SUREBANQA

SUREBANQA builds user-owned digital platforms (like LinkedIn & PayPal alternatives) where users are co-owners, sharing profits and keeping control of their data via blockchain-powered identity.

Company Overview

SUREBANQA is architecting a new paradigm for the digital economy: the User-Owned Ecosystem. We don't just build apps; we build citizen-owned digital nations. Our core thesis is that the next generation of winning platforms will be owned by their users. We solve this through two layers: The Protocol Layer (SureDID): Our proprietary decentralized identity (DID) technology ensures true user data sovereignty, portability, and secure authentication. This is the bedrock of our ecosystem. The Application Layer: We launch familiar, high-utility platforms where every user is a co-owner. LOOP (joinloop.one): A user-owned professional network & marketplace. BreezyPay: A user-owned fintech and payment solution. Viivoo.app: A user-owned social experience. Value generated by these platforms (through fees, subscriptions, etc.) is shared with the user-coowners via tokenomics and profit-sharing models. This creates unparalleled loyalty, viral growth, and a defensible moat. We are not competing on features alone; we are competing on economic structure. Our initial focus is on launching LOOP to critical mass, proving the model, and then expanding the ecosystem.

Problem

Users are tired of being the product. The current digital economy extracts immense value from user data and network activity, concentrating wealth with platform owners while leaving users with privacy risks, security breaches, and no financial upside. The pain is a loss of control, ownership, and a fair share of the value they create.

Highlights

Technical & Regulatory Execution :

Secured a foundational banking partnership: Pre-approved by DC Bank to integrate their APIs, granting us direct access to a Canadian banking charter. This allows us to seamlessly offer critical services like SoftPOS, multi-currency wallets, and stored value facilities through LOOP and QikQik.plus, removing a monumental barrier to entry in fintech.

Developed and patented our core SureDID decentralized identity protocol, the technological bedrock that ensures user data sovereignty across our entire ecosystem.

Built and launched functional MVPs for our flagship platforms: LOOP (the world's first HyperApp), https://qikqik.plus/, https://viivoo.app/ and BreezyPay.

 Market Validation & Traction :

Generated an organic waitlist of over 10,000+ potential users for LOOP https://joinloop.one/, https://qikqik.plus/, https://viivoo.app/, demonstrating clear demand for a user-owned alternative to legacy platforms.

Meet the Team

Camille Lagueu
Co-Founder

Bomono Heron
Senior Vice-président

Yolaine Puemi
Merchant Onboarding Executive

Secured a strategic technical partnership with Stripe to power and launch the payment infrastructure for BreezyPay, validating our technical approach.

Strategic Partnerships & Institutional Demand:

Sealed a market-entry partnership with AT&T to launch and scale our IoT solutions across the African market, beginning with Nigeria.

Entered advanced, intensive talks with UNACOIS Senegal to co-design a solution for systemic financial inclusion and economic formalization for their vast network of businesses in Senegal, West Africa and beyond.

Engaged directly with Canadian governmental economic development bodies (Table des MRC de l'Estrie) who are actively facilitating introductions to onboard local businesses.

Received invitations to present our model to the Embassies of Mali and Burkina Faso in Ottawa, highlighting significant international interest in our solutions for data sovereignty.

Product Vision & Evolution :

Successfully pioneered and unveiled the concept of a user-owned "HyperApp" with LOOP (https://joinloop.one/), evolving from our initial Afrocentric Super App, JIFFY.ONE. This demonstrates our ability to innovate and lead market trends towards consolidated, user-centric digital experiences.

Team Commitment & Execution :

Bootstrapped and self-funded over $1,000,000 to develop our foundational technology, secure key banking approvals, and demonstrate a proven ability to execute with capital efficiency and strategic foresight.

Go-To-Market Strategy

Our GTM strategy is a focused, community-led launch for LOOP, designed to leverage our core differentiator: ownership.

Phase 1: Community Seed & Waitlist Activation (Current Phase):

We are targeting disaffected power users of existing platforms (e.g., freelance creators on LinkedIn, small businesses on PayPal) who feel the pain of high fees and lack of control most acutely.

We have built a waitlist of 10,000+ potential users. Our first action is to onboard this community in waves, making them the founding co-owners.

Phase 2: Viral Referral & Incentivized Growth:

Our model is inherently viral. Early users are financially incentivized to refer others because:

A) They directly benefit from a larger, more valuable network.

B) Our tokenomics model will reward early adopters and referrers with a larger ownership stake.

This moves us from a "sales" motion to a "movement" motion.

Phase 3: Strategic B2B2C Partnerships:

We will partner with freelance unions, creator agencies, and Web3-native companies. These organizations can offer LOOP and BreezyPay to their members as a value-added benefit—a way to own a piece of the platform they use daily.

This provides a scalable customer acquisition channel.

What has been successful so far? Our organic waitlist growth of 10,000+ without paid marketing validates the strong product-market need for a user-owned alternative.

What Makes Us Special

Our advantage is threefold, creating a powerful and defensible moat:

Structural Advantage (The Model): User Ownership. We are not competing with features; we are competing with economics. Our model creates network effects that are exponentially more loyal and viral than incumbents. It's a paradigm shift they cannot easily copy without cannibalizing their existing business.

Technological Advantage (The Moat): The SureDID Protocol. Our proprietary decentralized identity infrastructure is the engine that makes seamless, secure user ownership possible. This is not a simple feature; it is deep tech that takes years to build and perfect.

First-Mover Advantage (The Opportunity): We are one of the first to apply this user-owned model to large, mainstream markets (professional networking, fintech) with a focus on usability. We are building the brand synonymous with the "user-owned economy."