



I4Afund.com

BRINGING EMPLOYMENT TO 18 MILLION PEOPLE IN KENYA



Mkazi.co.ke

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



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%

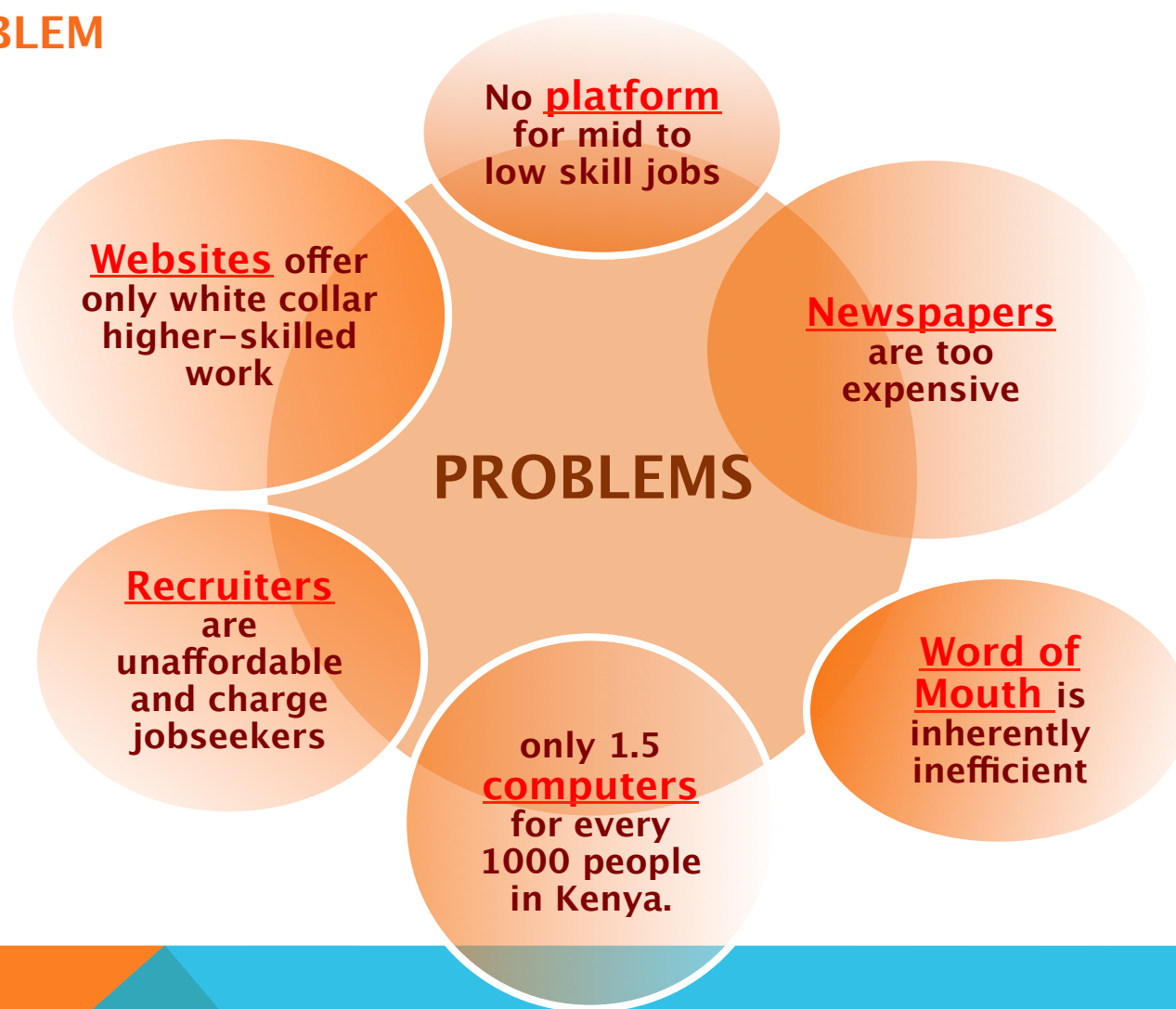
UNEMPLOYMENT
RATE



**So why can't qualified
Kenyan's find jobs?**



THE PROBLEM



*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



THE SOLUTION



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



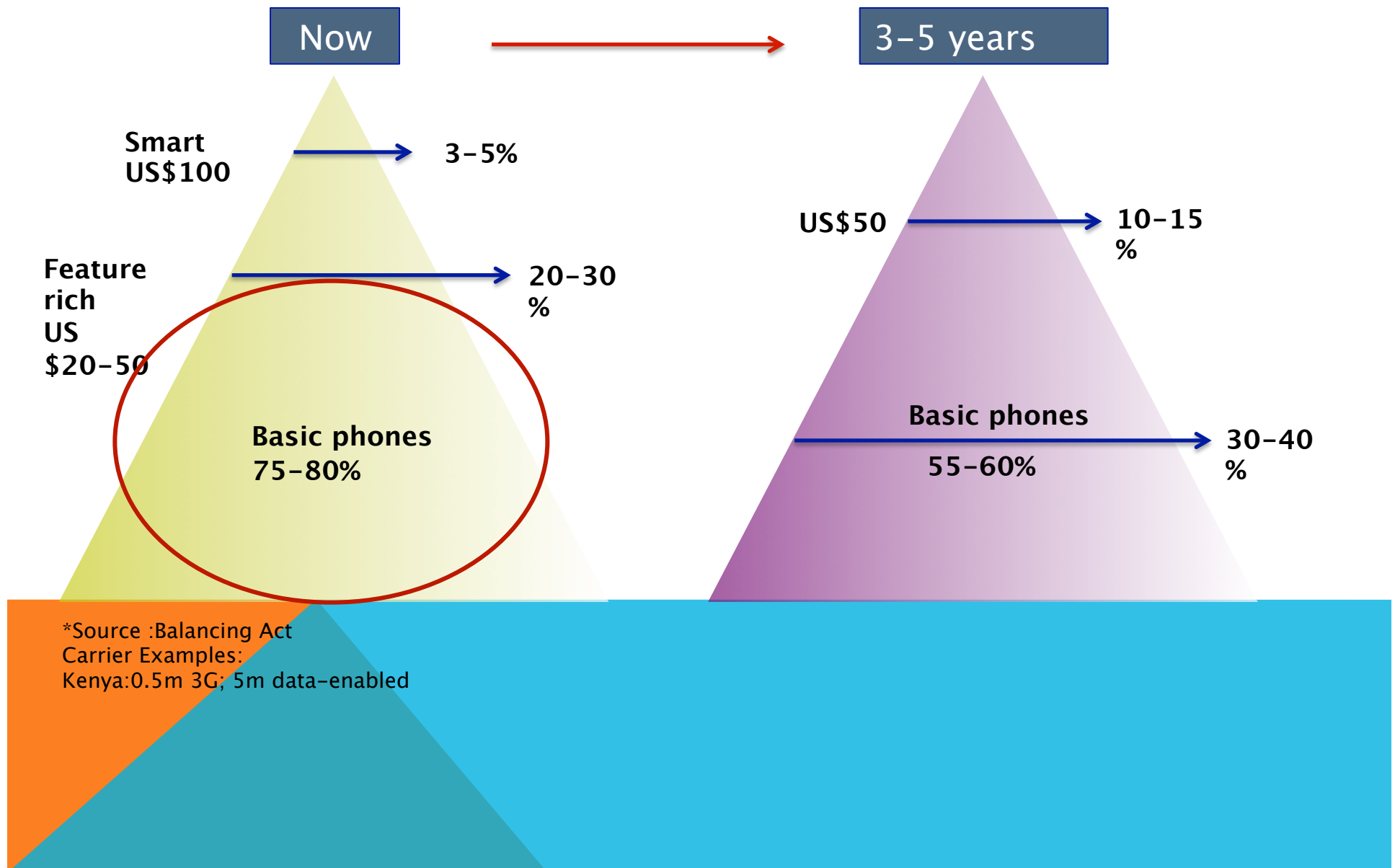
ONLINE

- STEP 1:** Create your profile
- STEP 2:** Receive vacancy alerts
- STEP 3:** Apply for jobs



EXPANSION AND FUTURE

THE HANDSET PYRAMID



THE SOLUTION

HOW IT WORKS? Employers

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

Step 1: Call 020 259 2928 or email info@mkazi.co.ke

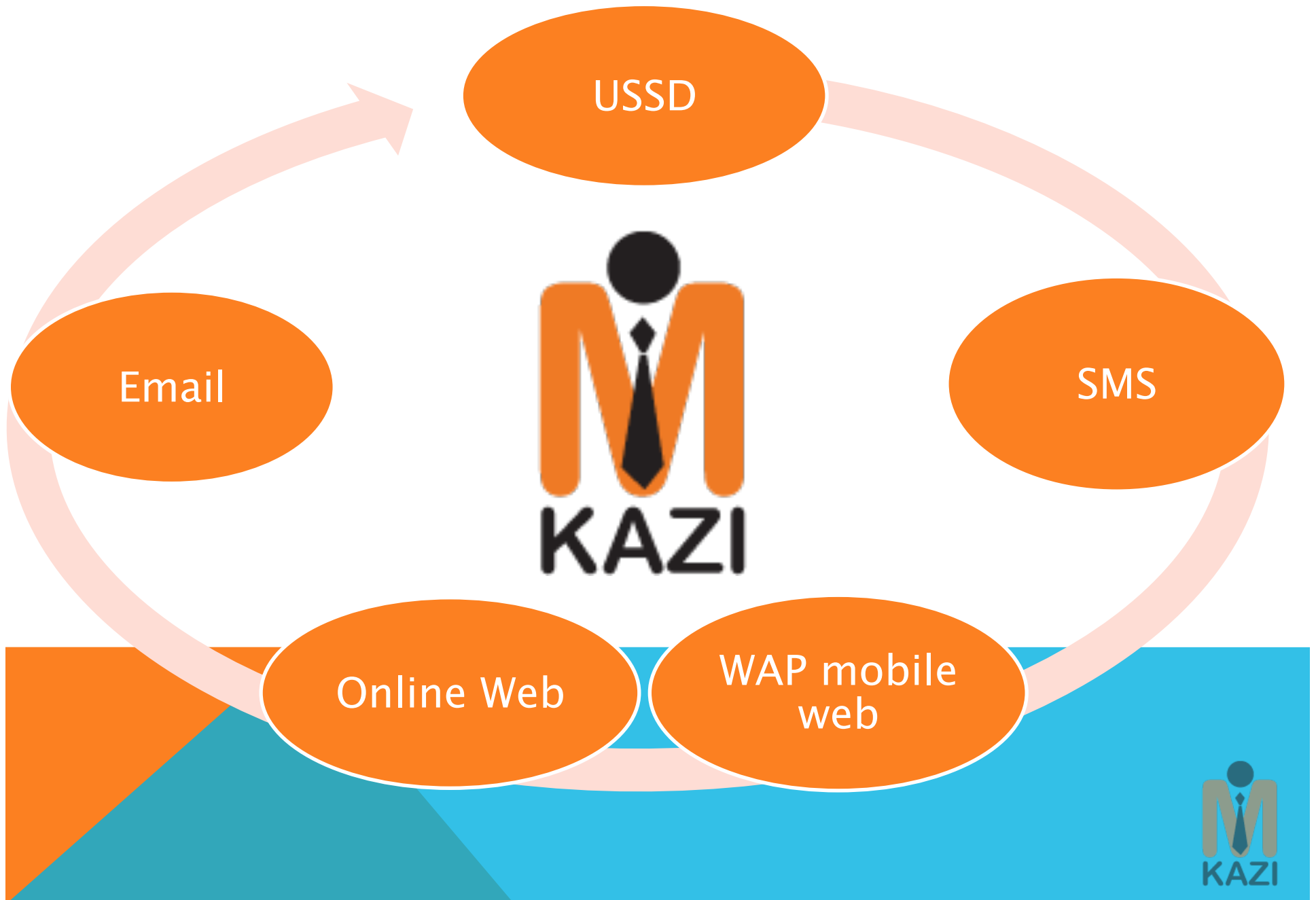
Step 2: Tell M-Kazi what you are looking for

Step 3: Receive a shortlist of suitable candidates

Step 4: Hire



THE SOLUTION



OUR PROGRESS

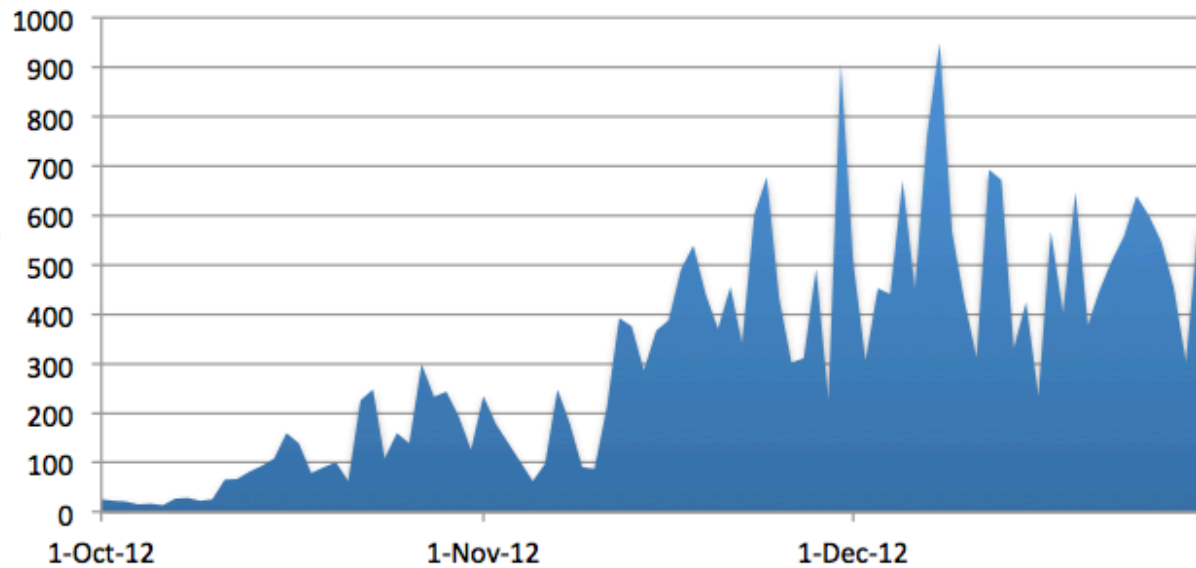


PROGRESS

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



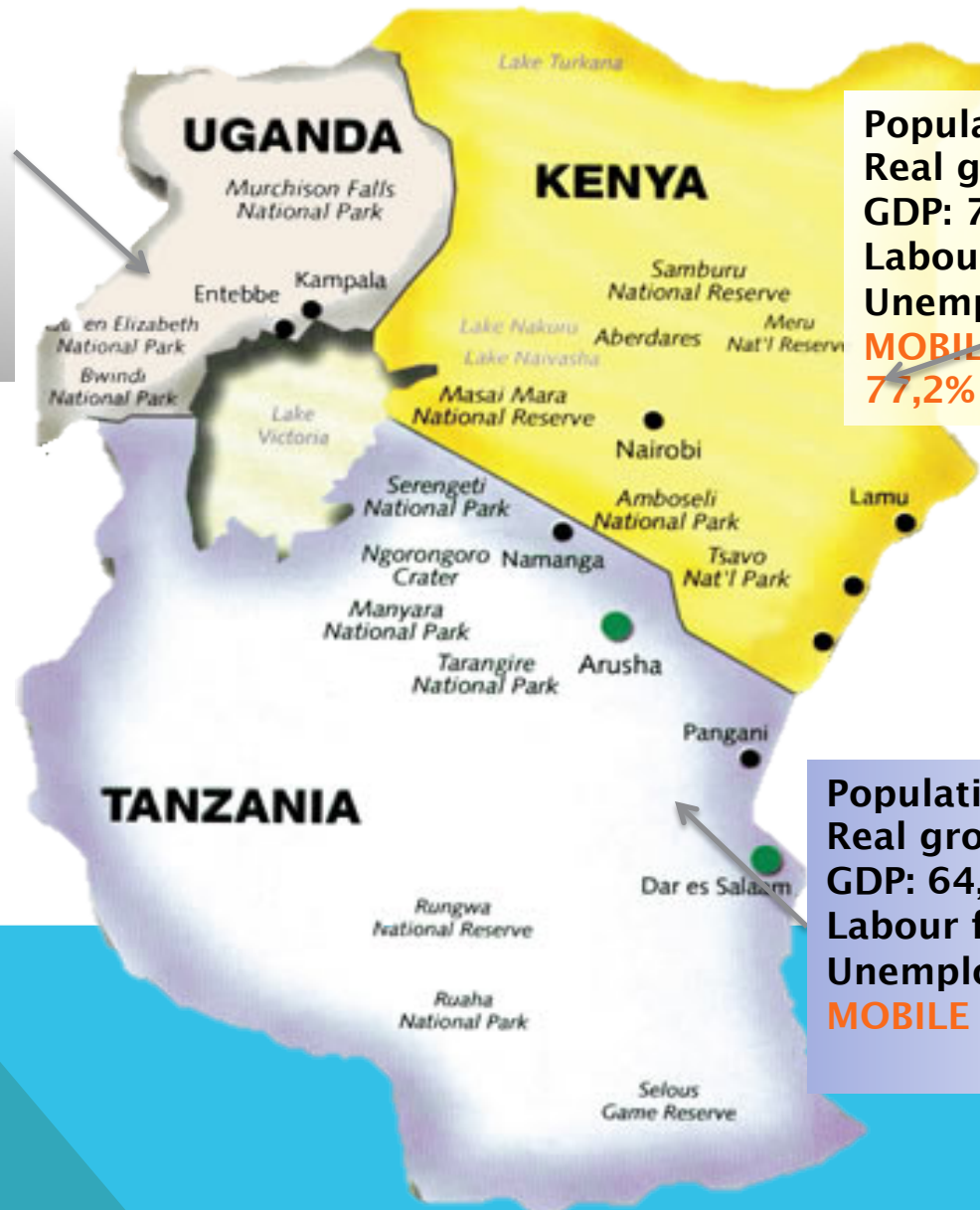
EXPANSION AND FUTURE



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%

Population: 43,013,341
Real growth rate: 5%
GDP: 72,34
Labour force: 18,390,000
Unemployment rate: 40%
MOBILE PENETRATION: 77.2%

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: 10.7%
MOBILE PENETRATION: 56%



EXPANSION AND FUTURE

STRATEGIC PARTNER

NOKIA

M-Kazi will be 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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