

Fire Award 2013 From NikoHapa to MyRide

By
Benard Adongo
CEO, NikoHapa Ventures Ltd

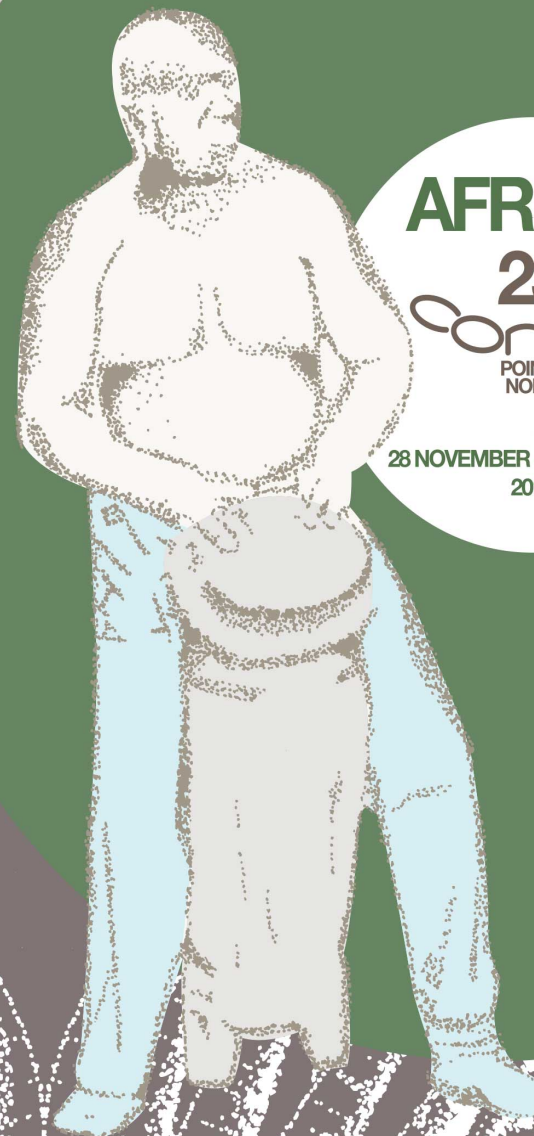
AFRINIC

23



POINTE
NOIRE

28 NOVEMBER - 4 DECEMBER
2015



NikoHapa

CUSTOMER ENGAGEMENT
PLATFORM



Benard Adongo
CEO, NikoHapa Ventures Ltd
www.nikohapa.com

HOW NIKOHAPA WORKS

Mambogani Ltd.
Galleria Mall Food Court, Langata Road,
Karen, P.O.Box 10296-00400, Nairobi.
Tel.: 0703 567700

#762242

PIN: P051323055U

KRA/EFP/29072009/10148A

SAL RECEIPT - START

Mambo

No: 11611

/07/2012

:41:55

1

MAMBO



TO CHECKIN, SMS
MI OM PL BU
TO 4272

GET 9" PIZZA
ZAGIBARI OR
ZAGIBARI
MARSHMALLOW
FOR EVERY 7
CHECKINS

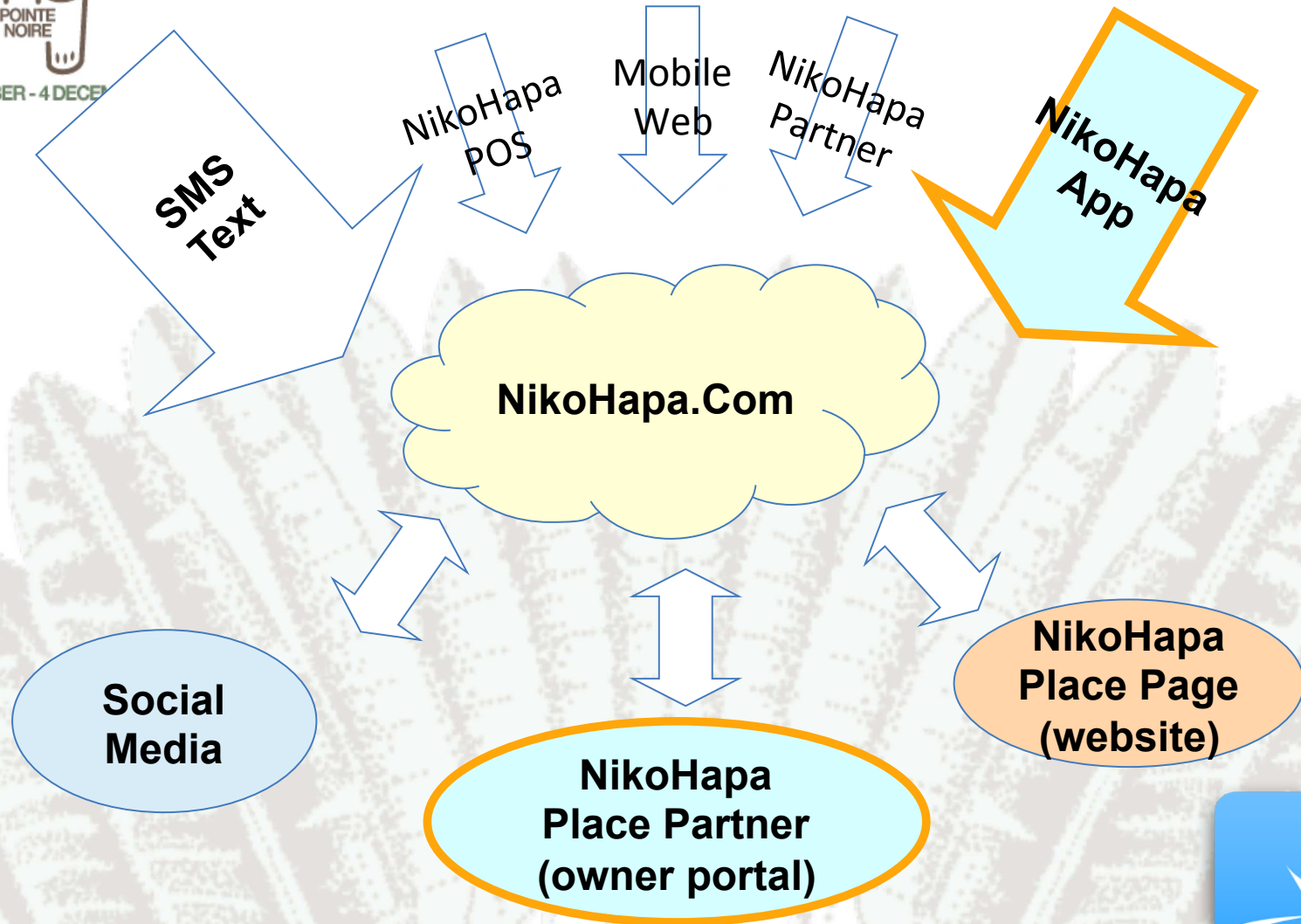
GET A FREE COFFEE FOR EVERY 9 CHECKINS

TO CHECKIN, SMS
PC IN PG YC
TO 6775

nikohapa.com



WHAT IS NIKOHAPA





Follow us

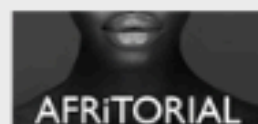
Follow @NikoHapaKE

Like

Share

955

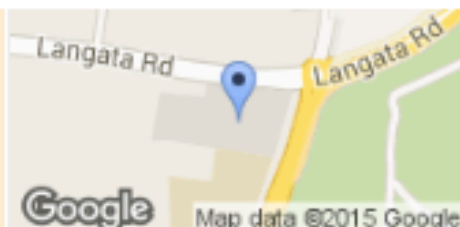
IN THE MEDIA



BUSINESS DAILY



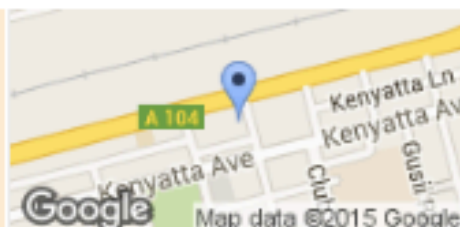
Filter by ALL RETAIL RESTAURANTS CAFES GYMS CYBERS SALONS CLOTHES CLUB COFFEE



4892
CHECKINS

MAMBO ITALIA RESTAURANT

- 📍 The Galleria Shopping Mall, Langata Road, Nairobi
- ☰ The best Pizza....
- ☆ 50% Off Selected Large Pizza



2530
CHECKINS

HOT DOG PARADISE CAFE

- 📍 Standard Charter Bank parking area, Kenyatta Avenue, Nakuru
- ☰ The best hot dog in Kenya!
- ☆ A Free Hot Dog




1685
CHECKINS

SUBZONE RESTAURANTS - LAVINGTON RESTAURANT

- 📍 Lavington Green Shopping Centre, James Gichuru Rd, Nairobi
- ☆ A 6" Sub



MAMBO ITALIA RESTAURANT

 **Win 50% Off Selected Large Pizza**
For every **10** checkins!

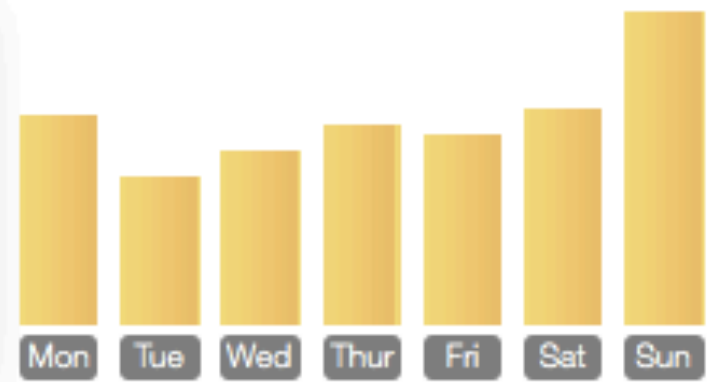
CHECKINS
10

G+ 1

Like 341

NikoHapa users have tallied...

4,892 TOTAL CHECKINS	154 CHECKINS LAST 30 DAYS	154 CURRENT REWARDS WON
--------------------------------	-------------------------------------	-----------------------------------



0703567700 Restaurant The Galleria Shopping Mall, Langata Road, Nairobi



Get a FREE 9" Pizza Zanzibari or Margarita for Every 7 Checkins
5 Votes | 126 Views

"Pepperoni pizza"
Recommendation from
254XXXXX784



MAMBO ITALIA



ANTHONY'S FASHION & STYLE CUSTOMERS

✘ No mkubwa winners yet.

Your Customers

- 1
- 2
- 3
- 4
- 5

Name	Phone	Total Checkins ↓	Ave. Checkins / Mo (Last 3 Months)	Preferred Checkin Time	First Checkin	Last Checkin	Fbook Connected
Unknown Customer	254XXXXX257	13	5.00	Tue @ 7:44 p.m.	Dec 27, 2013 @ 10:38 a.m.	Apr 7, 2014 @ 7:44 p.m.	No
Unknown Customer	254XXXXX840	8	4.00	Thur @ 8:09 p.m.	Oct 17, 2013 @ 7:33 p.m.	Dec 5, 2013 @ 8:03 p.m.	No
Unknown Customer	254XXXXX024	7	1.00	Wed @ 8:47 p.m.	Oct 2, 2013 @ 12:29 p.m.	Aug 27, 2014 @ 8:47 p.m.	No
Unknown Customer	254XXXXX658	7	5.00	Fri @ 7:56 p.m.	Sep 5, 2013 @ 6:51 a.m.	Mar 18, 2014 @ 7:56 p.m.	No
Unknown Customer	254XXXXX349	6	5.00	None yet	Sep 2, 2013 @ 7:06 p.m.	Dec 7, 2013 @ 6:43 p.m.	No
Unknown Customer	254XXXXX616	6	6.00	Thur @ 8:15 a.m.	Nov 7, 2013 @ 8:14 a.m.	Nov 7, 2013 @ 8:14 a.m.	No
Unknown Customer	254XXXXX043	6	3.00	Thur @ 7:36 p.m.	Aug 29, 2013 @ 6:39 p.m.	Oct 31, 2013 @ 6:19 p.m.	No
Unknown Customer	254XXXXX532	5	5.00	Sat @ 11:37 a.m.	Mar 29, 2014 @ 11:36 a.m.	Mar 29, 2014 @ 11:38 a.m.	No
Unknown Customer	254XXXXX061	5	2.00	Wed @ 12:39 p.m.	Sep 8, 2013 @ 9:01 a.m.	May 22, 2014 @ 11:26 a.m.	No



TRACTION

PRE-AWARD

- Finalist at Pivot 25
- 50 place partners
- Angel investment
- Various biz models
- FIRE award

POST-AWARD

- Another 150 partners
- South Africa Partners
- Transport sector





28 NOVEMBER - 4 DECEMBER

WHY PUBLIC TRANSPORT





28 NOVEMBER - 4 DECEMBER

UNDER-POLICING IN PUBLIC TRANSPORT

2,500 corruptible police officers on our
roads

3,130

Number of road fatalities
(56% caused by PSVs)

12,000

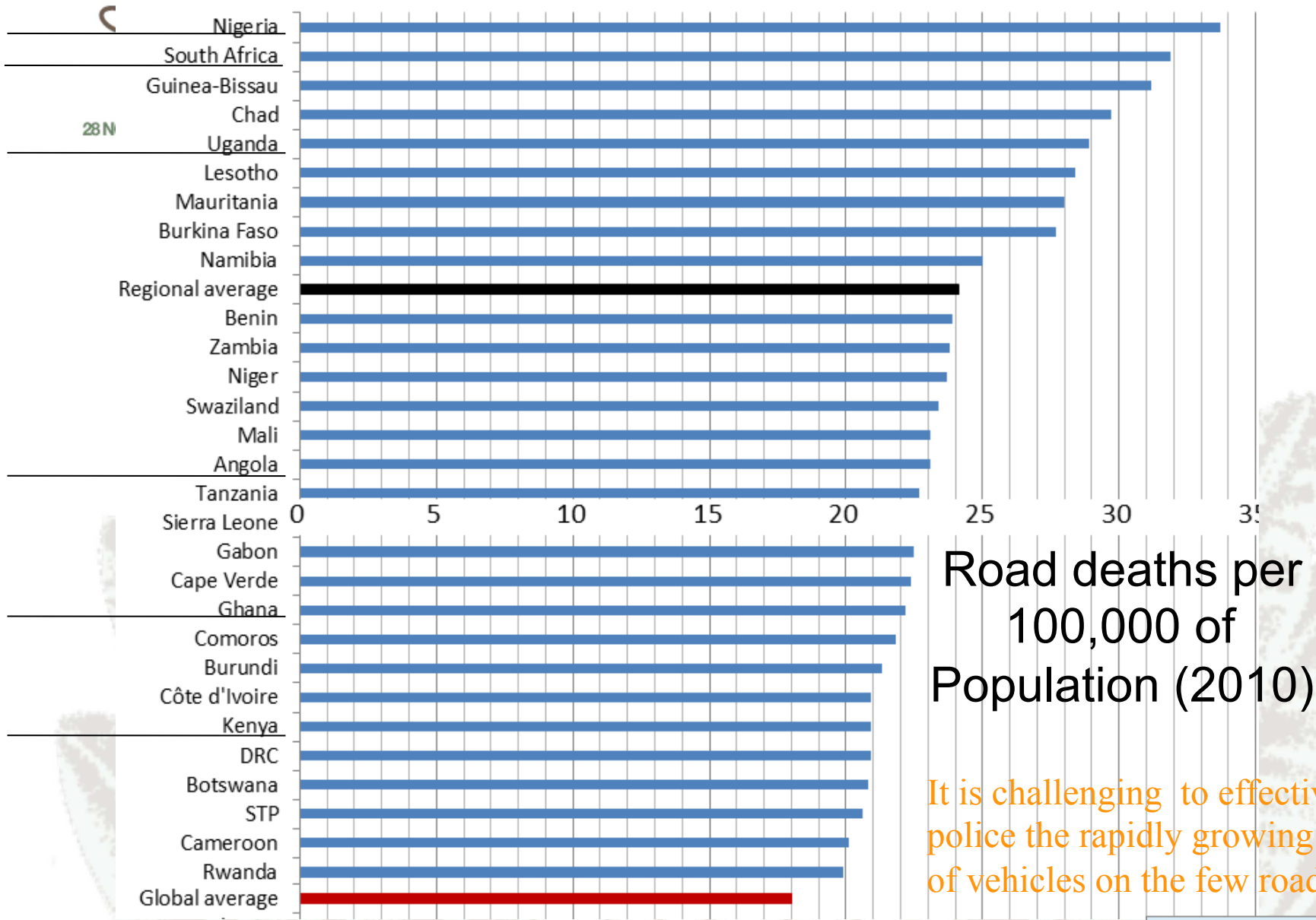
Number of road injuries

2-9 %

Economic cost in percentage of GDP

The Problem

THE PROBLEM IS HUGE



Road deaths per 100,000 of Population (2010)

It is challenging to effectively police the rapidly growing number of vehicles on the few roads

AFRINIC

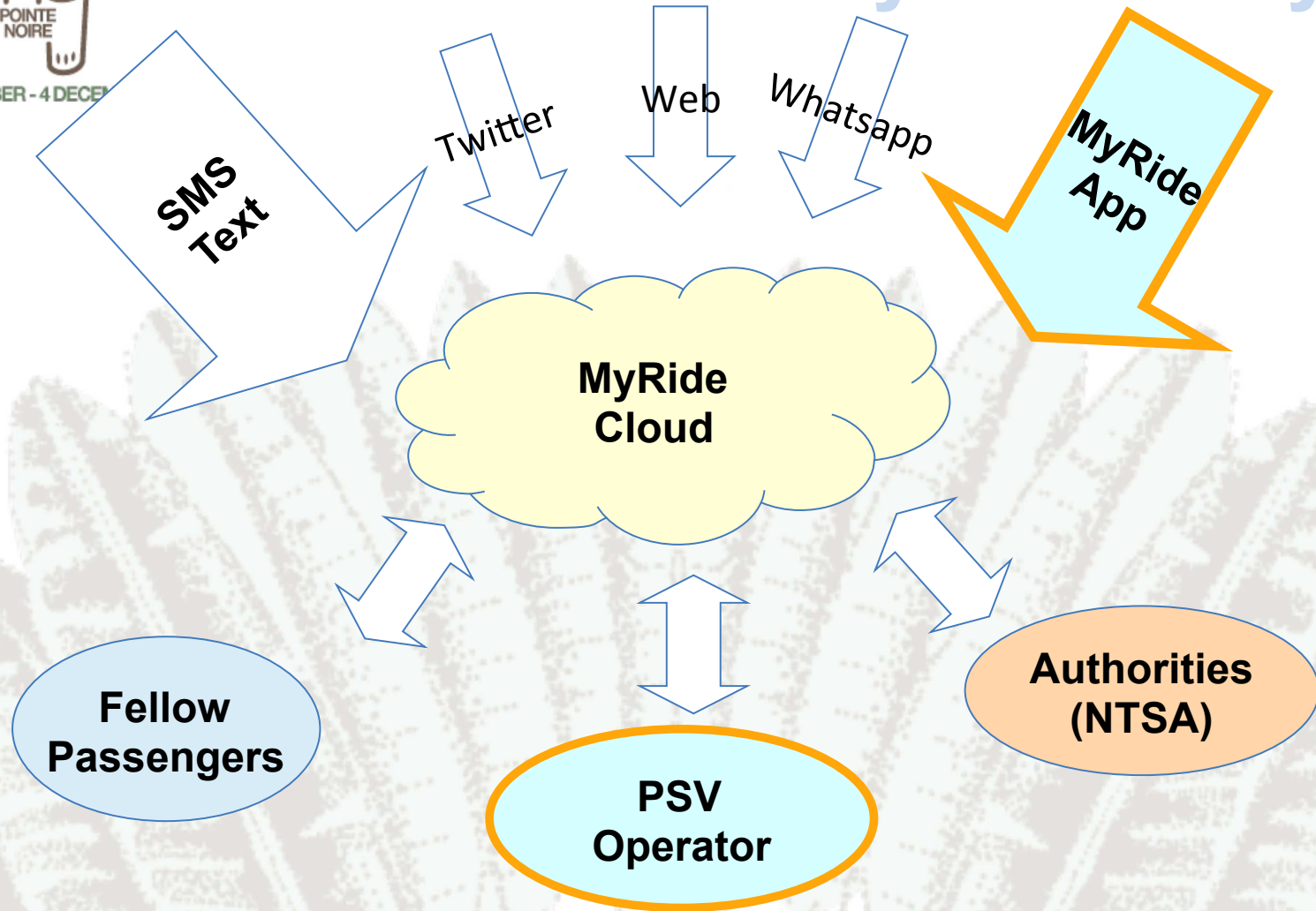
23



28 NOVEMBER - 4 DECEMBER

NIKOHAPA IN TRANSPORT

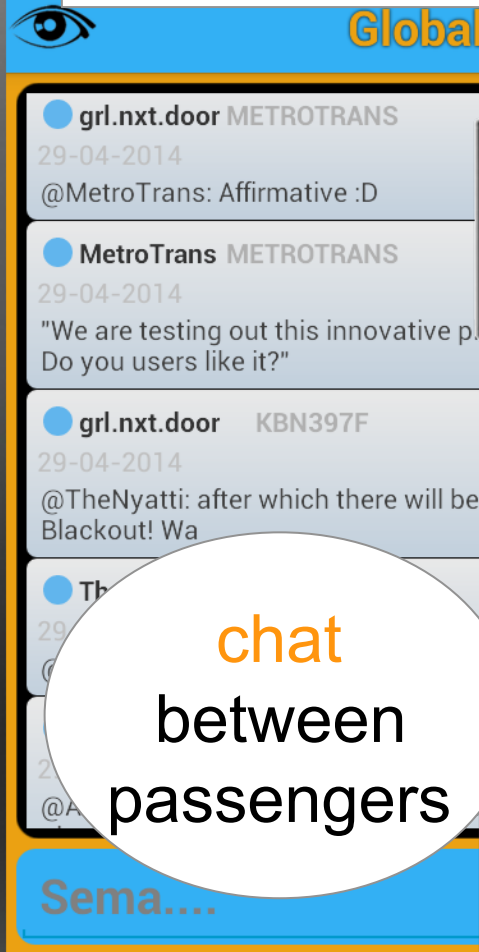
MyRide Kenya



Facilitate communication between **passengers**, **PSV owner** and the **authorities**

The Solution

WE HAVE AN APP FOR THAT





28 NOVEMBER - 4 DECEMBER

COMPLAINTS PORTAL



Metro Trans Ltd



- DASHBOARD
- VEHICLES
- EMPLOYEES
- MESSAGES
- NOTES

Add New

Search String

MESSAGES

Message List

Showing Record 1 to 16 of 99

<p>1 2086</p> <p>2014-06-30 16:53:29</p> <p>KBM322V TheNyatti</p> <p>This just made my evening!!</p>	<p>1 2076</p> <p>2014-06-28 16:01:32</p> <p>KBM322V msafiri</p> <p>@coder: wazi but sijaona langa...</p>	<p>1 2073</p> <p>2014-06-28 12:36:10</p> <p>KBM322V coder</p> <p>@msafiri: some PSV companies u...</p>	<p>1 2072</p> <p>2014-06-28 11:19:40</p> <p>KBM322V msafiri</p> <p>@coder: cool Mtu anause sms aj...</p>
<p>1 2071</p> <p>2014-06-28 10:46:33</p> <p>KBM322V coder</p> <p>@msafiri: menu, settings, nick...</p>	<p>1 2069</p> <p>2014-06-28 10:43:42</p> <p>KBM322V msafiri</p> <p>@+254722XXX033: hawa wasee wam...</p>	<p>2048</p> <p>2014-06-23 15:08:53</p> <p>KBM322V +254722XXX033</p> <p>Great Driver(test) KBM 322V</p>	<p>2047</p> <p>2014-06-23 15:08:51</p> <p>KBM322V +254722XXX140</p> <p>KBM 322V jambo watenja -test</p>
<p>2046</p> <p>2014-06-23 15:08:50</p> <p>KBS808K +254728XXX103</p> <p>Driven well! Kbs808k</p>	<p>2045</p> <p>2014-06-23 15:08:49</p> <p>KBS808K +254728XXX103</p> <p>Driven well kbs808k</p>	<p>2044</p> <p>2014-06-23 15:08:47</p> <p>KBS808K +254728XXX103</p> <p>Driven well! Kbs808k</p>	<p>2042</p> <p>2014-06-23 15:08:41</p> <p>KBM322V +254722XXX033</p> <p>Great Driver(test) KBM 322V</p>
<p>2041</p> <p>2014-06-23 15:08:40</p> <p>KBM322V +254722XXX140</p> <p>KBM 322V jambo watenja -test</p>	<p>2040</p> <p>2014-06-23 15:08:39</p> <p>KBS808K +254728XXX103</p> <p>Driven well! Kbs808k</p>	<p>2039</p> <p>2014-06-23 15:08:38</p> <p>KBS808K +254728XXX103</p> <p>Driven well kbs808k</p>	<p>2038</p> <p>2014-06-23 15:08:35</p> <p>KBS808K +254728XXX103</p> <p>Driven well! Kbs808k</p>

The Solution



28 NOVEMBER - 4 DECEMBER

MyRide In-PSV POSTER



Enables reporting, reminds PSV crew



28 NOVEMBER - 4 DECEMBER

TRACTION

British Council *CultureShift*, **Winner:**

Awesome Foundation, Nairobi, EastAfricaCom
2015, DXD Nairobi 2015 Tech

App Downloads: *KijichApp/MyRide*. **1000+** app
downloads, **2500+** posts

PSV partnerships: MetroTrans , Embassava (350
PSVs). In talks with Matatu Owners Association
and the Insurance Industry

User-Registered PSVs: **1500+** PSVs registered by
users

Govt Partnership: NTSA: **Regulations** for PSVs,
Integration with NTSA response system



28 NOVEMBER - 4 DECEMBER

HOW YOU CAN JOIN US

- Support our Research!
- Thesis: *MyRide matatus **make more money and save lives***
- 3 month comparative study
- **10** Companies/Saccos,
- Each Sacco, compare data for **15** MyRide matatus vs **15** non-MyRide matatus
- Utilize the data to leverage support from relevant stakeholders
- Zusha programme



28 NOVEMBER - 4 DECEMBER

THANKS



MyRideKe



**National Transport
and Safety Authority**

Thank you
for your
Attention

Questions?



twitter.com/afrinic



[flickr.com/afrinic](https://www.flickr.com/afrinic)



[facebook.com/afrinic](https://www.facebook.com/afrinic)



[linkedin.com/company/afrinic](https://www.linkedin.com/company/afrinic)



[youtube.com/afrinic](https://www.youtube.com/afrinic) media



www.afrinic.net