



DATA G

FINDING SOLUTIONS

We remember,
So you don't forget

Who we are

- **DATA G** is an information management tool that visually tracks, analyzes and presents it in a comprehensive manner.



PROBLEM STATEMENT



- **There is a scarcity of very crucial non numeric data produced by government and private sector in the form of adverts, notices and official publications.**
- **Such information, though assumed to be known is largely ignored and does not become a valuable asset to those who possess it .**
- **It can prove difficult and costly to access when in need.**

PROBLEM STATEMENT CONT'D

- **Data G has identified the insatiable quest and growing value for complete information to inform choices in decision making processes.**
- **Data G's Data Base and Data Warehouse processes select published information relating to various transactions involving individuals and property from multiple sources and avails it for use in decision making processes when taking part in transactions among other uses**



TARGET MARKET

Back ground checking
and screening Service
Providers

Property Due
Diligence Service
Providers

Banking and Financial
Services Providers
including credit
reference bureaus

Immigration and
Border Control
Service Providers

Employment Bureaus

COMPETITION

- **Data Source Generators including regulatory authorities**
- **In terms of competitive advantage-Data G brings together and conveys mainly non numeric data in a summary form and presents it in a synthesized ready to use format for informative purposes to aid in critical decision calls.**

LAST YEAR TRACTION OVERVIEW

- ✓ **Concept Development and Testing**
- ✓ **Built a detailed version of the Data G idea and prioritized simulated user stories**
- ✓ **Undertook the Value Proposition Evaluation**
- ✓ **Undertook concept testing –including assessment of the initial reaction to the concept, uniqueness of the concept, concept appeal and concept likeability.**
- ✓ **Came up with the Draft Market Strategy/Business Analysis-way to reach out to the targeted audience**
- ✓ **Developed product prototype**



Team

Lawrence Madialo

Founding Partner, Lead Functional Developer.

- **With a legal background, Lawrence plays a very important role in Data G Product Development in aligning legal concerns. He is credited with the Idea Generation that the team has now translated into a Minimum Viable Product.**
- **He is equally responsible for fundraising for the product development and other management and related administrative activities.**

**James Mabiopkeg
Rumaita**

Lead Technical Developer Full stack Software Engineer

- **Designing and creating web applications using- Designing Backend APIs for handling backend and support related issues.**
- **Co-ordinating the end to end product development.**
- **Co-ordinating system hosting and support requirements as well as third party integrations.**
- **Supervising other Software Engineers and Developers.**

Team cont'd

Cecilia Achieng Juma

Lead, Data Acquisition and Processing

- **She researches and identifies potential data sources;**
- **she manages the relationships with new and existing data suppliers and handles objections etc and evaluates the potential of each data source and manages the process vs the data supplier**
- **She maintains a database of data sources and supervises Data Entry Clerks and Data Processing Program**

John Korio

Software Engineer and Cyber Security Specialist

- **Analyzing user requirements, writing and maintaining code, debugging programs, and collaborating with team members to develop software solutions.**
- **Handling Systems Security**

Team cont'd

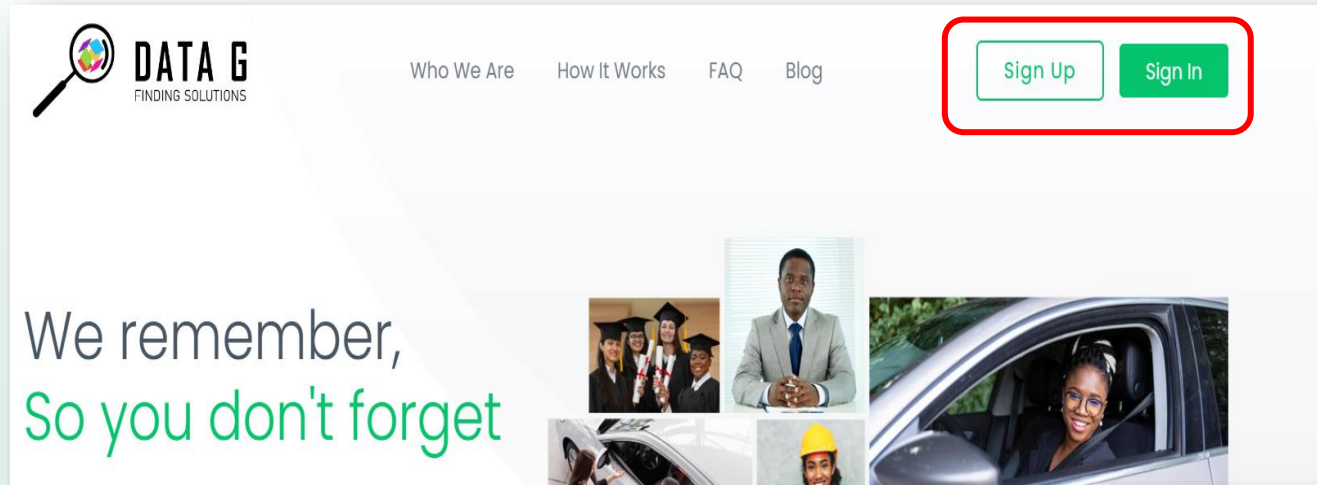


Brian Mote

Full stack Software Engineer

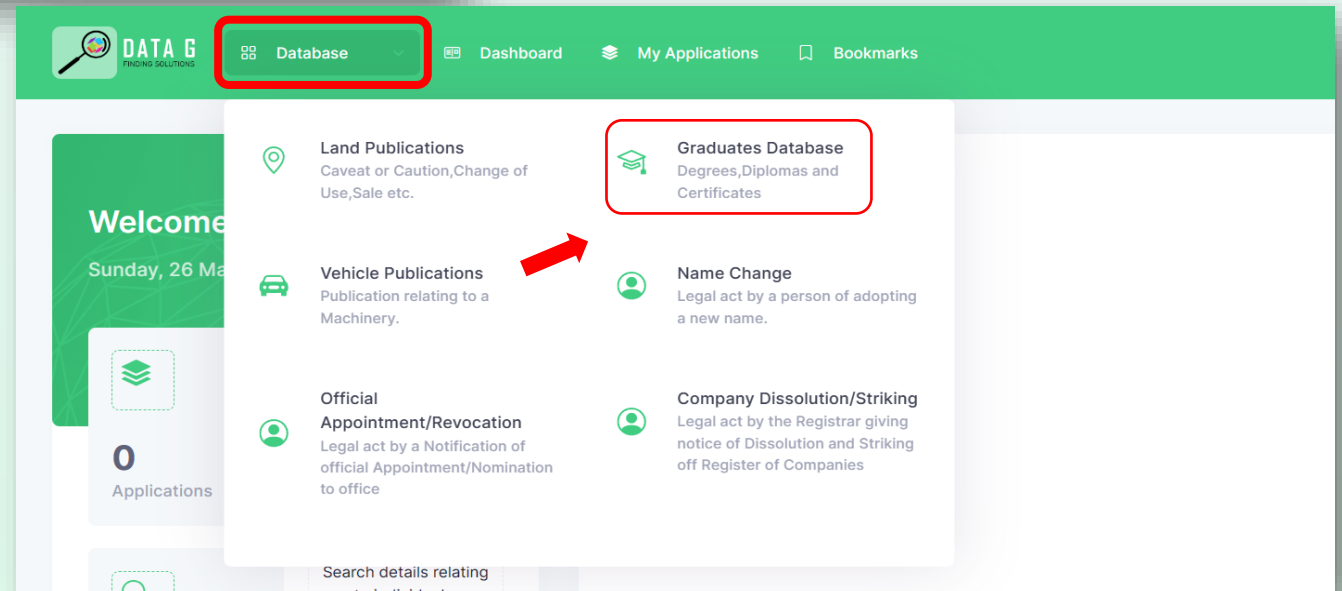
- **Designing and creating web and mobile applications**
- **Creating UI/UX designs to be used in the projects**
- **Creating the relevant project documentation.**
- **Handling backend and support related issues**

CUSTOMER JOURNEY




User Sign up or sign in


Navigate to
Database and select a
category



CUSTOMER JOURNEY CONT'D

**Graduates Database**
Search Details of Degrees, Diplomas and Certificates awarded to various individuals by learning institutions.

Showing results for "Lawrence Madialo" - 1 Records found.

**Odero Lawrence Madialo**
University of Nairobi

☐ Undergraduate ☐ Bachelor of Laws Degree







Search for a record

Select the record you chose and complete the payment process

Graduates Database Search [DGS-002] ✕

Qualification:

Undergraduate Degree



1. Check on a payment pop-up on your phone.
2. Enter M-pesa pin and click OK
3. You will receive a payment confirmation message from M-PESA
4. Wait for 1 to 2 minutes for payment validation then click Confirm Payment to complete.

If this fails, follow the steps below

1. Go to M-PESA on your phone
2. Select Pay Bill option
3. Enter Business no. **4107355**
4. Enter Account no. **Q7TKEQ**
5. Enter the Amount. KES 580.00
6. Enter your M-PESA PIN and Send
7. You will receive a payment confirmation message from M-PESA
8. Wait for 1 to 2 minutes for payment validation then click Confirm Payment to complete.

CUSTOMER JOURNEY CONT'D

Download the
certificate and view
the record.



DATA GHALA LTD
P.O BOX 60038
00200 Nairobi, Kenya

TO: Lawrence Madialo

00400, 109 kapenguria

Date: 03/05/2023

SEARCH EXCERPT

Excerpt relating to the below listed person relating to Conferment Of Degree And/Or Award Of Diploma And/Or Certificate held by Data Ghala as at 03/05/2023.

LISTING INSTITUTION	Egerton University
NAME OF LISTED PERSON	Walter Miding'a Essendi
QUALIFICATION TYPE	Doctoral Degree
DESCRIPTION	Doctor of Philosophy in Medical Parasitology
THESIS TITLE	Epidemiology and Genetic Diversity of Zoonotic Cryptosporidium spp. in River Njoro Watershed in Nakuru County, Kenya.
SUPERVISORS	Prof. Charles I. Muleke and Dr. Elick O. Otachi
DATE OF LISTING	2021-12-17T00:00:00
AUTHOR	Egerton University
PUBLISHER	The Listing Institution
SOURCE	Graduation Booklet
PAGE NO	8

REF NO
DG-9066D174



WHY NOW

We believe that our product is now ripe for Market Entry/Commercialization Stage. This is a very critical stage which requires access to capital and support.

WHY GOOGLE

Due to its unique positioning to provide capital and support to help founders grow their businesses and thereby create space for founders to succeed and create greater impact for their community.

Data G is compatible with Google Products and Google Products can accelerate Data G's growth