



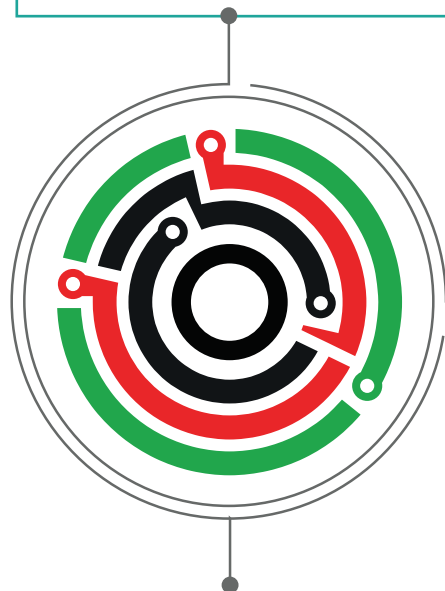
Kenya

E-Developer & Designer

Enos Weswa

Landscape

Connectivity / Mobile money
Mobile penetration



Five pillars for growth digital economy (E-developer)

- Digital Government
- Digital Business
- Infrastructure
- Innovation-Driven Entrepreneurship
- Digital Skills and Values

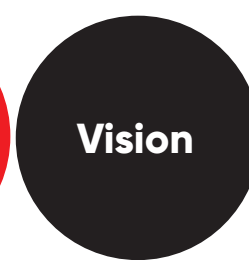
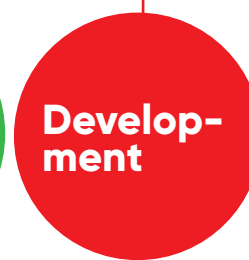
Mobile evolution

PayGo, digital credit, and mobile betting

Culture & Leadership

E-developers:
Startups & Corporates

Transportation: Safeboda, Route
Fintech: Mpesa, Cellulant
E-commerce: Jumia, Sky garden
Logostics: Sendy, Glovo
Agriculture: Twiga
Green Energy: Mkopa
E-government: E-citizen

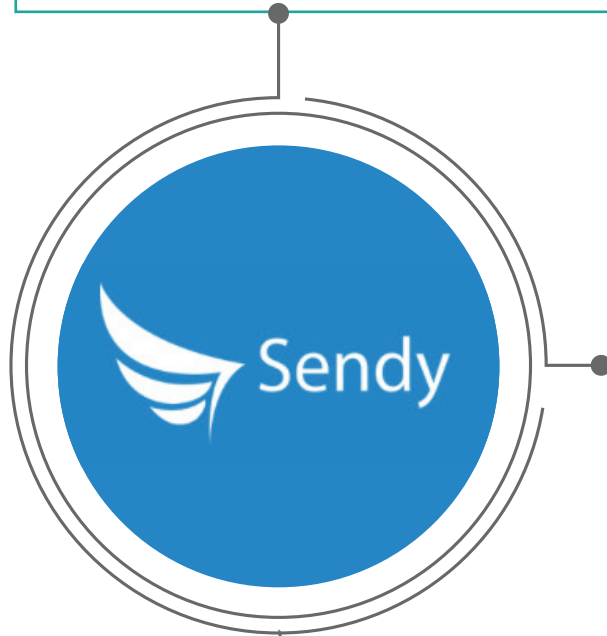


= Impact Commercialization

Money to experiment

Logistics: Sendy

From Digital Phonebook to Last-Mile Logistics



2014
Before Sendy, Alloys, Okoth, and Biwott had built a tracking system for a bus company, which sent an SMS alert to business owners when their package had arrived at its destination. Sendy: Last mile

Mindset: It started as "a fun project"

Total Funding Amount
\$7.5M

Founders: 3 Kenyan Uber for logistics. Sendy's platform works similarly to a taxi dispatch app, but focuses on moving packages instead of people.

From Digital Phonebook to Last-Mile Logistics



May 2018
Online and offline logistics marketplace consisting of transporters, pick up hubs and carriers. Shipments are matched to transporters based on location, size, weight and value of goods using technology.

1 Founder: He had to learn how to develop

Total Funding Amount
\$0

Sector: Agriculture

Access distribution into the millions of SME vendors



Grant, Peter (Kenyan & Foreigner)
Very Experienced

Nov 23, 2013

A mobile-based supply platform for Africa's retail outlets, kiosks, and market stalls. The company is using a mobile-based, cashless, business-to-business (B2B) supply platform to access distribution into the millions of MSME vendors in African urban markets.

Total Funding Amount
\$67.1M

Connect with buyers & farmers around you to sell your produce



Jamila, Susan, Linda
3 Kenyan Founders
Not experienced

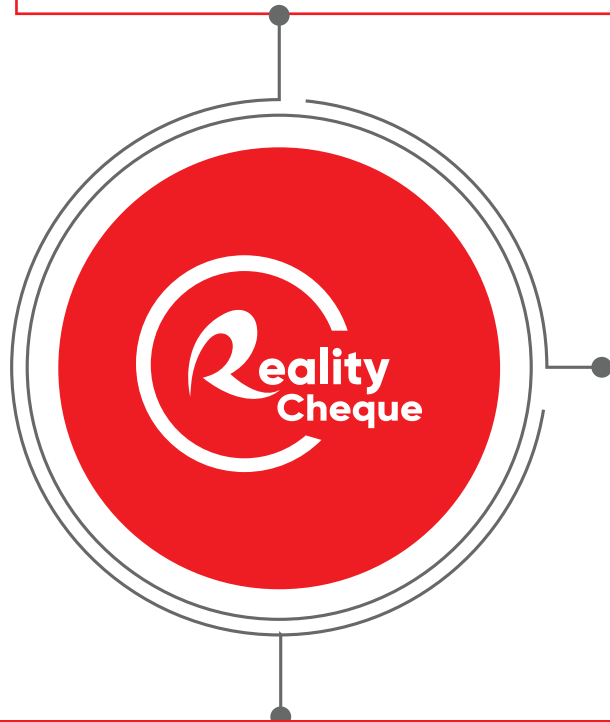
2011

Connects smallholder African farmers with urban and export markets via SMS and a web-enabled marketplace. M-Farm negotiates with buyers to create demand and assures quality through its network of agents.

Total Funding Amount
\$235K

Sector: Innovation-Driven Entrepreneurship (**Start-up**)

Authentic Startup community for learning, collaboration & follow-up



**Design,
Development
and vision**

**Solve, Sell, Grow
and Scale**

**Authentic Conversation - chat / forum
Collaboration- groups/tagging/mention
Information & followup -mentorship**

**Mass Inspire (Design Out)
ArtEase (E-commerce)
Creatives Academy Africa
Online learning platform**

Culture / Leadership / Speed

Challenges

Mindset (perspective or smart)

Money for experiment

Poverty, politics and governance

Collaboration

Ego system

Context: Funding context

Livelihood

Growth (commitment)

Optimizing on tools: wix, google forms

Skills

