2018 NTF IV UGANDA TECH START-UP DIRECTORY
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 BAGIIRE
Permanent Secretary, Ministry of ICT and National Guidance
Uganda’s most promising tech start-ups at a glance.

ABOUT UGANDAN TECH START-UPS

By combining the efforts of the ITC team and different partners on the ground, the NTF IV project supports Ugandan tech start-ups in their efforts to become viable businesses.

The 60 NTF IV start-ups were selected from among candidates after the January 2018 call for applications. Since then, they have been segmented into three phases based on their stage of development, according to which they achieve support appropriate to their needs.

NTF IV start-ups have been segmented by experts into 3 categories:

- Ideation Phase
- Entrepreneurship Phase
- Growth Phase

Start-up specialization

- 38% of start-ups are in FinTech, Edutech & Agritech
- 50% of start-ups are in FinTech, Edutech & Agritech
- 59 out of 60 start-ups have a Minimum Viable Product
- 92% of start-ups are led by founders younger than 35

Start-up specialization

- Retail & E-commerce
- CyberSecurity
- SmartCity
- Travel & Tourism
- GovTech
- FashionTech
- Gaming
- Media & Advertising
- Sports
- Web Services
Year of Founding

70% of start-ups were founded over the last 3 years.

Number of Staff

36 startups, 59% of them
16 startups, 26% of them
8 startups, 13% of them

More than 30% of start-ups are led by women.

56 out of 60 start-ups are led by persons younger than 35.

Source of Funding

- 75% Personal Funds
- 8% Others
- 7% Equity Financing
- 7% Business Angels
- 3% Venture Capital

Existing sales

- 85% have generated sales in existing markets.
- 30% have generated foreign sales.

Funding ask in USD

- 50,000 - 100,000
- Less than 50,000
- More than 500,000
- 100,000 - 200,000
- 200,000 - 500,000
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>03</td>
</tr>
<tr>
<td>Uganda’s Most Promising Tech Start-ups At A Glance.</td>
<td>04</td>
</tr>
<tr>
<td><strong>THE GROWTH START-UPS</strong></td>
<td></td>
</tr>
<tr>
<td>Xente</td>
<td>10</td>
</tr>
<tr>
<td>AppAbout</td>
<td>12</td>
</tr>
<tr>
<td>Nione Fashion Ltd</td>
<td>14</td>
</tr>
<tr>
<td>RoundBob.com</td>
<td>16</td>
</tr>
<tr>
<td>Yasa Uganda</td>
<td>18</td>
</tr>
<tr>
<td>Innovex Uganda Ltd</td>
<td>20</td>
</tr>
<tr>
<td>Yaaka Digital Network</td>
<td>22</td>
</tr>
<tr>
<td>AkelloBanker</td>
<td>24</td>
</tr>
<tr>
<td>Yakako Pay</td>
<td>26</td>
</tr>
<tr>
<td>Nampya Farmers’ Market Policy</td>
<td>28</td>
</tr>
<tr>
<td>SchoolMaster Solutions</td>
<td>30</td>
</tr>
<tr>
<td>Kola Studios</td>
<td>32</td>
</tr>
<tr>
<td>Swipe2Pay</td>
<td>34</td>
</tr>
<tr>
<td><strong>THE ENTREPRENEUR START-UPS</strong></td>
<td></td>
</tr>
<tr>
<td>Actualise Africa - Siya</td>
<td>39</td>
</tr>
<tr>
<td>Cironet Technologies Limited</td>
<td>40</td>
</tr>
<tr>
<td>EnerGrow</td>
<td>41</td>
</tr>
<tr>
<td>Jaguza Livestock App</td>
<td>42</td>
</tr>
<tr>
<td>KIPYA Bit2big</td>
<td>43</td>
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<tr>
<td>Krantz Company Limited</td>
<td>44</td>
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<tr>
<td>MushanApp</td>
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<td>Rugaratu Wines</td>
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<td>Serenity Solutions</td>
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<td>Sports Talent Hub</td>
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<td>Student Placement Ltd (SPUL)</td>
<td>51</td>
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<td>Synel Group Ltd</td>
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<td><strong>THE IDEATION START-UPS</strong></td>
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<td>bpmtechconsult</td>
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<td>Footmo Kit</td>
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</tr>
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<td><strong>ADDITIONAL START-UPS</strong></td>
<td></td>
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<td>Justice2People</td>
<td>54</td>
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<td>Peec Energy Uganda Ltd</td>
<td>55</td>
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<td>RuthFam Limited, EastGuides</td>
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<td>SafePod</td>
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<td>Soko Uganda</td>
<td>56</td>
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<td>Trophy Developers Uganda</td>
<td>56</td>
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<tr>
<td>Underscore Limited - Community Point</td>
<td>56</td>
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<tr>
<td>Virtual Tourism Tool</td>
<td>56</td>
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<tr>
<td><strong>THEMATIC INDEX</strong></td>
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<tr>
<td>New markets. New products.</td>
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# Xente

**PITCH**

Xente’s vision is to become Africa’s largest digital commerce and digital payments platform by developing relevant products for consumers and businesses.

**PROBLEM / OPPORTUNITY:**

> 90% of consumer to business transactions in Africa are done using cash in brick and mortar locations. Xente powers the more efficient cashless and mobile business models.

**SOLUTION / PRODUCT:**

Xente is a unified payments, financial services and e-commerce platform that allows consumers to transact with businesses from any mobile channel using digital payment methods.

**BUSINESS MODEL:**

We charge businesses a commission. We are also monetizing the customer by giving them credit to make purchases from businesses.

<table>
<thead>
<tr>
<th>USE OF FUNDS</th>
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<tbody>
<tr>
<td>20% Product development</td>
<td>40% Marketing / sales</td>
</tr>
<tr>
<td>35% Operations / inventory</td>
<td>5% Legal /other</td>
</tr>
</tbody>
</table>

**FINANCIAL INFORMATION (USD)**

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<thead>
<tr>
<th>Year</th>
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<th>Percentage of shares that could be made available to an equity investor</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>10,000</td>
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<td>2017</td>
<td>1,000,000</td>
<td>80%</td>
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<tr>
<td>2016</td>
<td>100,000</td>
<td>20%</td>
</tr>
</tbody>
</table>

**CONTACT INFORMATION**

Year of establishment: 2014
Address: The Innovation Village, Ntinda Complex, 3rd Floor, Block C
Website: https://www.xente.co
Phone number: +256770833993
Email: allanr@xente.co
Staff: 14
Legal status: Limited Liability
Social medias: https://www.facebook.com/xente-app/, https://twitter.com/xente_app
Field: Fintech, Retail & E-commerce

**COMPETITIVE ADVANTAGE:**

If we acquire customers and provide them real value + get several businesses on-board that customers can buy from we shall have lock in on both sides e.g. Amazon

**TRACTION:**

We passed 100,000 monthly transactions in May and we now have 12,000 registered customers, with 14% active in a month

Our marketing budget is only USD 1,000 a month.

**FINANCIALS (USD)**

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EXPENSES</th>
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<tr>
<td>2018 : 10,000</td>
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<td>2016 : 50,000</td>
<td>2016 : 100,000</td>
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</tbody>
</table>

**PRODUCT SCREENSHOTS**

**MANAGEMENT TEAM**

CEO: Allan Rwakatungu
CMO: Lyn Tukei
CTO: Stanley Barnabas Nagwere
AppAbout

PITCH
To become an regional leader for online events management

PROBLEM / OPPORTUNITY:
Event organizers lack a comprehensive events management tool that caters to all kinds of event scenarios. This introduces inefficiencies, poor accountability and poor coordination.

SOLUTION / PRODUCT:
Our solution provides an all-in-one app that conveniently combines all aspects of event organization from creation, promotion, payments and interaction.

BUSINESS MODEL:
A simple 5% transaction charge on payments with a profit margin of 2%

FINANCIAL INFORMATION (USD)

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<th>USD</th>
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<tbody>
<tr>
<td>Initial capital</td>
<td>100,000</td>
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<td>Cash spent per month</td>
<td>3,000</td>
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<tr>
<td>Investment required</td>
<td>50,000</td>
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<tr>
<td>Percentage of shares that could be made available to an equity investor</td>
<td>10%</td>
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CONTACT INFORMATION
Year of establishment: 2014
Address: Kanyanya, Kawempe Division, Kampala
Website: www.appabout.co.ug
Phone number: +256778017505
Email: b.s.kabakubya@appabout.co.uk
Staff: 3
Legal status: Limited Company
Social medias: Fb: AppAbout, Twitter: @appabout-ltd, Instagram: AppAbout
Field: Fintech, Retail & E-commerce

COMPETITIVE ADVANTAGE:
Dedicated Full Stack Developer, Combined comprehensive events product, Experienced Events community.

TRACTION:
- Launched Feb 2017 on iOS, Android and Windows.
- 200 events in first year (2017), $1000 gross profit.
- Launched web version in July.
- MTN Innovation Award (Nov 2017)
- 1,800 users.

USE OF FUNDS

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<tr>
<th>Percentage</th>
<th>Use of funds</th>
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<tr>
<td>30%</td>
<td>Product development</td>
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<td>Operations / inventory</td>
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<td>10%</td>
<td>Legal / other</td>
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MANAGEMENT TEAM
CEO: Buyinza Kabakubya
CMO: Brian Muhumuza
CTO: Enock Mubiike

PRODUCT SCREENSHOTS

1. Screenshot of the app with a user interface showing options for logging in, creating events, and managing guest lists.
2. Screenshot of a chat feature with a message asking how the user can help.
3. Screenshot of a design that says “Thank you, we appreciate your vote.”
Nione Fashion Ltd

PITCH

Our brand is selling African fashion and art to the world.

PROBLEM / OPPORTUNITY:

The African fashion industry needs solutions to supply chain challenges in production, marketing and distribution.

SOLUTION / PRODUCT:

Create an ecosystem of solutions to problems faced by the industry in order to grow.

BUSINESS MODEL:

Work with designers and manufacturers to produce high quality merchandise for export markets. Market through e-commerce and work with third party logistics partners to fulfill orders to customers.

FINANCIAL INFORMATION (USD)

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<td>20,000</td>
<td>3,500</td>
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<td>100,000</td>
<td>20%</td>
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MANAGEMENT TEAM

CEO: Charles Mugyenyi

COMPETITIVE ADVANTAGE:

AGOA is a competitive advantage for pricing and we’ve overcome the most significant barriers so far, aside from capital for operational costs and talent recruitment.

TRACTION:

We run a kickstarter campaign that managed to raise $3000 in pre-orders in early 2018.

FINANCIALS (USD)

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<tr>
<th>REVENUES</th>
<th>EXPENSES</th>
<th>EBITDA</th>
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<td>10,000</td>
<td>35,000</td>
<td>-25,000</td>
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CONTACT INFORMATION

Year of establishment: 2016
Address: Plot 27 Ntinda View Crescent
Website: www.nionefashion.com
Phone number: +256784160777
Email: charles@nionefashion.com
Staff: 4
Legal status: LLC
Social medias: Nione Fashion
Field: Retail & E-commerce

PRODUCT SCREENSHOTS
Roundbob.com

PITCH
Roundbob seeks to help Africa’s growing middle class find and afford Travel and relevant experiences.

PROBLEM / OPPORTUNITY:
While most of Africa’s middle class (>120M & growing) want to travel less than 5% do. Key limitations are cost and relevant destination information.

SOLUTION / PRODUCT:
Roundbob.com provides a travel wallet (niche goal savings platform) creating buying capacity and allows these customers use these funds to buy from multiple agents in country and all over the world.

BUSINESS MODEL:
Wallet set up, Monthly subscriptions & commissions on travel. Approx $63 per customer.

FINANCIAL INFORMATION (USD)

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<th>Amount</th>
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MANAGEMENT TEAM

CEO: David Gonahasa  
COO: Lerato Matsaneng  
CTO: Rwakimari Arnold Babaasa

CONTACT INFORMATION

Year of establishment: 2013  
Address: Plot 27 Luthuli Avenue Bugolobi  
Website: www.roundbob.com  
Phone number: +256772955614  
Email: david@roundbob.com  
Staff: 12  
Legal status: Incorporated in Uganda  
Social medias: Twitter - @roundbob1  
Facebook - Roundbob.com  
Field: Travel & Tourism

COMPETITIVE ADVANTAGE:

- 1st to market with a niche travel goal saving platform - The Travel Wallet.  
- 1st to market with aggregated trip comparison platform targeted at African market.  
- Platform play allows for easy scale.

TRACTION:

3400 signed up users.  
Bank partner signed.

FINANCIALS (USD)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>EBITDA</th>
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<td>2017</td>
<td>359,000</td>
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<tr>
<td>2016</td>
<td>70,000</td>
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PRODUCT SCREENSHOTS
**PITCH**

Address energy poverty by using fuel-less quantum energy generators. It’s clean, sustainable and affordable especially for off-grid communities.

**PROBLEM / OPPORTUNITY:**

We focus on extending quantum energy to off-grid communities in rural Uganda. We target households (use energy for domestic purposes) and business owners.

**SOLUTION / PRODUCT:**

We’re using quantum energy to provide off-grid communities with clean, sustainable and affordable power. We set-up a mini-grid of QEG that produces 60KWH. The grid has a capacity to connect 3K clients.

**BUSINESS MODEL:**

A connection fee of 150,000 UGX (about $42) for the business customer and pay a daily fee of 3000 UGX about $0.82 per day for power rent. The households pay a connection fee of 50,000UGX (about $14) and a fees of 2000UGX (about $0.55/day).

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**FINANCIAL INFORMATION (USD)**

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<td>Legal /other</td>
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**MANAGEMENT TEAM**

- **COO:** Eria Mutyabule
- **CMO:** Brenda Karungi
- **CTO:** Vincent Ruganbaki

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**COMPETITIVE ADVANTAGE:**

Our quantum energy generator is fuel-less, it works 24 hours in a day. It has the capacity to charge power banks as well. We provide AC power in off-grid communities affordably.

**TRACTION:**

150 paying customers, $200 daily fee collections, operational in two communities, two mini-QEG and we have registered 40K customers that are waiting for connection.

**CONTACT INFORMATION**

Year of establishment: 2016
Address: Kira - Uganda
Website: https://app.yasauganda.com
Phone number: +256783689831
Email: dopio@yasauganda.com
Staff: 11
Legal status: Registered, Limited by shares
Social medias: https://twitter.com/yasauganda;
https://www.facebook.com/YasaUganda/
Field: SmartCity

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**PRODUCT SCREENSHOTS**
**PITCH**

Unlocking the potential of Solar businesses by providing Pay as you Go and Remote monitoring technologies to Solar contractors.

**PROBLEM / OPPORTUNITY:**

The current distribution channels of solar energy involve high investments in physical infrastructure thus tying up capital and increasing the eventual price to consumers.

**SOLUTION / PRODUCT:**

Remot provides remote switching ON/OFF of the solar system and remote bill collection through mobile money thus preventing fraud.

**BUSINESS MODEL:**

Remot operates a subscription model for client portfolio, records and data management and additional revenue is generated from hardware sales.

**FINANCIAL INFORMATION (USD)**

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<th>Amount</th>
<th>Description</th>
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<tr>
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<td>Initial capital</td>
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<td>3,000</td>
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<td>500,000</td>
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<td>10%</td>
<td>Percentage of shares that could be made available to an equity investor</td>
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**USE OF FUNDS**

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<td>15%</td>
<td>Product development</td>
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<td>20%</td>
<td>Marketing / sales</td>
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<tr>
<td>60%</td>
<td>Operations / inventory</td>
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<td>5%</td>
<td>Legal /other</td>
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**COMPETITIVE ADVANTAGE:**

The Remot hardware is reusable. Remot uses a combination of GSM and GPRS technologies. Remot hardware can be used for all sizes of solar systems.

**TRACTION:**

USD 60,000 in funding, 22 solar companies using Remot, USD 11,000 in the past 8 months

**CONTACT INFORMATION**

Year of establishment: 2015  
Address: Room 14, Old accounts building, CEDAT, Makerere University, Former Accounts building, room 16  
Website: www.remotonline.com  
Phone number: +256702795993  
Email: douglaskarugaba@gmail.com  
Staff: 11  
Legal status: Limited by shares  
Social medias: https://www.facebook.com/innovex.org  
Field: SmartCity

**PRODUCT SCREENSHOTS**

**FINANCIALS (USD)**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
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<tbody>
<tr>
<td>120,000</td>
<td>REVENUES</td>
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<td>130,000</td>
<td>EXPENSES</td>
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<tr>
<td>-10,000</td>
<td>EBITDA</td>
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</table>
Yaaka Digital Network

PITCH

Providing a digital learning and teaching platform and tablet computers with relevant multimedia content based on each country’s syllabus accessible online and offline.

PROBLEM / OPPORTUNITY:

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

SOLUTION / PRODUCT:

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

BUSINESS MODEL:

We are selling content access online and offline app; selling tablet computers, networked solution for institutions. If we make 10,000 computers with relevant content and sell them in one year, we make profit of $500,000.

FINANCIAL INFORMATION (USD)

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<td>950,000$</td>
</tr>
<tr>
<td>30%</td>
<td>1,441,000$</td>
</tr>
<tr>
<td>40%</td>
<td>4,800,000$</td>
</tr>
<tr>
<td>Percentage of shares that could be made available to an equity investor</td>
<td></td>
</tr>
</tbody>
</table>

USE OF FUNDS

| 6% | Product development |
| 16% | Marketing / sales |
| 14% | Operations / inventory |
| 7% | Legal / other |

MANAGEMENT TEAM

CEO: Gerald Businge
CMO: Hindu Nabulumba
CTO: Jane Ndibarekera

CONTACT INFORMATION

Year of establishment: 2015
Address: Plot 189, Ggaba Road
Website: www.yaaka.cc
Phone number: +256772627676
Email: info@yaaka.cc
Staff: 11
Legal status: Registered Company
Social medias: https://www.facebook.com/Yaaka.cc/ @yaakadn
Field: SmartCity

COMPETITIVE ADVANTAGE:

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

TRACTION:

We have 33,300 registered users, fully tested product with happy paying customers. We have won awards e.g ACIA 2015, Africa Prize for Engineering Innovation 2016, TEEP.

FINANCIALS (USD)

<table>
<thead>
<tr>
<th>REVENUES:</th>
<th>EXPENSES:</th>
<th>EBITDA:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 : 5,600</td>
<td>2018 : 23,500</td>
<td>2018 : 5,600</td>
</tr>
<tr>
<td>2016 : 11,390</td>
<td>2016 : 124,000</td>
<td>2016 : 11,390</td>
</tr>
</tbody>
</table>

PRODUCT SCREENSHOTS
To low-income earners, Akellobanker offers easy access to life-saving products and services, by leveraging data & mobile Tech to offer structured re-payments compatible to the user needs.

**PROBLEM / OPPORTUNITY:**

Our clients are the over 2.2 billion people globally; many of them in Africa who lack formal credit identity to enable them to access products and services on credit.

**SOLUTION / PRODUCT:**

Akellobanker is a data-driven and mobile-based digital finance platform that enables low-income earners to use mobile phones to access goods and services on credit.

**BUSINESS MODEL:**

We expect to generate $274,900 in revenues from Provider subscription fees, Incomes from credit services, Transaction fees, and SMS Notifications.

**COMPETITIVE ADVANTAGE:**

Akellobanker is data driven and is offered in partnership with the rural financial service providers thus reducing the transaction time and risks associated with falsified data.

**TRACTION:**

Our unique distribution channels of currently 29 RFSP spread across the country has enabled us to reach 32,000 users with credit worth $210,000.

### CONTACT INFORMATION

Year of establishment: 2016  
Address: Plot 1674, Valley Curve, Kibatule road, Ntinda.  
Website: www.akellobanker.com  
Phone number: +256702417768  
Email: jonyail@akellobanker.com  
Staff: 5  
Legal status: LLC  
Social medias: https://facebook.com/MyphoneMybanker, https://twitter.com/Akellobanker  
Field: FinTech

### USE OF FUNDS

- **15%** Product development  
- **20%** Marketing / sales  
- **60%** Operations / inventory  
- **5%** Legal /other

### MANAGEMENT TEAM

- **CEO:** Jean Onyait  
- **CMO:** Berna Atai  
- **CTO:** Hassan Mayobyo

### PRODUCT SCREENSHOTS

- Screen showing the user interface of AkelloBanker, highlighting features like credit option and login page.

### FINISHAL INFORMATION (USD)

<table>
<thead>
<tr>
<th>Source of funds</th>
<th>Initial capital</th>
<th>Cash spent per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>80,000</td>
<td>5,700</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source of funds</th>
<th>Investment required</th>
<th>Percentage of shares that could be made available to an equity investor</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000</td>
<td>10% 350,000$ &amp; 150,000$ convertible debt</td>
<td></td>
</tr>
</tbody>
</table>

### FINANCIALS (USD)

<table>
<thead>
<tr>
<th>Year</th>
<th>REVENUES</th>
<th>EXPENSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>45,524</td>
<td>40,802</td>
</tr>
<tr>
<td>2017</td>
<td>45,524</td>
<td>40,802</td>
</tr>
<tr>
<td>2016</td>
<td>42,304</td>
<td>23,789</td>
</tr>
</tbody>
</table>

**PRODUCT SCREENSHOTS**

- A screen showing a user interface of AkelloBanker, highlighting options for credit and login.

**USE OF FUNDS**

- **15%** Product development
- **20%** Marketing / sales
- **60%** Operations / inventory
- **5%** Legal /other
Yakako Pay

**PITCH**

YakaKo Pay is an emergency payment option for the users to enjoy uninterrupted electricity usage on credit through a mobile number. YakaKo Pay is electricity/power on credit.

**PROBLEM / OPPORTUNITY:**

Every 6 out of every 10 people in Uganda lack access to financial services (Financial exclusion) and this is compounded by prepaid payment model for necessities like electricity.

**SOLUTION / PRODUCT:**

An emergency payment option for the users to enjoy uninterrupted electricity usage in a time of need on credit using one’s mobile number and accessed through any GSM featured phone.

**BUSINESS MODEL:**

There is a service fee of 15% for electricity tokens worth USD 0.53 to 1.32 and 10% for USD 1.33 to 2.66 a user requests for.

**COMPETITIVE ADVANTAGE:**

We have the first movers advantage and all one will need to access the YakaKo Pay service is a mobile number accessible on any featured GSM phone.

**TRACTION:**

Completed UATs with Uganda Telecom Limited and launch is scheduled for mid-October. UTL has over 1 million voice and 350,000 mobile money subscribers.

Agreements with MTN Telecom in place. Integration to follow in October. MTN has 11.2 million subscribers.

Completing commercial agreements with Airtel Telecom and integration to follow in October. Airtel has over 10 million subscribers.

**CONTACT INFORMATION**

Year of establishment: 2015
Address: Plot 1026/8
Website: www.yakakopay.com
Phone number: +256774661330
Email: malcolm.kastiro@mallan.biz
Staff: 4
Legal status: Registered Limited Company
Field: FinTech

**FINANCIAL INFORMATION (USD)**

<table>
<thead>
<tr>
<th>Initial capital</th>
<th>Cash spent per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**50,000 Investment required 5% Convertible notes preferred but open to equity**

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

**USE OF FUNDS**

<table>
<thead>
<tr>
<th>10% Product development</th>
<th>10% Marketing / sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% Operations / inventory</td>
<td></td>
</tr>
</tbody>
</table>

**MANAGEMENT TEAM**

**CEO:** Malcolm Kastiro
**CMO:** Chris Tugume
**CTO:** Joseph Serunjogi
**ADVISORY:** Robert Canwat

**FINANCIALS (USD)**

<table>
<thead>
<tr>
<th>REVENUES: Pre-revenue</th>
<th>EXPENSES: 5000/12000/0</th>
</tr>
</thead>
</table>

**PRODUCT SCREENSHOTS**
To remedy the inherent challenge in Africa driving food wastage and inflation, Nampya Farmers Market is leveraging technology to revolutionize African Food Retail.

**PROBLEM / OPPORTUNITY:**
80% of food produced in rural Uganda gets consumed in urban places but the market is disorganized. Retailers love the idea of having goods delivered to their doorstep.

**SOLUTION / PRODUCT:**
A tech solution/platform that creates a more efficient market to increase the income of farmers by 100% and reducing the food cost for consumers by 30%

**BUSINESS MODEL:**
Margin on resales to customers, 2% on 48-hour credit lines to customers.

**FINANCIAL INFORMATION (USD)**

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial capital</td>
<td>12,930</td>
</tr>
<tr>
<td>Cash spent per month</td>
<td>200,000</td>
</tr>
<tr>
<td>Investment required</td>
<td>700,000</td>
</tr>
<tr>
<td>Percentage of shares that could be made available to an equity investor</td>
<td>20%</td>
</tr>
</tbody>
</table>

**USE OF FUNDS**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Use of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>Product development</td>
</tr>
<tr>
<td>20%</td>
<td>Marketing / sales</td>
</tr>
<tr>
<td>10%</td>
<td>Operations / inventory</td>
</tr>
</tbody>
</table>

**CONTACT INFORMATION**
Year of establishment: 2016
Address: Wakiso -Uganda
Website: www.facebook.com/ugandanfarmers
Phone number: +256393112999
Email: matovu.mark@yahoo.co.uk
Staff: 0
Legal status: LLC
Social medias: www.facebook.com/ugandanfarmers
Field: Agritech & Foodtech

**PRODUCT SCREENSHOTS**

**PRODUCT SCREENSHOTS**

**COMPETITIVE ADVANTAGE:**
Nampya has over the years identified the best way to leverage technology to address market access and pricing challenges. Mobile money solutions allow vendors to make payments.

**TRACTION:**
Revenue growth (a monthly income of $1200 as at December 2017, compared to $420 as at Dec 2016, Customer Interest (154 paying customers) and number of transactions (256 per week)

**FINANCIALS (USD)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues (USD)</th>
<th>Expenses (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>114,622</td>
<td>91,171</td>
</tr>
<tr>
<td>2016</td>
<td>74,275</td>
<td>63,488</td>
</tr>
</tbody>
</table>

**MANAGEMENT TEAM**

CEO: Mark Matovu
COO: Nansubuga Jackie
CFO: Kaseeta Dianah
DOS: Kasajja Fred
DOP: Titus Geoffrey
**PITCH**

To create an empowered citizenry through effective use of data and technology.

**PROBLEM / OPPORTUNITY:**

Low data skills amongst government and civil society.

**SOLUTION / PRODUCT:**

Innovative data learning platforms across the continent.

**BUSINESS MODEL:**

Service delivery through participatory trainings and tool development. Profit margin per workshop >25% of budget.

**COMPETITIVE ADVANTAGE:**

First to market, innovative branding and marketing.

**TRACTION:**

Successful trainings in multiple countries, received grants to grow, hired competent staff.

---

**FINANCIALS (USD)**

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EXPENSES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>$70</td>
<td>$60</td>
</tr>
</tbody>
</table>

**USE OF FUNDS**

- **10%** Product development
- **20%** Marketing / sales
- **60%** Operations / inventory
- **10%** Legal /other

**CONTACT INFORMATION**

Year of establishment: 2017  
Address: Design Hub Kampala  
Website: www.pollicy.org  
Email: neema@pollicy.org  
Staff: 7  
Legal status: Limited 
Social medias: @pollicyorg  
Field: GovTech

**PRODUCT SCREENSHOTS**

---

**MANAGEMENT TEAM**

- **CEO:** Neema Iyer  
  **CMO:** Pius Enywaru  
  **CTO:** Jarvin Mutatiina
SchoolMaster Solutions

PITCH

Developing a communications platform for schools in a bid to wean them off their reliance on paper. We’re starting with Uganda but with the aim of scaling into the region.

PROBLEM / OPPORTUNITY:

Parents love receiving regular updates about their children from their schools. Traditionally, these updates include academic report cards and various information updates.

SOLUTION / PRODUCT:

Enables parents to receive content from school on their mobile devices via the web. This opens up all sorts of possibilities from rich multimedia to hitherto impossible interactivity.

BUSINESS MODEL:

Our model involved 3 streams:
1. Subscription fees.
2. Transaction fees for payments processed by our solution.
3. Limited inventory for advertisers.

Our projected profit margin is 30%

FINANCIAL INFORMATION (USD)

<table>
<thead>
<tr>
<th>Initial capital</th>
<th>Cash spent per month</th>
<th>Percentage of shares that could be made available to an equity investor</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>3,000</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investment required</th>
<th>PROBLEM / OPPORTUNITY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>200,000</td>
<td>Parents love receiving regular updates about their children from their schools. Traditionally, these updates include academic report cards and various information updates.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USE OF FUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
</tr>
<tr>
<td>35%</td>
</tr>
<tr>
<td>15%</td>
</tr>
<tr>
<td>10%</td>
</tr>
<tr>
<td>Product development</td>
</tr>
<tr>
<td>Operations / inventory</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MANAGEMENT TEAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO: Ronald K. Sebuhinja</td>
</tr>
<tr>
<td>CMO: Ivan Serunkuma</td>
</tr>
<tr>
<td>CTO: Ronald K. Sebuhinja</td>
</tr>
</tbody>
</table>

COMPETITIVE ADVANTAGE:

Our key competitive advantages are our extensive experience in the education software solutions sector, our first mover status and our relationships with several top schools.

TRACTION:

70 customer schools. MVP piloted with 2 schools (200 regular users). Winners of the MTN Uganda Innovation Awards (2017) as well as runners up in the UCC ACIA 2017 awards.

FINANCIALS (USD)

<table>
<thead>
<tr>
<th>REVENUES:</th>
<th>EXPENSES:</th>
<th>EBITDA:</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>70</td>
<td>60</td>
</tr>
</tbody>
</table>

CONTACT INFORMATION

Year of establishment: 2011
Address: P.O.Box 1234
Website: www.schoolmaster.co.ug, www.mychild.ug
Phone number: +256772212767
Email: ronnie@schoolmaster.co.ug
Staff: 6
Legal status: LLC
Social medias: https://twitter.com/SMS_Ug, https://twitter.com/myChildUg
Field: EduTech

PRODUCT SCREENSHOTS
Kola Studios

PITCH
Developers of the most popular game app in UG. We have released other games like it in international markets e.g Kenya and Netherlands and need money to increase their visibility.

PROBLEM / OPPORTUNITY:
No partnerships or connections in the international markets that can inform us on how to work with the other markets. We peaked popularity on launch but we failed to maintain it.

SOLUTION / PRODUCT:
We want to form help partnerships with the people within the international markets that we created the game for.

BUSINESS MODEL:
Advertising and in app purchases.

COMPETITIVE ADVANTAGE:
We keep things very simple, our goal is to make games that are for passing moments that don’t need to filled with thoughtless but fun entertainment. Gamers are concentrating of 3D.

TRACTION:
600,000 downloads, 300,000 monthly active in a market that has about 2 million smartphone users. Steady and growing recruitment of new users with 20,000 new downloads per month awards.

CONTACT INFORMATION
Year of establishment: 2012
Address: Ntinda Complex, Ntinda road
Website: www.kolastudios.com
Phone number: +256786404987
Email: sharon@kolastudios.com
Staff: 5
Legal status: Registered
Social medias: https://www.facebook.com/Kola-Studios-283527355006461/
Field: Gaming

FINANCIAL INFORMATION (USD)

<table>
<thead>
<tr>
<th></th>
<th>1,000</th>
<th>6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial capital</td>
<td>1,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Investment required</td>
<td>500,000</td>
<td>30%</td>
</tr>
<tr>
<td>Percentage of shares that could be made available to an equity investor</td>
<td>30%</td>
<td>5%</td>
</tr>
</tbody>
</table>

USE OF FUNDS

<table>
<thead>
<tr>
<th></th>
<th>30%</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product development</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing / sales</td>
<td>60%</td>
<td>5%</td>
</tr>
<tr>
<td>Operations / inventory</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Legal / other</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

MANAGEMENT TEAM
CEO: Daniel Okalany
CMO: Sharon Rwakatungu
CTO: Jasper Onono

PRODUCT SCREENSHOTS

REVENUES:
- 2018: $4,000
- 2017: $6,500
- 2016: $8,000

EXPENSES:
- 2018: $4,000
- 2017: $5,000
- 2016: $6,000

FINANCIALS (USD)
PITCH
We are democratizing electronic payments for small businesses to ease their access to finance with their business performance data and other alternative data sources.

PROBLEM / OPPORTUNITY:
Many small businesses are living below their potential constrained by their financial situation, if they had access to credit they would grow.

SOLUTION / PRODUCT:
Our first product is the financial management app which helps small business owners keep track of their cash flows and an inventory tracking.

BUSINESS MODEL:
We plan to make money off every transaction made through our MPoS on both mobile money and bank card transactions, we also plan to make money off the sale of smart card readers that are connected to the smartphones to process payments.

FINANCIAL INFORMATION (USD)

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial capital</td>
<td>10</td>
</tr>
<tr>
<td>Cash spent per month</td>
<td>100</td>
</tr>
<tr>
<td>Investment required</td>
<td>50,000</td>
</tr>
<tr>
<td>Percentage of shares that could be made available to an equity investor</td>
<td>5%</td>
</tr>
</tbody>
</table>

USE OF FUNDS

<table>
<thead>
<tr>
<th></th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product development</td>
<td>40%</td>
</tr>
<tr>
<td>Marketing / sales</td>
<td>30%</td>
</tr>
<tr>
<td>Operations / inventory</td>
<td>25%</td>
</tr>
<tr>
<td>Legal / other</td>
<td>5%</td>
</tr>
</tbody>
</table>

MANAGEMENT TEAM

CEO: Solomon Kitumba
CMO: Kawanguzi Japheth
CTO: Keneth Buhiire

CONTACT INFORMATION
Year of establishment: 2017
Address: Kampala
Website: www.swipe2payug.com
Phone number: +256704688781
Email: solomonkitumba@gmail.com
Staff: +256704688781
Legal status: registered
Social media: www.facebook.com/swipe2pay
Field: Fintech

PRODUCT SCREENSHOTS

FINANCIALS (USD)

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EXPENSES</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1000</td>
<td>0</td>
</tr>
</tbody>
</table>

COMPETITIVE ADVANTAGE:
We do have mobile money integrated in our platform, they also don’t do credit scoring for small businesses.

TRACTION:
50 active customers
70 downloads
The Entrepreneurship Start-Ups

Minimum Viable Product (MVP) confirmed.
Customer acquisition and retention.

Actualise Africa - Siya

PITCH
To be the leader in the development of digital educational content customised to the African context.

PROBLEM / OPPORTUNITY:
Our target buyers are schools and parents who lack access to early childhood educational material that reflects the child’s social, cultural and natural environment.

SOLUTION / PRODUCT:
Siya helps parents of beginning school children to better prepare for their educational journey by providing fun, locally relevant educational material.

COMPETITIVE ADVANTAGE:
Novel product - offered in four local languages but potential for more languages, also beyond Uganda.

Barriers: Internet connection & high dependence on schools to manage education.

TRACTION:
No sales or users yet.

FINANCIALS (USD)
Revenues: None
Expenses: $3,000
EBITDA: None

FINANCIAL INFORMATION (USD)
Initial capital: 3,000
Cash spent per month: 250
Investment required: 10,000
Percentage of shares that could be made available to an equity investor 10% shareholding for USD 10,000

CONTACT INFORMATION
Year of establishment: 2016
Address: P.O.Box 2100, Kampala
Website: https://actualiseafrica.wordpress.com/
CEO: Connie Nshemereirwe
Phone number: +256782543547
Email: cnshemereirwe@gmail.com
Staff: 2
Legal status: Sole Proprietor
Social medias: @Nshmeshe
Field: EduTech
PITCH
Cironet Technologies helps Businesses and Organisations who want online presence by creating for them websites and thus increased sales for their products and publicity online.

PROBLEM / OPPORTUNITY:
Businesses and Organisations meet high costs of advertisement and lack an online address.

SOLUTION / PRODUCT:
A Website showcasing products and services offered by the Company or Organisation thus targeting a larger population at lower costs.

COMPETITIVE ADVANTAGE:
We allow our Clients to pay in installments. We also offer free Website Hosting for the first year to our Website Developing clients.

TRACTION:
We have increased our market size to a bigger number of clients, relieved their pains and satisfied their gains plus retaining them to our company’s service.

FINANCIALS (USD)
Revenues: 7500 / 6200 / 5700
Expenses: 5000 / 6000 / 5700
EBITDA: 2500 / 200 / 0

EnerGrow

PITCH
Growing sustainable electricity demand by means of digital financial inclusion, business training and increased energy literacy.

PROBLEM / OPPORTUNITY:
Rural economies are stagnating in part due to minimal access to business finance with limited energy consumption. EnerGrow offers asset financing on business assets and appliances

SOLUTION / PRODUCT:
Supply required financial skills and training, provide customer digital database, Use data analysis to undercut existing loan options. Promote access to on-grid productive assets through financing.

COMPETITIVE ADVANTAGE:
EnerGrow is the only company offering cheap financing in rural areas.

TRACTION:
EnerGrow has successfully carried out household surveys in Mbale, Ibanda and Wakiso from which various analysis is being made

FINANCIALS (USD)
Revenues: 10
Expenses: 30
EBITDA: 20
Jaguza Livestock App

**PITCH**
I want to empower livestock production and climate change to strengthen food security and mitigate climate change.

**PROBLEM / OPPORTUNITY:**
My target buyers are Livestock Veterinary doctors, Health information officers, Policy Makers, Stakeholder.

**SOLUTION / PRODUCT:**
I want to help Livestock farmer who have been suffering with their livestock in terms of diseases, Market, Weather, information sharing and also in term of extension services.

**COMPETITIVE ADVANTAGE:**
They don’t do enough research to understand what it's in the market.

**TRACTION:**
Acia Award in 2017 (UCC), (CTO) youth innovation e-agriculture award in 2016, and (ITU) in 2015. (CTA) top 20 projects in East Africa by Ashoka Change Maker.

**FINANCIALS (USD)**
Initial capital: 200,000
Cash spent per month: 5,000
Investment required: 500,000
Percentage of shares that could be made available to an equity investor: 30% equity.

**CONTACT INFORMATION**
Year of establishment: 2013
Address: Teachers House Bombo Road
Website: www.jaguzafarm.com
CEO: Katamba Ronald
Phone number: +256785856863
Email: katambaronald@gmail.com
Staff: +256702318190
Legal status: Patented
Social medias: @jaguz_app
Field: Agritech & Foodtech

**PRODUCT SCREENSHOTS**

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KIPYA Bit2big

**PITCH**
A Digital platform for digitalizing finance, focusing on quality cost-effective software development and implementation of services using Blockchain technology.

**PROBLEM / OPPORTUNITY:**
Eliminate traditional money transfer system shortfalls, identity crisis, citizen data management & include cryptocurrency integration. Peer to peer micro lending for the unbanked.

**SOLUTION / PRODUCT:**
Users are able to exchange the different cryptocurrencies into fiat money, able to get micro credits as well as improved mobile payments.

**COMPETITIVE ADVANTAGE:**
API access is a challenge, have network from Europe. Partly founded Blockchain Association of Uganda. Run a Cryptocurrencies exchange, lack financial backup.

**TRACTION:**
Hosted first blockchain technology conference in Uganda. Set up innovation hubs at universities like IUEA and KIU to enable innovation.

**FINANCIALS (USD)**
Revenues: None
Expenses: 36,000
EBITDA: None

**CONTACT INFORMATION**
Year of establishment: 2018
Address: Plot 174, Kansanga Ggaba road, P.O.Box 24092, Kampala Uganda
Website: www.kipya-connect.com
CEO: Michael Kiberu Nagenda
Phone number: +256772387466
Email: irene@kipya-connect.com
Staff: 7
Legal status: Registered
Social medias: fb: Bit2big
twitter:@Bit2big
Field: FinTech

**PRODUCT SCREENSHOTS**
**PITCH**
Alternate Route is a phone app that helps road users avoid traffic by enabling them know the shortest routes with real time traffic info.

**PROBLEM / OPPORTUNITY:**
The problem of traffic congestion within the city centre is because road users usually use the same routes while not being aware of existing free routes.

**SOLUTION / PRODUCT:**
Alternate Route gives a road user options basing on info from the app. The users save time, fuel & money.

**COMPETITIVE ADVANTAGE:**
Alternate Route provides live traffic imagery and also highlights businesses as pop ups as you pass them. It also alerts users on decrease/increase of traffic whenever necessary.

**TRACTION:**
Alternate Route is a copyrighted application and it currently has over 2,000 users.

**FINANCIALS (USD)**
Initial capital: 30,000
Cash spent per month: 3027
Investment required: 100,000
Percentage of shares that could be made available to an equity investor $100,000, 20%

**CONTACT INFORMATION**
Year of establishment: 2015
Address: L3R40 Capital Shoppers Ntinda
Website: www.alternaterouteapp.com
CEO: Charles Kakura
Phone number: +256782128883
Email: ckakura2@gmail.com
Staff: 3
Legal status: Registered Company by Limited shares
Social media: Facebook: Alternate Route; Twitter: @altrouteapp
Field: SmartCity

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**PITCH**
About 95% of Ugandan citizens access financial services through village banks (Saccos). Majority of the SACCOS use manual systems which need to be automated.

**PROBLEM / OPPORTUNITY:**
Majority of SACCOS in Uganda use manual systems which are costly to those Ugandans who lack access to banking services.

**SOLUTION / PRODUCT:**
MushanApp is a mobile & web based banking software for SACCO members to access financial services through mobile phones and internet using mobile money and Visa Cards.

**COMPETITIVE ADVANTAGE:**
MTN Mokash and Airtel money services ignore people who have already established saving groups and limits them to use only MTN or Airtel lines only yet MushanApp is open to all.

**TRACTION:**
We’ve launched our mobile App in 2018 and were recognized as one of the best ICT innovations by UCC in 2017 and won $5000 award in 2016

**FINANCIALS (USD)**
Initial capital: 30,000
Cash spent per month: 2,000
Investment required: 50,000
Percentage of shares that could be made available to an equity investor 20%

**CONTACT INFORMATION**
Year of establishment: 2015
Address: Kampala, Uganda
Website: www.mushanapp.com
CEO: Janson Mugabe
Phone number: +256783313043
Email: mugabe.janson@gmail.com
Staff: 3
Legal status: Incorporated
Field: FinTech
Rugarafu Wines

**PITCH**
To establish a standard winery business that will produce a wide range of wines and to have empowered communities through skill development to generate household income.

**PROBLEM / OPPORTUNITY:**
Corporates, Government Officials, Business People, Churches, Celebrities, Military, Sports Men & Women

**SOLUTION / PRODUCT:**
Establishment of a commodity linkage system that corresponds to their requirements for improved agricultural productivity.

**COMPETITIVE ADVANTAGE:**
We produce sweet and good quality wine. Our prices are affordable to the majority. Creation of different outlets in different districts.

**TRACTION:**
We’ve secured leased land, bought machinery equipment, opened up a bank account, registered our company, done a feasibility study, done a business plan.

**FINANCIALS (USD)**
Initial capital: 1896  
Cash spent per month: 800  
Investment required: 1,200,000  
Percentage of shares that could be made available to an equity investor 10% Capital

**CONTACT INFORMATION**
Year of establishment: 2015  
Address: Nyerere road, Kabale Municipality-Uganda  
Website: www.shetrades.com/members/rugarafuwines  
CEO: Sayuni Patience  
Phone number: +256774595133  
Email: rugarafuwines@gmail.com  
Staff: 18 Full-Time, 12 Part-Time  
Legal status: Registered  
Field: AgriTech & FoodTech

Rythtech ClinicMS

**PITCH**
Our vision is to ease African business lives through technology and software solutions across the board.

**PROBLEM / OPPORTUNITY:**
We are targeting clinics, hospitals & health facilities that have various software handling various departments of their institution who need a single solution to do all work.

**SOLUTION / PRODUCT:**
We are bringing all facets of health care management into one beautiful software. from reception, doctor visits, radiology, pharmacy, cashier etc. and also increase transparency across the institution.

**COMPETITIVE ADVANTAGE:**
Our competitive advantage lies in our product. the fact that we are the first offering a cloud platform gives us all benefits that come with it. and our solution has more to offer.

**TRACTION:**
We have gotten positive reviews from all doctors we’ve met. We have 50 clients.

**FINANCIALS (USD)**
Initial capital: 3,000  
Cash spent per month: 600  
Investment required: 100,000  
Percentage of shares that could be made available to an equity investor 25%

**CONTACT INFORMATION**
Year of establishment: 2014  
Address: Bugolobi Next to Airtel Head Office  
Website: www.rythtech.com  
CEO: Sewalu Steven  
Phone number: +256793934065  
Email: smukasa@rythtech.com  
Staff: 15  
Legal status: Private Limited Company  
Social medias: Facebook, Twitter  
Field: HealthTech
Serenity Solutions

**PITCH**
highly entrepreneurial firm that just marked 1 year of operations specializing in Training, Software Development and Consultancy.

**PROBLEM / OPPORTUNITY:**
National and Multinational corporations that we can establish working long term partnerships.

**SOLUTION / PRODUCT:**
Be targeting the biggest population age group, the youth we aim to be essential in harnessing their full potential as a people.

**COMPETITIVE ADVANTAGE:**
Partnerships with Makerere University the Best University in Africa outside south Africa, collaboration with Ugandas leading media(Vision Group) high creative, professional team.

**TRACTION:**
Started with no capital in June 2017, currently partnered with Major State, public and private agencies. a national AD campaign on the horizon from sheer team resilience.

**FINANCIALS** (USD)
- Revenues: 8
- Expenses: 5
- EBITDA: 8.5

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**Skooldesk (Bluenode)**

**PITCH**
Skooldesk is an intuitive e-learning platform that helps kids improve their test grades through automatic grading of tests, interactive learning objects and a robust analytics engine that identifies students strengths and weaknesses.

**PROBLEM / OPPORTUNITY:**
Student’s failure rates at primary level are very high with less than 10% of the students scoring in division 1 in Uganda.

**SOLUTION / PRODUCT:**
Skooldesk helps kids improve their grades through self-paced learning, intuitive reports.

**COMPETITIVE ADVANTAGE:**
Our platform has a large repository of questions, automatic test grading, a robust analytics engine and is also multi-lingual (French, Portuguese, Chinese, Hindu and Spanish.

**TRACTION:**
Skooldesk has 920 paying users. We were selected among the top 10 Digital startups in Africa by Super Return Africa, received seed fund

**FINANCIALS** (USD)
- Revenues: $25,000 / $120,000
- Expenses: $15,000 / $130,000
- EBITDA: $8,000 / $15,000

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**PRODUCT SCREENSHOTS**

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**Sports Talent Hub**

**PITCH**
A online platform which gives opportunity to mainly unexplored but talented sports individuals of all ages to showcase their sports talent to a global audience for free.

**PROBLEM / OPPORTUNITY:**
There are so many talented sports individuals all over the world who possess exceptional sports talent, but their whereabouts is unknown to agents and clubs.

**SOLUTION / PRODUCT:**
We've developed a platform which gives opportunity to mainly unexplored but talented sports individuals to showcase their talent globally by creating player CVs.

**COMPETITIVE ADVANTAGE:**
The website implements the standard sports nomenclature (search a player by country, sport, position played, age, gender) and the website has a language translator.

**TRACTION:**
Started with no capital (June 2017), currently partnered with Major State, public & private agencies. A national AD campaign on the horizon.

**FINANCIALS (USD)**
- Initial capital: 8720
- Cash spent per month: 1720
- Investment required: 100,000
- Percentage of shares that could be made available to an equity investor: 30%

**CONTACT INFORMATION**
- Year of establishment: 2018
- Address: Sports Talent Hub Plot 537 Butiuko Rd. Namirembe, Kampala - Uganda
- Website: www.sportstalenthub.com
- CEO: Taddeo Ssenyonga
- Phone number: +256772981906
- Email: info@sportstalenthub.com
- Staff: 3
- Legal status: Registered
- Social medias: Facebook: @sportstalenthub
- Twitter: @sportstalenthub
- Field: Sports

**Student Placement Ltd (SPUL)**

**PITCH**
Reduce the skills gap in Uganda by 2025 and increase access to quality internship opportunities.

**PROBLEM / OPPORTUNITY:**
Information asymmetry is affecting the quality of internship in the country, leading to scarcity of employable skills yet universities are under-resourced to search for vacancies.

**SOLUTION / PRODUCT:**
Matching students with potential employers. We offer pre-placement job options, in-placement support, obtain timely feedback about students’ work challenges.

**COMPETITIVE ADVANTAGE:**
We run a very efficient Mobile Application. We signed an MoU with universities where we intend to operate, thus creating a barrier for potential market entrants.

**TRACTION:**
SPUL App already runs on android platform. We have service commitment from over 300 companies and plan to aggressively sign up new companies through social media.

**FINANCIALS (USD)**
- Revenues: 11,111 / 9,027 / 8,300
- Expenses: 12,000 / 12,000 / 10,000
- EBITDA: -888.9 / -2278 / -1667

**CONTACT INFORMATION**
- Year of establishment: 2016
- Address: Makerere University, Pool Road P.O.Box 7062, Kampala
- Website: http://spul.co.ug/
- CEO: Akamukama Christopher
- Phone number: +256775656700
- Email: kyosseuf2@gmail.com
- Staff: 5
- Legal status: Limited company
- Social medias: @spul
- Field: EduTech
**PITCH**
To offer standard products and services that ensure value for money.

**PROBLEM / OPPORTUNITY:**
Our clients desire quality, durable products and services at affordable prices.

**SOLUTION / PRODUCT:**
We established links with global suppliers of quality ICT products at affordable rates for our clients.

**COMPETITIVE ADVANTAGE:**
We will change our focus to differentiate ourselves from competitors to improve the business by satisfying the needs of our clients for reliable products like hardware, software.

**TRACTION:**
With limited capital we have been able to increase sales and revenues yearly, created a loyal customer base that gives referrals, signed partnerships with global suppliers.

**FINANCIAL INFORMATION (USD)**
- Initial capital: 10,206
- Cash spent per month: 1,500
- Investment required: 20,000
- Percentage of shares that could be made available to an equity investor up to 30%

**CONTACT INFORMATION**
- Year of establishment: 2014
- Address: Mukwano Courts, 5th Floor, Suite 501-D
- Website: www.synelgrou.wix.com/synel
- CEO: Sabiiti Ivan
- Phone number: +256782454341
- Email: synelgp@outlook.com
- Staff: 8
- Legal status: Registered
- Social medias: https://web.facebook.com/TechgpSynel/

**FINANCIALS (USD)**
- Revenues: 3,500 / 2,300 / 1,900
- Expenses: 1,000 / 900 / 1,000
- EBITDA: 6,000 / 4,000 / 2,950

**PRODUCT SCREENSHOTS**
**bpmtechconsult**

**SOLUTION / PRODUCT:**
Increase awareness on cybersecurity and provide superior technical expertise in identifying and mitigating cybersecurity threats.

**CONTACT INFORMATION**
Year of establishment: 2017
Address: Doctor’s Lane, Kisaasi Kulambiro
Website: bpmtechconsult.tk
CEO: Peter Mayanja
Email: peter@bpmtechconsult.tk
Staff: 7
Phone number: +256774020671
Field: Cybersecurity

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**Footmo Kit**

**SOLUTION / PRODUCT:**
Footmo Kit is a hand held device used by farmers to diagnose Foot and Mouth Disease in livestock by measuring saliva as a parameter.

**CONTACT INFORMATION**
Year of establishment: 2016
Address: Soliz House, Lumumba Avenue, Kampala, Uganda
Website: footmo.blogspot.com
CEO: Mushusha Richard
Email: mushushar@gmail.com
Staff: 8
Phone number: +256778893867
Field: Agritech & Foodtech

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**Justice2People**

**SOLUTION / PRODUCT:**
Our solution helps Citizens who want to report cases to justice agencies and are able to receive feedback regarding progress of their cases.

**CONTACT INFORMATION**
Year of establishment: 2016
Address: Plot 30 Upper Kololo
Website: www.justice2people.com
CEO: Rancy Bukenya
Email: info@justice2people.com
Staff: 8
Phone number: +256779530538
Field: Govtech, LegalTech

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**Nisaidie**

**SOLUTION / PRODUCT:**
We want to have an app that a user can use to not only report crime, but assist in progressively solving crime with relevant information pertaining to reported or witnessed crimes.

**CONTACT INFORMATION**
Year of establishment: 2017
Address: Jinja road
Website: -
CEO: Isiko Peter
Email: pisikopeter@gmail.com
Staff: 7
Phone number: +2567775075211
Field: Govtech, Smartcity

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**M-omulimisa**

**SOLUTION / PRODUCT:**
Use of ICTs such as mobiles will get us indulge with the farmers through text messages which are toll free to us.

**CONTACT INFORMATION**
Year of establishment: 2014
Address: Tororo Uganda
Website: www.m-omulimisa.com
CEO: Daniel Ninsiima
Email: pinnoivan2000@gmail.com
Staff: 6
Phone number: +256776121959
Field: Agritech & Foodtech

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**Peec Energy Uganda Ltd**

**SOLUTION / PRODUCT:**
Provide remote monitoring and control solutions for solar, mini-grid contractors, homes and integrate energy payments.

**CONTACT INFORMATION**
Year of establishment: 2016
Address: Plot 183 Upper Mawanda Rd Kampala-Uganda
Website: www.peecenergy.com/
CEO: Ronnie Ssejjuko
Email: kyesphil@gmail.com
Staff: 8
Phone number: +256782793584
Field: SmartCity

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**RuthFam Limited, EastGuides**

**SOLUTION / PRODUCT:**
Perform service reviews through blogging to guide travelers and offer customer service for travel agencies and hotels. Publish travel guides through our newsletters.

**CONTACT INFORMATION**
Year of establishment: 2016
Address: Plot 90, Kanjokya Street, Kampala
Website: www.eastguides.com
CEO: Albert Emurwon
Email: albemron2syson@gmail.com
Staff: 10
Phone number: +256775135890
Field: Media & Advertising, Travel & Tourism

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**SafePod**

**SOLUTION / PRODUCT:**
We’ve developed a security device which fights burglary crime through detecting intrusion, notifying the owner about the security status and neutralise the threat.

**CONTACT INFORMATION**
Year of establishment: 2017
Address: Kampala
Website: www.safepodd.com
CEO: Andrew Mugisha
Email: relvinfox@gmail.com
Staff: 4
Phone number: +256759435549
Field: SmartCity
**Soko Uganda**

**SOLUTION / PRODUCT:**
Create an E-commerce application to enable manufacturers reach out to the online market, access global markets and create efficient supply chains.

**CONTACT INFORMATION**
Year of establishment: 2017  
Address: Kampala  
Website: www.sokoug.com  
CEO: Hillary Mbabazi  
Email: hillarymbabazi3@gmail.com  
Staff: 4  
Phone number: +256701401339  
Field: Fintech, Retail & E-commerce

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**Trophy Developers Uganda**

**SOLUTION / PRODUCT:**
To provide a focal point where locals and international visitors can obtain information about existing wildlife species, cultures and Antiquities.

**CONTACT INFORMATION**
Year of establishment: 2015  
Address: Entebbe - Kitubulu  
Website: www.trophydevelopers.com  
CEO: Tonny Luliba  
Email: mushushar@gmail.com  
Staff: 22  
Phone number: +256757942014  
Field: Travel & Tourism

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**Underscore Limited - Community Point**

**SOLUTION / PRODUCT:**
To provide small businesses a platform to market their products and services and connect with potential customers.

**CONTACT INFORMATION**
Year of establishment: 2015  
Address: 372, Shelter Road, Naalya Housing Estate  
Website: www.underscore.co.ug  
CEO: Larry Okutho  
Email: lokutho@underscore.co.ug  
Staff: 5  
Phone number: +256782 750191  
Field: Media & Advertising

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**Virtual Tourism Tool**

**SOLUTION / PRODUCT:**
To develop an interactive and realistic digital portal, that will be used to market different tourist destinations within Uganda.

**CONTACT INFORMATION**
Year of establishment: 2017  
Address: P.O.Box 166 Gulu, Uganda  
Website: www.eureka.ug/vtt  
CEO: Akello Kalumera Christine  
Email: kalumera7@gmail.com  
Staff: 8  
Phone number: +256777327731  
Field: Travel & Tourism

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**Additional Start-Ups**

- **ENSIBUUKO:** +256776367086  
  otimi@ensibuuko.com / https://ensibuuko.com/  
- **MICRO VENTURES UNDER LOTTED ENVIRONMENT:** +256706050403  
  brian@jointhegreen.org / www.jointhegreen.org  
- **CHAPCHAP AFRICA LIMITED:** +256392002221  
  eemodek@chapchap.co / https://www.chapchapfrica.com  
- **CLEAR YO MIND:** +256774095622  
  ekasujia@clearyomind.com / www.clearyomind.com  
- **KANGAROO+:** +256778988019 / kangarooplusjacket@gmail.com  
  www.kangarooplusjacket.wordpress.com  
- **KUMUSOFT SOLUTIONS:** +256783232462  
  fokumu@kumusoft.com / https://www.legalcasetracker.com  
- **PRUNES TECHNOLOGIES LTD:** +256772071651  
  joanithanvanungi@gmail.com / http://drugdash.org/  
- **QED SOLUTIONS LTD:** +256757346390  
  sotandeka@hrmagic.ug / www.hrmagic.ug/www.qed.co.ug  
- **WORLD CLASS TECHNOLOGIES:** +256704402924  
  kkagwafred@gmail.com / http://www.wct.co.ug/  
- **DATATRACK SOLUTIONS CONSULT LIMITED:** +256772979936  
  info@datatrack.co.ug / www.datatrack.co.ug  
- **GOLAZO NETWORK MANAGEMENT SERVICES:** +256774340650  
  golazo@gnmsug.com / http://www.gnmsug.com  
- **KUANZA GARI LIMITED:** +25672201854 / oquerrino@gmail.com  
- **NASIMAMA ENTERPRISE LIMITED:** +25670131188  
  nabwerajuma@yahoo.com / http://www.medicalshed.com/  
- **PAPERBAG MAKING MACHINE:** +256789048654  
  kalumera7@gmail.com / www.eureka.ug  
- **SOMAES SOLUTIONS:** +25700000000  
  deniskedyr@gmail.com / http://www.somesa.ug/  
- **SUREAGRIC:** +256779453038 / joasagaba5@gmail.com  
- **TRUST TECHNOLOGIES & MEDIA SOLUTIONS LTD:** +256705465170  
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<tbody>
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<td>AGRITECH &amp; FOODTECH</td>
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<td>Nampya Farmers’ Market, Jaguza</td>
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<td>Livestock App, Rugarafu Wines,</td>
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To know more about the NTF IV Uganda project, please visit the NTF IV Uganda website: http://www.intracen.org/NTF4/Uganda-IT/

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labbe@intracen.org

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rokuti@intracen.org