



NTF IV UGANDA

TECH START-UP DIRECTORY

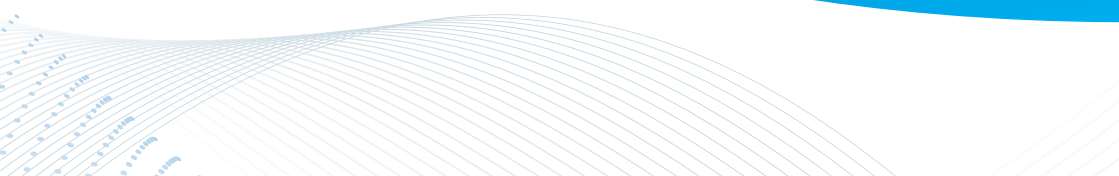


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Foreword

The Government of Uganda is committed to supporting Innovators, Innovation hubs, ICT Parks and providing a conducive environment for business to grow, we hope to see increased growth of innovation and ICT driven enterprise in the private sector.

We encourage global partners such as the World Bank, China and Korean Economic cooperation and the United Nations – International Trade Centre working through the Netherlands Trust Fund (NTF) IV Uganda Project to continue to work with the Government of Uganda to facilitate the growth of the ICT sector so that we are able to effectively provide services to other sectors in the country and the export market as well. The NTF IV Uganda Project intervention is one such catalyst to create solutions to our internal problems and more importantly create employment for our citizens.

The NTF IV Uganda project aims at strengthening SME's and ICT private sector associations as well as growing start-ups through training, coaching and linkages in collaboration with the Ministry of ICT and National Guidance, the Ministry of Trade, Industry and Cooperatives, the National Information Technology Authority of Uganda (NITA-U) and as well as the Uganda Export Promotions Board (UEPB).

This start-up directory provides key information on products, services and capacity of the start-ups. The directory will also be distributed to potential investors interested and willing to invest in Uganda to form a first line of information for potential investment. I encourage you all to use this directory to communicate with the profiled companies so that you are able to access the products and services that they provide.

We look forward to doing business with you!

VINCENT WASSWA BAGUIRE

Permanent Secretary, Ministry of ICT and National Guidance

Introduction

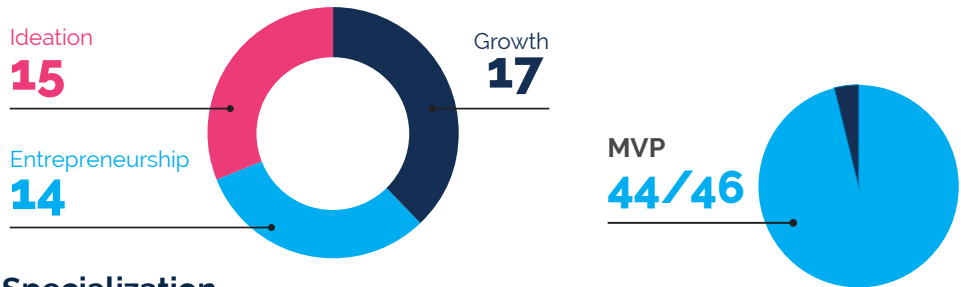
Out of the 80 applications we received in response to our call for applications in May 2019, ITC together with its partners carefully selected 46 of Uganda's tech startups to feature in our directory. A few facts at a glance;

Categories

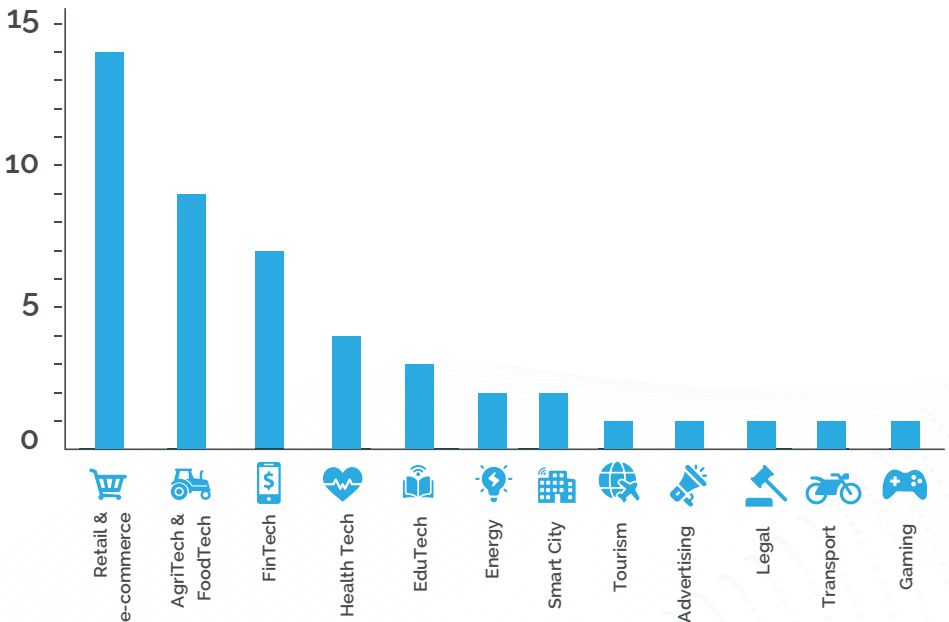
Growth Phase: Startups are post-revenue, targeting new markets and new products.

Entrepreneurship: Startups have a Minimum Viable Product (MVP) confirmed, customer acquisition and retention ongoing.

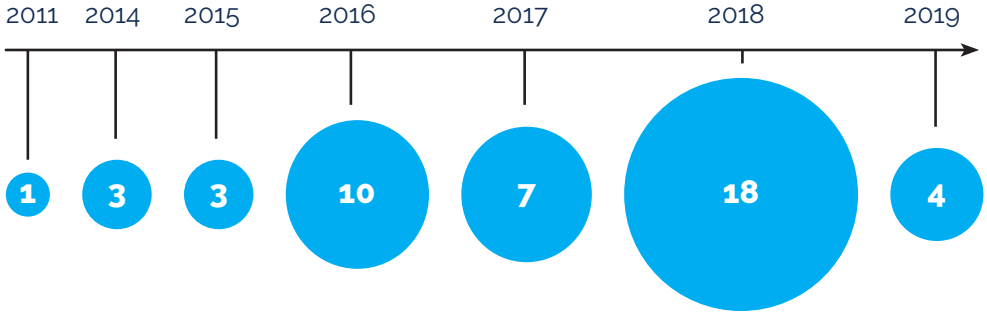
Ideation: These founders have conceived a new solution that they can provide to some set of potential clients or customers.



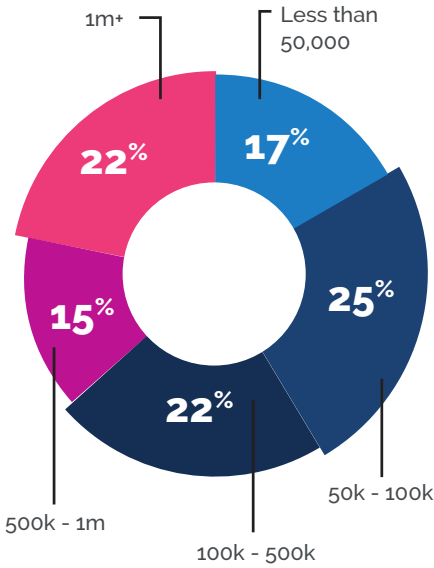
Specialization



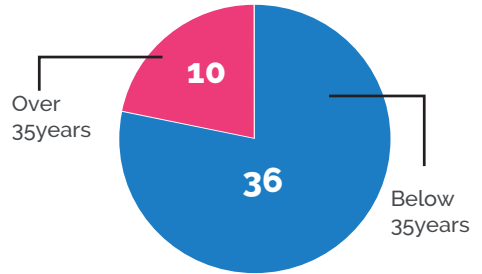
Year of Founding



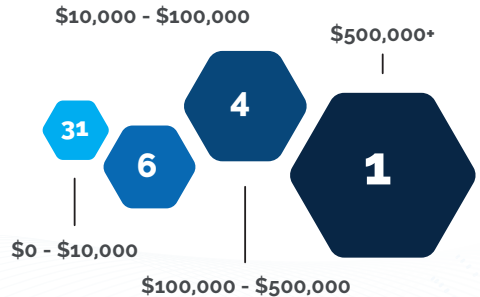
Funding Ask



Founders' ages (Out of 46)



Revenue generated per year (2018)



Led by women





Growth

Akello Banker **uses data and mobile tech to simplify and ease access to really important and sometimes lifesaving products** and services for millions of farmers in Africa.



Problem/Opportunity

Over 90% of the Smallholder farmers can't increase their farm production and productivity because they lack a convenient, accessible and Affordable financing option to purchase the right farming tools and equipment.



Solution/Product

Our data driven and mobile technology allow farmers to access, order for, hire and share farm extension workers, Inputs, tools & equipment from verified providers on credit.



Competitive Advantage

We have a clear understanding of what it means for a human being to live on less than 2 dollars a day. 80% of our team have lived or experienced the problem we are solving using our solution.

Market

- Africa will be home to **2 Billion People** by **2050**; Over the same period, the number of Ugandans will grow to **90 Million**.
- Uganda's food production will need to grow by **75%** by **2030** to keep up with the additional food demand.
- On the supply side, Africa's Agriculture and food business are projected to grow to **\$1 trillion** by **2030**.

Business Model

- Transactional Commission
- Interest income from Credit Transactions
- Subscription fees from service providers



Traction

- We have onboarded **83,000 farmers** on to our platform. On season, **12,000** transactions are undertaken with a **89% transaction Success Rate**.
- We have expanded our operations to cover West Nile, Northern, Eastern and Western Uganda with **17,000 farmers** and **360 service providers**.
- We have facilitated credit transactions worth **\$ 1 Million**, with a default rate of less than **7%**

Management Team

CEO/Founder: Jean Anthony Onyait

CTO: Mayoby Hassan

CMO: Mbaguta Liberio

General Information

Year of establishment: 2016

Full business address: Plot 1674, Valley Curve, Kiwatul Road Ntinda.

Website URL: www.akellobanker.com

Telephone number: +256 754 114 004

Email address: jonyait@akellobanker.com

Total number of staff: 7

Social media accounts: <https://twitter.com/akellobanker>
<https://www.facebook.com/MyphoneMybanker>

Area of specialization: Agritech & Foodtech, Fintech

Legal form of business: Limited liabilities

Financial Information

Initial Capital: \$150,000

Current and past revenues (USD) 2018:

\$157,000

Current and past expenses (USD) 2018:

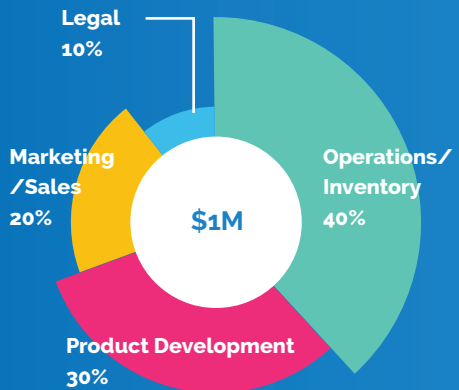
\$189,700

Cash spent per month \$7,623

Investment required: \$1M

Percentage of shares that could be made available to an equity investor: 15%

Use of Funds





Our mission is to end food waste with innovative solutions. Our aim is to be known for **high quality fresh produce, convenience, and fair prices.**



Problem/Opportunity

Uganda loses 20 million tonnes of food per year. Farmers lose up to 60% of the fresh produce annually. All this food is never eaten but goes to waste.



Solution/Product

Our mission is to end food waste with innovative solutions. Our clients shop fresh produce online with ease and it is delivered to them wherever they are.



Competitive Advantage

Bringo Fresh works directly with farmers and delivers fresh quality produce to clients. We have partnerships with major suppliers of bread and dairy products.

Market

Our Target



Business Model

- We take orders online, by phone and subscriptions.
- We expect a gross profit margin of not less than 70 per cent in the next 12 months.



Financial Information

Initial Capital:	\$100,000
Current and past revenues (USD) 2018:	\$1,200
Current and past expenses (USD) 2018:	\$2,600
Cash spent per month	\$7,457
Investment required:	\$100,000
Percentage of shares that could be made available to an equity investor:	Grant

Traction

- Participated in Seed Stars World Challenge 2018 and emerged 3rd Winner.
- We have sold 191 boxes, with a total of 80 customers since we started.
- Signed up 100 small holder farmers, and have hit USD 4,000 in Revenue.

Management Team

CEO/ Founder: Matsiko David Brian

CMO: Sandra Ampumuza

CTO: Emmanuel Kamugisha

General Information

Year of establishment: 2018

Full business address: Kiira road, Plot 54, Uganda Cares Building

Website URL: www.bringofresh.com

Telephone no: +256 701 463 904

Email address: care@bringofresh.com

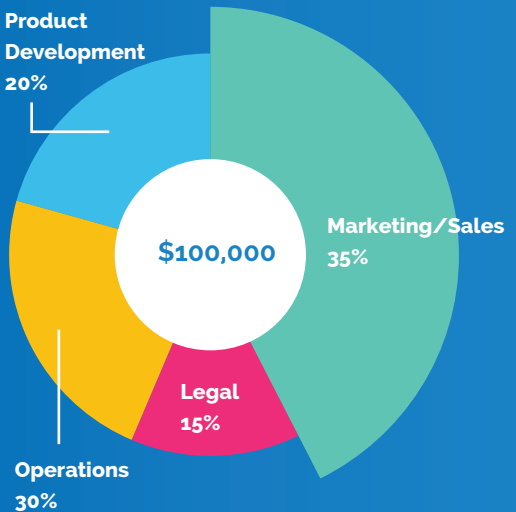
Total number of staff: 15

Social media accounts: <https://www.facebook.com/Bringofresh/>
<https://twitter.com/bringofresh1>
<https://www.instagram.com/bringofresh/>

Area of specialization: Agritech & Foodtech, Retail & E-commerce

Legal form of your business: Sole Proprietorship

Use of Funds





Our mission is to build **a platform that will digitize Micro and Small Medium Enterprises businesses**, giving them visibility to manufacturers, financial institutions and a fair advantage to compete.



Problem/Opportunity

MSMEs are disadvantage because of large corporations, e-commerce sites, and franchise businesses who enjoy bigger economies of scale and have larger advertising budgets, yet the MSMEs run by mainly women are the backbone for many African families and communities.



Solution/Product

Chap Chap enables users digitize their business by:

1. Migration from traditional bookkeeping to formal, safer, verifiable, sustainable and easily accessible methods.
2. Digitizing the supply chain to help SMEs get goods at competitive prices from manufacturers or distributors.



Competitive Advantage

Our approach has the potential to succeed since the current avenues of accessing loans requires SME's to have a bank account and a credit history which many SME's cannot provide. This leaves the majority of the population untapped and provide Chap Chap an opportunity to succeed.

Market

1Million+

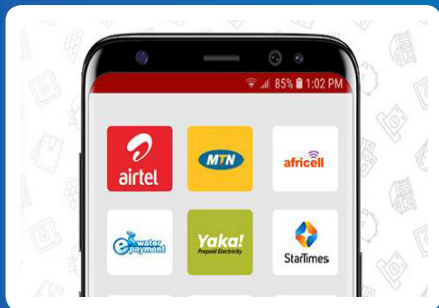
Micro Small Medium
Businesses in Uganda

Our Target

- In Uganda, we are targeting 20% which is 200,000 (MSMEs) in the next 5 years with the growth rate of 1.40% of businesses from 2008 to 2018

Business Model

- Chap Chap Model is Business-To-Business (B2B) and Business-To-Business-To-Customer (B2B2C). Both models generate commissions over the product portfolio revenue.
- ChapChap works with Agents who distribute digital products on the App to customers and we earn between 4% to 8% commission from the sales.



Traction

- 900 SMEs in 2017
- 3,250 SMEs in 2018
- 4,594 SMEs in 2019

Management Team

MD : Emmanuel Emodok

CEO: Ayeku Christian

CMO: Julius Cerdick Ogwang

General Information

Year of establishment: 2016

Full business address: Plot 1234, Block 185, Namugongo, Kyadondo

Website URL: <https://chapchap.co>

Telephone no: +256 754 444 605

Email address: support@chapchap.co

Total number of staff: 25

Social media accounts: <https://www.facebook.com/ChapChapAfrica>
<https://twitter.com/ChapchapAfrica>

Area of specialization? Fintech, Retail & E-commerce

Legal form of your business: Limited liability

Financial Information

Initial Capital: \$50,000

Current and past revenues

(USD) 2018: \$32,725

Current and past expenses

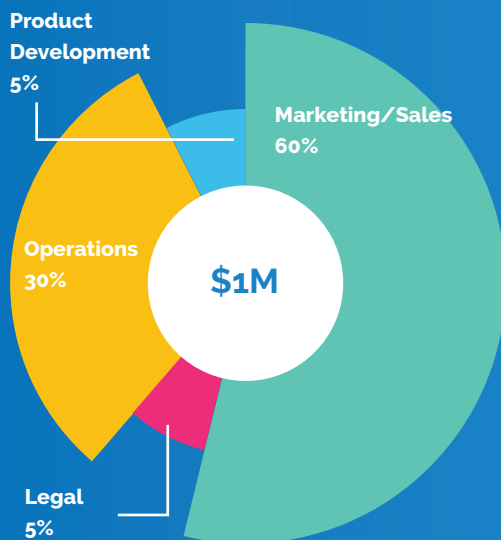
(USD) 2018: \$72,500

Cash spent per month \$8,000

Investment required: \$1M

Percentage of shares that could be made available to an equity investor: 5%

Use of Funds





Our mission is to be the leading **Agro-based e-commerce company in Africa.**



Problem/Opportunity

Close to Shs14B is lost annually through counterfeit agro-chemicals. Famunera seeks to close the supply Gap for Quality Agro-inputs in Uganda and help market African Agro-produce.



Solution/Product

An Agribusiness E-commerce platform that connects Farmers to suppliers of Quality and affordable inputs, services and offer market access for their output.



Competitive Advantage

We are focused on helping the farmers from the point of planning, sourcing for resources, planting, harvesting, storage and to the final sale of their produce.

Market

- In terms of value, the Global Consulting & Advisory firm, McKinsey projects that e-commerce will be worth \$75 billion in Africa by 2025.
- Research firm Statista estimates that the ecommerce sector in Africa generated \$16.5 billion in revenue in 2017 and forecasts revenue of \$29 billion by 2022.

Business Model

- Sales commissions from Inputs and produce sales
- Advertising
- Product listings



Traction

- We have registered over 200,000 farmers across Uganda.
- We have partnered with over 500 Input sellers in Uganda. We get over 200 unique visits on our website.
- We have over 1,500 users registered as buyers on our platforms.

Management Team

CEO/Founder : Naika Julius Enock

CMO : Ojema Joel Barnabas

Co-Founder & CFO.

CCO: Nammanda Lydia

General Information

Year of establishment: 2016

Full business address: Bombo Road. Room MT 06, Mahad Towers, Kawempe Town.

Website URL: <https://famunera.com/>

Telephone Number: +256 786 224 601

Email Address: trade@famunera.com

Total number of staff: 4

Social media accounts: @famuneraOnline on Facebook, Twitter and LinkedIn

Area of specialization: Agritech & Foodtech, Fintech

Legal form of your business: Limited liability

Financial Information

Initial Capital: \$1,000

Current and past revenues

(USD) 2018: \$14,000

Current and past expenses

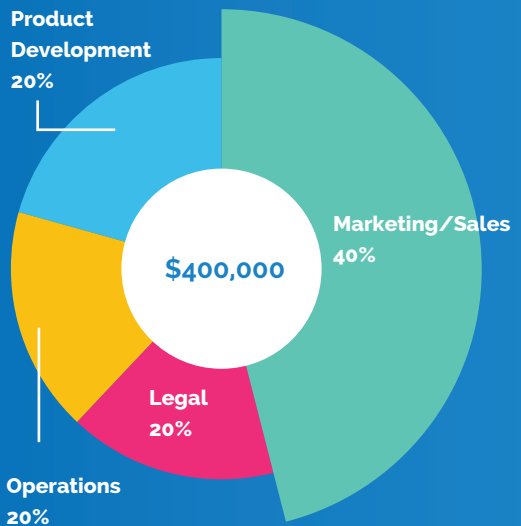
(USD) 2018: \$1,200

Cash spent per month \$1,500

Investment required: \$400,000

Percentage of shares that could be made available to an equity investor: 5%

Use of Funds





A **clean-tech startup** facilitating access of BOP populations to solar energy



Problem/Opportunity

There are over **500** solar companies in Uganda attempting to provide solar energy to the **80%** of Uganda's population living in off-grid communities. However as of **2019**, they have been able to reach only **7 million people**.



Solution/Product

Gnugrid provides Solar Sentra, a hybrid system that comprises of an AI powered PayGo system coupled with an AI optimised hardware for customer management, digital payment management, predictive analytics and collects data on power usage patterns that can be used to tailor service delivery.



Competitive Advantage

The energy sensing, credit scoring, customer vetting and automated system diagnostics are particularly unique to our solution, Solar Sentra. In addition we save solar companies the burden of developing and managing their own PayGo systems by providing them with one where they simply subscribe.

Market

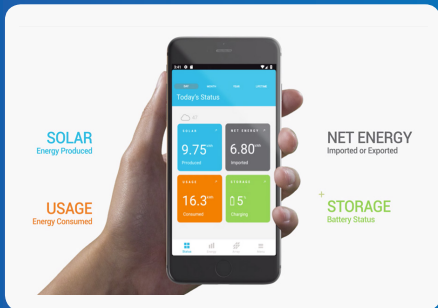
There are **over 500 solar companies** in Uganda

Business Model

SaaS model

Charges

- Annual subscription of **\$1053** per solar company
- One off fee of **\$7** for each piece of hardware (energy sensor & GSM)
- Monthly customer management fee of \$0.53 for active users and **\$0.05** for inactive users
- SMS fee of **\$0.01** per month.



Traction

- Raised \$50,000 convertible note
- Signed contracts with 10 solar companies.
- In partnership Uganda Solar Energy Association (USEA)
- Finalists at; NTF IV Uganda, Rockstart AI program, World Frontier Forum

Management Team

CEO/Founder: David Opio Obwangamoi

CMO: Crystal Kiseka

CBDO: Musa Kisiriko

General Information

Year of establishment: 2017

Full business address: Kaduyu Road, Off Kyambogo Road, Ntinda - Kiwatule, Kampala Uganda

Website URL: www.gnugridafrica.com

Telephone number: +256 779 387 925

Email address: crystal@gnugridafrica.com

Total number of staff: 10

Social media accounts: <https://twitter.com/gnugrid?s=03>

Area of specialization: Cleantech

Legal form of business: Limited liability

Financial Information

Initial Capital: \$70,000

Current and past revenues (USD) 2018:

\$8,000

Current and past expenses (USD) 2018:

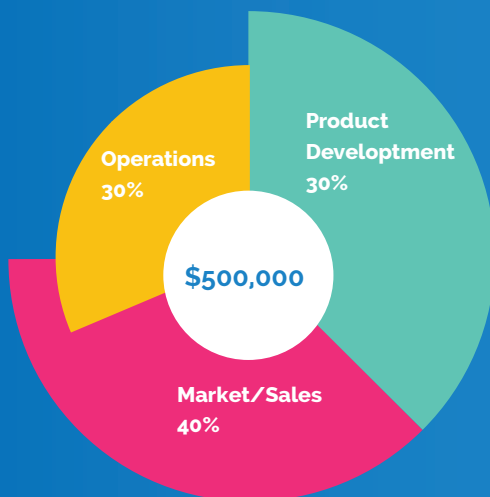
\$60,000

Cash spent per month: \$15,000

Investment required: \$500,000

Percentage of shares that could be made available to an equity investor: 15%

Use of Funds



Vision: Technology for Africa, by Africa.

Mission: To develop **Innovative Internet of Things (IoT) based tools, technologies, and services** that support Africa's socio-economic transformation.



Problem/Opportunity

Our target customers are solar PV energy solution providers, consultants and donors. They need performance data on the energy solutions to optimize performance.



Solution/Product

Remot is a smart meter device which wirelessly connects to a full SaaS platform that monitors the performance of the solar installation. Using data analytics and Artificial Intelligence, we are able to optimize household and SME energy efficiency and consumption of electricity.



Competitive Advantage

- Very experienced and qualified technical team and managing director
- Diversity in shareholders and advisors
- Connection to Makerere University
- Very strong local and international partnerships

Market

400

Companies in Uganda are in the solar business.

121 Million

Households without electricity in Sub-Saharan Africa

72

Members in the Uganda Solar Energy Association (USEA)

\$7.3 Billion

Addressable market (121 million x USD 60) = USD 7.3 Billion

Business Model

Remot runs a B to B model and we make money through the sale of smart meters, subscriptions



Traction

- **Money raised to date:** USD 500,000
- **Installations:** 1,000 smart meters
- **Operation:** 5 countries; Uganda, Kenya, Tanzania, Ethiopia & DRC

Management Team

CEO/ Founder: Douglas K. Baguma
CTO: David Tusubira S.

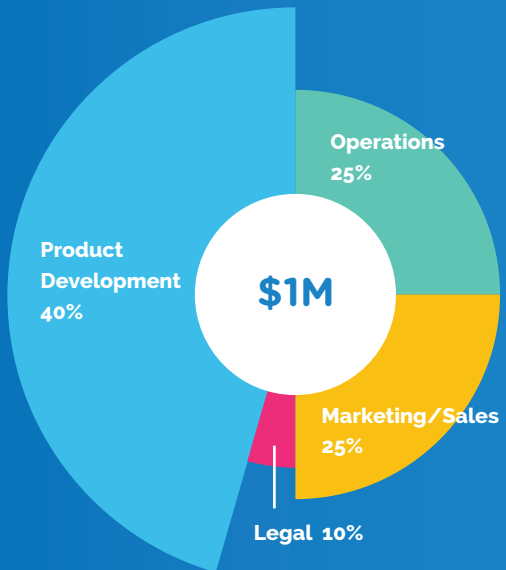
General Information

Year of establishment: 2015
Full business address: CEDAT, Makerere University
Website URL: <https://www.innovex.org>
Telephone Number: +256702795993
Email Address: info@innovex.org
Total number of staff: 7
Social media accounts: Facebook: www.facebook.com/innovex.org/
Area of specialization: IoT & Big Data
Legal form of business: Corporation

Financial Information

Initial Capital: \$1,000
Current and past revenues (USD) 2018: \$25,000
Current and past expenses (USD) 2018: \$40,000
Cash spent per month: \$3,000
Investment required: \$1,000,000
Percentage of shares that could be made available to an equity investor: 20%

Use of Funds





To provide quality socially relevant entertainment through the **development of popular, easy to use mobile games**



Problem/Opportunity

Durable applications that ease operations and generate income.



Solution/Product

Create Viable applications and games

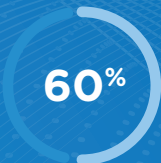


Competitive Advantage

We have positive customer feedback and excellent customer satisfaction.

Market

Expected Market Share



Growth

Business Model

- Direct Sales



Financial Information



Traction

Over 200,000 downloads for one of our games, Matatu

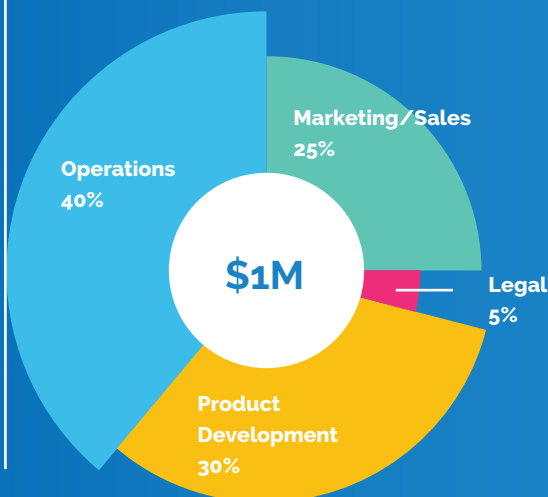
Management Team

CEO/ Founder: Mr Okalanyi Daniel

CMO: Atim Jennifer

CTO: Jasper Anono

Use of Funds



General Information

Year of establishment: 2011

Full business address: Level 3, Block C , Ntinda Complex

Website URL: <http://kolastudios.com/>

Telephone number: +256 772 686 277

Email address: theguys@kolastudios.com

Total number of staff: 6

Social media accounts: <https://www.facebook.com/Kola-Studios-283527355006461/>

Area of specialization: Gaming

Legal form of business: Limited liability

Our vision is to be the top innovators, designers and developers of **low cost mobile ultrasound devices** for pregnant mothers in resource scarce environments.



Problem/Opportunity

Our customers are health centers that cannot afford the conventional Ultrasound devices because they are bulky, consume a lot of electricity and are very expensive to purchase.



Solution/Product

We offer low cost, energy saving, portable Ultrasound devices that connect to a laptop, tablet or mobile phone to enable health workers carry out Ultrasound in low resource settings.



Competitive Advantage

Our competitors offer connection to only a phone, our device can connect to a phone, laptop or tablet.

Market

5000

Private Clinics

2400

Gov't Health Centres

Growth

Business Model

45%
Profit

Direct Product Sale at \$2000

100%
Profit

Renting out the devices at \$100 per device per day



Curvilinear Probee *M-SCAN C1*

Traction

- We have won grants from UNFPA, YGAP International and TechCrunch
- We have won awards for our social impact work in fighting maternal mortality using our devices for example Young Achievers of the year 2018.
- We have signed up our first distributor in Kenya.
- Our product has been approved by radiologists.

Management Team

CEO: Kyomuhendo Phyllis

CMO: Ahimbisibwe Prosper

CTO: Menyo Innocent

General Information

Year of establishment: 2017

Full business address: Plot 23, Outbox Hub, Lumumba Avenue, Soliz House, Level 4

Website URL: <http://mscanug.com>

Telephone no: +256 700 903 657

Email address: phyllis7kd@gmail.com

Total number of staff: 4

Social media accounts: Facebook: <https://www.facebook.com/mSCANUganda/>
Twitter: https://twitter.com/mSCAN_Ug

Area of specialization: Health Tech

Legal form of business: Limited Liability

Financial Information

Initial Capital: \$10,000

Current and past revenues

(USD) 2018: \$30,000

Current and past expenses

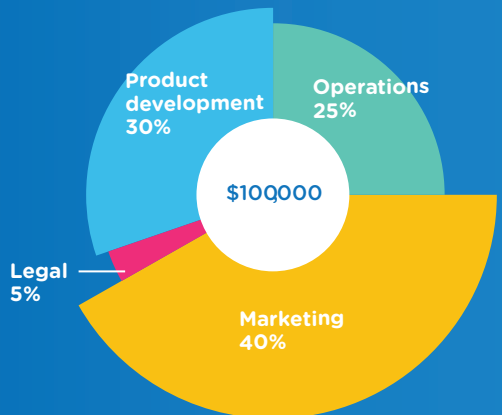
(USD) 2018: \$17,900

Cash spent per month: \$1,675

Investment required: \$100,000

Percentage of shares that could be made available to an equity investor: 10%

Use of Funds





Nampya Farmers' Market

Nampya Farmers Market operates a mobile-based business to business **food stock supply platform** for retail outlets in urban centres, saving them the hustle of waking up at dawn to go to the wholesale market to buy supplies.



Problem/Opportunity

In Uganda, efficiency of land-use has been in negatives for decades because 70% of the population are smallholder farmers facing the uncertainty of future prices for their produce. They're out of reach to bulk buyers and so they depend on broker prices for survival.



Solution/Product

Nampya Farmers Market is established as a low-tech enabled sourcing and distribution platform connecting rural farmers and the informal retail vendors in cities.



Competitive Advantage

Beyond providing a multi-product line shop for vendors, kiosks, stalls, restaurants and hotels, Nampya Farmers' Market offers a simple and deeply rooted mobile ordering solution to re-invent Africa's approach to retail, making it less-time consuming and more efficient.

Market

Homes in & around Kampala

6 million

Daily Food Expenditure

\$2/day min.

Nampya works to capture

40% min. by 2020.

Business Model

- The company on-boards farmers & clients to facilitate trade

Nampya Charges



Mark-up on every delivery made.



2% interest on 48hr credit lines to vendors



Financial Information

Initial Capital: \$50,700

Current and past revenues (USD) 2018:

\$115,000

Current and past expenses (USD) 2018:

\$108,000

Cash spent per month \$5,000

Investment required: \$200,000

Percentage of shares that could be made available to an equity investor: 20%

Traction

- 1820 suppliers(farmers)
- 700 clients(vendors)
- 500 average number of transactions per week
- \$20 average order value.
- 1% churn rate

Management Team

CEO/Founder: Mark Matovu

CMO: Fred Kasajja

General Information

Year of establishment: 2016

Full business address: Plot 34 Namayumba Town Centre, P.O.Box 36099 Kampala-Uganda

Website URL: <https://www.nampyafarmersmarket.com>

Telephone number: +256 785 134 155

Email address: matovu.mark@yahoo.co.uk | m.mark@nampyafarmersmarket.com

Total number of staff: 17

Social media accounts: <https://www.facebook.com/ugandanfarmers/>

Area of specialization: Agritech & Foodtech (Marketing and supply chain management)

Legal form of business: Limited Liability Company

Use of Funds

Operations

40%

\$200,000

60%

Procurement of CAPEX

(Storage & Logistics Infrastructure)



SafeBoda provides a **safe, more convenient, mobile-first transportation platform for Africa's booming young population.**



Problem/Opportunity

Every year 2.9% of GDP is lost due to road accidents. Boda accidents makeup 41% of all trauma cases at Mulago National Hospital. In Uganda, less than 1% of passengers wear a helmet. Wearing a motorcycle helmet correctly can result in 40%/70% reduction to risk of death/severe injury.



Solution/Product

Professionalise the boda boda industry through increasing knowledge and awareness of road safety, bike maintenance, customer care, first aid and using App technologies. We have the capacity to train 1,000 boda riders a week. Improve earnings and livelihoods of boda riders and their families as a result of the skills and knowledge they learn through this training.



Competitive Advantage

Founded in the heart of Kampala Uganda, we are truly an African business, designed for the African context. We have the best understanding for the Boda industry given that most of our operation team are ex-Boda drivers who have the expertise/understanding, we also have the best team to help driver change.

Market

150,000

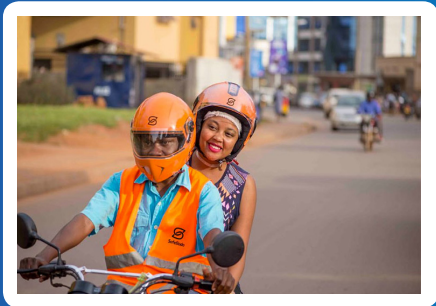
Estimated No. of Bodas in Kampala

- Over 20 African countries are flooded with millions of unregulated Motorcycle taxis.

Business Model



Commission off each transaction made through the app



Traction

- We have been able to recruit and train over **10,000** drivers in Kampala and at the moment making over **1.5M** trips a month.
- We have also expanded to Nairobi and been able to recruit and train over a thousand drivers in less than **8months**.

Management Team

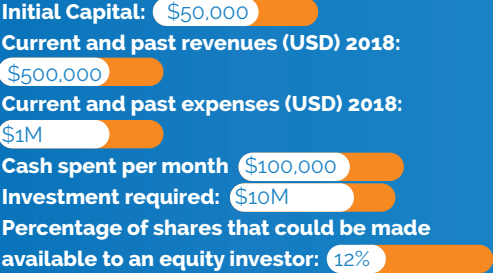
Co-CEOs: Maxime Dieudonne / Alastair Sussock
CTO: Kirk Agbenyegah
Director/Co-Founder: Rapa Thomson Ricky

General Information

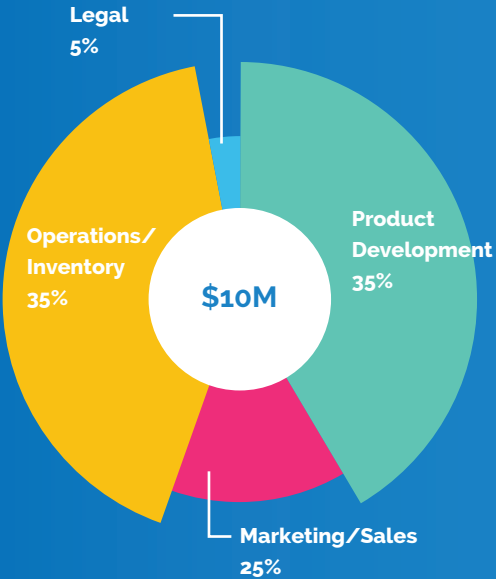
Year of establishment: 2015
Full business address: Plot 1 Bukoto street
Website URL: <https://safeboda.com/ug/>
Telephone number: 0800 300 200, 0794 515 330
Email Address: ricky@safeboda.com
Total number of staff: 219
Social media accounts: <https://web.facebook.com/safeboda/>
<https://www.instagram.com/safeboda/>
<https://twitter.com/SafeBoda>

Area of specialization: Fintech, Smartcity
Legal form of your business: Corporation

Financial Information



Use of Funds



Smartfarmingug.com **enables farmers in East Africa access certified farm inputs** and extension services conveniently anytime.



Problem/Opportunity

There is lack of access trusted extension services.



Solution/Product

A trusted platform that enables farmers access certified inputs and extension conveniently anytime anywhere in East Africa



Competitive Advantage

- We are first movers.
- Passionate and very experienced team in both IT and agriculture.
- Unique culture and implementation.

Market

1. Best case scenario:

Becomes market leader, **\$1B+** in annual revenue

2. Realistic success scenario:

Gets **5%** of EA market, **\$400-500M** in annual revenue

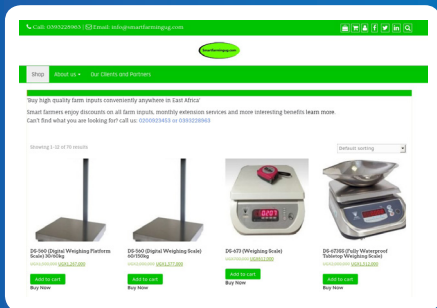
3. Worst case scenario:

Remains a **200** card holders, provides certified farm products, training & extension to Ugandan farmers.

Business Model

- **10%** Commission on every farm product sold

Monthly subscription fees for Smart farmer's card holders



Traction

- Traction: So far we have **292,528** users with **2,340** paying users

Management Team

Founder: Tinyefuza William

CEO: Arthur Tumwine

CMO: Ezra Luggya

General Information

Year of establishment: 2016

Full business address: UWEAL House- 2nd floor UMA Showgrounds, Lugogo

Website URL: <https://www.smartfarmingug.com/>

Main contact phone number and WhatsApp: 0200923453/0393228963

Email address: william.t@smartfarmingug.com

Total number of staff: 12

Social Media Pages: <https://www.facebook.com/Smartfarmingugcom-2084306861832908/>
<https://twitter.com/SmartfarmingugC>

Area of specialization: Agritech & Foodtech, Retail & E-commerce

Legal form of business: Limited liabilities

Financial Information

Initial capital (USD) \$120,000

Current and past revenues 2018: \$77,778

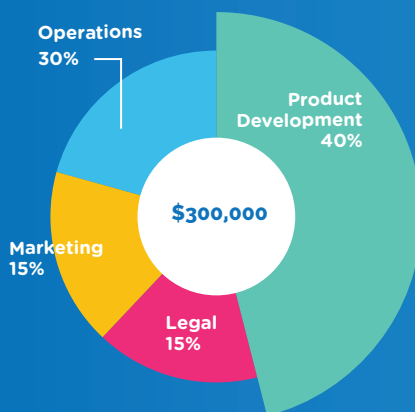
Current and past expenses 2018: \$36,111

Cash spent per month \$4,500

Investment required \$300,000

Percentage of shares that could be made available to an equity investor: 10%

Use of Funds





Spouts of Water

SPOUTS is a social venture that **manufactures and distributes the Purifaaya water filters** - affordable and effective ceramic water filters - to improve the access to clean drinking water sustainably in Uganda.



Problem/Opportunity

Today, 30% of the world's population, or 2.1 billion people, do not have access to clean drinking water. In Uganda specifically, over half the population doesn't have access to clean drinking water, while the remaining majority relies on unsustainable methods, such as boiling, for water treatment.



Solution/Product

SPOUTS is a social venture that locally manufactures and distributes the Purifaaya water filters - affordable and effective ceramic water filters - to improve the access to clean drinking water sustainably in Uganda.



Competitive Advantage

More cost effective as we are the only local water filter manufacturer

Socially accepted - unique clay taste which is consistent with how end-users in villages store their water after treatment.

Sustainable - over 90% of our staff are Ugandans

Market

Uganda Population
44 Million*

Half the population doesn't have access to clean drinking water, while the remaining majority relies on unsustainable methods, such as boiling.

Business Model

- Direct sales off water filters



Financial Information

Initial Capital: \$350,000

Current and past revenues (USD) 2018:

\$254,000

Current and past expenses (USD) 2018:

\$377,000

Cash spent per month \$35,000

Investment required: \$500,000

Percentage of shares that could be made

available to an equity investor: 15%

Traction

- Sold over 45,000 filters since inception.
- Increased sales at a 50% CAGR since first filter sale in 2015.
- Provided over 250,000 end-users with access to clean drinking water in Uganda.
- Transitioned to a new factory (right outside of Kampala) that can produce over 10,000 filters/month.

Management Team

CEO: Daniel Yin

Finance Manager: Moses Okeny

Production Manager: Dominic Lyando

Sales Director: Michael Nimoh

General Information

Year of establishment: 2014

Full business address: Plot 46 Stensera Road Rubaga, Kampala, Uganda

Website URL: www.spouts.org

Telephone number: +256 777 235 530

Email address: info@spouts.org

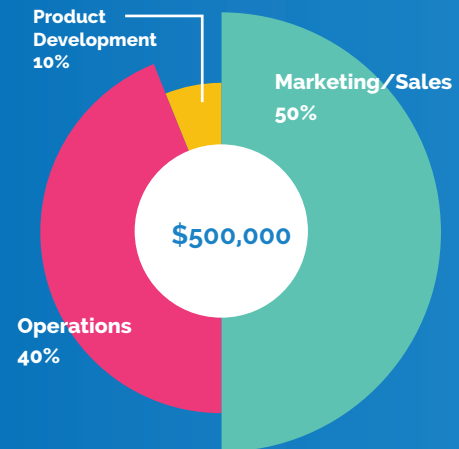
Total number of staff: 90

Social media accounts: <https://www.facebook.com/SpoutsOfWater/>

Area of specialization: Health-tech, Water tech

Legal form of business: Corporation

Use of Funds





We are building **alternative credit scoring models for small businesses to ease their access to finance** using their business performance data.



Problem/Opportunity

Millions of SMEs are still living below their full potential because of limited access to meaningful finance, attributed mostly to their informal operations and the lack of the right tools for them to grow.



Solution/Product

The app empowers business owners with the right tools to manage the finances and operational capacity of the enterprise. It's also a tailored financial lending solution that leverages the digital footprint as a credit history for the micro, small and medium firms to enable them access the right kind of capital.



Competitive Advantage

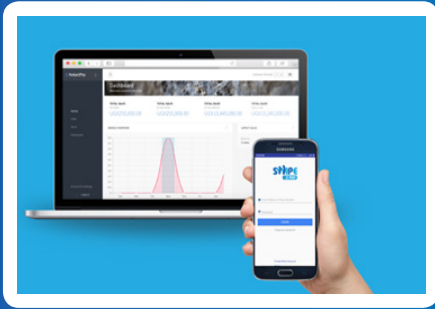
We combine all that our competitors offer separately into one single product, but add the possibility of access to finance, we are also well-versed with the SME space giving us a competitive edge.

Market

- MSMEs represents between **40%-60% of GDP** and constitute more than 95% of all firms in any emerging market across Sub-Saharan Africa.
- Unfortunately, they often operate in the shadow or informal economy, are severely cumbered by limited access to risk capital.

Business Model

- We charge **2% per transaction** which is levied on the customer, not the merchant
- We sell card readers at **US\$50** to merchants that is paid over a period of 4 months. These typically go for **US\$345** at commercial banks.



Traction

- Grown the number of users (merchants) from 200 in the beta stage to 600 merchants in our public beta.
- Recorded over 2,500 transactions at 2% through our platform.
- Integrated payments with 3 leading telecommunication companies in East Africa.

Management Team

CEO/Founder : Solomon Kitumba
CTO: Keneth Buhiire

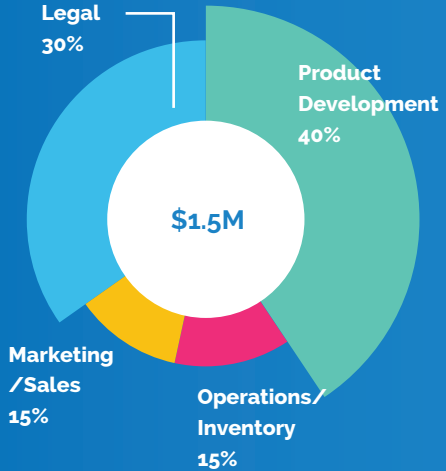
General Information

Year of establishment: 2018
Full business address: Ntinda, complex, block B level 3
Website URL: <https://www.swipe2payug.com>
Telephone number : +256 704 688 781
Email address: solomonkitumba@gmail.com
Total number of staff: 7
Social media accounts: <https://twitter.com/swipepay>
<https://www.facebook.com/pg/swipe2pay>
Area of specialization: Fintech
Legal form of your business: Limited liability

Financial Information

Initial Capital: \$40,000
Current and past revenues (USD) 2018: \$2,000
Current and past expenses (USD) 2018: \$15,000
Cash spent per month \$1,500
Investment required: \$1.5M
Percentage of shares that could be made available to an equity investor: 15%

Use of Funds





To contribute to Africa's need for **low cost and affordable housing for all.**



Problem/Opportunity

Our target customers are people who are away from their construction projects and in need of genuine construction materials and professional consultants.



Solution/Product

Eliminates middlemen, enabling the end user to order for construction materials at an affordable price.



Competitive Advantage

Strong understanding of the industry and market. Strong local and international partnerships and affiliations.

Market

\$1 Billion

Remittance from Ugandans abroad

Business Model



Commission off Transactions



Traction

- Working with a network of 500 partners in the supply chain
- Got recognition from Afrolynk as an outstanding innovation.
- Finalist from YAP DC as Impactful innovation for Africans in the diaspora.

Management Team

CEO/ Founder: Vaolah Amumpaire

CTO: Simon Kazooba

Client Relations: Bonita Komujuni

Vendor Manager: Simon Mwijukye

General Information

Year of establishment: 2018

Full business address: UWEAL House, Nakawa

Website URL: <https://wenahardware.com/>

Telephone Number: +256 783 261 909

Email address: vaolah.a@gmail.com

Total number of staff: 5

Social media accounts:

Area of specialization: Retail & E-commerce

Legal form of your business: Corporation

Financial Information

Initial Capital: \$1,000

Current and past revenues

(USD) 2018: \$100

Current and past expenses

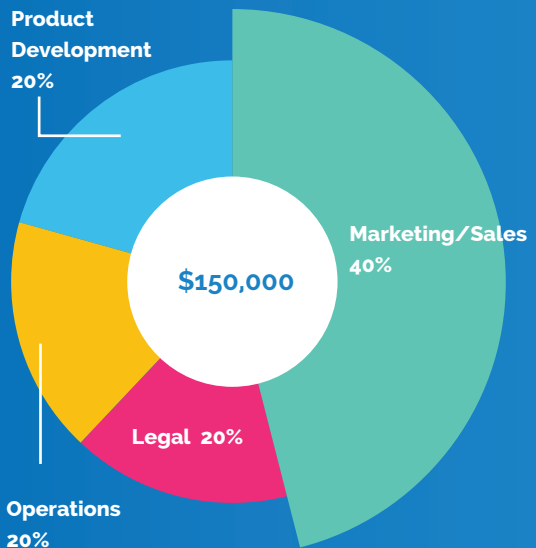
(USD) 2018: \$900

Cash spent per month \$300

Investment required: \$150,000

Percentage of shares that could be made available to an equity investor: 10%

Use of Funds





Xente's vision is to connect **100 million African people** to the global digital economy in the next 9 years.



Problem/Opportunity

Xente target customers, who are millennial earning more than \$100 a month a looking for simple, no hustle ways to buy/pay for whatever they need, whenever they need, wherever they need it.



Solution/Product

Xente provides a platform that makes it super easy for customers to make payments, access credit and shop using their smart phones.



Competitive Advantage

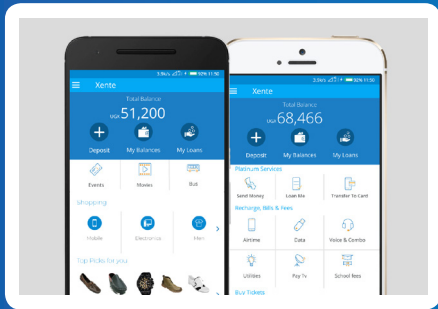
At this stage in the market those who can execute strategy diligently and have capital to sustain will win. We have the team of local knowledge and international expertise to execute and have raised/raising capital.

Market

Less than **1%** of products/services are bought online or mobile. If that came to **5%**, that is a **29 billion** global market opportunity.

Business Model

- Xente makes money from sales commission and interest



Traction

- **35,000** customers , **12%** active month on month. Growing at over **10%** month on month.
- Currently sales are greater than USD 100,000 monthly.

Management Team

CEO/Founder : Allan Rwakatungu

CMO: Lyn Tukei

CTO: Stanley Nagwere

General Information

Year of establishment: 2014

Full business address: The Innovation Village, Ntinda Complex, Block C

Website URL: www.xente.co

Telephone number: +256 770 833 993

Email: allanr@xente.co

Total number of staff: 17

Social media accounts: Facebook: Xenteapp Twitter: xente_app

Area of specialization: AI & Machine Learning, Fintech, Retail & E-commerce

Legal form of business: Limited liabilities

Financial Information

Initial capital (USD) \$200,000

Current and past revenues 2018: \$30,000

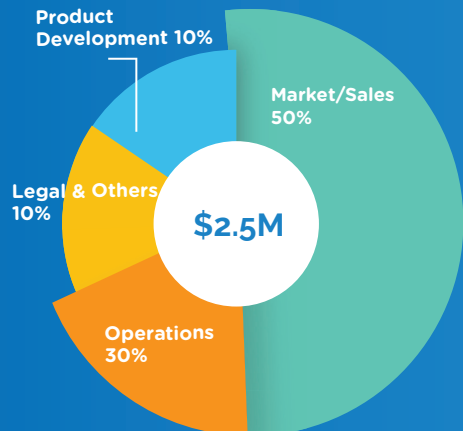
Current and past expenses 2018: \$100,000

Cash spent per month \$200,000

Investment required \$2.5M

Percentage of shares that could be made available to an equity investor: 25%

Use of Funds





Yaaka Digital Network, is an **award winning learning and training platform offering online and offline learning** materials input and access, interactions as well a set of tools for digital learning.



Problem/Opportunity

Many learners in pre-primary, primary, secondary and tertiary institutions are unable to easily access quality, relevant content, while good teachers cannot teach digitally.



Solution/Product

Better relevant learning content and ways to access learning materials digitally online and offline for teachers in preprimary, primary, secondary and tertiary institutions.



Competitive Advantage

We have developed Yaaka with relevant comprehensive multimedia content, social networking features, a market place for learning, accessible both online, offline and custom computers.

Market

Our Target

UNESCO 2013 report shows only **1%** of learners in Uganda are receiving quality education. There is a growing number of learners interested in better content and better access to learning.

Business Model

- We are selling content access online and offline application, tablet computers and networked solutions for institutions.

If we make **10,000** computers with relevant content and sell them in one year, we make profit of **\$500,000**



Traction

- We have 33,300 registered users, fully tested product with happy paying customers.
- We have won awards for example ACIA 2015, Africa Prize for Engineering Innovation 2016, Tony Elumelu Entrepreneurship Programme also took part in the CEBIT 2018 conference in Germany.

Management Team

CEO/Founder : Gerald Businge

CTO: Jane Ndibarekera

General Information

Year of establishment: 2014

Full business address: Plot 189 Ggaba Road

Website URL: www.yaaka.cc

Telephone number: +256785955569/+256751627676

Email Address: info@yaaka.cc

Total number of staff: 17

Social media accounts: <https://www.facebook.com/yaaka.cc>

<https://www.twitter.com/yaakadn>

Area of specialization: Edutech, Content Development, Multimedia Training, Communications

Legal form of business: Limited liability

Financial Information

Initial capital (USD) \$215,000

Current and past revenues 2018: \$111,390

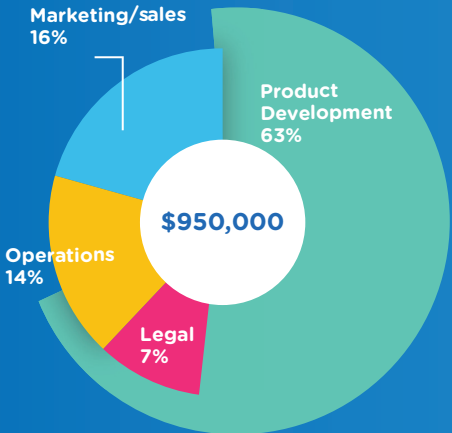
Current and past expenses 2018: \$24,000

Cash spent per month \$4,500

Investment required \$950,000

Percentage of shares that could be made available to an equity investor: 20%

Use of Funds





Yassako is a **micro-credit emergency payment** option for users to top-up or recharge their utility bills to enjoy uninterrupted usage. The focus for the start is Pre-paid Electricity..



Problem/Opportunity

Every 4 out of 10 people in Uganda lack access to financial services (Financial exclusion) because of the pay now, consume later (Pay-As-You-Go) model. One may not have the funds or those that have the funds fail to access the service because the service centers is closed or face.



Solution/Product

Yassako Pay is a micro-credit emergency payment option for users to buy, top-up or/and recharge their bills to enjoy uninterrupted usage. The focus is Pre-paid Electricity.



Competitive Advantage

Our platform aggregates all the partners' services to offer a simple yet convenient way (5 steps) to access the Yassako Pay service through USSD (featured phones). We are ahead of our competitors by 24 months and hold the right partnerships and collaborations to pull this off.

Market

Our Target in Uganda

Users that pay for utility bills through Mobile Money

23 million

Prepaid Electricity Users

1,200,000

Daily Added User Growth Rate

500

Growth

Business Model

- Service fee of 15% of the worth of electricity borrowed.



Financial Information

Initial Capital: \$60,000

Current and past revenues

(USD) 2018: N/A

Current and past expenses

(USD) 2018: N/A

Cash spent per month \$2,000

Investment required: \$100,000

Percentage of shares that could be made

available to an equity investor: 10%

Traction

- We currently have 10 customers obtained in a traditional offline way.
- Once we complete integrations with Airtel, we shall have access to 1,800,000 users.

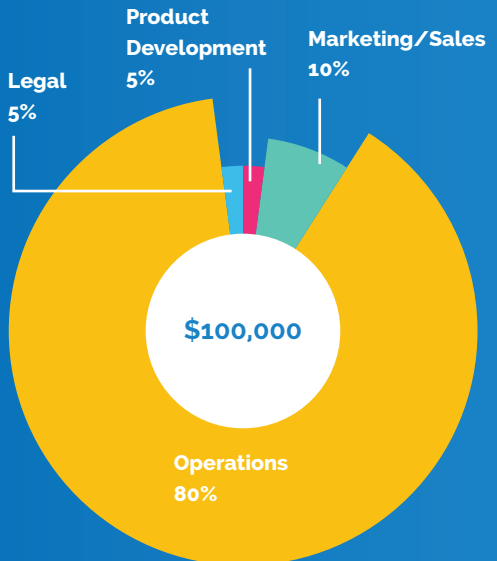
Management Team

CEO/ Founder : Malcolm Kastiro

CMO: Chris Tugume

CTO : Daniel Ngobi

Use of Funds



General Information

Year of establishment: 2015

Full business address: Plot 1026/8, Mawanda Road, P.O. BOX 8908 Kampala, Uganda

Website URL: <http://yassako.com/>, <http://mallan.biz>

Telephone number: +256 774 661 330 & +256 790 790 174

Email address: info@mallan.biz

Total number of staff: 5

Social media accounts: <https://www.facebook.com/mallanltd/>
<https://twitter.com/MallanLtd>

Area of specialization: Fintech

Legal form of your business: Limited liability



**NTF IV UGANDA
TECH START-UP DIRECTORY**

Entrepreneurship

Web and mobile based application that provides **an online platform for manufacturers to access markets and establish efficient supply chains.**



Problem/Opportunity

- Limited access to markets globally
- Inefficient distribution chains/ inefficient supply chains
- Unstable trade systems



Solution/Product

- Create an E-commerce application that will enable manufacturers
- Enhance their market share through reaching out to the online market
- Access global markets
- Create efficient supply chains

Market

- Uganda's GDP increased by **4%** in the year 2017 to **25.89 bn USD.**

Financial Information

- Initial Capital: **\$2000**
- Cash spent per month **\$150**
- Investment required: **\$20,000**
- Percentage of shares that could be made available to an equity investor: **5%**

Business Model

- Advertisement on the portal will be charged
- Commission levied
- Subscription fees
- Delivery/shipping costs

General Information

- Year of establishment:** 2016
- Full business address:** UMA Show Grounds Lugogo
- Website URL:** sokouganda.net
- CEO:** Mbabazi Hillary
- CEO/ Founder:** Mbabazi Hillary
- Telephone number:** +256 701 401 339
- Email address:** hillarymbabazi3@gmail.com
- Social media accounts:**
<https://www.facebook.com/soko256/>
https://twitter.com/soko_ug?lang=en



Agricart is a mobile and web **platform that focuses on giving farmers in Uganda access to timely agronomy information**, traceability through record keeping and access to extension services based on location.



Problem/Opportunity

We are trying to solve the problem of poor yield in agriculture caused by limited or no access to timely agribusiness information.



Solution/Product

We lock farmers with a freemium model and charge subscription on the agricultural stakeholders like agric exporters, organizations and Produce Aggregators.

Market

- Uganda is predominantly an Agricultural country with **35 million+** farmers
- Our T.A.M (Total Addressable Market) is **7,000,000** farmers.
- Our number one competitor Akorion has less than **5%** of the market.

Business Model

- We lock farmers with a freemium model and charge subscription on the agricultural stakeholders like agric exporters ,organizations and Produce Aggregators.
- We generate other revenue through;
- Ads by (input dealers eg seed,fertilizers)
- Selling data collected to researchers and agric stakeholders
- Commissions on sales on our market platform

Financial Information

- Initial Capital:** \$14,500
- Cash spent per month** \$1,200
- Investment required:** \$22,500
- Percentage of shares that could be made available to an equity investor:** 15%

General Information

- Year of establishment:** 2018
- Full business address:** Ntinda Complex, Opp St luke Church Ntinda
- Website URL:** agricart.coredevsug.com
- CEO:** Okeng Fernando Emmanuel
- Telephone number :** +256 700 134 235
- Email address:** okengfernando@gmail.com
- Social media accounts:**
<https://www.facebook.com/AgricartUganda/>

An **agricultural ecosystem** that works for farmers and those who serve them with the aim of **eradicating poverty among small holder farmers.**



Problem/Opportunity

Millions of SMEs are still living below their full potential because of limited access to meaningful finance, attributed mostly to their informal operations and the lack of the right tools for them to grow.



Solution/Product

We are building a platform that makes it easier for Ugandan smallholder farmers to easily book and share extension services, request trainings, keep track of farm records and connect to fellow farmers & input dealers. The platform further gives free farming information and weather forecast data.

Market



Ugandans employed in Agriculture

Business Model

- Farmers pay for the extension service providers (but at a subsidized costs)
- EzyFarm gets part of the interest from loans by banks.

Financial Information

Initial Capital: \$1

Cash spent per month \$300

Investment required: \$10,000

Percentage of shares that could be made available to an equity investor: 10%

General Information

Year of establishment: 2018
Full business address: Plot 31, Ntinda Complex
Website URL: <https://ezy-farm.com/>
CEO: Anthony Nata
Phone number: +256 702 767 861
Email: hello@ezy-farm.com
Social media accounts:
<https://www.facebook.com/ezyfarmug>
<https://twitter.com/ezyfarms>



Law simplified. Providing legal procedure information in a simplified manner and connecting those in need of legal services with legal service providers.



Problem/Opportunity

Nearly two thirds of land owners, employees, young people Ugandans faced with legal issues and Court users seek legal information.

The problems they face are:

1. Prohibitive cost and Difficulties accessing Justice (Legal information and Legal service)
2. Cases at court get adjourned or dismissed, Evidence get lost making Justice Slow and expensive.



Solution/Product

An online platform available 24/7 on Facebook/Messenger, via USSD, on our Website and other channels able to answer thousands of people at a time using artificial intelligence technology that helps the public access justice in an inexpensive and timely.

Market

We are targeting **2.2 Million** active Ugandans that Facebook has as users and more than **100,000 ongoing cases** in courts engaging **200,000 court users** on average. We have already **20,000 users**.

Financial Information

Initial Capital: \$3,500
Cash spent per month \$1,800
Investment required: \$50,000
Percentage of shares that could be made available to an equity investor: 10%

Business Model

- Legal service providers pay commission of **10%** on the payment they receive from the client that we recommend to them.
- Court users pay **\$0.18** to access service related to court.

General Information

Year of establishment: 2018
Full business address: The Innovation Village Kampala, Plot 31 Ntinda - Kisaasi Road, Ntinda Shopping Complex, Kampala, Uganda
Website URL: www.justicebot.org
CEO/Founder: Asimwe Magezi Sagesse
Telephone number : +256 773 831 153
Email address: magezi.sagesse@justicebot.org
Social media accounts:
<https://web.facebook.com/justicebot.org>



To **improve the dining experience**, one city at a time through increasing discovery and tremendously reducing marketing costs for all restaurants/bars in Africa.



Problem/Opportunity

- High Marketing Costs for SME restaurants/ bars in Africa to get discovered by users.
- Difficulty for users to discover SME restaurants & bars in Africa.



Solution/Product

A search and discovery web platform for SME restaurants and bars in Africa .

Market

- **\$35Bn+** tourism and hospitality spending in Africa .
- **\$8Bn+** value of food service industry in Africa.
- Nairobi population consumer spending on restaurants to reach **\$1.5Bn+** in **2027** up from **\$890M** in **2017**.

Business Model

- SAAS monthly subscriptions (**3 packages**)
 - Free
 - **\$10/month**
 - **\$100/month**
- Ad revenue
 - Sponsored listings
 - \$3-\$10/CPM

Financial Information

- Initial Capital: **\$1,374**
- Cash spent per month **\$146**
- Investment required: **\$200,000**
- Percentage of shares that could be made available to an equity investor: **8%**

General Information

Email address: LWZA TECH
Year of establishment: 2018
Full business address: Kanjokya House 4th flr
Website URL: www.sowani.com
CEO/ Founder: Mutaawe Eric Joseph
Telephone number: +256 701 472 298
Email address: mutawe23@gmail.com
Social media accounts:
<https://www.facebook.com/sowani256/>
https://twitter.com/sowani_ea



Makanika Dot Com

We are looking to become the leading provider for **vehicle repair services, a one stop solution for every vehicle owner for insurance, fuel, repairs and spare parts through a mobile and web App.**



Problem/Opportunity

Vehicles, like any machine break down often due to wear and tear. Urban areas have good mechanics who are not easily located, most drivers would not easily trust a mechanic that has not been recommended by a trusted source. The mechanics don't have presence in the digital ecosystem.



Solution/Product

A web platform that heavily reduces marketing costs and increases reach to new clients for SME's; bars/restaurants.

A web platform that provides users convenience to discover ,make table reservations,access menus and detailed restaurant information for restaurants/bars around a vicinity.

Market

- According to URA, there are approximately **1million vehicles in Uganda** as of March 2018.
- Close to **80%** of the motor vehicles imported in Uganda are 8 years or older, which means they have to visit a garage frequently.

Financial Information

Initial Capital: \$4,000

Cash spent per month \$500

Investment required: \$100,000

(Grant)

Business Model

- **5%** commission off each transaction

General Information

Year of establishment: 2016

Full business address: Plot 90 Kanjokya House

Website URL: <https://makanikadt.com/>

CEO/Founder: Micheal Richard Katagaya

Telephone number: +256 783 474 784

Email address: operations@makanikadt.com

Social media accounts:
<https://www.facebook.com/makanikadotcom/>
<https://twitter.com/makanikadotcom?lang=en>



Mfeyti

To be the leading **authenticity determining body** in Africa.



Problem/Opportunity

100,000 deaths a year in Africa and 1 million in the world are linked to the counterfeit drug trade. Approximately every 1 in 6 anti tuberculosis drugs on the sub Saharan African market have been found to be substandard or counterfeit. Manufacturers lose US\$200 billion every year to this.



Solution/Product

Mfeyti is a web and mobile platform for final consumers to determine authenticity of Medicines. Drug manufacturers are able to protect their medicines from counterfeit and get quality assurance to the level of the consumer.

Market

There are roughly **168 available users** in East Africa, and over **60 Importers** of drugs in East Africa

Financial Information

- Initial Capital: **\$1,000**
- Cash spent per month **\$800**
- Investment required: **\$200,000**
- Percentage of shares that could be made available to an equity investor: **10%**

Business Model

- We charge consumers to protect their lives and Manufacturers to protect tier brands.
- We help pharmacies get in contact with consumers and charge them for it. Profit margin is above **30%**

General Information

- Year of establishment:** 2017
- Full business address:** Outbox 4th Floor , Soliz House, Lumumba venue
- Website URL:** <https://www.mfeyti.com>
- CEO:** Benjamin Bimanywaruhanga
- Phone number:** +256 792 390 244
+256 785 304 678
- Email:** ops@mfeyti.com
- Social media accounts:**
<https://www.facebook.com/Feyti256>
https://www.twitter.com/mfeyti_



Minute5 Uganda is an online and offline grocery delivery and retail service operating within the central region of the country which **helps users to buy fresh grocery produce**



Problem/Opportunity

People have very little or no time to shop due to busy schedules and work. And the hygienic situation in the markets is worrying which makes most people hesitant to shop because they are worried for their health.



Solution/Product

- Minute5 completely gets fresh groceries delivered to the user in the shortest time possible.
- Ensures that the produce delivered is fresh and clean.
- Minute5 supports those who can't access the internet to shop through a wide network of free-men (Branded food hawkers).

Market

- Out of the **1.6 Million** people living Kampala, Minute5 is targeting approximately **700,000 Ugandans** who will place orders weekly. **Over 1400 daily sales** are expected to be made which makes us tap into **\$210M** market annually and growing.

Financial Information

Initial Capital: \$3,000
Cash spent per month: \$500
Investment required: \$500,000
Percentage of shares that could be made available to an equity investor: 25%

Business Model

With partnerships with markets and vendors, Minute5 obtains produce at a low price and then add up a markup as revenue for the company.

General Information

Year of establishment: 2019
Full business address: Nakasero, Snay Bin Amir Street, Namutebi mall b-18
Website URL: minute5.ug
Email address: infodesk@minute5.ug
CEO: Kambugu Abdallah
Telephone number: +256 750 536 539
Social media accounts:
<https://www.facebook.com/minute5.ug/>
<https://twitter.com/Minute5Ug>

To offer **high-tech solutions and innovations for agricultural value chain actors**. Vision of the company is to use Financial Inclusion & technology to disrupt traditional financial service business model.



Problem/Opportunity

Small holder farmers are faced with Limited access to financial services/ products that meet their needs, market connections, Agricultural extension services- market, climate/weather information



Solution/Product

- Agro value chain MIS for: farm & farmer registration & data management for decision-making & strategic planning.
- Digital crop purchasing, tracking & payment.
- Digital market platforms & Trader App for improved market connections & trading
- E-extension platform for: dissemination of relevant, timely & hyperlocal extension advisory information.

Market

- Access to and use of digital financial services and products in Uganda have grown rapidly in the last 9 years 23.2m as of 2018.
- Higher increase in the number of mobile money services target at various group of people and value chain, number of registered users, transactional value and volume.

Financial Information

Initial Capital: \$1,329

Cash spent per month \$19796

Investment required: \$250,000

Percentage of shares that could be made available to an equity investor: 12%

Business Model

- Charge for system/ platform design, development, and customization.
- Charge users for subscription fees.
- Charge for transactional fees from digital payments

General Information

Year of establishment: 2016
Full business address: Plot 890 Naalya Namugongo rd.
Website URL: www.mobipayagrosys.com
CEO: Eric Nana Kwabena Agyei
Telephone number: +256 745 712 188
Email address: eric@mobipayagrosys.com
Social media accounts:
<https://www.facebook.com/mobipayagrosys/>
<https://twitter.com/mobipayagrosys?lang=en>



Vision: To become the world's largest services platform.

Mission: To decentralize online service platforms and in so doing empower SMEs across Africa.



Problem/Opportunity

The benefits SMEs gain from signing up to online platforms are offset by the costs they pay (up to 30% sales commission), lack of independence in price determination and each platform is specific to a given industry.



Solution/Product

- A platform that has it's own ecosystem of diverse but complimentary industries that allows vendors autonomy to determine their own prices and manage their sales through our simplified business dashboard.

Market

- Our expected market size consists of **100,000** SMEs using our business dashboard and **4 million** mobile application users in Uganda and Kenya, we are aiming for a market share of **45%** with a monthly growth rate of **30%**.

Financial Information

- Initial Capital:** \$9,000
- Cash spent per month** \$1,200
- Investment required:** \$100,000
- Percentage of shares that could be made available to an equity investor:** 10%

Business Model

- A flat fee of **Ugx 500** for each transaction a business uses our system to complete.
- Fixed monthly subscription packages of **\$10 (38,000Ugshs)** for our clients.
- Also we changed our ask as well **\$500K for 10%**.

General Information

- Year of establishment:** 2018
- Full business address:** Plot 1 Norfolk Gardens, Kyambogo
- Website URL:** www.orahei-ea.com
- CEO:** Nkoba Mugisha
- Telephone number:** +256 789 496 305
- Email address:** orahiinternational@gmail.com
- Social media accounts:**
<https://www.facebook.com/Orahi-Uganda-1116036698560042/>
<https://twitter.com/orahiuganda?lang=en>



SpareWo is the **first online store for all automotive spare part needs.**



Problem/Opportunity

The Spare Part market in Uganda and many other african countries is broken and is riddle with a number of pains for customers that include: The Inconvenience of purchase, Exorbitant Prices by middle men, Lack of Variety in one store, Unprofessionalism by market actors,



Solution/Product

- We have built a large data base of merchant so we are able to provide a large variety in one place, the most competitive prices.
- We have a strict vetting process so we are able to ensure professionalisms and genuine parts.
- We have built an online catalog and inquiry system so we can carb down on exploitation by middle men and give a convenient shopping experience.

Market

Uganda is the biggest importer of used cars with over **500,000** used cars on the road. This has created a large market for spare parts and With over **1m** parts sold annually but because Uganda is at the prime of internet growth **55%** of all car owners are tech savvy already shopping online. If SpareWo can capture 50% of these internet using car owners, we can sell approx **250,000** parts annually.

Financial Information

- Initial Capital:** \$10,000
- Cash spent per month** \$1,500
- Investment required:** \$310,000
- Percentage of shares that could be made available to an equity investor:** 20%

Business Model

- We find and sign up these merchants, photograph and catalog their stock
- Provide this information conveniently on our platform and ensure to earn **30%** profit through Commission and Service charge to customers

General Information

Year of establishment: 2017
Full business address: SPARE-WO (U) LTD
Website URL: www.sparewo.ug
CEO/Founder: Edrine Ssempebwa
Telephone number: +256 775 122 025
Email address: edrinesempebwa@gmail.com
Social media accounts:
<https://www.facebook.com/sparewo.ug/>
https://twitter.com/sparewo_ug/



First Online meat store in Uganda with an android app that has about 135 users and 88 active users who can choose from a variety of fresh meat products like beef steak and have it delivered straight to their premises.



Problem/Opportunity

- Users are tired of moving long distances to get meat products
- Local butcheries have been found to use body harming chemicals to preserve their meat and so the users need fresh meat products from a source they can trust.



Solution/Product

Website and android app which users can use to order fresh meat guaranteed by our team of experts and ensuring that it is cleaned, properly packed and delivered on time to their premises.

Market

- Uganda in general is known to be a meat eating country, basing on our cultures.
- Kampala alone has a growing population of more than 1.507m people with about **2.5m⁺ active users** with smart phones and over **300 restaurants**.

Business Model

- Revenue will come from the sale of raw meat products using our platform to individuals and Businesses.
- A signup fee will be charged to butcheries that want to sign up with us.

Financial Information

Initial Capital:  **\$1,300**

Cash spent per month  **\$120**

Investment required:  **\$250,000**

Percentage of shares that could be made available to an equity investor:  **20%**

General Information

Year of establishment: 2018
Full business address: Makerere North House No. 4
Website URL: <https://theonlinebutchery.com>
CEO: Ayebare Tony
Telephone number: +256 750 476 115
Email address: onlinebutcherug@gmail.com
Social media accounts:
<https://twitter.com/onlinebutcherUG?lang=en>
<https://www.facebook.com/onlinebutcherUG/>



UgTickets

An online ticketing platform facilitating cashless transactions using mobile money, **helping event organizers save costs on ticket designs, distribution and delivery.**



Problem/Opportunity

Despite 95% of households in Uganda using MobileMoney, patrons still go through the struggles of trying to find tickets at physical locations. People use MobileMoney for various sorts of transactions - why not tickets too?



Solution/Product

Modern, easy and convenient system tailored to the Ugandan market that allows users to buy tickets online using mobile money, and organizers cut costs on ticket designs, distribution and delivery.

Market

- Number of mobile money users in Uganda: **25 million**
- Number of internet users in Uganda: Appx **13million**
- Total addressable market: **13 million**
- Target market: **2million** people.

Business Model

- 6%** commission on every successful ticket purchase.
- Ad space sales.
- Gate-manning/customer service delivery at the check-in. Equipment and gadget hires.

Financial Information

- Initial Capital: **\$20,000**
- Cash spent per month **\$500**
- Investment required: **\$25,000**
- Percentage of shares that could be made available to an equity investor: **5%**

General Information

- Year of establishment:** 2019
- Full business address:** Dungu zone, Kisaasi, Kampala - Uganda
- Website URL:** <https://www.ugtickets.com>
- CEO:** Rodger Kasule
- Telephone number:** +256 700 896 547
- Email address:** tickets@ugtickets.com
- Social media accounts:**
<https://www.facebook.com/ugtickets>
<https://twitter.com/UgTickets>



Yunga Tech

To leverage the power of the community/ neighbors to create a safe community themselves through a **local rescue digital network**.



Problem/Opportunity

Over **95%** of both lower/middle income earner households cannot afford the available private security alternatives, and we are changing this.



Solution/Product

YUNGA is rapid-response digital network that allows neighbors and police in a community to help each other in case of an attack or emergence.

Market

- **7.3 million** household available, over two houses are constructed annually and the police to protect people and it's property is just **43,000** officers and the available.
- The current average bounce rate of **62.64%**, **874,224** Ugandans will use Minute5.

Business Model

To date, device costs **\$40** and **\$0.13 per day** for accessing the service for a peace of mind. By selling **3000** of **20000**, Gives **\$120,000** and **108,000** in subscription.

Financial Information

Initial Capital: **\$6,000**

Cash spent per month **\$2,000**

Investment required: **\$250,000**

Percentage of shares that could be made available to an equity investor: **15%**

General Information

Year of establishment: 2018
Full business address: The Innovation Village Kampala, Ntinda
Website URL: <https://yunga-ug.com/>
CEO: Anatoli Kirigwajjo
Telephone number: +256 704 371 559
Email address: info@yunga-ug.com
Social media accounts:
<https://twitter.com/YungaTech18>
<https://www.facebook.com/Yunga-1023779947798575/>



**NTF IV UGANDA
TECH START-UP DIRECTORY**

Ideation



Solution/Product

We provide a **web-based platform connecting small holder farmers to farm investors to increase harvest**. These investments help smallholder farmers to access resources and high yielding farm inputs and enhance harvest.

Market

Our Target

1.6 Million

Dairy farmers in Uganda

Emphasis on the South western, central, Eastern, and northern regions respectively

Business Model

Potential revenues will be through cost of software (**\$150**), monthly (**\$5**) and annual (**\$50**) subscriptions and one off purchases (**\$500**)

General Information

Year of establishment: 2019

Full business address:

JP Plaza, Nkurumah Road. Plot 61/67

Website URL: <https://efarmu.com/CEO>

Founder: Ms Kembabazi Brendah

Telephone number: +256 784 143 466

Email address: info@efarmu.com

Social media accounts:

<https://www.facebook.com/Efarmu1>

<https://twitter.com/efarmu1>



eNimiro

Solution/Product

We make farming profitable by offering an **easy-to-use record keeping system to busy commercial dairy farmers** (telephone farmers) that enables them to efficiently, accurately have access to timely reports of their farm activities from anywhere at any time.

Market

- We target small holder farmers in rural Uganda.
- Our total available market are all farmers in Uganda, these are about **85%** of Ugandan population and that is over **34 million** people who are engaged in farming.

Business Model

We get a **20%** commission equivalent to **\$33** and we hope to spend **\$6.7** of this as expenses on each and this allows us to make a profit of **\$26.3** on average.

General Information

Year of establishment:

Full business address: Kampala, Uganda

Website URL: none

CEO/Founder : Julius Bataire

Telephone number: +256 777 516 753

Email address: juliusbataire2014@gmail.com

Social media accounts:

<https://www.facebook.com/eNimiroUG/>

Area of specialization?

AgriTech & FoodTech



Solution/Product

Leveraging web and mobile technology to provide garden-based lessons to children to learn how to grow potted plants, set up vertical gardens, learn how to relate classroom lessons to real life and improve their academic grades

Market

- Over **22,000** registered primary schools in Uganda and about **30%** are in urban areas.
- Annual enrollment in school is currently over 1 million children. In **2050, over 70%** of the country's population is expected to be urban.

Business Model

Freemium method with **80%** expected conversion to paid plans. **40%** profit margin on garden curriculum, garden tools, and garden inputs.

General Information

Year of establishment: 2018

Full business address:

Kyengera, Wakiso District

Website URL: N/A

CEO/Founder: Victoria Nakitto

Telephone number: +256 773 186 845

Email address: victoriawilsd@gmail.com

Social media accounts:

<https://www.facebook.com/Faamu-Up-1445991732197356/>



Solution/Product

Our website and app redefines work by tapping into the potential of the MSME sector—creating a platform for short term jobs that are currently invisible and which fall outside traditional full-time employment.

Market

- 7 million+** job-seeking youth in Uganda, **2.6 Million** of whom are active social media users. We are targeting **10%** of them.
- We expect to achieve the following number of job matches: **1,000 in Year 1 (MVP); 25,000 in Year 2; 250,000 in Year 3 (in 4 countries).**

Business Model

We believe in “**sweat equity,**” empowering youth with purchasing power to pay for a valued service. We charge youth a **10% commission** on each job successfully completed and paid.

General Information

Year of establishment: 2018

Full business address: The Innovation Village, Ntinda Complex - Block B, Kampala, Uganda

Website URL: flipafrica.app (currently in development)

CEO/Founder: Abu Musuuzi

Telephone number: 0752041445/0783979825

Email address: abu@flipafrica.app

Social Media Accounts:

<https://www.facebook.com/FLIP-Africa-Ltd-662939374127052/>
<https://twitter.com/AfricaFlip>



FootMo Kit

Solution/Product

We have developed a low cost Footmo Kit device which is a hand held device that diagnoses Foot and Mouth Disease in livestock in hard to reach and under-served areas where a farmer inserts it into the mouth of a cow and reads results on screen.

Market

- We are targeting **50%** of livestock farmers who utilize extension of improved farming methods through use of mobile telephony and technology, enabling household income in under-served communities of Uganda increase by more than \$260m/p.a.

Business Model

Each device shall cost **USD 25** with mass production cost being **USD 19** and delivery costs being **USD 5** only.

General Information

Year of establishment: 2017

Full business address: Soliz House Lumumba Avenue, Kampala Uganda

Website URL: <http://footmokit.com>

CEO/ founder: Mushusha Richard

Telephone number: +256 778 893 867

Email address: mushushar@gmail.com

Social media accounts:

<https://www.facebook.com/Footmokit/>

<http://foottmo.blogspot.com/>



Four One Financial Services Limited

Solution/Product

Mayicard ECMS makes it possible for Entities like insurance companies to onboard their users and attach relevant medical benefits. When they visit Healthcare centers they are able to be properly identified and receive and the healthcare facilities can make a claim to the insurance company in real time.

Market

- There are **300,000** lives insured under medical insurance in Uganda and millions elsewhere.
- However Mayicard can also be used to offer Health savings wallets and we intend to explore this angle to working Mobile Money Operators.

Business Model

- We expect to be serving at least **1 million** users on the Mayicard Platform in the next 3 years.
- We estimate Gross Margin of **65%**.

General Information

Year of establishment: 2016

Full business address: Plot 1256, Prof. Nsibambi Road Namirembe, Kampala

Website URL: www.mayicard.co

CEO/Founder: Livingstone Mukasa

Telephone number: +256 772 459 167

Social media accounts:

<https://www.linkedin.com/in/livingstone-mukasa-10104524/>



Solution/Product

GetAplot is a location-based app designed to bridge the gap between those looking for events/plot and places/brands that provide them. Registered users seeking for leisure and religious events can chat, follow places, and gain points based on usage (which are turned into tickets to attend events).

Market

- Mobile devices have dominated a bigger market percentage, indicating that advertisement via mobile reaches a bigger audience than other platforms. This gives GetAplot a bigger market segment than TVs, radios and posters which are even more expensive.

Business Model

Place and brand subscription based on event posted and number of users reached. Advertising (e.g. Promotions) through the feed section.

General Information

Year of establishment: 2017

Full business address: Mbarara

Website URL: <https://getaplot.com/>

CEO/Founder: Kimera Richard

Telephone number: +256 759833943

Email address: rkimera@must.ac.ug

Social media accounts:

<https://www.facebook.com/getaplotapp>

<https://twitter.com/getaplot>



Solution/Product

Our solution is to give the people searching for hostels, rentals, and apartments access to information about these spaces through our website. They can then go ahead to book and pay through our website.

Market

Persons (even artificial persons) looking for hostels, rentals, and apartments to rent. This is more than **60%** of urban population in Uganda's major towns

Business Model

- A one-time commission charged on property owner each time we get a new person to rent that empty space (property).
- A transaction charge when one renews their rent through our web service.

General Information

Year of establishment: 2018

Full business address: MUBS Entrepreneurship Centre. Plot 21A Portbell Road, Kampala

Website URL: <https://ericadkush.wixsite.com/hosteli3>

CEO/Founder: Eric Abal

Telephone number : +256 780 627 222

Email address: ericadkush@gmail.com
hosteli2018@gmail.com

Social media accounts: <https://twitter.com/hosteliug>
<https://www.facebook.com/Hosteli-UG-1053345151522132/>

Solution/Product

Our solution is primarily **focused on the national curriculum** aligned STEM infused pre-primary teacher guides accessed via web and mobile apps using the **KAINOtab** which teachers and students can use to access the teacher guides and read any book at anytime, anywhere for over 2 weeks on a single charge.

Market

In Uganda, we project a **70%** market share in the over 6,000 ECD schools not connected to any LMS.

Business Model

\$1 - \$5 per student.

General Information

Year of establishment: 2018

Full business address: 52B Ntinda II Road, Naguru

Website URL: <http://kaino.africa>

CEO/Founder : Alfred Opio

Main contact : +256 755 884 327

Email address: alfred@kaino.africa

Social media accounts: [web.facebook.com/KAINOafrica/](https://www.facebook.com/KAINOafrica/) <https://twitter.com/KAINOafrica>



Solution/Product

With PalmPesa, users can create their own digital-biometric accounts to which they can add their various biometrics, like fingerprints, via the PalmPesa app. They can then safely and effortlessly make payments or prove their identity with a simple touch.

Market

Aim to start with Ugandan market of over 40 million with 70% of people under 25. Initial implementation will be in universities, high schools, and primary schools that have up to 10 million population.

Business Model

- Wallet top up charges.
- Commissions for linked accounts.
- ID subscription.
- Aggregate data analysis for payments and identification.

General Information

Year of establishment: 2017

Full business address: Plot 12, Luwum Street, Kampala. Uganda.

Website URL: palmpesa.com

CEO/Founder: Ssegujja Ibrahim

Telephone number: +256 702 604 010

Email address: sseguninho23@gmail.com

Social media accounts: <https://www.facebook.com/palmpesa/>

PE CONNECT LTD

Solution/Product

The **app will locate plant and equipment and present visibility for intending hirers**. The hirers will then save on mobilization costs for equipment and have a broad spectrum of available equipment at their fingertips.

Market

In Uganda, the plant hire industry is dominated by unscrupulous brokers who over price equipment and deliver poorly. It is difficult for a potential hirer to get in touch with an owner, moreso where the location at which the plant is required resulting in high mobilization costs.

Business Model

- A monthly subscription to remain visible.
- Advertisements for both goods and services related to the industry like repair garages plant mechanics, spare parts etc.

General Information

Year of establishment: 2019

Full business address: Plot 771 St Industrial Area

Website URL: www.peconnector.com

CEO/Founder: Jonathan Namugowa Wanzira

Telephone number: +256 784 314 185

Email address: jnwanzira@gmail.com

Social media accounts: @peconnect1



Plot Avenue

Solution/Product

Plot Avenue is a social media app that helps users find the best hangout experience by connecting them to hangouts and social events in their city.

Market

Online ticket service online reached **\$30 Billion** in **2019**

Eventbrite registered **\$10 billion** in ticket sales in **2018** given its **50 Million** users.

Revenue from social media advertising has reached **\$98,247** in **2019**

Business Model

- Advertising
- Business subscriptions
- E-tickets for events in city

General Information

Year of establishment: 2019

Full business address: 8200 Kampala, Uganda

Website URL: <https://plotavenue.com>

CEO/Founder: Gerald-Paul Kitatta M.

Telephone number: +256772361979

Email address: p_kitatta@yahoo.com

Social media accounts:

https://www.facebook.com/plotavenue/?ref=br_rs



SWAPafrica

Solution/Product

SWAPafrica enables young people to learn new required skills for their jobs, school or businesses, access services and goods without being limited by the 'lack of money' but by simply swapping, sharing, lending and borrowing these resources among themselves without using money.

Market

78% and more than **60%** of Uganda and Africa are below 30 years. **25%** and **40%** of Uganda and Africa are youths respectively. These young people need required skills and services- and have no money to pay for such needs.

Business Model

FREEEMIUM. Users use the service for free but at a small premium (**UGX 2000 p.a.**). Each can upgrade his account for better features and while barter trading his skills and services or spare parts e.t.c

General Information

Year of establishment: 2018

Full business address:

Kalerwe, Gayaza road, Kampala (U)

Website URL: <https://www.swapafrica.net>

CEO/Founder: Vicent Nemeyimana

Telephone number: +256 779 342 057

Email address: thecompletey@gmail.com

Social media accounts: <https://www.facebook.com/SWAPafrica-221139079124713/posts>



Solution/Product

TeleMuseum provides the platform to connect travellers with local guides (who will share his or her passion for the subject and insider knowledge) and present travellers an opportunity to experience a place like a true local.

Market

Uganda's domestic tourism targets its **40m** citizens & **1.8m** international arrivals. Tourism added **UGX7 trillion** to **Uganda's GDP** in **2016**. The global online travel market is expected to hit **\$1Trillion** by **2021**. The global online travel market is what we are tapping into.

Business Model



Commission off cost & payments done on our site

General Information

Year of establishment: 2018

Full business address: Plot 22/24 Junior Quarters

Website URL: <https://www.tele-museum.com/>

CEO/Founder: Lorna Okeng

Telephone number: +256 771 837 920

Email address: lornaokeng@gmail.com

Social media accounts: https://twitter.com/Tele_Museum



Solution/Product

A software solution to be used by biomedical engineers with in the hospital to help make recording of medical equipment inventory easier and seamless with a smartphone app that syncs data between the cloud system and local desktop computer.

Market

(Medical Equipment Database) -expect to launch this year, with **over 10 potential clients**, also launch for the Ethiopian market having also made connections from there. We plan to take our software from Uganda to neighbouring East African States.

Business Model

- 3 year subscription to use the software
- Medical equipment device and spare parts advertising so as to help hospitals easily access these parts

General Information

Year of establishment: 2018

Full business address:

Bunga, Gabba Road

Website URL: <https://www.zaantutechnologies.com>

CEO/Founder: Tumwine Martin

Telephone number: +256 753202248

Email address: martintumwine@gmail.com

Social media accounts:

<https://www.linkedin.com/company/14819197>

<https://www.facebook.com/zaantu/>

To know more about the NTF IV Uganda project, please visit the NTF IV Uganda website:

www.intracen.org/NTF4/Uganda-IT

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