



Lateral Labs

Company Profile

**WHAT
WE
ARE**

Lateral Labs is a
Digital consulting agency
registered in Tanzania
since January 2017.

Registered with: BRELA · TRA · TCRA · TDMA

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WHO
WE
ARE

Our team's professional experience includes:



We are a group of creative professionals with over 10 years of international experience working in Digital.

Graphic designers · Web developers · Writers · System Administrators · IT professionals · Project Managers · Photographers · Sound Engineers · Social Media Influencers · Researchers · Data Analysts

**WHY
WE
EXIST**

By 2020, the average person will communicate with Digital “bots” more than their spouse.

As of 2017, more than 20 million Tanzanians have access to the Internet.

Lateral Labs seeks to help people and organizations grow Digital ecosystems and co-exist.

**OUR
GOALS**

Drive sustainable growth for small businesses.

Learn and share knowledge in the Tanzanian digital space.

Cultivate an agile, talented and creative work force.

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**KEY
FOCUS
AREAS**

1. Strategy

Audience research · Brand positioning · Budgets and forecasting · Content strategy · Data collection · Goal setting · Qualitative and quantitative data analysis · Thought leadership

2. Design

Brand identity · Print material · Search optimization · Shops · Social media management · Website design and development · Writing and editing · App development

3. Operations

Outsourced customer service · E-commerce management · Online and offline marketing · Photography · Social media engagement and order processing · Training and development · Urban logistics

CASE STUDY

Strategy

We have worked with a Pan-African education media producer.

They have reached millions of primary school children.

Lateral Labs hosted a workshop to help them set goals given the rise of Digital technology.

CASE STUDY

Design

We have worked with a Tanzanian reseller of branded home appliances.

They worked for over 20 years offline, and needed to transform into a Digital retail outfit.

Lateral Labs designed an e-commerce application for them and maintains their presence.

CASE STUDY

Operations

We have worked with an international electronics brand.

They had achieved success offline, but wanted to strengthen their brand and sales online.

Lateral Labs planned, set up and now manages their social campaigns daily.

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OUR
CLIENT
BASE

TRONIC

UBONGO

SKECHERS



STALLION
Attorneys



Bottega Verde
NATURA ITALIANA

TMS



flormar
Professional Make-Up



MBEYA HOTEL

REDTAG

**OUR
PRODUCTS**

With experience, we are building a range of products, including:

1.co.tz

Hosting services for organizations from Tsh 25,000/GB/year.

vijana.fm

Youth content platform focussed on education and entrepreneurship.

w.co.tz

Complete website solution for small businesses @ Tsh 25,000/month.

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**LET'S
TALK
MORE!**

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