

PILLAR

INSTITUTE · PRACTICE AREA

PanAfrica Alliance — French and Swahili.

Pillar is building the foundational web-infrastructure layer for Francophone and Swahili-speaking Africa — and providing it to the continent for free. Thousands of premium French and Swahili domains held in stewardship, AI-fluency training for educators, compute, and a distribution network — so African founders and institutions build on infrastructure they own rather than rent from foreign platforms. African-led, by design.

STATE: ACTIVE

PILLAR MEDIA & ENTERTAINMENT · PILLARME.COM

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01 — The initiative.

Africa is becoming the demographic and linguistic center of gravity of the open web — yet its languages are among the most absent from it. Pillar exists to build the infrastructure layer for the French- and Swahili-speaking web, and to put it in the hands of the people who live and work on the continent.

French is now the fourth most-spoken language on earth, and it is becoming an African language: by 2050 roughly nine in ten French speakers will live in Africa, and the Democratic Republic of the Congo is already its largest Francophone country. Swahili is the lingua franca of East Africa, a working language of the African Union, and an official language of the East African Community — spoken by more than 200 million people. Together they anchor a market the size of a continent. Yet the foundational asset class of the web — premium single-word .com domains in those languages — sits largely unclaimed or in foreign hands, and the tools to build on them belong to platforms headquartered an ocean away.

Pillar's PanAfrica initiative changes that equation. We assemble the premium namespace, operate it as real infrastructure, train the people who build on it, and carry their work to audiences — under African leadership — so the next generation of the African web is owned on the continent, not rented from abroad.

THE MODEL

02 — The foundation is free.

Pillar provides the core infrastructure of the French- and Swahili-language web to the continent at no cost. We earn revenue only at the edges.

FREE · DOMAINS IN STEWARDSHIP

Premium namespace

Thousands of premium French and Swahili .com domains, held in stewardship and made available to African founders, educators, and institutions to build on — not parked, not flipped.

FREE · AI-FLUENCY TRAINING

Capacity

AI-fluency training delivered to African educators, operators, and civil servants, so the people closest to the work can build at the level the moment demands.

FREE · DISTRIBUTION

The network

Access to a distribution network that carries native-language work to real audiences across the continent — the reach that monolingual operators cannot easily replicate.

Pillar earns revenue only from premium and edge services — [Studio \(/studio\)](#) builds, [Authority \(/authority\)](#) engagements, and enterprise and institutional programs. The infrastructure a continent needs to own its own digital future should be a public good. We treat it like one.

03 — What Pillar brings to the bridge.

Pillar is the bridge between world-scale infrastructure and the people building Africa's web. Here is what crosses that bridge — and stays on the continent, at no cost to the builders on it.

MILLIONS OF DOLLARS**Premium domains**

Millions of dollars of premium single-word French and Swahili .com domains, held in stewardship and put to work by African builders — the scarce, appreciating namespace of the continent's web.

MILLIONS OF DOLLARS**Compute**

Millions of dollars of compute — the raw GPU and cloud processing power that turns AI from a demo into working products. Generating native-language content, training models, and running tools at scale all run on compute that individuals and small organizations cannot afford on their own. Pillar provides it.

MILLIONS OF DOLLARS**Training**

Millions of dollars of AI-fluency training, delivered to African educators, operators, and civil servants so the people closest to the work can build at the level the moment demands.

THE RELATIONSHIPS**A top-tier pan-African network**

Some of the top network connectors, operators, and investors across Francophone and East Africa — relationships that take years to build and open doors that capital alone cannot.

DECADES

Operating experience

Decades of combined experience across the Pillar team, earned in the most competitive verticals on the open web and applied to the continent's hardest infrastructure problems.

04 — The position we hold.

PanAfrica is the second-largest language position in the Pillar portfolio. The infrastructure is real and already in motion — not a plan on a slide.

Thousands

PREMIUM FRENCH & SWAHILI .COMS HELD IN A CATEGORIZED INVENTORY

2nd

LARGEST LANGUAGE POSITION IN THE PILLAR PORTFOLIO, AFTER LATAM

Live

FRENCH INFRASTRUCTURE OPERATING TODAY — SITE, DOMAINS & AUTHORITY

2050

HORIZON WHEN ~9 IN 10 FRENCH SPEAKERS LIVE IN AFRICA

Pillar holds thousands of premium single-word French and Swahili .com domains in a categorized inventory — the second-largest language position in the portfolio after Latin America. The Pillar site itself already ships in [French \(/fr/\)](#) today, and the French [Authority \(/authority\)](#) practice operates across finance, health, and home categories. The model Pillar has proven as its deepest practice in Latin America — assemble the namespace, operate it as real brands, train the builders, and carry the work to audiences — is the model it now brings to Africa, with African leadership at the center.

05 — Infrastructure the whole ecosystem builds on.

A digital economy is never one company. Pillar is built to surround the African ecosystem and connect it — equipping educators, anchoring institutions, and empowering the founders and operators who do the building.

Educators & universities

African faculty and educators receive AI-fluency training and real infrastructure their students can build on — owned domains, not rented platforms — turning classrooms into launchpads.

Foundations, DFIs & multilaterals

Mission-aligned funders — foundations, development finance institutions, and multilaterals — underwrite infrastructure deployments and training cohorts with measurable, durable, on-continent impact.

Founders, operators & agencies

African builders and agencies operate premium domains held in stewardship, with **Studio** ([/studio](#)) and **Authority** ([/authority](#)) available when they are ready to scale beyond the free foundation.

The point is connective, not extractive. Pillar provides the substrate; Africa's educators, institutions, and builders provide the ambition and the leadership. Specific partners and programs are named publicly only once an agreement is in writing.

06 – African-led is non-negotiable.

African infrastructure must be African-led. Pillar's role is to provide the foundation — the namespace, the compute, the training, the distribution network, and the patient capital. Leadership, editorial control, and ownership of the work sit with Africans. That is not a marketing posture; it is the only model that builds something durable instead of extractive.

And the language has to be right. Abidjan French is not Parisian French is not Maghrebi French. Coastal Swahili is not Standard Tanzanian Swahili. Pillar's content is either pan-Francophone and pan-Swahili with regional nuance, or properly localized — never English content with an African flag pasted on top, and never “neutral French that reads like a bad translation.” That discipline is what separates infrastructure a continent can build a future on from another foreign platform passing through.

07 – Start the conversation.

If your foundation, development finance institution, ministry, university, or program is working across the continent — or with the people who live on it — let's build the infrastructure together, under African leadership.

Request a briefing → [\(/contact?practice=panafrica\)](/contact?practice=panafrica)

The market.

08 – The language web becoming majority-African in our lifetime.

French and Swahili together reach a market the size of a continent, anchor the youngest and fastest-growing population on earth, and remain structurally absent online. The window to claim foundational positions is open now.

396M

French speakers worldwide — now the 4th most-spoken language; ~9 in 10 will live in Africa by 2050

OIF, LA LANGUE FRANÇAISE DANS LE MONDE 2026

200M+

Swahili speakers; a working language of the African Union and official language of the EAC

UNESCO / AFRICAN UNION 2022–2024

38%

Share of Africa online in 2024 vs. a 68% global average — the fastest-growing internet population on earth

ITU, FACTS & FIGURES 2024

\$712B

Projected contribution of Africa's internet economy by 2050 (~\$180B by 2025)

IFC & GOOGLE, E-ECONOMY AFRICA 2020

2.5B

Projected African population by 2050 — ~1 in 4 people on earth; median age ~19, the youngest continent

UN WORLD POPULATION PROSPECTS 2024

<0.1%

Share of web content in each African language, while English alone is ~50% of all content

W3TECHS 2026

Africa is the largest linguistic market on the internet whose own languages are most absent from it. The continent will add nearly a billion people by 2050 and reach roughly one in four people on earth, with a median age under twenty — the youngest, fastest-urbanizing population in the world. Sub-Saharan Africa is already the global epicenter of mobile money, with more than a billion registered accounts. Yet premium single-word .com domains in French and Swahili sit largely unclaimed or in foreign hands, and almost none of the web is built in the languages that this market actually speaks.

Pillar's PanAfrica practice brings the model proven as our deepest practice in Latin America to the continent. We assemble premium single-word French and Swahili .coms, operate them as full brands rather than parked pages through [Pillar Studio \(/studio\)](#), and apply the bilingual model infrastructure of [AI Labs \(/institute/ai-labs\)](#) that monolingual operators cannot easily replicate — all under African leadership. The result is a foundational position that compounds as the namespace tightens and AI distribution reshapes how the next billion consumers find brands.

For partners, founders, and institutions, this is the moment of maximum optionality. Explore the [portfolio \(/portfolio\)](#) to see the assets we hold, or read how [Pillar Authority \(/authority\)](#) turns linguistic territory into durable market position.

Frequently asked questions.

Is the core infrastructure really provided for free?

Yes. The foundation — premium French and Swahili domains held in stewardship for African builders, AI-fluency training for educators and operators, compute, and access to the distribution network — is provided to the continent at no cost. Pillar earns revenue only at the edges: premium Studio builds, Authority engagements, and enterprise and institutional programs. The infrastructure a continent needs to own its digital future is treated as a public good.

What does “African-led” mean in practice?

Pillar provides the foundation — the namespace, the compute, the training, the distribution network, and the patient capital. Leadership, editorial control, and ownership of the work sit with Africans. Pillar is the infrastructure partner and capital provider, not the voice. That distinction is deliberate: it is what makes the initiative durable rather than extractive, and it is non-negotiable.

How developed is Pillar’s African-language position today?

PanAfrica is the second-largest language position in the Pillar portfolio, after Latin America. Pillar holds thousands of premium French and Swahili .com domains in a categorized inventory; the Pillar site already ships in French today, and the French Authority practice operates across finance, health, and home categories. French infrastructure is live and in production; the Swahili position is being assembled now, ahead of the demographic curve.

Why French and Swahili specifically?

French is becoming an African language — by 2050 roughly nine in ten French speakers will live in Africa, and it is already the fourth most-spoken language on earth. Swahili is the lingua franca of East Africa, a working language of the African Union, and an official language of the East African Community, spoken by more than 200 million people. They are the two languages through which a pan-African web can actually be built at scale.

How do educators and institutions engage?

Pillar is built to surround the ecosystem. Educators and universities receive AI-fluency training and real infrastructure their students can build on. Foundations, development finance institutions, and multilaterals underwrite deployments and training cohorts. African founders, operators, and agencies run premium domains held in stewardship, with Studio and Authority available when they scale. A scoping conversation defines the right structure.
