

MMAADD STUDIO · BIRTHRIGHT LABS
FOR AFRICAN ENTREPRENEURS

Global AI Businesses

10 practical online businesses you can build
locally and sell globally.

build where you are. sell where the customer is.

A BIRTHRIGHT LABS FIELD GUIDE

MODERN MEDIA · AI

what this guide is really about

This guide is for african entrepreneurs who want to run legitimate online businesses from home and serve customers around the world. The business may be registered and operated locally, but the customer can be in another city, country or continent.

The goal is not to chase random online jobs. The goal is to build a focused business with a defined customer, a repeatable offer, professional delivery and a path to recurring income.

THE MODEL

use AI to improve speed and quality, combine it with a real human skill, package the result, and sell it online.

your global advantage

- strong English, French, Arabic and Portuguese-speaking talent across the continent
- time-zone overlap with Europe, the Gulf and parts of Asia
- deep knowledge of fast-growing African markets and diaspora communities
- competitive operating costs without competing only on low price
- large pools of creative, technical, administrative and research talent

Your location can be part of your advantage, but the offer should be built around the customer's result. Lead with quality, reliability, specialist knowledge and clear communication—not “cheap offshore labor.”

WHAT THIS LOOKS LIKE

A designer in Accra can build presentation decks for a London consultancy. A researcher in Nairobi can produce market maps for a Canadian startup. A video editor in Lagos can edit weekly content for a U.S. creator. A bilingual assistant in Dakar can support a French company entering West Africa.

what you need at home

- a dependable computer; some services can begin on a phone, but a laptop improves professional delivery
- stable internet plus a backup plan for power or connectivity where needed
- a professional email address and a quiet place for calls
- a portfolio with two or three strong samples
- a clear way to invoice and receive international payments
- a delivery system using shared folders, deadlines and written approvals
- one core skill that you continue improving beyond the AI tool

how to find global customers

CHANNEL	BEST USE	IMPORTANT NOTE
Upwork	structured freelance projects and longer contracts	freelancer fees currently range from 0%-15% per contract
Fiverr	productized services that customers can order	price carefully because seller and buyer fees affect the transaction
LinkedIn	direct outreach, authority and professional referrals	publish useful examples, not only sales messages
Contra and portfolio platforms	showing independent work and receiving inquiries	verify payment support in your country
direct email	targeted outreach to a specific type of business	send a relevant observation and a small, clear offer
diaspora and professional networks	warm introductions and market access	ask for referrals after completing strong work

THE TEN BUSINESSES

10 businesses you can run from home

AI-Assisted Content Studio

SELL

monthly social posts, captions, newsletters, blog drafts, content calendars and campaign kits.

BEST CUSTOMERS

consultants, coaches, nonprofits, ecommerce stores, professional firms and creators.

TOOL	COST / USE
ChatGPT	Free; Go \$8/month; Plus \$20/month
Canva	Free; paid plans vary by market
CapCut	Free; Pro pricing varies by platform and country
Google Drive	Free basic account
Notion	Free starter plan

EXAMPLE STARTER OFFER

12 posts, 12 captions and one monthly content calendar for \$100-\$350

HOW TO BEGIN: 1-10

- 1 Choose one customer category.
- 2 Study 20 strong accounts in that category.
- 3 Identify three recurring content needs.
- 4 Create a seven-day sample calendar.
- 5 Design five sample posts.
- 6 Package one fixed monthly offer.
- 7 Create a one-page portfolio.
- 8 Contact 20 qualified prospects.
- 9 Deliver one pilot project with clear deadlines.
- 10 Turn the result into a case study and recurring package.

companies and models to study: Hootsuite, Later, Sprout Social and small specialist content agencies.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

A practical first prospect list for african entrepreneurs can include diaspora-led businesses, international organizations, African market-entry teams, global creators, small companies in Europe, North America and the Gulf. Start with a narrow offer and a market where your language, time zone, experience or cultural knowledge improves the service.

Remote Virtual Assistant & Operations Service

SELL

email organization, scheduling, research, customer follow-up, document formatting, task tracking and meeting support.

BEST CUSTOMERS

solo consultants, agencies, nonprofit leaders, online educators, coaches and small teams.

TOOL	COST / USE
ChatGPT	Free; Go \$8/month; Plus \$20/month
Google Workspace tools	Free personal tools; business plans paid by client when needed
Notion	Free starter plan
Calendly	Free plan
Zapier	Free plan; paid automation plans available

EXAMPLE STARTER OFFER

10 hours of structured remote support for \$150-\$500

HOW TO BEGIN: 1-10

- 1 List the administrative tasks you do well.
- 2 Choose one client type.
- 3 Create a service boundary and confidentiality policy.
- 4 Build task, meeting and weekly-report templates.
- 5 Practice with a real small organization.
- 6 Measure how long common tasks take.
- 7 Create a 5-hour and 10-hour package.
- 8 Publish a professional profile.
- 9 Use a paid pilot to prove reliability.
- 10 Convert the best-fit client into monthly support.

companies and models to study: BELAY, Time etc, Boldly and well-reviewed Upwork operations specialists.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Presentation & Business Document Studio

SELL

pitch decks, reports, proposals, training guides, workbooks, one-pagers and executive presentations.

BEST CUSTOMERS

startups, consultants, nonprofits, educators, sales teams and program managers.

TOOL	COST / USE
ChatGPT	Free; Go \$8/month; Plus \$20/month
Canva	Free; paid plans vary
Google Slides	Free
Microsoft PowerPoint	Paid Microsoft 365 plan or client-provided access
Grammarly	Free; paid plan optional

EXAMPLE STARTER OFFER

a polished 10-slide presentation for \$150-\$750

HOW TO BEGIN: 1-10

- 1 Choose one document type.
- 2 Study strong examples and common structures.
- 3 Build three reusable templates.
- 4 Create one fictional sample project.
- 5 Practice turning rough notes into a clear story.
- 6 Define page or slide limits.
- 7 Set revision and turnaround rules.
- 8 Create before-and-after portfolio examples.
- 9 Reach out to consultants and small teams.
- 10 Develop repeatable templates for faster delivery.

companies and models to study: Duarte, Presentation Company, SlideGenius and independent pitch-deck designers.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Short-Form Video Editing Studio

SELL

reels, shorts, podcast clips, product videos, captioned interviews and social ads.

BEST CUSTOMERS

creators, coaches, musicians, agencies, ecommerce businesses and event brands.

TOOL	COST / USE
CapCut	Free; Pro pricing varies
DaVinci Resolve	Free; Studio paid one-time license
ChatGPT	Free or paid plan
Canva	Free or paid plan
Google Drive	Free basic storage; upgrades optional

EXAMPLE STARTER OFFER

four edited short videos per month for \$120-\$600

HOW TO BEGIN: 1-10

- 1 Choose one video format and customer type.
- 2 Study pacing, captions and hooks.
- 3 Create three sample edits from your own or licensed footage.
- 4 Develop one recognizable editing style.
- 5 Build a 30-second portfolio reel.
- 6 Define footage length and revision limits.
- 7 Offer a four-video pilot package.
- 8 Use shared folders and naming rules.
- 9 Deliver consistently and on time.
- 10 Add monthly retainers after proving quality.

companies and models to study: Vidico, Wyzowl, Sandwich and successful creator-editing studios.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Website & Landing-Page Service

SELL

one-page websites, portfolios, event pages, service pages, lead-capture pages and website copy refreshes.

BEST CUSTOMERS

new businesses, consultants, community organizations, artists and service professionals.

TOOL	COST / USE
ChatGPT	Free or paid plan
Canva Websites	Free or paid plan
Wix	Free build option; paid publishing plans
Squarespace	Paid plans; trial usually available
Carrd	Free plan; low-cost Pro plans
Cloudflare Pages	Free tier for static sites

EXAMPLE STARTER OFFER

one-page website from \$250-\$1,000, with platform and domain costs paid by the client

HOW TO BEGIN: 1-10

- 1 Choose one platform.
- 2 Choose one type of customer.
- 3 Study 15 effective one-page sites.
- 4 Create a standard page structure.
- 5 Build two strong sample sites.
- 6 Create an intake questionnaire.
- 7 Separate your fee from platform and domain costs.
- 8 Define edits, maintenance and handoff.
- 9 Contact businesses with weak web presence.
- 10 Collect a testimonial and refine the package.

companies and models to study: Squarespace, Wix Studio, Webflow agencies and independent no-code studios.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Online Research & Lead-Generation Service

SELL

market maps, prospect lists, competitor reviews, opportunity research, supplier lists and verified contact databases.

BEST CUSTOMERS

consultants, sales teams, startups, recruiters, investors and nonprofit organizations.

TOOL	COST / USE
ChatGPT	Free or paid plan
Google Search	Free
Google Sheets	Free
LinkedIn	Free; Premium optional
Notion	Free
Apollo or similar databases	Free limited plans; paid plans optional

EXAMPLE STARTER OFFER

a verified list of 50 qualified prospects with notes for \$100-\$500

HOW TO BEGIN: 1-10

- 1 Choose one research deliverable.
- 2 Define what qualifies as a useful result.
- 3 Create a source and verification checklist.
- 4 Build a structured spreadsheet.
- 5 Complete one sample market map.
- 6 Check every critical fact manually.
- 7 Add a short findings summary.
- 8 Package by number of records or research depth.
- 9 Sell to one narrow customer category.
- 10 Develop recurring monthly research support.

companies and models to study: Gartner, Guidepoint, AlphaSights, Apollo and specialist research firms.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Digital Products & Template Shop

SELL

planners, business templates, educational resources, spreadsheets, prompt-assisted workbooks and design assets.

BEST CUSTOMERS

students, freelancers, small businesses, teachers, creators and community organizations.

TOOL	COST / USE
ChatGPT	Free or paid plan
Canva	Free or paid plan
Google Sheets	Free
Notion	Free
Gumroad	No monthly fee; transaction fees apply
Etsy	Listing and transaction fees apply

EXAMPLE STARTER OFFER

individual products from \$5-\$40 or bundles from \$25-\$100

HOW TO BEGIN: 1-10

- 1 Choose one specific customer problem.
- 2 Study existing products and reviews.
- 3 Find what customers say is missing.
- 4 Create one small useful product.
- 5 Test it with five people.
- 6 Improve the instructions.
- 7 Create clear preview images.
- 8 Publish on one marketplace.
- 9 Promote by demonstrating the product.
- 10 Bundle related products after the first sales.

companies and models to study: Creative Market, Etsy digital sellers, Gumroad creators and Notion Marketplace.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Online Course & Training Production Service

SELL

course outlines, lesson slides, workbooks, quizzes, facilitator guides, learning portals and video lesson support.

BEST CUSTOMERS

experts, coaches, nonprofits, schools, companies and professional associations.

TOOL	COST / USE
ChatGPT	Free or paid plan
Canva	Free or paid plan
Google Slides and Forms	Free
Loom	Free plan; paid plans optional
Teachable or Thinkific	Free or paid plans depending on platform
Zoom or Google Meet	Free basic plans

EXAMPLE STARTER OFFER

a four-module course starter kit for \$300-\$1,500

HOW TO BEGIN: 1-10

- 1 Choose one training format.
- 2 Learn basic adult-learning principles.
- 3 Create a repeatable course blueprint.
- 4 Build one sample module.
- 5 Include objectives, lesson, activity and assessment.
- 6 Create a subject-matter-expert intake.
- 7 Define what the client must provide.
- 8 Package by modules and deliverables.
- 9 Approach consultants and organizations with existing expertise.
- 10 Offer updates and learner-support materials as add-ons.

companies and models to study: Thinkific, Teachable, Coursera for Business and instructional-design studios.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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AI Chatbot & Customer-Support Setup Service

SELL

faq assistants, lead-capture bots, knowledge bases, intake flows and simple support automations.

BEST CUSTOMERS

service businesses, clinics, schools, nonprofits, ecommerce stores and professional firms.

TOOL	COST / USE
ChatGPT	Free or paid plan
Tidio	Free and paid plans
Intercom	Paid business platform
Zapier	Free and paid plans
Google Sheets or Notion	Free
Client website platform	Usually paid by client

EXAMPLE STARTER OFFER

a basic faq assistant setup for \$250-\$1,200 plus platform costs

HOW TO BEGIN: 1-10

- 1 Choose one narrow use case.
- 2 Collect approved business information.
- 3 Write the 30 most common questions.
- 4 Identify questions requiring a human.
- 5 Create a simple conversation flow.
- 6 Build a demonstration assistant.
- 7 Test with at least 50 question variations.
- 8 Explain privacy and data boundaries.
- 9 Charge separately for software and maintenance.
- 10 Review unanswered questions monthly and improve the system.

companies and models to study: Intercom, Zendesk, Tidio and specialist automation consultancies.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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Localization, Transcription & Voice-Content Service

SELL

subtitles, transcription cleanup, translated marketing content, multilingual social posts, voiceovers and culturally adapted materials.

BEST CUSTOMERS

media companies, educators, nonprofits, tourism brands, global agencies and companies entering new markets.

TOOL	COST / USE
ChatGPT	Useful for first drafts; human review required
Descript	Free and paid plans
CapCut	Free and paid plans
Canva	Free and paid plans
Audacity	Free
Professional microphone	Optional; begin with existing equipment when suitable

EXAMPLE STARTER OFFER

captioning and localization for a 10-minute video from \$50-\$250; specialist voice work priced separately

HOW TO BEGIN: 1-10

- 1 Choose one language pair or voice service.
- 2 Define whether you translate, edit or culturally adapt.
- 3 Create two sample projects.
- 4 Build a glossary and quality checklist.
- 5 Use ai only for a first pass.
- 6 Review every line manually.
- 7 Set pricing by minute, word or project.
- 8 State audio and source-file requirements.
- 9 Approach agencies and organizations serving your language market.

10 Develop specialist expertise in one industry.

companies and models to study: TransPerfect, RWS, Rev, Voices and specialist cultural-consulting firms.. Study how they package value, present proof, set expectations and guide a customer from inquiry to delivery. Do not copy their brand or promise capabilities you do not have.

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the global business operating system

one market

Choose one customer category. “Small businesses everywhere” is not a market. “Independent accounting firms in the United States” or “diaspora nonprofits in the United Kingdom” is clearer.

one result

Sell a result the customer can understand: a finished landing page, four edited videos, a verified lead list or ten hours of operations support.

one fixed starter package

A fixed package is easier to buy than an open-ended promise. State deliverables, timeline, revisions, client responsibilities and price.

proof before scale

Create samples, complete pilots and collect testimonials before adding many services or paid tools.

professional delivery

Use written agreements, milestone payments where possible, shared folders, deadlines, revision rules and a final handoff.

recurring income

After a successful project, offer monthly content, ongoing support, maintenance, research updates or a defined block of hours.

pricing without racing to the bottom

- price the complete customer result, not only the number of hours spent
- include platform fees, payment fees and currency conversion in your calculation
- use a deposit or marketplace escrow for new direct clients
- offer a smaller scope before offering a deep discount
- increase prices after improving proof, speed, specialization and demand
- never promise unlimited revisions or permanent availability

the first 30 days

week 1 — choose

select one business, one customer and one result; study ten competitors and interview three potential buyers

week 2 — build

create two samples, one package, one intake form and one delivery checklist

week 3 — publish

build a simple portfolio, professional profile and prospect list of at least 30 qualified customers

week 4 — sell

send targeted outreach, complete discovery calls, close a pilot and deliver it professionally

a simple outreach message

Hello [name], I work with [type of business] to [specific result]. I noticed [real, relevant observation]. I created a simple [service/package] that could help you [business outcome]. Here is a short example of my work: [link]. Would it be useful if I sent a one-page recommendation?

basic safety and quality rules

- do not send confidential client information into an AI tool without permission and appropriate safeguards
- verify facts, names, links, calculations and translations before delivery
- use licensed or original images, music, fonts and footage
- do not fabricate qualifications, testimonials, customer results or portfolio projects
- use written scope and payment terms
- keep client files organized and access-controlled
- follow local business registration, tax and foreign-income requirements
- remember that AI output is a draft; the entrepreneur remains responsible for the final work

current platform notes

Pricing and platform rules change. These figures were checked in July 2026 and should be verified again before purchase or before quoting a customer:

- ChatGPT: Free; Go shown at US\$8/month in the United States with localized pricing in some markets; Plus US\$20/month.
- Upwork: freelancer service fees can range from 0%-15% per contract; Freelancer Basic is free and optional paid plans are available.
- Fiverr: marketplace fees and seller deductions apply; review the current payment terms before setting a price.
- Canva, CapCut, website builders, course platforms and chatbot tools offer free and paid tiers; prices vary by country, currency, tax and billing channel.
- Payment platforms, withdrawals and currency support vary by country and territory.

THE GOAL

**build where you are.
sell where the customer is.
deliver work worth
recommending.**

official sources reviewed:

<https://openai.com/index/introducing-chatgpt-go/>

<https://openai.com/business/pricing/>

<https://support.upwork.com/hc/en-us/articles/211062538-Learn-about-the-Freelancer-Service-Fee>

<https://www.upwork.com/resources/is-upwork-free>

<https://www.fiverr.com/legal-portal/legal-terms/payment-terms-of-service>

<https://www.canva.com/pricing/>