COMM 3113: Presentation Outline

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Company: Irembo

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Title: Expanding Irembo into Swahili-Speaking Countries

# I. Introduction

A. Attention Grabber: Imagine renewing a government document in five minutes on your phone — not just in Rwanda, but across East Africa in countries like Kenya, Tanzania and DRC.

B. Greeting: Good morning, my name is Jonathan Muhire, and I’m excited to present a growth strategy for Irembo.

C. Purpose Statement: The purpose of this presentation is to persuade Irembo’s leadership to expand its services into Swahili-speaking neighboring countries.

D. Thesis Statement: Expanding regionally will drive user growth, increase revenue, and position Irembo as a Pan-African digital leader.

E. Preview of Points: I will demonstrate the current market demand, the problem of service gaps, the feasibility of Irembo’s solution, and the long-term benefits of expansion.

# II. Body

A. Growing Digital Demand

1. There are over 100 million Swahili speakers with rising mobile access and digital expectations.

2. Governments are pushing for digital transformation but are limited by infrastructure.

Transition: Having identified the growing demand, let’s examine the limitations of Irembo’s current reach.

B. Problem: Limited Irembo Coverage

1. Irembo is currently limited to Rwanda, with no regional language support or cross-border functionality.

2. Citizens in neighboring countries lack reliable digital access to public services.

Transition: So how can Irembo bridge this service gap and unlock new growth?

C. Solution: Regional Expansion Strategy

1. Irembo can introduce a Swahili interface and adapt its services to local workflows.

2. The expansion plan involves phased pilots in Kenya and Tanzania with government partnerships.

Transition: Let’s visualize the benefits of this strategy — both financially and socially.

D. Future Benefits and Impact

1. Market opportunity: up to 150 million users and $50 million in revenue potential.

2. Social impact: improved access, increased digital literacy, and regional brand leadership.

Transition: With the benefits clearly outlined, let’s move to action.

E. Call to Action

1. Approve budget for Swahili platform development and pilot launch in Q3.

2. Commit to partnerships and a 12-month phased implementation plan.

# III. Conclusion

A. Summary: Irembo can bridge the digital divide by expanding into Swahili-speaking countries using its proven model.

B. Memorable Closing: Let’s lead Africa’s digital governance revolution with Irembo. Thank you.

# References (APA Format)

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