



Project Name: Daraja Connections

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GCGO: Regional Integration.

Problem Statement:

The limited regional integration in East Africa hinders the growth and development of startups and businesses, affecting the population of entrepreneurs, investors, policymakers, and consumers across the region.

Why it matters?

The absence of effective collaboration and coordination among East African countries restricts the seamless flow of trade, investment, and resources, limiting the potential for economic growth and competitiveness.



User Persona

Name: Josuke Higashikata

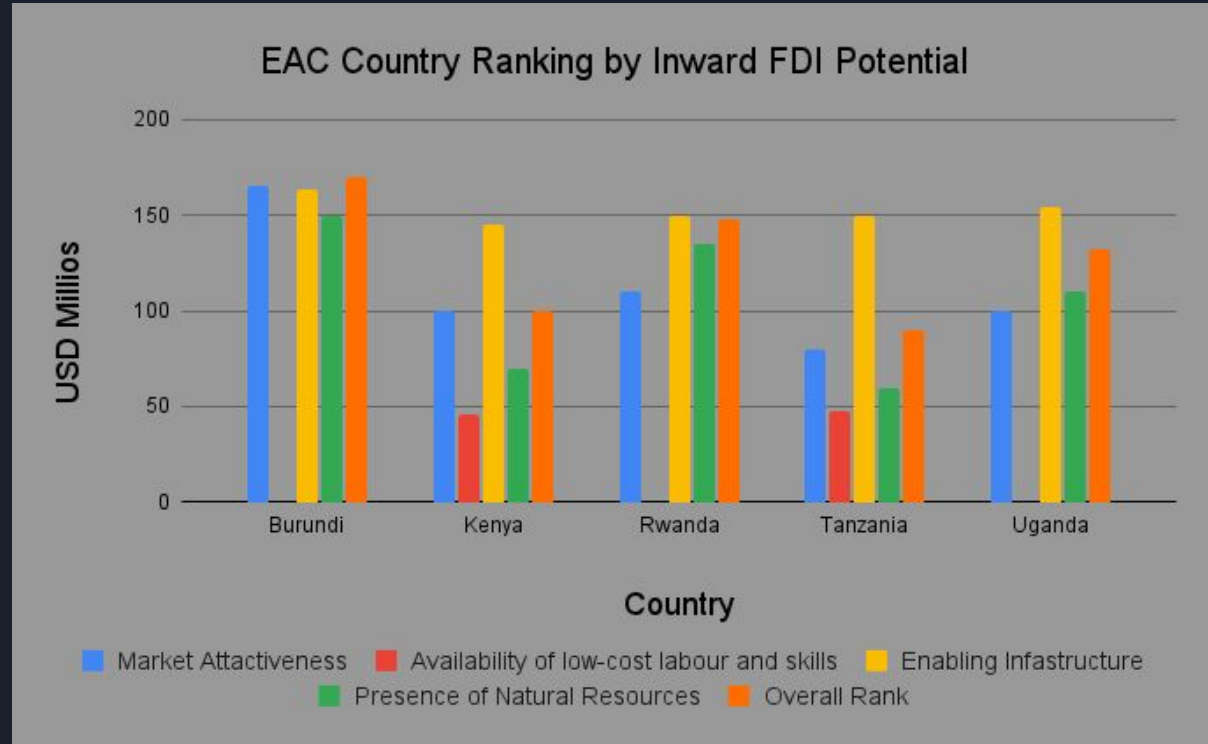
Occupation: Entrepreneur and Founder of the Tech Startup SmartWash.

Our user persona experiences the following problems:

1. **Limited Market Access:** Josuke struggles to expand his customer base and reach new markets in neighboring countries due to barriers and complexities associated with cross-border trade.
2. **Regulatory Hurdles:** Inconsistent regulations and compliance requirements across East African countries create additional challenges for Josuke in navigating legal frameworks and ensuring business operations are compliant.

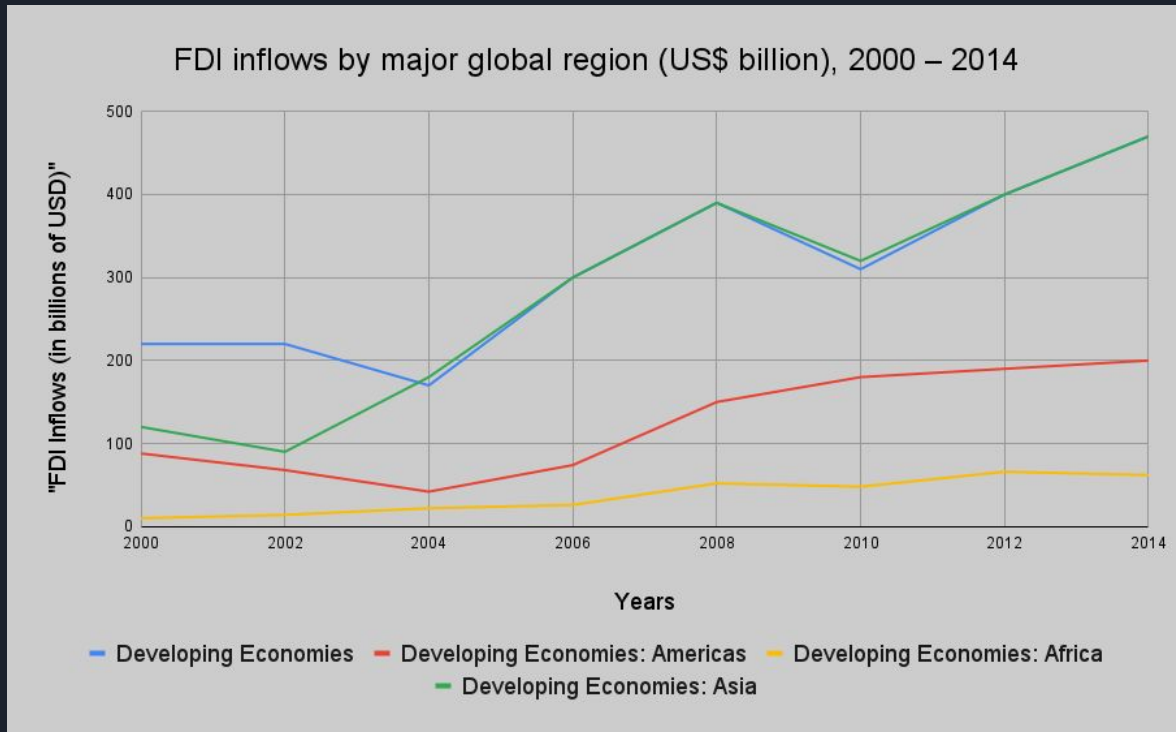
Factual Information about our problem statement: 1

The chart represents the ranking of countries within the East Africa community based on their inward Foreign Direct Investment potential in 2011. It provides a visual comparison of the FDI among the member countries, showcasing the relative attractiveness for foreign and local investors. Investors can make informed decisions regarding investment strategies and resource allocation.



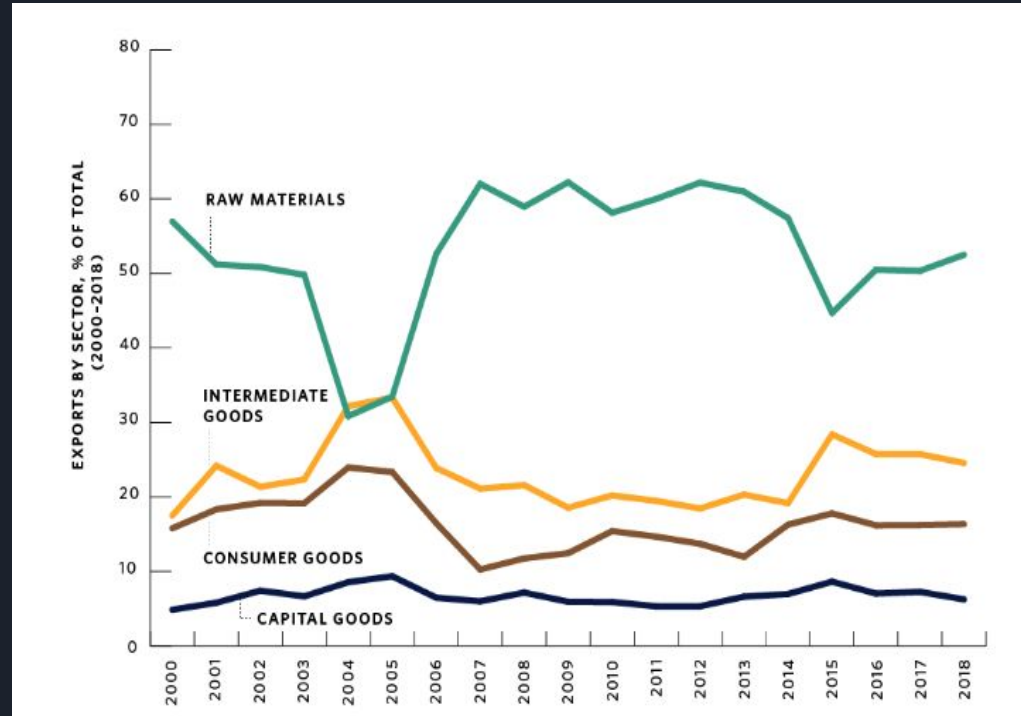
Factual Information about our problem statement: 2

The chart provides a regional comparison of Foreign Direct Investment (FDI) flows to different countries in Africa. It illustrates the trends and fluctuations in FDI over a specific time period, allowing for a visual comparison of investment patterns across the region. The chart enables policymakers, investors, and analysts to identify the countries that attract the highest FDI inflows and track the changes in investment trends over time.



Factual Information about our problem statement: 3

The chart shows Foreign Direct Investment (FDI) plays a crucial role in reducing overdependence on the exportation of raw materials by promoting economic diversification. By investing in various sectors, FDI helps countries develop manufacturing capabilities and agricultural productivity, fostering sustainable growth and reducing vulnerability to commodity price fluctuations.





Our Proposed Solutions

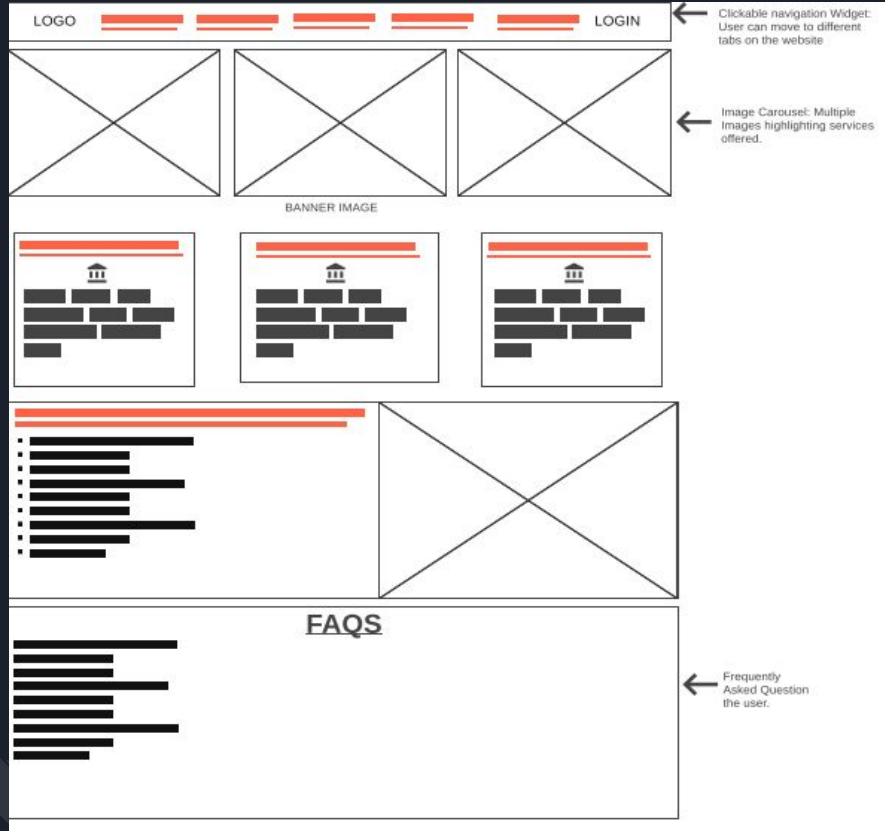
Cross-Border Digital Marketplaces: Create online platforms that facilitate cross-border trade by connecting businesses and consumers from different East-African countries, providing a seamless and efficient marketplace for regional Integration.

Why was this solution chosen and why it is likely to be effective?

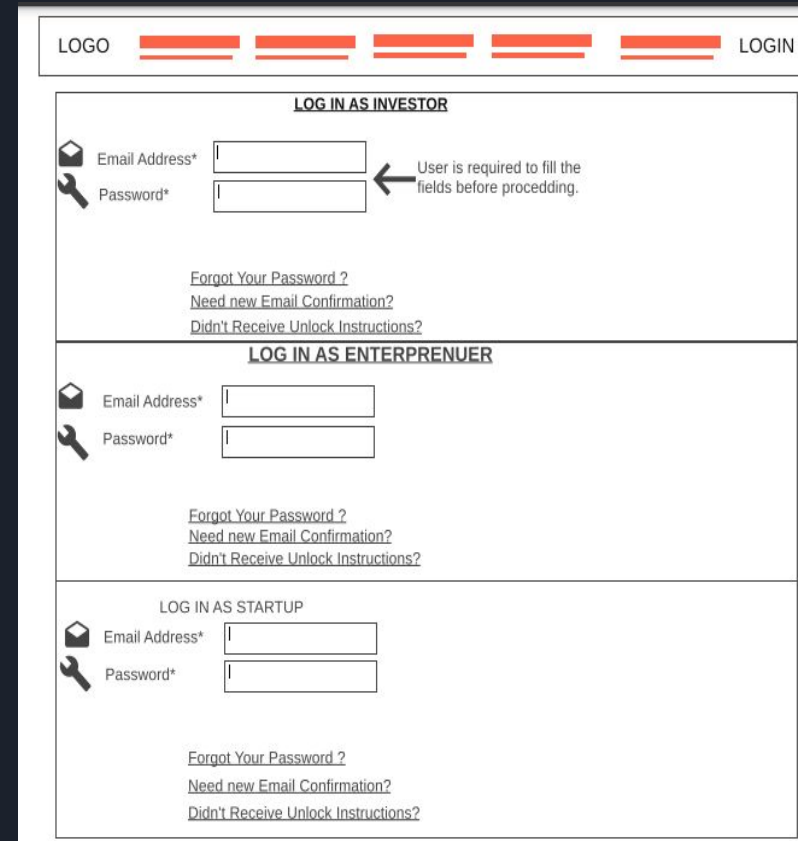
The solution: Cross-border Digital Marketplace has a low barrier of entry allow individuals or startups to access the platform from anywhere in the region. The only requirement is a stable internet connection and electricity to use the platform.

Neighbouring countries in the East African region already have an established infrastructure that facilitates.

Wireframes For Our Solution.



Homepage



Multi-User Login Page

LOGOLOGIN

USER REGISTRATION

Username *

First Name *

Last Name *

Email *

Password *

Confirm Password *

Business Type *

Phone Number

Address 1

Address 2

Country *

Financial Statements *

Select Document Type

Upload Document

Note

Input Text fields marked with an asterix(*) must be field.

Terms and Conditions

Read the terms and conditions

• Agree

• Disagree

←

Button to register the user.

User Registration Page

LOGOLOGIN

ABOUT US

About Us Page

LOGO

ENTERPRENEUR

LOGIN

DASHBOARD

Social Media Links:

User Name: URL:

Enterpreneur Bio:

300 Words Maximum

Add Bio

←

Button allows user to add data to their profile

Business Ventures:

Business Goals:

Add

Industry Type

Select Industry

Credit Requirements:

Add

Business Skills

Skills 1

Skills 1 Skills 7

Skills 2 Skills 8

Skills 3 Skills 9

Skills 4 Skills 10

Skills 5 Skills 11

Skills 6 Skills 12

Add Skills

Documents

Upload (xlsl,pdf)

Chose A Documents:

Open Directory in Local Computer.

Dashboard

LOGO

LOGIN

OVERVIEW

SOLUTIONS

CUSTOMERS

SERVICES

RESOURCES

Contact Us

First Name*

Last Name*

Work Email

Phone Number*

Company*

Title*

Tell Us About Your Goals*

How did you learn about us*

GET IN TOUCH

←

Contact Form for users.

Contact Page



Wireframe: Pain points and challenges.

These are challenges experienced by test users:

1. **Idea Theft and Plagiarism:** Users may have concerns about the risk of their ideas being stolen or plagiarized by others on the platform. Fear of intellectual property infringement can deter some users from openly sharing their ideas or engaging with the community.
2. **Lack of Trust and Verification:** Users may be skeptical about the authenticity and credibility of other participants on the platform. The absence of a robust verification process for users, such as verifying their identities or credentials, can hinder trust-building and collaboration.



Team recommendations on Proposed solutions

1. Develop comprehensive terms of service and intellectual property policies that clearly outline the website's commitment to idea protection and the consequences of IP infringement.
2. Educate users about best practices for idea protection and the importance of maintaining confidentiality, including recommendations to disclose only essential details initially and gradually share more information as trust is established.



What will happen if we get funding for our solution?

1. The influx of funds will allow the website to advance its technological infrastructure. This can involve implementing advanced software systems, improving website performance and security, enhancing mobile compatibility, or integrating new payment gateways or logistics solutions to streamline operations.
2. Funding enables the e-commerce website to scale its operations, expand its customer base, and potentially enter new markets. It can invest in distribution networks, warehousing facilities, and fulfillment capabilities to handle increased demand and provide a seamless customer experience.



Restating WHY?

Cross-border Digital Marketplace has a low barrier of entry allow individuals or startups to access the platform from anywhere in the region. The only requirement is a stable internet connection and electricity to use the platform.

It would make an important difference because: Expanding into multiple international markets through cross-border e-commerce helps businesses diversify their customer base and reduce reliance on a single market. This diversification strategy can mitigate risks associated with economic fluctuations, political instability, or market-specific challenges. If one market faces difficulties, the company can still rely on revenue streams from other markets.