



IICB MEM 2018

WEZESHAsasa - Crowdfunding Platform

By Mwasapi Kihongosi >> 13th Sept, 2018

WEZESHAsasa in brief



- WEZESHAsasa is Tanzanian first web-based crowdfunding platform, raising raise funds for social cause and small businesses - to boost their business.
- Launched 1st May, 2017
- ROADMAP > Social Cause (2017)> Small Businesses (2018) > Midsized & Large Businesses (2019)



Lack of capital

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Missing formal link between investors & entrepreneurs/ startups in need of capital

Lacking of collectively source/pool of opportunities



Bridging the GAP Between Entrepreneurs and Investors

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Business Profiling

Raise funds: Seed/ scale up capital via
Donations, Pre-sales, Equity

Database of funding opportunities



**70% of youth are turning to
self-employment as only survival**

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Young Entrepreneurs /NGO's
Investors / Venture Capitalists
Individuals



Launched on May 1st, 2017

16 campaigns

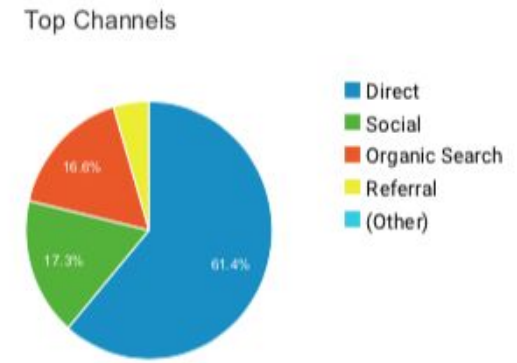
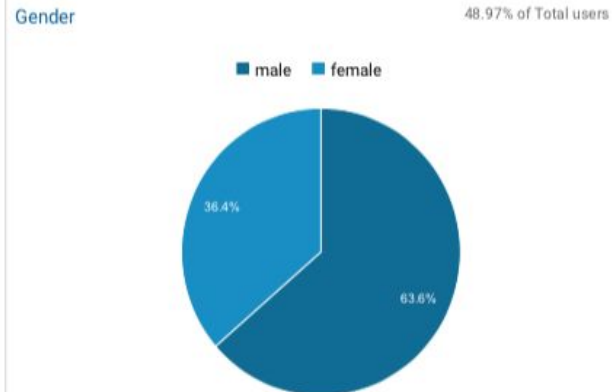
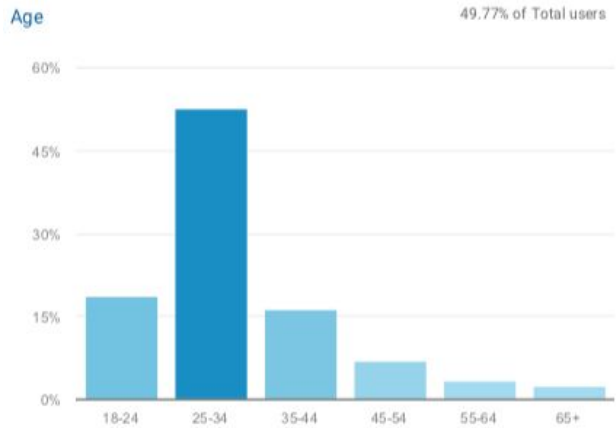
16,008,324 TZS raised, av 1M per campaign

Average success rate 7% (42%,0.2)

Total Users 1,975, 1,816 donations

User segmentation by Age, Gender, Channels

Key Metric:





Partnerships

\$25,000 from DLIIC

(Data for Local Impact Innovation Challenge)

DLI, COSTECH, Sahara Ventures,
Red Cross Society, FCS, FSDT,

Projekt Inspire, VETA, SIDO, Sahara
Accelerators

Hypothesis

Small businesses/ ideas need economic empowerment via raising funds.

Audience Reached

26 Startups, 2 Institutions, 3 Investors Groups

Startups (86%)



Institutions (100%)

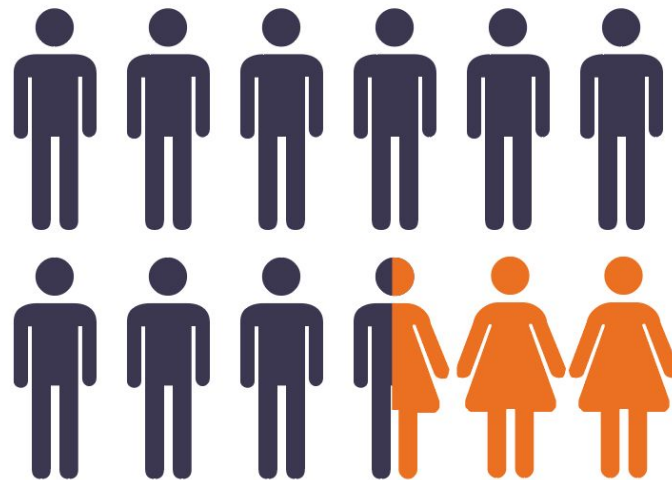


Data Collection & Redesign *cont.2*



There is a pool of 250+ Startups, 20 Institutions, 5+ Organised Investors

Male to Female gender ratio of innovators/
startup founders is 75% : 25%





Information groups collected from startups

Basic Details

Founders & Team

Nature of Product & Services

Competition

Marketing & Customer Acquisition

Progress in the Business (Traction)

Financial Status and Records

Financing/ Funding Level & Options



- 10% of startups invests their own money, others depends on outside sources
- Outside funds: 5% of startups raises funds from informal investors, the rest collect seeds funds from public challenges/ competitions.
- Common pains for startups: funding/ access to capital, skills gap, access to networks (markets), legal issues & mentorship

3. Data Collection Summary *cont.5*



- Most startups raises funds for
 - Purchasing of machines
 - Raw materials
 - Research activities, marketing & promotion
 - Team growth/ experts
- No any startup has secured formal investor
- Categories of startups we engaged:
Technology, Agriculture, Health and Energy
- Startups stages: 7% - ideation stage, 31% - prototype, in business (ie 62% have working products)

3. Data Collection Summary *cont.6*



- Among 2 private entities we visited; one support itself financially and the other one receive support from individuals and corporate companies
- Both institutions have keen interest to support their startups financially, but they haven't done this yet due to financial constraints

4. Impact of the findings



- We have validated our hypothesis
- We have collected enough data that will act as startup information on the platform
- We have improved our thinking on best approach to **connect and prepare** startups ready for funding.
- We have earned possible long term partners (NEEC, Sahara Ventures)

4. Impact of the findings *cont 2*



- Engagement with other stakeholders
- Interaction with business expert & funding from Sahara Ventures, direction and approach of the project.
- Sustainability options are more clear now than before. Current options are
 - Commission from raised funds
 - Service Fee (opportunity application management)
 - Partnership with other players in the ecosystem

5.3 Current Platform



WEZESHA *sasa*

Jiunge

Ingia

□ Kiswahili ▼

□ Tafuta



Msaada kwa Fruitful Orphanage and Daycare centre

Hi Friends! Nimeanzisha hii campaign kwa ajili ya kusaidia watoto yatima waliopoko kwenye kituo cha Fruitful Orphanage and Daycare Centre. Kiasi chote kitapelekwa

Zimechangwa: 0 TZS 0.00%

Kumb Na: 176542 Zimebaki Siku: 0



RUDISHA TABASAMU LA ARNOLD

Naitwa Arnold Augustine, nina miaka 25, ni yatima, ni mwanafunzi wa udaktari mwaka wa 5 katika chuo cha tiba KCMC Moshi. Niligundulika kuwa na ugonjwa wa figo

Zimechangwa: 1,152,300 TZS 3.84%

Kumb Na: 303030 Zimebaki Siku: 25

WEZESHA *sasa*

I LOVE UNIVERSITY

Habari Watanzania Kwa Majina Naitwa Peter Ruben Suguni. (YATIMA) Muhitimu wa Kidato cha Sita Pius Mswakwa High School 2018 Mwanza Ukerewe. Nimeanzisha Kampeni hii Kwa Lengo la Kupata Kiasi cha

Zimechangwa: 0 TZS 0.00%

Kumb Na: 655284 Zimebaki Siku: 54

5.4 Upgraded Platform: Business



The screenshot displays the WEZESHA Sasa platform interface. At the top, the logo 'WEZESHA Sasa' is on the left, and navigation links 'Create + | Register | Login' and a 'Help' button are on the right. Below the header is a navigation bar with three main categories: 'SOCIAL', 'BUSINESS' (which is highlighted in dark blue), and 'OPPORTUNITIES'. Underneath these categories are several filter tags: 'Tech', 'Agriculture', 'Energy', 'Social', 'Real Estate', 'Tech', 'Agriculture', 'Energy', 'Social', and 'Real Estate'. A search bar with the placeholder text 'Type to search business ...' and a 'Search' button is positioned below the filters. The main content area features three identical placeholder cards for business listings. Each card has a large grey square with a diagonal 'X' at the top, representing a missing image. Below the image area, the text reads 'Business name/ Project name/ Na Company/ Individual Name'. At the bottom of each card, there is a progress bar showing '290,000,000 TZS Raised' with a 42% completion rate, and a reference number 'Ref: 289-945' with the number '234' next to it.

5.5 Upgraded Platform: Business



The screenshot displays the WEZESHA *sasa* website interface. At the top, the navigation bar includes the WEZESHA *sasa* logo, links for 'Create +', 'Register', and 'Login', and a 'Help' button. Below the navigation bar, there are three main category tabs: 'SOCIAL', 'BUSINESS' (which is currently selected), and 'OPPORTUNITIES'. Underneath these tabs, a row of filter buttons lists various sectors: Tech, Agriculture, Energy, Social, Real Estate, Tech, Agriculture, Energy, Social, and Real Estate. A search bar with the placeholder text 'Type to search business ...' and a 'Search' button is positioned below the filters. The main content area shows a list of six identical opportunity cards. Each card features a placeholder image on the left, followed by the text 'Opportunity Name', a truncated description, and an orange 'Apply' button on the right. Below the description, the card provides details: 'Deadline: 19th March 2019', 'Type: Grant', and 'Region: Africa, Asia'.

Use Case; SIDO



Ask. Give. Connect.



www.wezeshasasa.com