



**EMPOWERING WOMEN TO TAKE
HEALTH INTO THEIR OWN HANDS**

Hellen Ben Kalili, Head of Supply Chain, Hellen@Kasha.co
Lambert KAMARO, Software engineer, lambert@kasha.co
www.kasha.co www.kasha.rw

THE KASHA TEAM

Company headquartered in Kigali, Rwanda. Registered end of July 2016.



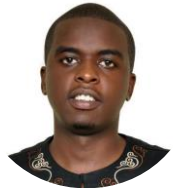
Joanna Bichsel
Co-Founder
CEO



Amanda Arch
Co-Founder
Finance & Marketing



Hellen Ben Kalili
Head of Supply Chain



Lambert Kamaro
Software Engineer



Christian Rafiki
Software Engineer



Christoph Bichsel
Interim Head of Engineering



Francine Uwase
Marketing Manager



Clemence Manirumva
Customer Support
Manager



Jean de Dieu Habaguhirwa
Program Manager
Healthcare Integration

TEAM EXPERIENCE



BILL & MELINDA
GATES foundation



STRATEGIC ADVISOR EXPERIENCE



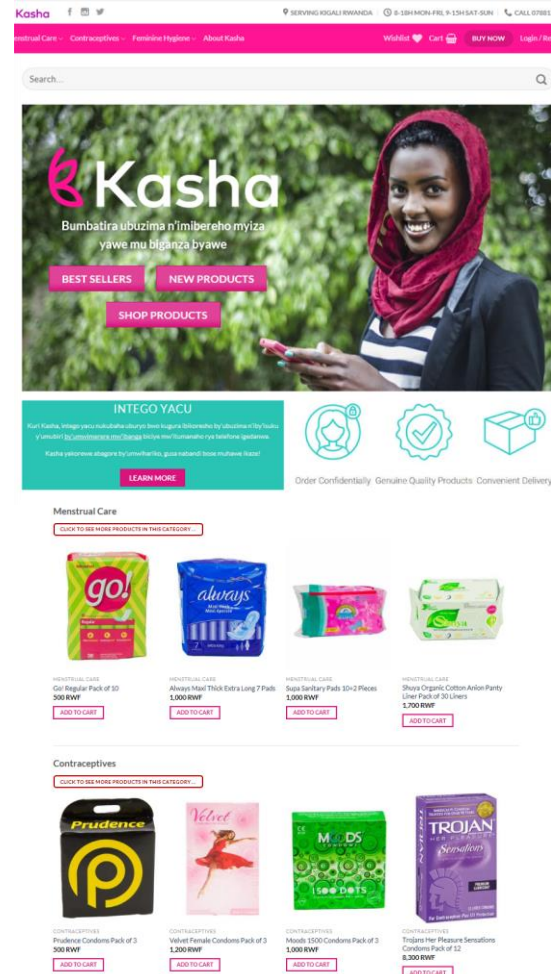
HOW TO ORDER ON KASHA

Dial *911#



Internet access not required. Smartphone not required.
Multiple payment options.

ww.Kasha.rw



Kasha App



Call 9111



KASHA MOMENTUM IS BUILDING!

August: Registered in Rwanda, made key hires ✓📄

September: Kasha platform up and running across web, smart phone and feature phone ✓📄

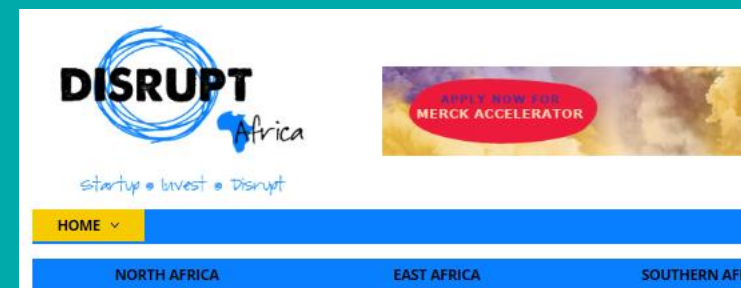
October: Secured initial investments in seed fund ✓📄

November: Started local advertising campaign on 21st, 400+ customers on Kasha ✓📄

December: 500+ customers, 20,000+ unique mobile phone numbers collected ✓📄

Wins:

- Selected as one of top twelve startups across Africa to pitch at [Angel Fair Africa](#)
- Winner of SeedStars Kigali, named best startup in Rwanda. Kasha will pitch at [SeedStars](#) World in Geneva in April



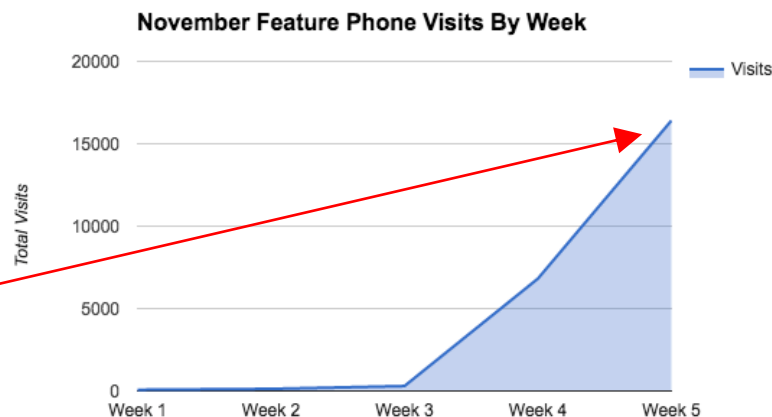
E-commerce startup Kasha wins Seedstars Rwanda

BY TOM JACKSON ON DECEMBER 15, 2015

Female-focused e-commerce startup Kasha is one of the winners of the Seedstars World Africa competition in Switzerland to co



<http://www.cnbc.com/video/?bctid=5240111296001>



Two Weeks Into Advertising Campaign 15K+ mobile browsers to Kasha (USDD)

TECHNOLOGY CHALLENGES RUNNING ECOMMERCE IN RWANDA

- **ELECTRONIC PAYMENTS NOT WIDELY ADOPTED**
 - Cash / check based services instead of bank/debit/credit cards - e.g. SMS bulk providers.
 - Mobile financing services are not used for everyday purchases, such as pads, condoms, no money in mobile wallets.
 - Industry leading payment service not yet available for Rwanda e.g. Paypal, Stripe.
- **SERVICES INDUSTRY HAS ROOM TO GROW**
 - No easy way of verifying registered companies online to obtain security certificates for online payments.
 - E-Payments, High speed internet, USSD, SMS and Voice services are still time consuming and expensive to setup.
 - No access to affordable, integrated, and reliable logistic / transportation services.
- **EASY ACCESS TO TALENTS NEEDED**
 - Software development industry still in infancy.
 - Core skills gap in designing and programming new solutions.
 - No widely known services to access existing talent pool.
- **ECOMMERCE CONCEPT STILL NEW**
 - Customers not familiar with online shopping.
 - Official street addresses not widely known.
 - Customers are not willing to spend internet bundles on e-commerce services.
 - Subscription model not widely used yet.

CHALLENGES RUNNING ECOMMERCE IN RWANDA

- **Business Setup**

- Registration and investment certificate application is confusing
- Better than other countries, but still confusing. Lawyer/accountant needed

- **Supply Chain & Logistics**

- No well-functioning postal system; Kasha built own logistics system for delivery of products
- Not a manufacturing economy which leads to risk of dead inventory, difficulty in forecasting demand, fluctuating costs
- Lead times are significantly longer for imports
- Minimal presence of local 1st tier suppliers/distributors; increases costs and
- Counterfeit & parallel imports in the local market
- Limited delivery infrastructure to support logistics & fulfilment in the rural markets
- Limited number and capacity of local 3rd party logistics companies
- Rural areas don't have numbered address grids for delivery
- Cashless payments not preferred by majority of clients