

# WEAVERBIRDS (PETRICHOR VENTURES LTD)

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## Business Overview and Specialist area

Weaverbirds is a rapid community engagement tool that leverages AI-driven analytics to transform WhatsApp conversations with hard-to-reach communities into high-context, actionable insights. Our mission is to drive sustainable social development and economic growth by providing rapid, affordable, and high-quality market data from hard-to-reach communities in emerging markets, helping our customers affordably understand, adapt, and stay relevant—saving them money so resources can be spent managing, not just measuring, impact. Traditionally, extracting high-context insights from a sample size of 250 people in an urban African setting would require two to three months and a budget of \$30,000+. By leveraging a blend of low and high technology, our approach is low-friction, quick and still high-quality, with projects completed in under 10% of the time and cost of traditional methods.

Weaverbirds was developed, tested and piloted in 2023, and launched at the beginning of 2024. The founding team have over 30 years experience

working in emerging markets, and Weaverbirds is currently being used in markets including Kenya, South Africa, Botswana, Sierra Leone and DRC.

## Visit Objectives

We believe this tool could be applied across most emerging markets with a WhatsApp user base, and the main objectives of this trip are to understand how urban Indian communities use WhatsApp (and mobile phones more broadly), meet some impactful organisations / impact investors / development organisations that serve users / customers in urban communities to discuss the landscape and aid our customer discovery efforts.



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