

90-Day Plan

AfCFTA Implementation & Trade Readiness

AfCFTA Implementation & Trade Readiness is an independent PHC Public Interest project established to monitor the gap between the African Continental Free Trade Area's legal and policy framework and its practical commercial usability.

The project will maintain evidence concerning the conditions that determine whether businesses can actually make use of AfCFTA across specific countries, sectors, products and trade corridors.

Rather than treating AfCFTA as a single continent-wide condition that is either "ready" or "not ready", the project will examine the practical factors that determine usability, including tariff schedules, Guided Trade Initiative participation, rules of origin, services offers, customs and documentation processes, national implementation structures, payment systems, domestic regulation, infrastructure and business awareness.

PHC will use Concerns, evidence, actions, proposals and periodic assessments to maintain a continuously updated picture of implementation progress, obstacles and opportunities.

OVERALL: EXECUTIVE SUMMARY

Executive Summary	
A practical 90-day mobilisation plan for AfCFTA Implementation & Trade Readiness. The first 90 days will establish the minimum viable public PHC project, create a trusted baseline of implementation evidence, begin structured engagement with contributors and potential Founding Subscribers, and test the first commercial pathway through the £1,000 PHC capability/trust assessment. The project will remain independent throughout, with any personal role for Salefu Ngbede kept distinct from any future role for Adaln Technologies Limited or other independent external service organisations.	
Purpose	What "Success" Looks Like (by Day 90)
Establish a credible, independent and maintainable AfCFTA implementation evidence project that can begin producing useful results quickly. - create the first trusted evidence baseline; - identify and structure the most important implementation Concerns; - define a manageable initial country/sector/corridor focus; - establish a repeatable readiness-tracking method; - build contributor and stakeholder understanding; - prepare the first Founding Subscription proposition; - invite suitable organisations into the £1,000 PHC capability/trust assessment pathway. The 90-day plan is intended to prove usefulness before scale. It should avoid attempting to model the whole AfCFTA environment at once.	By Day 90 the project should have: - a complete and internally consistent PHC Project Definition set; - a live public Project Plate with a clearly stated independence position; - an initial set of evidence-backed AfCFTA implementation Concerns; - a minimum viable readiness tracker using a small number of clearly sourced indicators; - a defined first country/sector/corridor focus for practical testing; - a functioning process for stakeholder comments, evidence intake and follow-through; - clear separation between PHC-side personal contributor roles and independent external service organisations; - a Founding Subscription proposition ready for targeted approaches; - at least a short-list of organisations suitable for the £1,000 PHC capability/trust challenge; - a decision on whether there is enough evidence and market interest to expand the project into the next 90-day cycle.

PHASE 1: DAYS 1–30 (STABILISE & BASELINE)

Summary (Days 1–30)	
Phase 1 establishes the project properly before seeking scale or revenue. The emphasis is on definition, evidence quality, role clarity and a narrow initial implementation baseline. The project should become visibly real and useful rather than remaining a concept.	
Objectives	Measures
Complete the PHC definition framework and establish a minimum viable evidence baseline. Clarify what the project is, what it is not, who currently owns it, how external contributors may participate, and how independent organisations such as Adaln may later be referenced without implying partnership or appointment.	• 100% of initial published readiness statements identify a source or are explicitly marked as provisional/unknown. • Initial priority Concerns have titles, narratives, evidence links and clear next-information or action requirements. • The first country/sector/corridor focus is selected and justified. • No project wording implies affiliation, endorsement or commercial appointment that has not been agreed. • The Project Plate is sufficiently complete for an external reviewer to understand what the project is trying to achieve.
Actions	Deliverables by Day 30
• Complete Project Definition documents: finalise Project Info, Framing Questions, Strategic Plan, Manifesto, Business Case, 90-Day Plan and subsequent definition documents in sequence. • Establish the first Concern set: convert the most material AfCFTA implementation barriers into evidence-backed PHC Concerns. • Build the evidence register: begin linking official Secretariat, national implementation, tariff, rules-of-origin, services, customs and other relevant sources to the appropriate PHC entities. • Define the minimum tracker: start with a small number of practical indicators such as tariff schedule status, GTI participation, rules-of-origin status, services offer status and national implementation capability. • Select an initial focus: identify one manageable country/sector/corridor combination for deeper examination rather than attempting continent-wide completeness. • Clarify role boundaries: record that Salefu Ngbede may contribute personally if agreed, while Adaln Technologies Limited and other organisations remain independent external entities unless a separate relationship is explicitly established. • Set evidence rules: distinguish verified fact, interpretation, assumption, information gap and unresolved Concern.	• Completed PHC Project Definition baseline through the documents available by Day 30. • Initial AfCFTA Concern Register v1 with evidence references and clearly stated information gaps. • Implementation Readiness Tracker v1 covering the first selected indicators and limited geographic/sector scope. • Evidence Source Register v1 identifying authoritative and secondary sources. • Role & Independence Statement covering PHC, Order Efficiency Ltd, personal contributors, subscribers and independent external organisations.

PHASE 2: DAYS 31–60 (ALIGN & STANDARDISE)

Summary (Days 31–60)	
Phase 2 turns the project from a defined evidence structure into a useful operating resource. The focus shifts to repeatable tracking, stakeholder challenge, practical trade-use questions and the first targeted revenue conversations.	
Objectives	Measures
Demonstrate that the project can produce repeatable, decision-useful information rather than one-off commentary. Begin testing whether external organisations value the public evidence base enough to support it and whether suitable companies will engage with the £1,000 PHC capability/trust assessment proposition.	• At least one complete tracker update has been performed without losing source traceability. • External critique has generated identifiable evidence, Concern updates or actions rather than remaining informal discussion. • The Founding Subscription proposition can be explained clearly in a short conversation without implying sponsor control. • The £1,000 assessment proposition can be explained as an entry into PHC Service rather than a stand-alone certificate or endorsement. • A small, credible set of first commercial prospects has been identified.
Actions	Deliverables by Day 60
• Run the first tracker update: test the chosen readiness indicators against the first country/sector/corridor focus and record changes or gaps. • Invite structured critique: seek comments from Salefu and other knowledgeable contributors, making clear whether each person is acting personally or on behalf of an organisation. • Capture operating evidence: seek practical experience from exporters, freight/customs professionals, SMEs, payment providers or others who have attempted to use AfCFTA mechanisms. • Develop the Founding Subscription proposition: define what is being supported, what a subscriber receives, what remains public and what subscribers cannot control. • Identify first subscriber prospects: prioritise organisations with an interest across multiple trade flows, such as fintech/payment organisations, logistics/trade facilitation businesses, chambers or trade associations. • Define the £1,000 assessment entry: specify the evidence expected from a company and the output of the PHC capability/trust assessment. • Create a prospect shortlist: identify a small number of organisations whose role in the trade ecosystem is sufficiently clear to justify an invitation.	• Implementation Readiness Tracker v2 incorporating the first update cycle and lessons learned. • Stakeholder Evidence & Comment Register v1 showing how useful external input has been retained and acted upon. • Founding Subscription Proposition v1 suitable for targeted discussion. • £1,000 PHC Capability/Trust Assessment Definition v1 with scope, evidence expectations and output. • Priority Prospect List v1 for subscribers and assessment candidates.

PHASE 3: DAYS 61–90 (EMBED & IMPROVE)

Summary (Days 61–90)	
Phase 3 tests whether the project can move from useful public-interest work into a sustainable operating model. The emphasis is on targeted approaches, first commercial validation, repeatable reporting and a clear decision on the next stage of growth.	
Objectives	Measures
Convert demonstrated usefulness into the first sustainable support for the project without compromising independence. Establish a repeatable operating rhythm for evidence updates, Concerns, stakeholder input and commercial follow-through.	• At least one serious Founding Subscription conversation has taken place, with objections and requirements captured even if no subscription has yet been secured. • At least one suitable organisation has been invited to consider the £1,000 PHC capability/trust assessment. • The project can issue a concise evidence-based health update without overstating certainty. • The tracker and Concern process can be maintained with proportionate PHC effort. • Any contributor or external-organisation relationship is explicitly recorded and does not rely on implication. • A clear evidence-based decision exists for the next 90-day cycle.
Actions	Deliverables by Day 90
• Approach selected Founding Subscriber prospects: use the established evidence base and project outputs rather than a speculative concept pitch. • Issue selected £1,000 challenge invitations: approach organisations whose operations could credibly demonstrate capability or trustworthiness within the AfCFTA trade ecosystem. • Operate an exception-based review rhythm: focus PHC effort on evidence changes, new Concerns, unresolved gaps and decisions required. • Publish a concise project-health update: report what changed, what remains uncertain, which Concerns progressed and what action is next. • Review role development: determine whether any contributors, including Salefu personally, should be offered a defined PHC People role. Treat any organisational discussion involving Adaln or another external provider as separate. • Review future service scope: assess whether there is enough accumulated evidence to begin designing, but not necessarily launching, a Trade-Route Readiness Assessment. • Prepare the next 90-day decision: expand, maintain at current scale, re-scope or pause based on evidence of usefulness, funding and PHC capacity.	• 90-Day AfCFTA Project Health Review covering evidence growth, Concerns, stakeholder engagement, commercial progress and unresolved gaps. • Readiness Tracker v3 with an established update method and visible change history. • Founding Subscription Outreach Record showing responses, objections, lessons and next actions. • £1,000 Assessment Outreach Record showing which organisations were approached and why. • Role & Relationship Review documenting any agreed personal contributor roles and preserving separation from independent external organisations. • Next 90-Day Plan / Go-Forward Decision based on evidence rather than optimism.