

The AI-powered Startup OS for African & Caribbean founders.

From idea to startup. Build, deploy, and scale from one platform.

From idea to startup, in one platform.

Aruwo is the operating system for African and Caribbean founders. We compress the path from idea to launched startup — combining AI app building, market intelligence, payments, and domains into a single, decision-grade workspace.

65+

African & Caribbean markets in scope

1 platform

Build, deploy, scale

AI-native

Built for decision-makers

THE PROBLEM

Building a startup in Africa and the Caribbean is still too slow.

1

Fragmented tooling

Founders juggle a dozen disconnected products to ship a single product.

2

Limited market intelligence

Decisions are made on gut instinct because reliable, local data is hard to access.

3

Capital is unforgiving

Runway is short. Every wasted week of execution compounds against the founder.

One decision-grade workspace.

Show insight, hide complexity. Aruwo unifies the founder's workflow across both regions.

AI Builder

Describe the product. Aruwo writes, deploys, and iterates with you — no engineering team required to start.

Market Intelligence

Expansion scores, competitive signals, and country-level data tailored to African and Caribbean markets.

Launch Infrastructure

Domains, payments, and publishing wired in. Go from prototype to paying customer without leaving the platform.

One platform, every capability you need.

Plain-language tools for founders — not engineers.

1 AI Builder

Describe the app you want in plain language. Aruwo writes the code, designs the screens, and ships it live.

2 Templates Gallery

20+ remixable starts: SaaS, marketplace, CRM, landing pages, dashboards, mobile wallet, and more.

3 Games & Interactive

Build 2D arcade games, side-scrollers, 3D scenes, and realtime multiplayer — right from a prompt.

4 Screenshot Troubleshooting

Stuck? Paste a screenshot in chat. Aruwo reads it and helps — no technical words required.

5 Multi-select Filters

Combine categories (Marketplace + Payments + Games) to find the right starting point fast.

6 Built-in Backend

Auth, database, storage, and server logic included. No setup, no separate accounts.

7 AI Gateway

Chat, images, voice, and embeddings out of the box — no API keys to manage.

8 African & Caribbean Payments

Stripe + Mobile Money: M-Pesa, MTN, Airtel, Orange, Flutterwave, Paystack, Chipper, Wave.

9 Domains & Publishing

Free aruwo.dev subdomain or bring your own. One click to go live, EN + FR by default.

From idea to live product in three steps.

1

Describe

Tell Aruwo what you want to build — in your own words, in English or French.

2

Preview & iterate

Watch the live preview update as you chat. Tweak design, copy, and features instantly.

3

Publish

Go live on aruwo.dev or your custom domain. Payments, auth, and database already wired in.

Designed for African and Caribbean founders.

Not a Silicon Valley template translated — built for the realities of both regions.

Local payments

Mobile Money rails (M-Pesa, MTN, Orange, Wave) alongside global cards — the way your customers actually pay across Africa and the Caribbean.

Local currencies & languages

EN and FR from day one. African and Caribbean currencies supported — XOF, NGN, KES, ZAR, XCD, JMD, HTG, and more.

WhatsApp-first CTAs

Where your customers already are — across Lagos, Nairobi, Dakar, Port-au-Prince, Kingston, Fort-de-France.

Bold, local storytelling

Design systems that look like our continent and our islands — not a generic SaaS template.

Two regions of founders coming online.

Africa's digital economy is projected to surpass \$700B by 2030 across 54 markets. The Caribbean's digital economy is accelerating across 25+ countries and territories, with rising mobile penetration and a young, bilingual founder base. Both regions need infrastructure designed for their reality — not retrofitted from Silicon Valley.

Aruwo is positioned at the intersection of the AI building wave and the African + Caribbean startup acceleration.

700B+

Africa digital economy by 2030 (USD)

75B+

Caribbean digital economy trajectory (USD)

Source: industry estimates

How Aruwo makes money.

Transparent monthly pricing. Self-serve at the bottom, Enterprise on request.

FREE

\$0

Self-serve · 5 daily credits

Founders validating an idea and shipping a first version.

- AI Builder access
- 5 aruwo.dev domains
- Community support

PRO

from \$25

per month · scalable credits

Teams shipping real products in production.

- 100-10,000 monthly credits
- Custom domains & remove badge
- Credit rollovers & top-ups

BUSINESS

from \$50

per month · Enterprise on request

Growing teams operating at scale.

- SSO & role-based access
- Team workspace & internal publish
- Security center & dedicated support

Early signal, sharp trajectory.

Live

Platform shipped and
accepting paying
customers

EN · FR

Bilingual from day one

Stripe + Mobile Money

Global cards + African and
Caribbean rails

Africa + Caribbean

Coverage scope from
launch

We are building in public, monetizing from day one, and compounding every founder interaction into the product.

What we ship next.

Q1

AI Builder v2

Faster iteration, deeper code understanding, native deployments.

Q2

Market Reports

Full Market Entry Reports across priority African and Caribbean corridors.

Q3

Payments & Games

Native checkout, invoicing, African + Caribbean payment rails, expanded game engines.

Q4

Enterprise & Connectors

Workspaces, SSO, advisory tier, and a connector marketplace.

A R U W O

GET IN TOUCH

Let's build the next wave of African and Caribbean startups.

Partnerships, press, and founder conversations are all welcome.

hello@aruwo.dev

aruwo.dev