Welcome to infoDev’s Mobile Startup Camp!

This week, we gathered to listen, watch, learn, share, and have a cup of coffee with top mobile technology entrepreneurs from Kenya, Ghana, Nigeria, Tanzania, South Africa, Mozambique, Jamaica and Barbados, and with inspiring mentors and investors from the United States, United Kingdom, South Africa, Uganda, Greece, Ghana, the Netherlands and Nigeria.

Those of us who are entrepreneurs learned to think like investors. And those of us who are investors and seasoned industry hands saw that some of the most innovative, cutting-edge mobile technology products and platforms being offered to global markets today are developed in Africa and the Caribbean.

When it comes to financing early-stage companies, the founders and teams matter as much, if not more than, the product. We hope the following pages will serve as a reminder of the talented, passionate Mobile Startup Camp participants who came together to help each other hone their skills, refine their businesses and thereby immeasurably enrich their communities.

If you are reading this but didn’t spend the week with us, you may be wondering why these talented people need our support. Why is the World Bank in this business? Research tells us that a country’s long-term growth rate is driven by increases in productivity due to innovation and technological advancement. The good news is that the world’s knowledge about building innovation capacity has been steadily growing. Innovation occurs locally, but knowledge is transferable globally. This means that promising pro-growth approaches can be adapted to fit the specific circumstances of a country.

The World Bank Group is helping countries encourage entrepreneurship; promote technology adoption; make R&D more targeted, effective and relevant to what the real economy needs; enhance collaboration among universities and industry; channel investment toward innovative industries; and incubate new technologies. infoDev, with its incubation and acceleration programming for mobile, climate and agribusiness startups, supports entrepreneurs all along the path “from mind to market,” from the moment an idea for an innovative service or product is born, to the time when a thriving business is growing and entering new markets. We hope you will join us in helping to grow innovative enterprises in emerging and frontier markets.

We want to support mobile technology entrepreneurs as they take their products from the idea stage to a point of sustainable growth.

Valerie D’Costa

The World Bank Group is helping countries encourage entrepreneurship; promote technology adoption; make R&D more targeted, effective and relevant to what the real economy needs; enhance collaboration among universities and industry; channel investment toward innovative industries; and incubate new technologies. infoDev, with its incubation and acceleration programming for mobile, climate and agribusiness startups, supports entrepreneurs all along the path “from mind to market,” from the moment an idea for an innovative service or product is born, to the time when a thriving business is growing and entering new markets. We hope you will join us in helping to grow innovative enterprises in emerging and frontier markets.

Maja Andjelkovic

Keep in touch!
Helen, Zoe, Bola, Carolyn, Angela, John, Oltac, Hanook (the MSC team)
Directory

Entrepreneurs

Zubair Abubakar, Co-founder, Pledge 51
Ade Adebayo, Co-founder and Team Lead, Efiko
Alloysius Attah, Co-founder, Farmerline Ltd.
Kelldick Bakorkor, Co-founder Orgaroo
Mwema Jacob, Co-founder and CEO, Fomobi
Kate Kiguru, Chief Innovator, Ukall Ltd.
Stella Njoki Kariuki, Co-founder, Zege Technologies
Angela Koranteng, Co-founder and Product Manager, Trokxi
Catherine Mahugu, Co-founder, Shop Soko
Waliaula Makokha, Founder and CEO, Jooist
Martina Mariki, Co-founder, Mobile Agricultural Alliance
Suzana Moreira, Founder, moWoza
Lawrence Muka, Co-founder, Umati Solutions
Moustapha Ndoye, CEO, Xtreme Design and Engineering, LLC
Stephanie Njerenga, Data Manager, Ma3Route
William Senyo, CEO, SliceBiz
Aboubacar Sidy Sonko, Founder, Amandjine Consulting
Daniel Thuranira, Co-founder, MkulimaBima
Roxanne Wanliss, Project Manager, Me-A-Go
Troy Weekes, Founder, E2Learner Inc

Coaches and Mentors

Ernest Akinlola, Managing Partner of Right Instinct
Tayo Akinyemi, Director, AfriLab
Maja Andjelkovic, Mobile Innovation Specialist, infoDev
Valerie D’Costa, Program Manager, infoDev
Jon Gosier, Founder, D&A and Appfrica
John May, Managing Partner, New Vantage Group.
Michael Szymanski, Director of Business Development, MEST
Constance Tzioumis, Senior Advisor, Department of State
Oltac Ursal, Senior Advisor, infoDev
George Voulgaris, Business Partner, Vision Mobile
Ben White, Co-founder, VC4Africa
Ernest Akinlola

West Africa Government Relations for BlackBerry and Managing Partner of Right Instinct

Ernest Akinlola is a successful entrepreneur with more than 25 years of executive management experience in blue chip organizations across the world such as T-Mobile, British Telecom, Lycamobile, United Parcel Service and GlaxoSmithKline and Etisalat Nigeria. He is a renowned leader within the international mobile industry with in-depth knowledge of the ICT space, and has been at the heart of the most groundbreaking and transformational initiatives which include launching the most successful mobile virtual network operator, Virgin Mobile UK.

Following an outstanding corporate career spanning Finance, Marketing and Operations and Transformational Project Management, Ernest has successfully launched start-up businesses including Right Instinct Ltd., a fast-growing consulting firm that boasts a blue chip clientele. Ever an optimist, Ernest sees great potential in some of the emerging and not so obvious markets. He is retained as a strategic advisor by several companies in the ICT industry.

Ernest is a fellow of the Chartered Association of Certified Accountants. He holds a first degree in Applied Economics (Hons) from London University and an MBA from Manchester Business School. He is Prince 2 and MSP project management accredited.

As an entrepreneur and coach, I am driven by the excitement of creating value from a blank canvas. It is extremely fulfilling solving business challenges and making a living out of it. I am a strong believer in lessons learned, so I welcome the opportunity to pass on any knowledge I have to the next generation. Ernest by Name, Earnest by Nature

Tayo Akinyemi

Director, AfriLabs

Tayo is an entrepreneurship enthusiast who has worked for several young ventures in the US, Africa, and Latin America. Tayo began her career at an NGO dedicated to advancing women in corporate business. Since then she has focused on understanding how businesses are built and sustained. From developing a community-inclusive business strategy for a greenfield sugarcane ethanol venture in Mozambique to executing the US entry strategy for a digital marketing company in Brazil, Tayo has explored the many ways to create social impact through commercial business. To that end, Tayo wrote for NextBillion, a blog dedicated to exploring development through enterprise, for nearly two years and is a contributor to Tekedia, a blog focused on African technology and innovation. Tayo has an MBA in Sustainable Global Enterprise from Cornell University, and a BA in Sociology from Princeton University.
Maja Andjelkovic

Mobile Innovation Specialist, infoDev

Maja is interested in the potential of entrepreneurship and human ingenuity to contribute to economic, environmental and social development. She has spent over 12 years connecting these fields, including as product manager in a web-technology startup, lead researcher at the International Institute for Sustainable Development, and counselor for Canada for the World Bank Group. Since 2009, she has worked to expand infoDev’s mobile innovation program, including by extending our offering to better serve women founders of tech startups in emerging and frontier markets. Maja is pursuing a doctorate at the University of Oxford under Professor Bill Dutton, with a focus on innovation ecosystems and with support from Oxford University Press.

Valerie D’Costa

Program Manager, infoDev

Valerie D’Costa is infoDev’s Program Manager. infoDev is a global partnership program within the World Bank which works to promote competitiveness, employment and sustainable, inclusive growth by enabling the growth of innovative, technology-enabled new ventures. infoDev catalyzes and enables the provision of better access to knowledge, capital and markets for innovative, growth-oriented enterprises by engaging stakeholders across the wide innovation and entrepreneurship eco-system, including business incubators, accelerators, innovation centers, business angel networks, financial institutions, industry, academia and governments.

Ms. D’Costa has led infoDev’s evolution from its original founding focus on information and communications technology for development (ICT4D) to its current role as a “learning lab” and convener for donors, client countries, and public and private sector actors around the innovation, technology and entrepreneurship agendas. The vision Ms. D’Costa promotes for infoDev’s role today is to derive and test new approaches to support the growth of innovative, technology enabled new ventures; provide cutting-edge knowledge, networks and tools to developing countries to navigate these dynamic market and technology evolutions; collate lessons from success and ‘failure’ in the field; and promote the adoption and scaling of interesting and innovative new approaches that work by the World Bank, donors and other development partners.

Before joining infoDev, Ms. D’Costa served as the Director of the International Division at the Info-Communication Development Authority of Singapore (IDA), where she formulated the Singapore Government’s policies on international ICT issues and oversaw Singapore’s bilateral relations with other countries on these issues. She received a Public Administration Medal from the Singapore Government for her work in building Singapore’s international ICT trade and diplomatic ties. Ms. D’Costa had a distinguished career in private legal practice before joining her country’s nation-building efforts in government service at IDA. Ms. D’Costa holds a Bachelor of Laws degree from the National University of Singapore and a Master of Laws degree from University College, University of London.
Jon Gosier

Founder, D8A and Appfrica

Jon Gosier is a serial tech entrepreneur, designer, and software developer working at the intersection of data science and global development. He’s the founder of D8A, a design agency that uses their expertise in data to deliver creative solutions for corporations, cities, and governments around the globe.

He’s also the founder of Appfrica which helps the world’s leading technology companies enter African markets. Appfrica invests in Africa’s growing tech sector through its Apps4Africa program and raises awareness about the many issues related to financing early stage African technology entrepreneurs to help them create jobs and prosperity for Africa. Jon lives in Philadelphia where he helps African-American and Latino kids explore entrepreneurship and STEM careers through The Gos Fellowship.

John May

Managing Partner, New Vantage Group

John May is the managing partner of New Vantage Group, a Vienna, VA firm that innovatively mobilizes private equity into early-stage companies and provides advisory services to both funds and private investors. Mr. May’s experience in private equity capital over the last 20 years ranges from venture capital fund management to angel investing.

John is chair-emeritus of the Angel Capital Association (formerly a program of the Ewing Marion Kauffman Foundation), and is a lead instructor for their “Power of Angel Investing” seminars. He is the co-author of two books, Every Business Needs an Angel (Crown Business: 2001) and State of the Art: An Executive Briefing on Cutting-Edge Practices in American Angel Investing (Darden Publishing: 2003). He is on the investment committee of Verde Ventures (Conservation International), and is a Batten Fellow at the University of Virginia’s Darden Business School. John has lectured on angel investing in over 20 foreign countries.

Mr. May has been at the forefront of the angel investor movement. He co-founded The Dinner Club, an investment group of 60 regional angels who collectively invest in regional early-stage ventures. A larger private investor pool, the eMedia Club with 75 members followed, and in 2000, the Washington Dinner Club with 75 members started. In 2003, John created Active Angel Investors, a “pledge” fund. New Vantage Group administers all of these groups and has three joint venture group affiliates as well.

In 1991, he co-founded the Investors’ Circle, a national non-profit group of 125 family and institutional investors working to grow the social venture capital industry. Additionally in 1996, he co-founded and became executive director of the Private Investors Network, an angel network sponsored by the Mid-Atlantic Venture Association, which he led until 2002. He holds a BA from Earlham College and an MPA from the Maxwell School at Syracuse University.
Michael Szymanski

Director of Business Development, MEST

Michael Szymanski is the Director of Business Development for the MEST Incubator and assists in managing the MEST seed fund in Accra, Ghana. MEST offers a three-phase entrepreneurial program designed to foster the growth of globally successful software companies from Africa. Since 2008 MEST has trained over 130 tech entrepreneurs and has invested in 16 tech start-ups in Accra. MEST companies have raised external capital, competed in top tech events such as TechCrunch Disrupt, Demo, and the Launch Festival, and have gained admittance to top accelerator programs such as HealthXL and 500 Startups.

Prior to MEST, Michael worked with the Marquette Golden Angel investment group, where he analyzed investment opportunities and worked closely on strategy development with growing companies. Michael has lived and worked on four continents, focusing his work inside and outside of the US on entrepreneurs to help them grow early stage companies, attract investment, and catalyze economic development. He earned an MBA from the University of Oxford and a BA from St. Norbert College.

Constance Tzioumis

Senior Advisor in the Secretary’s Office of Global Partnerships at the U.S. Department of State

Ms. Tzioumis is the lead advisor for diaspora partnerships, the LIONS@FRICA partnership on tech entrepreneurship in Africa, and LAUNCH – a partnership between NIKE, NASA, USAID and State to support innovative solutions in addressing global sustainability challenges. Prior to joining the U.S. Department of State, for ten years Ms. Tzioumis led the Labor and Human Rights Group at the Overseas Private Investment Corporation, the U.S. Government’s development finance institution, where she oversaw labor and human rights policy implementation for OPIC projects in over 150 countries worldwide. Prior to her tenure at OPIC, Ms. Tzioumis was an environmental consultant with Booz Allen & Hamilton, and a Program Officer at the Phelps Stokes Fund where she developed cross-sectoral education programs for the State Department’s International Visitor Leadership Program. Ms. Tzioumis holds a BA in Environmental Sciences and a minor in Foreign Affairs from the University of Virginia, as well as an MSc in Environmental Assessment and Evaluation from the London School of Economics.

The U.S. Department of State supports entrepreneurship around the world because it’s one of America’s greatest strengths. By promoting entrepreneurship, especially among students and young professionals – in other words the next generation of innovators and inventors - and harnessing their energy and creativity, we are contributing to a culture of innovation and collaboration that creates opportunity, introduces new technologies to address economic, environmental or social needs, and catalyzes economic growth. -Constance Tzioumis
Oltac Unsal  
**Senior Advisor, infoDev**

Oltac leads infoDev’s global Access to Markets and Finance programs that bridge the gap between technology entrepreneurs and funding sources, customers and partners globally by developing innovative financing facilities (e.g. angel co-investment facility) and also strengthening the entrepreneurial ecosystem (e.g. creative technical assistance to infoDev incubator and accelerators). Oltac has been angel investor in the US and globally, a semiconductor and software entrepreneur in Silicon Valley, and was the founding advisor to the first intellectual property commercialization incubator/fund in Turkey. He also held a variety of management positions with Microsoft, Cisco Systems, Goldman Sachs and Credit Suisse before joining the World Bank. Oltac holds an MBA from Stanford University, BA in Economics, Politics and Philosophy from Whitman College, and pursued Intellectual Property LLM at UW Law School.

George Voulgaris  
**Business Partner, Vision Mobile**

George has a multidisciplinary background in academic research, wireless technology due diligence and product management positions. He is currently appointed as VisionMobile’s Operations Director. During the past two-years, he has coordinated and led research projects within VisionMobile, having expertise in subject matters such as mobile service analytics, UI customization technologies, active idle screen products, on device portals and business model innovation.

Prior to joining VisionMobile, George spent four years in the wireless and IP networking industry, including positions as Product Manager for HP ProCurve and D-Link networking Products at Pouladis Corp., and Inside Sales Engineer & Business Analyst for Cisco products at Logicom Group. He has also served as a part-time Lecturer at the University of Glamorgan in the subjects of Computer Networks (Cisco Networking Academy), Computer Programming and Computer Architecture & OSes. He is intimately familiar with IP Telephony and Wireless Networking technologies.

George holds a Ph.D. from the University of Glamorgan, Wales on Content-based Image Indexing and Retrieval (funded by the UoG), an MSc in Communications Systems & Signal Processing from the University of Bristol,UK (funded by the EPSRC) and a BEng (Hons) in Electrical and Electronic Engineering from Cardiff University, Wales (LEA funded). He has published seven papers on content extraction from compressed images, including 3 articles published by the IEEE. He is also a contributing author at the InfoCom Telecoms & IT Business Review magazine. His interests are in telecoms convergence and mobile software development.
Ben White
Co-founder, VC4Africa

Ben has been working in the African technology and media space since 2003. He started as part of the business development team at Africa Report, a predecessor of CNBC Africa, before launching his first startup Africa Interactive, the publisher of AfricaNews.com. Ben has done extensive ethnographic research on the emergence of software cultures in Kampala, Uganda and published a masters thesis on the subject. He then went on to initiate the East Africa ICT Entrepreneurship program at Hivos, where he made investments in Ushahidi, iHub, Sodnet & Map Kibera.

Ben has taught courses on Interactive Media & Entrepreneurship at a local college in Amsterdam and is a founding member of AfriLabs, a network of technology incubators. Ben is also on the board of advisors of ActivSpaces, a leading tech hub in Cameroon, and is a founding partner of Sanaga Ventures, an early stage investor in African technology. He started Venture Capital for Africa (VC4Africa) in 2006 at the African Venture Capital Association meeting in Dakar, Senegal. VC4Africa.biz seeks to connect Africa’s most promising entrepreneurs with the resources (knowledge, network and capital) they need to realize their potential.

Zubair Abubakar
Co-founder, Pledge 51

Sector: Mobile Gaming
Country: Nigeria

Zubair is a TED fellow and also a fellow of the FATE Institute for Venture Design (IVD). He is a passionate believer in the power of technology to promote positive change and create wealth. In 2011, he developed the ground-breaking Nigerian Constitution App, which enables Nigerians to access the Constitution anytime, anywhere via their BlackBerry smartphones. Downloaded more than 10,000 times within 72 hours of launching, the app has set an unbroken record as one of the most popular downloaded apps in Nigeria today. Other apps he developed through his media company, Pledge51, include the Ramadan App and the Freedom of Information Act app.

His latest project, Chopup.me, is a social gaming platform for Africa. It makes mobile games more fun and social by allowing users to interact based on their in-game achievements, and compete with their scores on the global leader boards. It includes a virtual currency (chopup coins), which users buy with airtime on their phones, allowing them to access power ups, upgrades and other enhancements within the games.

He started developing web/mobile applications as a student at the Ashesi University, Ghana, where he graduated with a degree in Computer Science. In addition to designing and producing mobile apps, he also helped to build one of Nigeria’s most popular information portals, ConnectNigeria.com, and has also worked with Chevron Nigeria and IZY Brand limited.

Websites: www.pledge51.com and www.angel.co/chopup
Twitter: www.twitter.com/Pledge51
Ade Adebayo
Co-founder and Team Lead, Efiko

Sector: Education
Country: Nigeria

Ade Adebayo is a mobile learning evangelist who strongly believes that the future of education in Africa is mobile and digital. He is passionate about using technology to solve educational challenges such as eradicating mass illiteracy, extending educational resources and access, and creating more learning opportunities for students.

Ade is pursuing his passions as the Team Lead and Co-founder of Efiko, a mobile learning platform which is addressing the need for personalization and mass individualization of learning tools for Nigerian school students.

Efiko combines social interaction, self-learning, and assessment into a single platform that is tied to the school curriculum and designed to stimulate and personalize the learning experience outside of school. The application, available on multiple platforms, provides short, timed quizzes that seek to engage students to take charge of their own learning.

Website: www.efiko.com.ng
Facebook: www.facebook.com/EfikoApp
Twitter: www.twitter.com/EfikoApp

Alloysius Attah
Co-founder, Farmerline Ltd.

Sector: Agribusiness
Country: Ghana

Alloysius Attah is Co-founder of Farmerline Ltd., a mobile venture in Ghana offering improved information access and communication pathways for smallholder farmers and agricultural stakeholders.

Farmerline uses voice and SMS to collect data, share new farming techniques, share weather forecast in local languages, and better link smallholder farmers to other actors along the agricultural value chain. Its survey tool allows agricultural workers and NGOs to conduct immediate surveys with thousands of farmers at a fraction of the cost of traditional techniques.

Alloysius is passionate about scaling technology to smallholder farmers across Africa. He studied Fisheries at the Kwame Nkrumah University of Science and Technology (Ghana), and has experience in using mobile and web technologies for development. Alloysius is also a TEDxAccra and TEDxKNUST speaker, and winner of the World Summit Youth Award and Apps4africa Climate change competition.

Website: www.farmerline.org
Facebook: www.facebook.com/farmerline
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Kelldick Bakorkor

Co-founder, Orgaroo

Sector: Event Management
Country: Ghana

Kelldick Bakorkor is a graduate from the Meltwater Entrepreneurial School of Technology, where he earned his B.S. in Information Technology. While there, he developed a strong focus on entrepreneurship, and specifically web/mobile application and business development.

Kelldick most recently co-founded Orgaroo, a software startup that seeks to make the event coordination process easy. The company’s seamless tool helps event coordinators through the entire process from planning through wrap-up, simplifying event organization and relieving the stress of managing large groups.

Website: www.orgaroo.com
Facebook: www.facebook.com/orgaroo
Twitter: www.twitter.com/Orgaroo

I believe in being different and inspiring other guys with my story, and that greatness is defined not by how I handle all that goes well for me, but how I deal with all that does not.

-Kelldick Bakorkor

Mwema Jacob

Co-founder and CEO, Fomobi

Sector: Security
Country: Kenya

Mwema Jacob is an entrepreneur and programmer specialized on mobile and cloud-based platforms. He is the Co-founder and CEO of Fomobi. Mwema is a believer of simplicity in the use of technology to create lasting solutions to problems and challenges faced by humanity.

He graduated with honors in BSc in Mathematics & Computer Science from Jomo Kenyatta University of Agriculture and Technology (JKUAT) in 2010. He also holds a diploma in business from Starthmore University. He was part of the MLab East Africa pioneer class.

Fomobi was founded in 2011, the company focuses on mobile and cloud-based solutions. Its flagship product mTRACKER — which is a menu-driven mobile application that personalizes asset security - has gained global recognition. mTRACKER was officially launched in October 2012 at DEMO Africa. The company has won several awards for its innovative products, including the Kenya ICT Authority’s $50,000 Tandaa grant and Pivot East’s Premier Mobile Startups Competition and Conference award for the best financial product in 2012.

Website: www.fomobi.com
Twitter: www.twitter.com/fomobi

I strongly believe that what am doing right now is big and important, I see myself and what I do as the future of Africa’s growth and transformation.

-Mwema Jacob
Kate Kiguru
Chief Innovator, Ukall Ltd.

Sector: Human Resources
Countries: Kenya

Kate Kiguru is a skilled software engineer turned techpreneur with five years experience in software development, both backend and mobile solutions. A graduate in Computer Studies from the Kiambu Institute of Science and Technology, Kate was recognised by the Communication Commission of Kenya as one of leading 10 Women in Tech in 2012. She is also a GIST alumna and founding member of Akirachix, a group of ICT females who engage in philanthropic activities to inspire and develop a successful force of women in technology through training, networking and mentoring.

In 2011, Kate co-founded Ukall Limited, an ICT Company primarily focused on business process automation. Their flagship products include Upay, an integrated information system with HR, Payroll, Inventory, Attendance and Client Relations Manager Modules, and Akida (which means officer/supervisor in Swahili), a mobile application designed to address the challenges of staff attendance verification in organizations employing large numbers of personnel at multi- and often remote locations (e.g. security, facilities management, construction, horticulture, mining, oil & gas).

Website: www.ukall.co.ke
Twitter: www.twitter.com/kiguruc

Stella Njoki Kariuki
Co-founder, Zege Technologies

Sector: Financial Services
Country: Kenya

Stella Kariuki is the Co-founder of Zege Technologies, a Kenyan-based firm that builds software applications around mobile money and business management for enterprises in Africa and emerging markets. The company’s flagship product – Mpayer - helps businesses manage mobile money and cash transactions, by digitizing business information through low-cost android phones and tablets. The solution gives SMEs access to tools usually available only to large organizations (such as POS, CRM, ERP, and business intelligence) through a single mobile and web application.

Zege Technologies has won several awards for its innovations, has been featured on media such as Forbes, CNN, BBC, Kenyan media, and was recently recognized as one of the top 10 tech start ups in Africa by CNN. Recently, Stella won the 1st runner up prize for 5th Global Forum competition on innovation and entrepreneurship in South Africa.

Stella is a trained financial analyst and a Certified Public Accountant of Kenya (CPA). She has had a long entrepreneurship journey before founding Zegetech with friends in 2010, having started her first business as a teenager. Stella is passionate about nurturing other young men and women into entrepreneurship. During her spare time, Stella enjoys cooking great African cuisines, reading books and also spending time with her young family.

Website: www.mpayer.co.ke
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Twitter: www.twitter.com/zegetech

I am driven by the fact I want to be the catalyst of change that I want to see. I am a strong believer of “if it’s got to be its up to me.” So I do this not for myself, but because I really love my country and my continent. As Zegetech, we build solutions that could be global but also solve African challenges practically. This to me is what makes me do what I do. We are the creators of our own reality. The moment we realize the power within and channel it towards the right things, doors open. Thoughts really do become things! - Stella Kariuki
Angela Koranteng

Co-founder and Product Manager, Trokxi

Sector: Transportation  
Countries: West Africa

Angela Koranteng is the Co-founder and Product Manager of Trokxi, a transport fare estimator app for Africa. She is a UI/UX designer and is currently in training at the Meltwater Entrepreneurial School of Technology (MEST) in Ghana.

The Trokxi idea was born out of the frustrations faced by tourists and locals (such as her) who are often scammed into paying exorbitant fares for taxi trips when they are new to a place in Ghana. In December 2012, she teamed up with fellow Meltwater entrepreneurs Emmanuel Anim and Hadi Mukaila to work on developing an accurately guided public transport information estimator.

Trokxi helps anyone in an unfamiliar location in Africa to budget their local trips, save time and reduce transport-related scams. The mobile app provides estimates of fares based on the user’s location and preferred destination. It also provides a map route and a currency converter. A Beta version was released in April, 2013, and the app is currently available in Ghana, Ivory Coast, Liberia and Nigeria.

Website: www.trokxi.appspot.com  
Facebook: www.facebook.com/Trokxi  
Twitter: www.twitter.com/MsAngelaAK

Catherine Mahugu

Co-founder, Shop Soko

Sector: Retail  
Country: Kenya

Catherine Mahugu, an alumni of the School of Computing and Informatics, studied Computer Science at the University of Nairobi. She has been involved in various ICT for Development projects including Stanford University’s Nokia Africa Research Center Design Project building mobile applications targeting informal communities. With training acquired from Hasso Plattner Institute of Design at Stanford University she has facilitated the design thinking course in various ICT4Development workshops in Kenya.

Catherine is one of the founders of Soko, where she leads innovation to foster new scalable and appropriate solutions for entrepreneurs. Soko was created by women for women to help “fashion a better world” through the equitable direct trade of beautiful goods between artisans in the developing world and web consumers worldwide. Soko is the online destination for shoppers to discover stunning handcrafted accessories from all over the world and purchase them directly from their designers. Using Soko on a simple mobile phone, designers and artisans in the developing world can upload and sell their jewellery pieces online, with no need for a computer or a bank account.

Website: www.shopsoko.com  
Facebook: www.facebook.com/ShopSoko  
Twitter: www.twitter.com/Shop_Soko

I like challenges. They make my life interesting and overcoming them is meaningful. Entrepreneurship - like investment - is risky and challenging, but succeeding at it is very rewarding. Paraphrasing Farrah Gray, “I’d rather build my own dreams than have someone else hire me to build theirs.”

- Angela Koranteng
Waliaula Makokha

Founder and CEO, Jooist

Sector: Mobile Gaming  
Country: Kenya

Waliaula Makokha is an experienced software engineer having worked for the first three technology consulting and outsourcing firms in East Africa in senior technical positions. He is the Founder and CEO of Jooist and is in charge of setting the overall direction and product strategy for the company.

Jooist is a social gaming network for mobile phones. The company enables users to discover games, play with friends, compare scores, share achievements and a whole lot more. Jooist targets the 1 billion plus feature phones in emerging markets by bringing a novel and compelling way to engage and entertain on the go. Mobile game publishers can monetize their feature phone inventory by integrating to the Jooist platform and mobile advertisers can target an inaccessible and highly mobile market segment.

Website: www.jooist.com  
Facebook: www.facebook.com/jooistmedia  
Twitter: www.twitter.com/jooistmedia

Martina Mariki

Co-founder, Mobile Agricultural Alliance

Sector: Agribusiness  
Country: Tanzania

Martina Mariki is a tech entrepreneur, mobile developer, graduate researcher at the Nelson Mandela African Institution of Science and Technology, and a 2013 recipient of the African Women in Agriculture Research and Development (AWARD) fellowship. Her entrepreneurial interests and professional research led her to co-found the Mobile Agricultural Alliance earlier this year.

Mobile Agricultural Alliance is a one-stop shop data solution for livestock farmers in East Africa. The company is developing a mobile application-based record keeping platform to help livestock farmers better plan and manage their farming activities. Raw data and analyzed reports will also be made available to other stakeholders in the agribusiness value chain, including research and government organizations, to help improve their planning and decision making. Over the next 12 months, Martina aims to have over 3000 farmers using the application for record keeping, in order to generate enough data for selling.

In 2012, Jooist was founded by three guys who believed that people who can only afford low to medium entry mobile phones should not pay the cost of not having a smartphone. As such, they set out to build Jooist, a service that brings smartphone experiences even to the most basic phones. As time went on, likeminded people discovered Jooist and helped build a vibrant community of mobile gamers with a wide range of passions. Today, thousands of people from all around the world enjoy Jooist, and we’re growing bigger every day. We hope this fun and friendly environment fuels your passion about gaming and inspires you to contribute to Jooist in ways that mean the most to you.

-Waliaula Makokha
Suzana Moreira

Founder, moWoza

Sector: Retail
Country: South Africa

Suzana Moreira is the founder of moWoza, an impact enterprise adopting mobile phone technologies to simplify and expedite trade and distribution in Africa. The company offers a system that enables micro and informal business traders (ICBT) to bypass a complex and informal supply chain so that replenishing stock can be completed easily through an SMS mobile phone order.

Suzana has travelled extensively across Africa, and has developed significant insights into sustainability at the base of the pyramid. It was through conversations with grassroots communities across Africa that moWoza was born.

Prior to setting up moWoza, Suzana worked on several large infrastructure development programs in Europe and in the manufacturing industry in Southern Africa. She has also been a co-founder of two other start-ups: a clothing manufacturer and a real estate venture. Suzana holds an MBA focusing on Innovation and Entrepreneurship from Imperial College Business School, an Hons Bachelor Commerce in Finance and Strategy from the University of South Africa, and an Hons B.A in Technology and Manufacturing from Manchester University.

Website: www.mowoza.com
Facebook: www.facebook.com/pages/moWoza/169091736305?sk=wall
Twitter: www.twitter.com/mowoza

Lawrence Muka

Co-founder, Umati Solutions

Sector: Financial Solutions
Country: Kenya

Lawrence Muka is a graduate in computer science from Kenya Polytechnic University. He has spent the past four years developing software for mobile applications in the African region, including Kenya, Uganda, Ethiopia, Mauritius and Rwanda. A year ago, Lawrence joined a group of three other young Kenyan software developers to form a company called Umati Solutions Ltd, aimed at solving the challenges of the masses using the mobile technology platform.

So far the company has developed three products: (1) PriceCalculate (in partnership with Value Added in Africa VAA, an Irish non-government organization) – a mobile application that enables producers to calculate the price at which they can offer their products and still be competitive, and thus assess their market viability and make informed decisions; (2) moToza – a revenue collection and management system that enables government authorities to collect and manage revenues from markets, parking, business permits and land title fees; and (3) VBANK – a fully virtual bank that allows citizens to open accounts and do all traditional banking transactions including money transfer with the need of a physical bank.

Website: www.umatisolutions.com
Facebook: www.facebook.com/UmatiSolutions
Twitter: www.twitter.com/umatisolutions

At Umati Solutions we aspire to deliver solutions that solve problems of the masses (umati in swahili) using technology that is cheap and readily available (the mobile phone) while at the same time making a living out of it. - Lawrence Muka
Moustapha Ndoye

CEO, Xtreme Design and Engineering LLC

Sector: Hospitality  
Country: Senegal

With more than 10 years of experience in IT, Moustapha Ndoye has been recognized as a pioneer in mobile and cloud based applications development in Senegal and West Africa. Under his leadership, Xtreme Design and Engineering has been the first company in Senegal to develop and distribute mobile applications in the Apple’s App Store as well as the Google’s Android Play Store.

Moustapha has started a revolution in the African hospitality industry by launching Teranga Hospitality Solutions, a suite of mobile applications for hospitality management all designed to enhance the guest experience and help hotel management do business more efficiently and cost-effectively. This suite got his company a nomination for Demo Africa as one of the 40 most innovative companies in Africa.

Moustapha is the former CEO of Syklon Technology, a custom web and software applications development company that started as a small family business but turned into a leader in its field in Senegal. He is one of the young Africans that proudly returned home after earning his computer engineering degree in the US to take the road to entrepreneurship.

Website: www.terangasolutions.com  
Twitter: www.twitter.com/MustafahNdoye

We had the chance to get great education from top US universities and now want to use the knowledge we acquired to help boost the productivity of the African hospitality industry. - Moustapha Ndoye

Stephanie Njerenga

Data Manager, Ma3Route

Sector: Transportation  
Country: Kenya

Stephanie Njerenga is the data manager for Ma3Route, a mobile application that assists people in getting from point A to B in countries where such information is limited. The app crowd-sources traffic and transport information from locals in order to provide users with up-to-date information that can inform their movements, including information about a city’s public transport routes & cost, directions to a place, and current traffic conditions.

Stephanie is passionate about using data to enhance the tech scene, providing better statistics upon which effective action can be undertaken based on meaningful information. She graduated from the University of Nairobi with a degree in Actuarial Science, and has also worked at the Central Depository and Settlement Corporation in Nairobi, Kenya. In her spare time, Stephanie likes to take part in volunteer work and was involved in a program for mentoring youth living in slums.

Website: www.ma3route.com  
Facebook: www.facebook.com/Ma3Route  
Twitter: www.twitter.com/ma3route

Creating a start-up for the first time with no prior experience in entrepreneurship can be challenging. You are in essence “green” and have to familiarize yourself with aspects that are not in your exact field in order to successfully run your business, skepticism from those around you notwithstanding. To that end, what constantly resonates in my mind is what my friend once told me, that “inexperience does not mean incompetence” and as the inspirational Dr. Sandra Johnson, a global technology leader and author likes to say, “Be competent and be confident in your competence.” - Stephanie Njerenga
William Senyo

CEO, SliceBiz

Sector: Financial Services  
Country: Ghana

William is a Ghanaian entrepreneur with previous stints in the finance (Databank, HFC Bank), telecom (MTN) and non-profit sectors (The Hunger Project – Ghana). His unique experiences in both business and non-profit development organizations led to a personal evolution towards entrepreneurship, specifically in youth business development, innovation and startup ecosystem support.

His current project, SliceBiz, is developing a crowdfunding micro-investment platform to help innovative early-stage African startups raise funding. The approach leverages the disposable income of the rapidly growing African middle class (both domestic and in the diaspora), providing an opportunity to unlock “patient capital” to finance innovative high-impact startups/ideas. It creates a new funding source for startups by aggregating “micro investments” from a large pool of “accredited” investors. SliceBiz allows micro investments to be made via mobile money, credit cards or PayPal.

William is also a Co-founder of Hub Accra, Ghana’s first 24-hour innovation/co-working space designed to inspire innovation through collaboration. He is a graduate of the University of Ghana, a Kairos Global Fellow, Apps4Africa Winner and alum of British Airways’ UnGrounded, the first Innovation Lab in the Sky.

Website: www.slicebiz.co  
Facebook: www.facebook.com/SliceBiz  
Twitter: www.twitter.com/SliceBiz

Aboubacar Sidy Sonko

Founder, Amandjine Consulting

Sector: Agribusiness  
Country: Senegal

Aboubacar Sidy Sonko is an IT engineer and graduate from the University Gaston Berger of Saint-Louis (Senegal). In 2012 he founded Amandjine Consulting, a company specializing in the development of mobile and web solutions oriented towards rural areas in general and agriculture in particular.

After several meetings and discussions with farmers, Aboubacar put on paper the mLouma concept. The product is a web and mobile service which connects farmers to buyers by displaying real-time market prices and localizations (m = mobile, Louma = weekly market). The solution brings together thousands of producers and buyers in real time.

Aboubacar is passionate about his company’s goal of providing support to Senegal’s farming communities. A native to the region of Ziguinchor in southern of Senegal, he is from a farming family himself, and sees the opportunity to use technology as a lever for development.

Website: www.mlouma.com  
Facebook: www.facebook.com/mloumasolutions  
Twitter: www.twitter.com/mlouma_sn

What inspires us is solving the problems of people who are at the bottom of the pyramid by using technology to increase their income. -Aboubacar Sidy Sonto

I believe this generation of young African entrepreneurs are just getting started. Every day I walk into our innovation hub in Accra to see the young men and women collaborating on projects, I’m reminded of why I do what I do. I’m hopeful of the amazing things that will emerge from the continent and I’m happy to create opportunities for these innovators to access funding from alternative sources.

-William Senyo
Daniel Thuranira

**Co-founder, MkulimaBima**

**Sector:** Agribusiness  
**Country:** Kenya

Daniel is a techpreneur and veteran mobile applications developer passionate about technology. He believes that through technology we can increase the quality of life and change the world. Daniel’s latest venture is MkulimaBima, an innovative company that helps farmers and insurance firms in Kenya track compensation claims in real-time.

The platform improves transparency and facilitates faster processing of farmers’ insurance claims. The solution is a mobile application running on android platform that allows insurance and agricultural extension officers to collect land data before and after damage occurs. This includes taking photos of farms and transmitting them to MkulimaBima’s servers, where the information can then be accessed through a web portal by all insurance firms. Farmers can also access their insurance status and compare rates between different insurance companies through short messaging service (SMS).

Daniel has worked as a mobile applications lecturer at emobilis mobile technology academy where he has mentored many mobile applications developers in Kenya. He holds a Bsc Information Technology from Jomo Kenyatta University of Agriculture and Technology Kenya (JKUAT), and is also an alumni of m:lab East Africa.

Website: [www.mkulimabima.com](http://www.mkulimabima.com)  
Twitter: [www.twitter.com/mkulimabima](http://www.twitter.com/mkulimabima)

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Roxanne Wanliss

**Project Manager, Me-A-Go**

**Sector:** Event Management  
**Country:** Jamaica

Roxanne Wanliss is the project manager of Me-A-Go, a mobile application that helps event patrons to easily and conveniently purchase electronic and mobile tickets for events in the Caribbean. The idea has gained a lot of public interest and the Beta version is scheduled to be released shortly.

Roxanne has a background in agile software development having worked in Trinidad and Jamaica as a programmer developing web and mobile applications. Considering her technical background, she has appreciation for the challenges faced by development teams (particularly in startups), and is passionate about working in a project management role to address the common and unique challenges that they face. She holds a B.Sc. in Computing and Information Technology from the University of Technology Jamaica, and is currently pursuing the Project Management Professional (PMP) certification.

Website: [www.mistotix.com](http://www.mistotix.com)

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**I will be that change that I want to see.**  
-Roxanne Wanliss

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If you create and market a product or service through a business that is in alignment with your personality, capitalizes on your history, incorporates your experiences, harnesses your talents, optimizes your strengths, complements your weaknesses, honors your life’s purpose, and moves you towards the conquest of your own fears, there is ABSOLUTELY NO WAY that anyone in this or any other universe can offer the same value that you do!  
- Daniel Thuranira
Troy Weekes
Founder, EZLearner Inc.

Sector: Education
Country: Barbados

Troy Weekes is the Founder of EZLearner Inc., a provider of educational technology solutions for students across the globe. Loaded with engaging content and fun multimedia, EZLearner provides the tools for students to become confident learners, achieve better grades, and avoid learning pitfalls. The proprietary online portal connects parents and teachers with their students’ learning progress and highlights areas to enhance each student’s learning outcomes. Through the power of play, EZLearner prepares students for school and life success.

Troy is a distinguished scholar and futurist on the topics of aviation, elearning and human centered design. Prior to becoming a board certified Associate Human Factors Professional, he was instrumental in upgrading and managing the lab facilities at the Center for Aviation Human Factors at the Florida Institute of Technology. Troy has developed simulation models to analyze human behavior, has been involved in several business process interventions on local and international projects, and has worked for over ten years in web consulting. Troy is a big promoter of innovation in Barbados, and has been the recipient of numerous awards for leadership and entrepreneurship. At EZLearner, Troy furthers research and development on the effects of social networks and gamification on student achievement and organizational effectiveness.

Website: www.ezlearner.com
Facebook: www.facebook.com/ezlearner
Twitter: www.twitter.com/ezlearner

I think that what I am doing can, and will, make a positive impact on the lives of children and tomorrow’s world. I believe that learning/adaptation is the fundamental reason of all purposeful matter and energy i.e. transmutation in order to increase organization and reduce disorder. Even though this is a scientific rationale, I apply it to our business development and this is what motivates what I do, including understanding people and building my team. -Troy Weekes