



2024 Information Brochure

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www.ecourban.ng

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All operations are conducted from the UrbanStudio at Ecourban, the parent company and Pager integrates into the operations of Ecourban, functioning as an independent department of Ecourban. Pager is referred to as a product of Ecourban, leaning on all available resources and structure existing in Ecourban for its general operation and logistics requirements. Pager is a registered trademark of Ecourban Ltd.

Introduction

Pager is a digital news network focused on sharing information-based content covering technology, innovation, strategy, and the combination of these three fields as they emerge in everyday human life. The information is primarily shared via Pager's website and information/media pages on various social media outlets. Content on pager is grouped under the following categories:

1. Hardware
2. Fintech
3. Innovation
4. Climate
5. Startups
6. Media
7. App
8. Events

Operations

Pager primarily relies on its website, mobile and desktop applications, and pages on various content and social media networks for information dissemination and engagement. Secondary information sharing happens through interviews and programs conducted by Pager or participated by pager on third party platforms and engagements. There is no physical media publication. The main information sharing point is the website, and this is adapted to work across multi-platform interfaces (mobile devices, tablet devices, televisions, and computers). Content on Pager is developed by experts, enthusiasts, hobbyists, and researchers. Content is authored by individuals or groups or may be an already authored content reproduced and published with permission. Consideration is also given for publicly traded information.

Management

The management of Pager is headed by an editor in chief, who serves as the Chief Executive Officer of Pager. Public relations and commercial operations are headed by a Business Development Officer, while the internal running of Pager, covering operations and human resources is headed by an Operations Officer (Head of Operations). These three roles form the executive management level of Pager.

Marketing and Financing

Pager is financed primarily by funding from Ecourban, the parent company and owners of Pager. This makes Pager a bootstrapped engagement. Financing may also be obtained from grants and donations. Internally generated income is created from engagements that offer direct sponsorships for services and activities to Pager, as well as advert placements on pager online mediums.

Contact Information

For further information concerning Pager and to make enquiries, please contact Pager via the following channels:

1. Web www.pager.ng
2. Twitter/X [@pager_ng](https://twitter.com/pager_ng)
3. Instagram [@pager_ng](https://www.instagram.com/pager_ng)
4. Reddit https://www.reddit.com/user/pager_ng/
5. YouTube https://www.youtube.com/@Pager_ng
6. LinkedIn www.linkedin.com/showcase/pager-ng
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