



THE ATB SHOW · PARTNER WITH US

Good conversations. *Great company.*

Put your brand alongside the people helping young Africans work out their next move.

WITH AKHIL BODDU / AFRICANTECHBRO



STUDIO & PLACEMENT CONCEPT

01 / IN THE ROOM

A seat at the table.

Branded mugs. A considered set placement. Your brand, part of the setting.

AI-generated concept featuring Akhil and a fictional guest. Zaio is an illustrative brand example; studio, guest and placements are not confirmed.

An audience at a turning point.

Students, young professionals and first-time founders. First job. First salary. First business. Conversations that help them take a practical next step, hosted by Akhil Boddu, founder of Zaio Institute of Technology.

106K+

TikTok follows

29K+

Instagram follows

77.7%

IG views from non-followers

Existing AfricanTechBro channels, not podcast reach. Follows rounded down, 13 Oct 2026; Instagram view share: 30 days to 17 Sep 2026. Audiences may overlap. The show is pre-launch.

In the room. *Out in the world.*

One partnership. An episode, the moments people share, and something useful to take away.

02 / IN THE FEED

Built to travel.

Partner credit alongside the moments people save and share.

03 / IN THEIR HANDS

Useful beyond the episode.

Your name and link on the free resource that helps viewers act.

Illustrative Zaio placements. We tailor the brand, product and call to action to your campaign. Physical set placement is scoped together.

In the episode Opening credit, 30–45s host read with logo, closing mention, description link and pinned comment.	Across the channels 3 clips for TikTok and Instagram, 1 YouTube Short and 1 LinkedIn post per episode.	Beyond the screen Action Sheet credit and link, seven-day available metrics, campaign summary and 30-day organic reposting rights.
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TRY AN EPISODE R10,000 1 presenting episode	BUILD A CHAPTER R27,000 3 presenting episodes	FOUNDING PARTNER R32,000 4 episodes · launch rate
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Supporting partner: R4,500 / episode, with closing mention, description link, one clip and Action Sheet credit; no exclusivity. Presenting includes named-competitor category exclusivity for the block, show inventory only. Founding offer: first two partners, ending when episode three publishes. ZAR, excluding VAT where applicable. Pay half on signature and half on publication, or per episode. A first-episode clip target and free next-episode make-good, if missed within 30 days, are agreed in writing. Final scope and dates agreed in writing.

LET'S MAKE THE FIRST CHAPTER TOGETHER.

Let's put your brand in the picture

Every integration is disclosed. Editorial independence stays intact.
Guests do not endorse sponsors. No guaranteed reach, leads or sales.
Paid usage, whitelisting and custom shoots quoted separately.