GAME CHANGERS

FIBER OPTIC arrived in East Africa 2009
GAME CHANGERS

Mobile Money M-Pesa launched in 2007
17 million users registered to date
25% of GDP transferred through M-Pesa annually
SME IN ICT

- Eat Out
- yum
- SoKo
- mCollector
- M-Changa
- KOPO KOPO
- M-Form
THE DISCONNECT in the job market
18 million labor force
+86% literacy rate
+5.1% growth GDP
25 K university graduate
250 K secondary school

DISCONNECT

+40%

UNEMPLOYMENT RATE
So why can’t qualified Kenyan’s find jobs?
THE PROBLEM

PROBLEMS

No platform for mid to low skill jobs

Newspapers are too expensive

Websites offer only white collar higher-skilled work

Recruiters are unaffordable and charge jobseekers

Word of Mouth is inherently inefficient

only 1.5 computers for every 1000 people in Kenya.

*Most Kenyans search for jobs online at cyber cafes. This requires travel costs of on average 30 KSH ($0.37 USD) and browsing costs of on average 50 KSH ($0.61 USD) per session, a total of 90 KSH (1.10 USD) per day.
THE MARKET OPPORTUNITY
WHAT IS IT:
Mass market job search mobile application.

WHAT IT WILL DO:
Revolutionize the job search market

HOW IT WORKS:
Users will receive job alerts right from their basic mobile phones
THE SOLUTION

HOW IT WORKS? Job seekers

MOBILE

STEP 1: Dial *838# to register. (Kshs. 10/=)
STEP 2: Receive SMS job alerts @ 10 ksh/day max
STEP 3: Apply for jobs

ONLINE

STEP 1: Create your profile
STEP 2: Receive vacancy alerts
STEP 3: Apply for jobs
THE HANDSET PYRAMID

EXPANSION AND FUTURE

Basic phones 75-80%

Feature rich US $20-50

Smart US $100

3-5 years

Basic phones 55-60%

US $50 10-15%

20-30%

3-5%

*Source: Balancing Act
Carrier Examples: Kenya: 0.5m 3G; 5m data-enabled
Hire Qualified Professionals

**Step 1**: Post a vacancy at mkazi.co.ke or call/email us
**Step 2**: View applicant CVs
**Step 3**: Shortlist and interview best applicants
**Step 4**: Hire

Hire Semi–Skilled Workers (ie. drivers, machine operators)

**Step 1**: Call 020 259 2928 or email info@mkazi.co.ke
**Step 2**: Tell M–Kazi what you are looking for
**Step 3**: Receive a shortlist of suitable candidates
**Step 4**: Hire
THE SOLUTION

- USSD
- Email
- SMS
- Online Web
- WAP mobile web
OUR PROGRESS
GROWTH STRATEGY

30,000 NEW USERS SINCE BETA LAUNCH – SEPTEMBER 2012

Job seeker growth

3 months job seeker user uptake from October 1st to December 30th, 2012

GROWTH OF 10,000 NEW USERS MONTH ON MONTH
EXPANSION AND FUTURE

Population: 44,929,002
Real growth rate: 6.7%
GDP: 49,96
Labour force: 16,020,00
Unemployment rate: 4.2%
MOBILE PENETRATION: 38.4%

Expand to UGANDA and TANZANIA, countries in which it already holds a partnership with Nokia.

Population: 33,640,833
Real growth rate: 6.7%
GDP: 64,71
Labour force: 24,060,00
Unemployment rate: 40%
MOBILE PENETRATION: 56%

Population: 43,013,341
Real growth rate: 5%
GDP: 72,34
Labour force: 18,390,00
Unemployment rate: 10.7%
MOBILE PENETRATION: 77.2%
STRATEGIC PARTNER

NOKIA

M-Kazi will ingrained in all lower-end Nokia handsets between $15 to $150 in Kenya, Tanzania and Uganda starting May 2013.

Nokia projects **2.7 million** handsets to be sold in Kenya alone this year and **4.14 million** regionally.
CHALLENGES

- Data integrity and fraud
- Limited competition among mobile operators
- Infrastructure
- Funding
Thank you for your attention!

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