01 Post-classical intelligence

Intelligence that is not a scaled language model. Cognition that emerges from a network, the way it does in a brain.

DCNA

03 Access to education

Not only reaching students who were never anyone's target market, but working out what the future of education actually looks like.

Amaka AI

02 Rocket launch

Orbital launch capability from The Gambia — starting with an honest feasibility analysis of what it would actually take.

Aerospace

04 Production-quality advertising

Democratising broadcast-grade advertising for the small businesses that have always been priced out of it.

Optiq Studio

Those are the problems we have worked on so far. Each one produced something that shipped, or is producing it now.

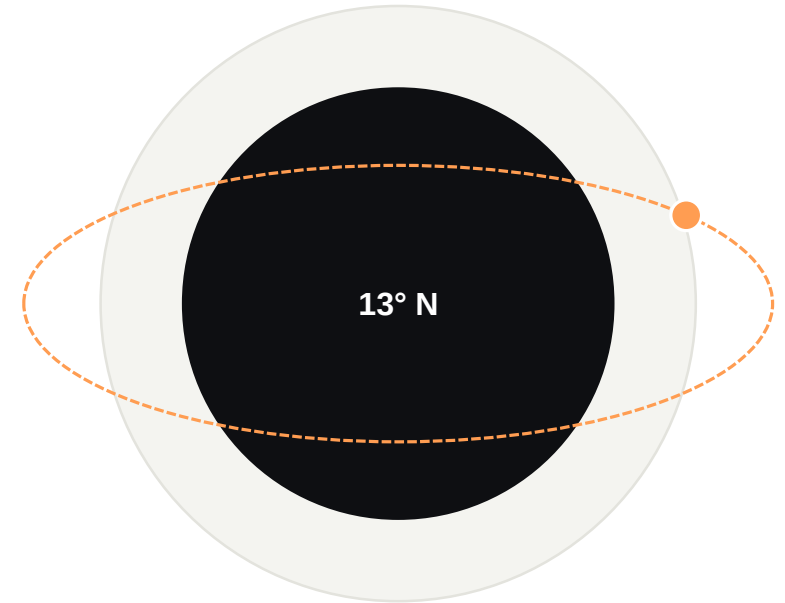
● AEROSPACE

The second pillar, taken literally.

Sovereign West African capability has always extended past software. Launch capability is the furthest edge of it, and the point of naming it publicly is to be held to it.

A launch feasibility analysis for The Gambia.

Announced from the stage at Horizon Summer '26. What it produces is an honest answer to a question nobody in the region has formally asked: what would orbital launch from The Gambia actually take, and is the answer viable?



Reachable-orbit study — site latitude drives the whole envelope.

01

Site and range

Candidate sites, the coastline geography, and which orbits are safely reachable from roughly thirteen degrees north.

02

Regulatory groundwork

National space law, the licensing regime, and the treaty obligations a launching state carries.

03

Ground segment

Tracking, telemetry and control — the part that must exist before anything is worth launching.

04

People

The engineering skills pipeline needed to sustain any of it past a single demonstration.

We will publish what the analysis finds — including a negative result.

A small rocket into orbit by June 2027.

- 1** PHASE 1 **Feasibility analysis**
Site and range, regulation, ground segment, people. Running now.
- 2** PHASE 2 **Licensing and ground segment**
Launching-state obligations in place; tracking, telemetry and control stood up.
- 3** PHASE 3 **Vehicle and test campaign**
A small-lift vehicle through static fire and sub-orbital flight testing.
- 4** PHASE 4 **Orbital attempt**
A small rocket to orbit. Target: June 2027.

JUNE 2027

The date we are choosing to be held to.

Stated plainly: phase one is a study and the June 2027 target is a commitment we are making ahead of its result, not a conclusion drawn from it. If the analysis returns a negative, we publish that and the date moves.



1 → 6

The lab has run single-operator until now.
Five producers join next month.

Godswill Iyke Dave

Founder and CEO · Cognitive AI Researcher · Applied Mathematician · Physicist

Builds sovereign, first-principles AI systems at the intersection of mathematical research and industrial application. His DCNA work treats intelligence as something that emerges from interacting autonomous agents rather than from one large statistical model.

The background is defined by extreme resourcefulness — he taught himself quantum-inspired AI and full-stack engineering on a laptop with 3GB of RAM. That constraint-driven approach is why Optiq Studio is priced the way it is. Based in Banjul, The Gambia.

MIT xPRO

Computational Theory of Intelligence

Stanford

Mathematical Thinking

IBM

Machine Learning Foundations

linkedin.com/company/davelabs · github.com/DaveLabsHub · x.com/GIDave_



We work backwards from problems, not forwards from technology.

Godswill Iyke Dave, Founder and CEO

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