



Retelling the Plan B

Legend.

Working better at getting you on the job map.



Moses Ochieng

SOFTWARE ENGINEER -
INTERN PLP.

Statement of problems.

Brand Story

Having worked as a free lancer and my father being a Jua Kali Artisan there is no better person to tell the struggles of the labour market than myself.

Having so many free lancing accounts and yet not getting jobs .I would be browsing through any particular site and yet sometimes miss out on jobs from other sites.

My father who is a Jua Kali artisan also went through the same no one really knew where to find a customer apart from those that had information about the availability of their shops.



Free Lancers.

Free lancers living in a castle with many doors.

Being a free lancer is like being in a castle there are so many opportunities and yet there is little to know which door has the best one at a time. Having worked as a free lancer and wasting resources and time searching for jobs in one single site or several sites with uncertainty has been the most struggling point of my job.



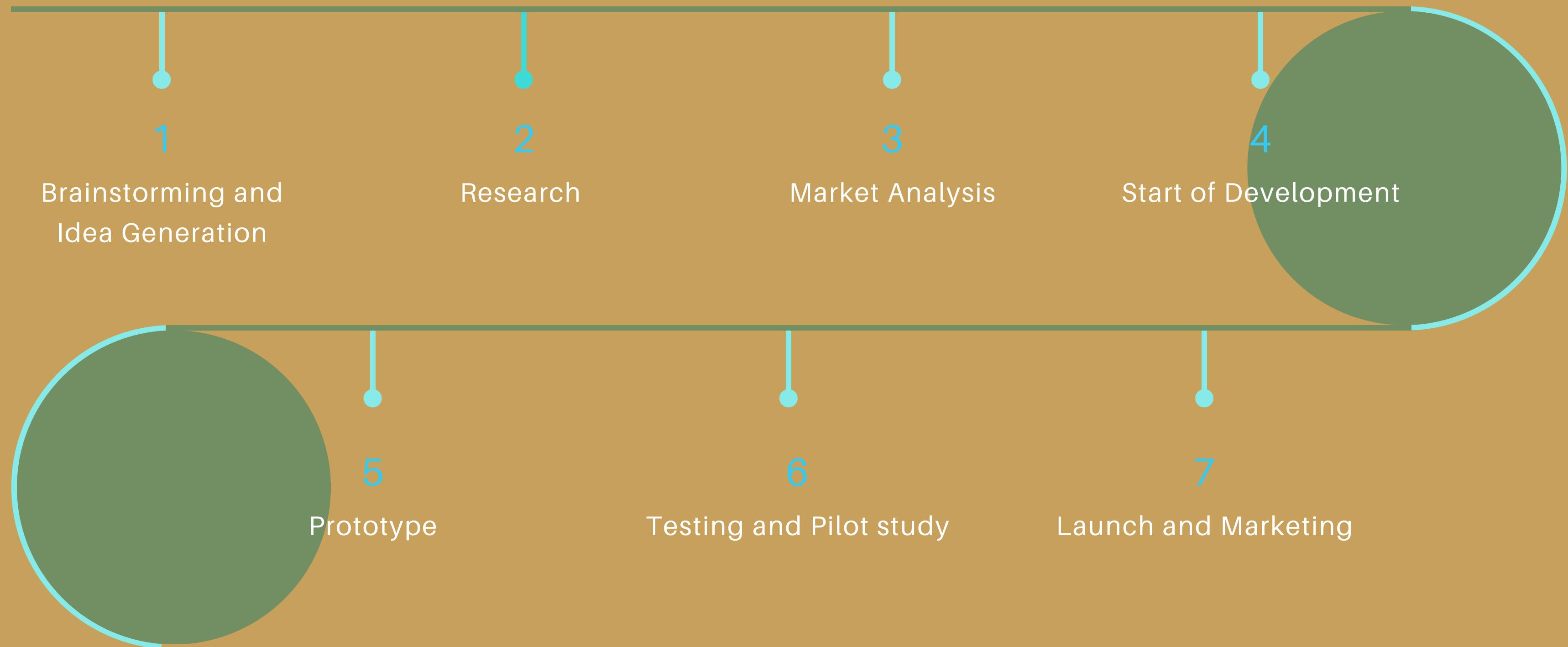
Creating one Door way.

Providing relevant information to free lancers on job notifications

This would help them easily and timely apply for available jobs through free lancing sites they have accounts in.



Plan B Implementation



Solution.

Solutions.

1

Providing real time client to Jua Kali artisan job proposals through ussd.

2

Connecting to Jua Kali workplaces to clients who would want to get various services.

3

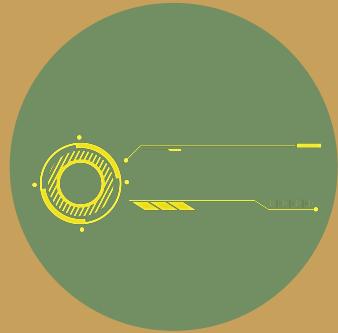
Providing free lancers job notifications across different accounts they have.

Product.

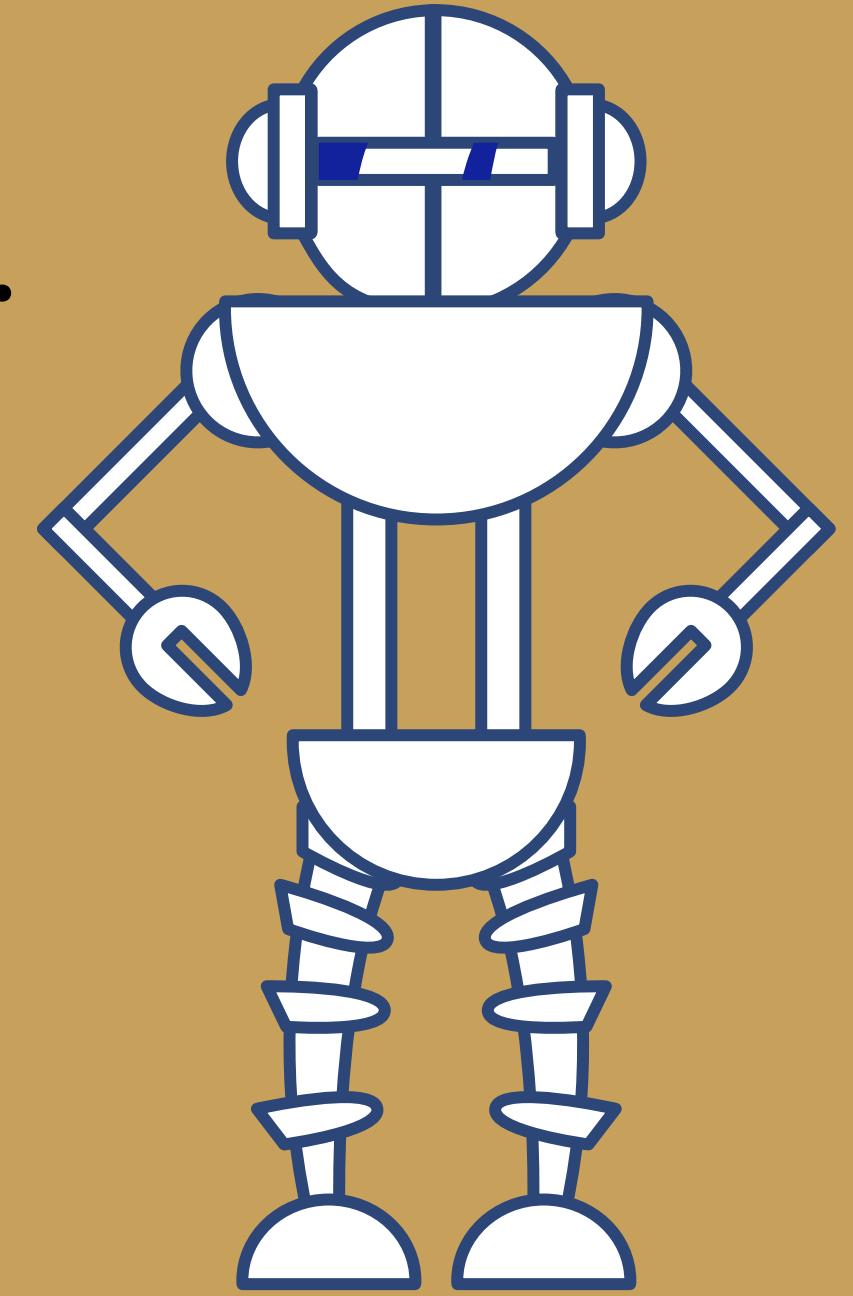
APPLICATION INTERFACES



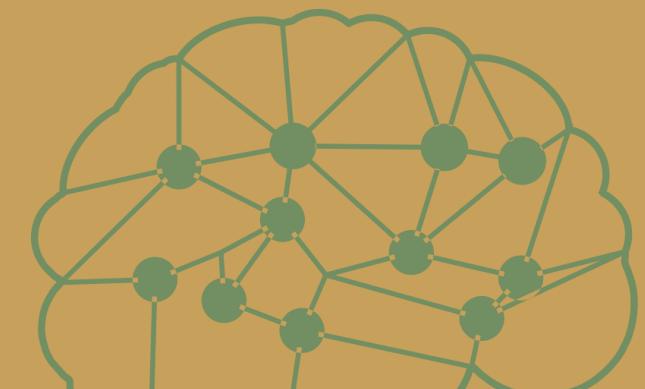
Mobile application.



USSD Application.



Website application





Plan B.

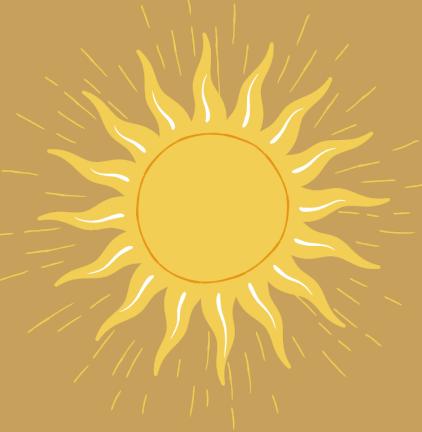
Home Job Sites About Professionals Jua Kali

Kata simu ,tupo site

services

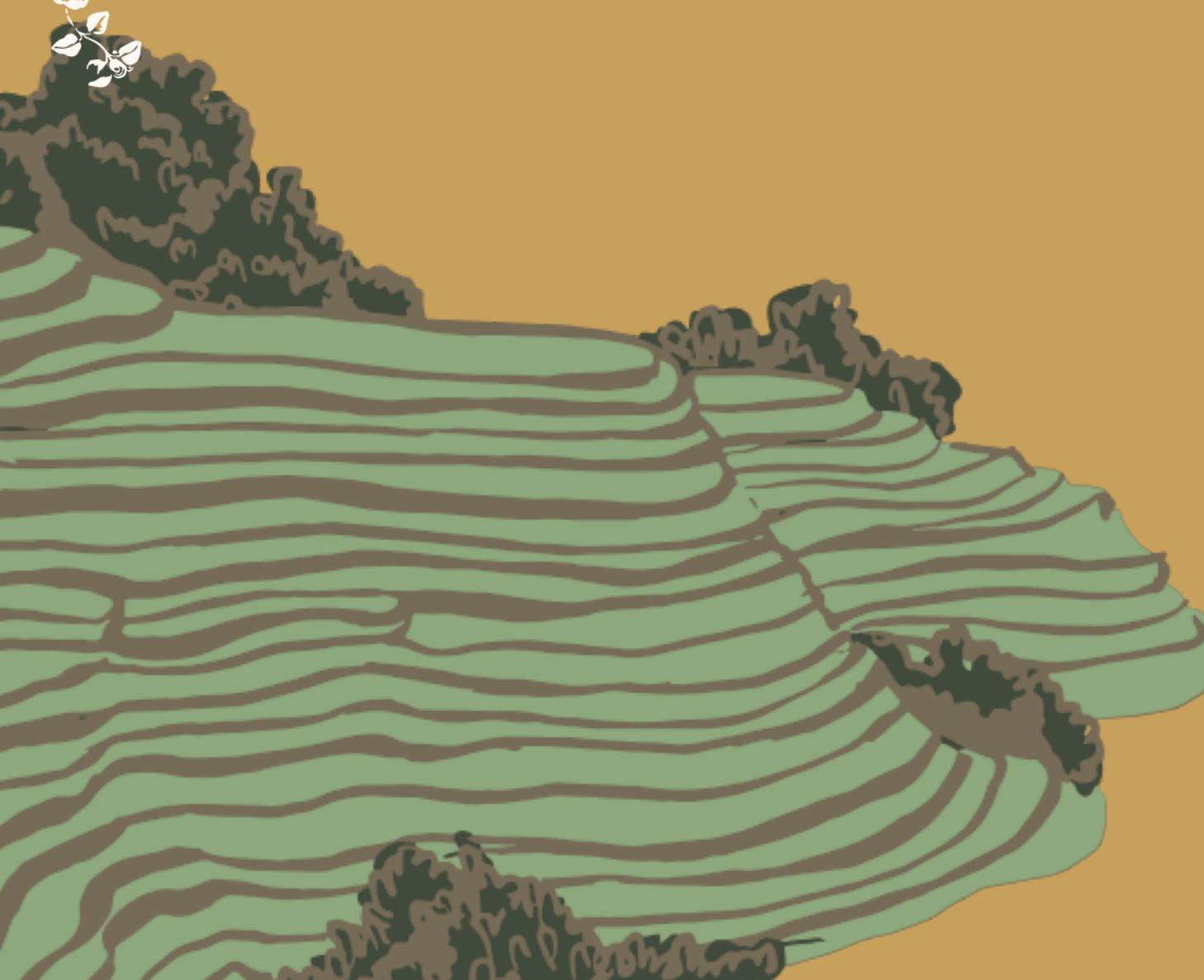
Jobs

Plan B Homepage



Jua Kali.

Story to give jobs and places to jobs to clients.



Jua Kali Sector.

Jua Kali Work Places

Finding Jua Kali artisans work places for clients.

Getting Jua Kali artisans job places.

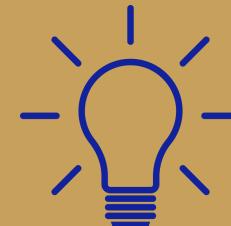
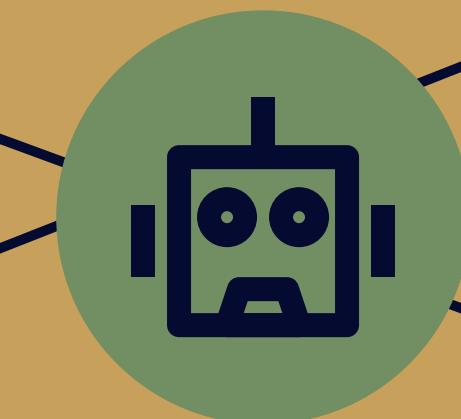
Connecting Jua Kali workers with clients and job places.

Clients

Getting clients Jua Kali artisans to work for them.

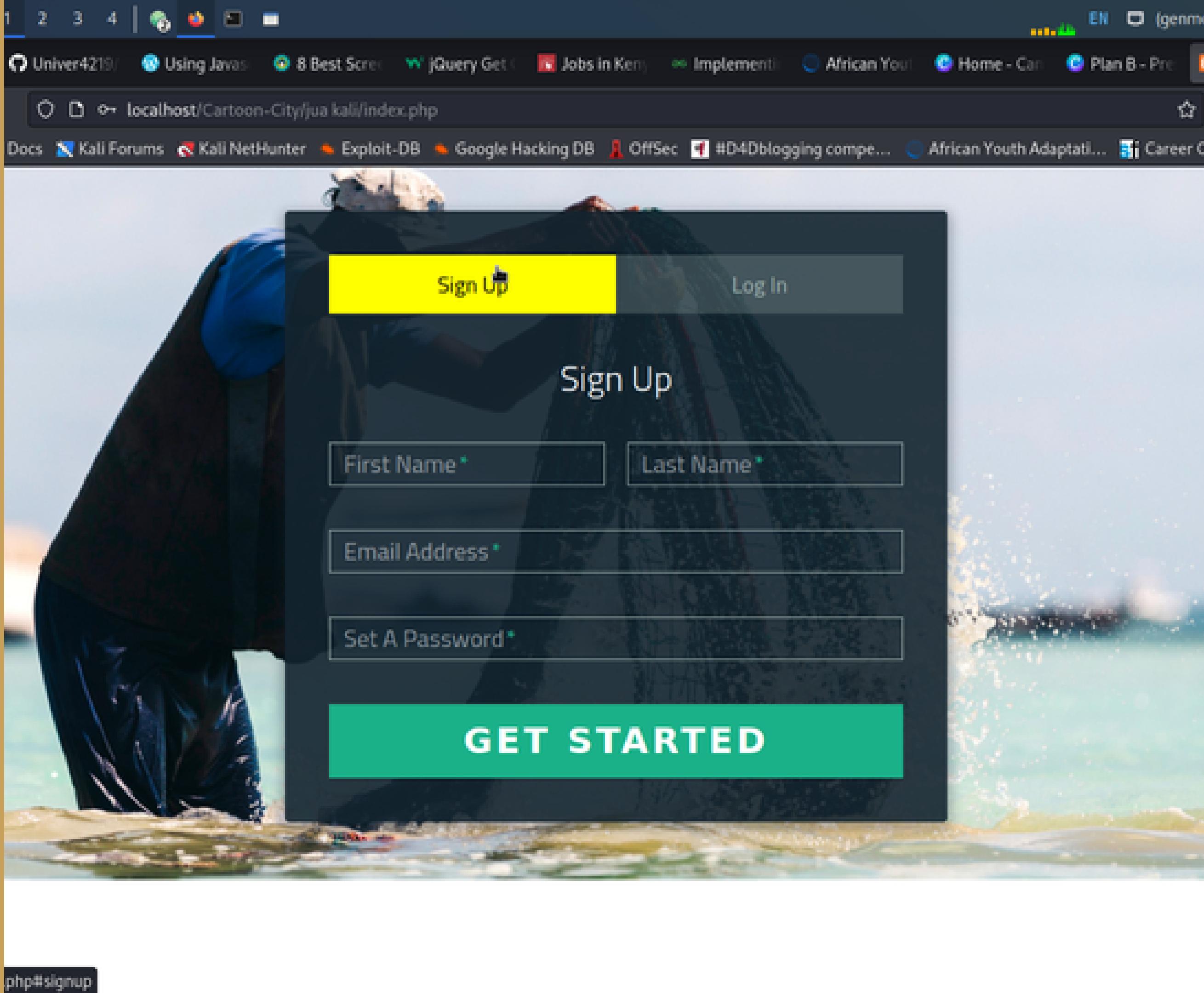
Contracts.

Getting people jobs on contracts.



Jua Kali Login Page.

Jua Kali workers will login to this page to get notifications on jobs.



1 2 3 4 | O Plan B - Jua Kali Speed Dial

localhost / localhost / locate Plan B - Jua Kali Speed Dial

localhost/Cartoon-City/juakali/ Customer Service +254 7450-925-23

PLAN B

Search for Jua Kali Artisans.

Jua Kali Hires Home Purchase Jua Kali Products. Hire Jua Kali professionals

Plan B Offers you with the opportunity to reach to clients and artisans alike Buying Jua Kali products from anywhere. Buy Jua Kali Products/

JUA KALI HIRE Hire Jua Kali professionals Hire Personnel

JUA KALI MARKET Buy Jua Kali products. Buy Jua Kali Products

Plan B Jua Kali Dashboard.

Guaranteed Job search

Client commitments

Jua Kali marketing

24/7 Support

1 2 3 4 | 0 Post Job Page | Speed Dial | +

EN (genmon)XXX 2:39

localhost / localhost | locate Post Job Page Speed Dial | +

localhost/Cartoon-City/juakali/job/

Hello there please indicate the service that you would like a Jua Kali artisan to do for you.

Job Board Post Job Account

Post new job

Title: Frontend Developer

Job Type: Plumbing

Location: Schwerin

Work available from anywhere.

Job Description:

B I H |

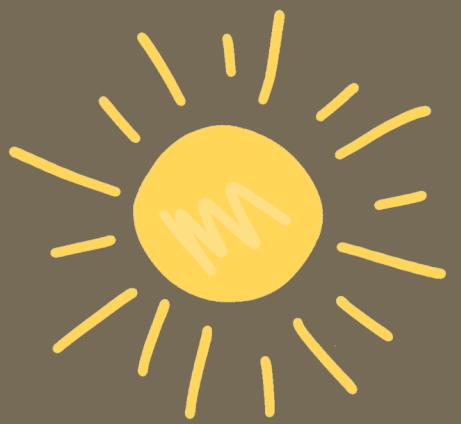
Section for those seeking jua kali services

BIRTHDAY

Notes

42%

Jua



USSD CODE

Dial *384*58102#

Choose option
to proceed.

You will receive
options to login or
register.

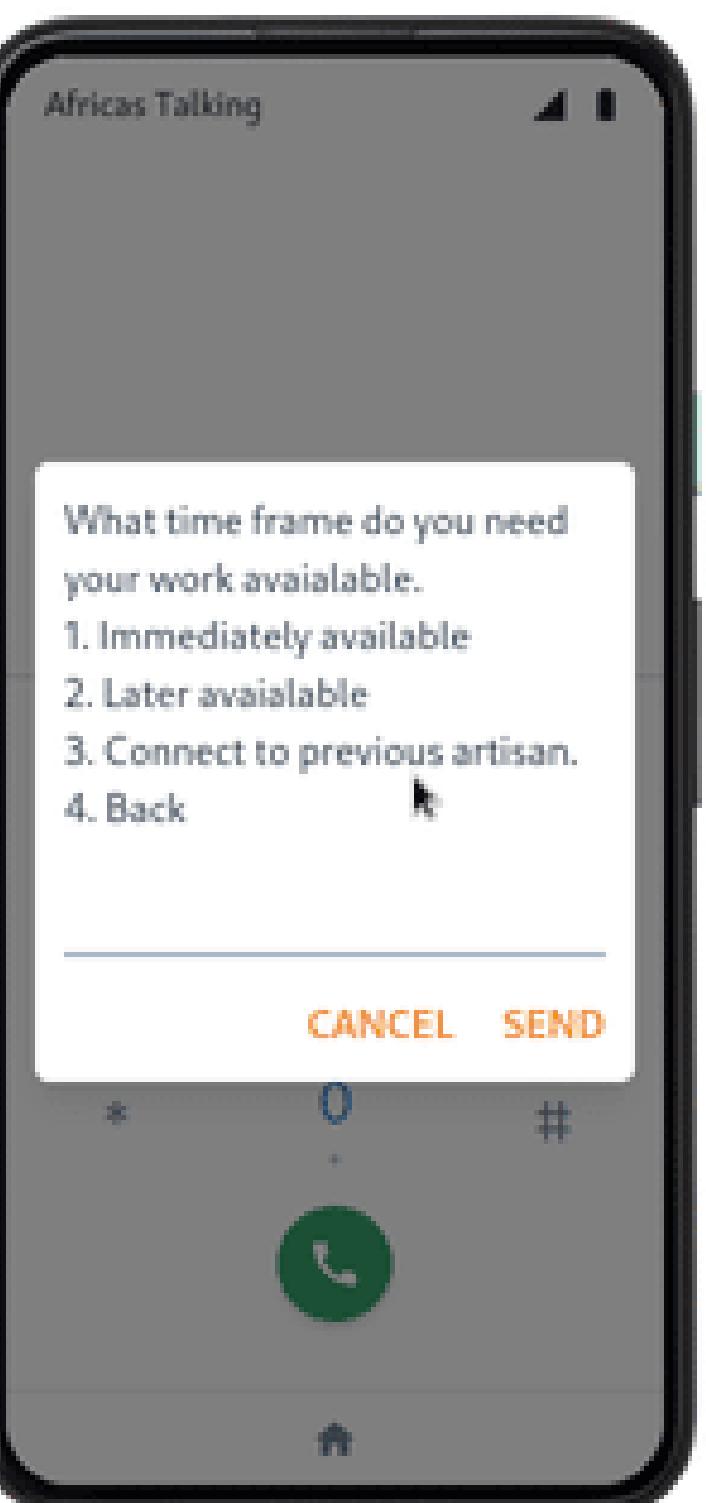
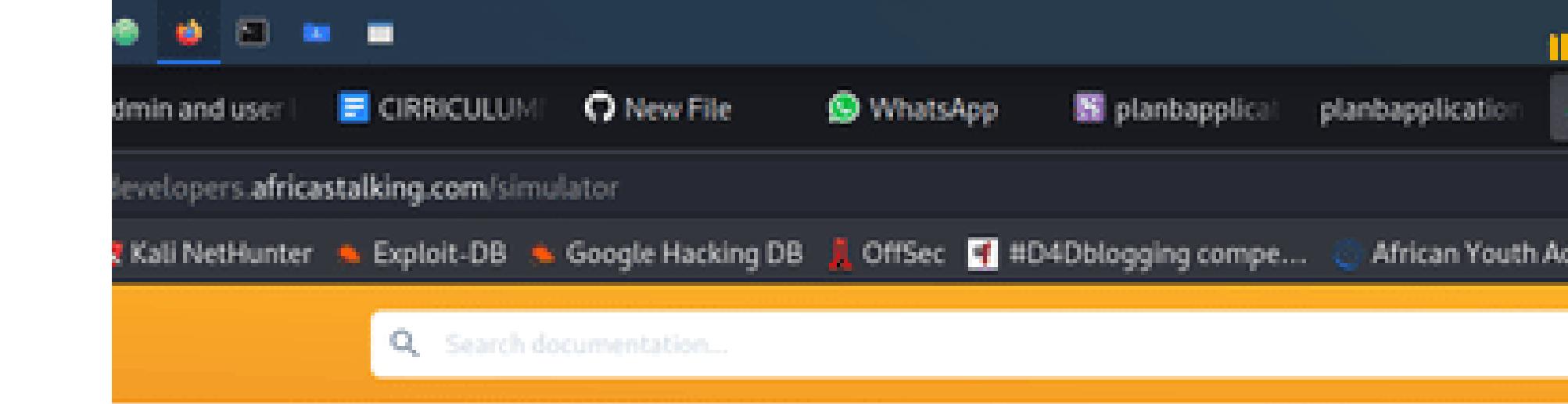
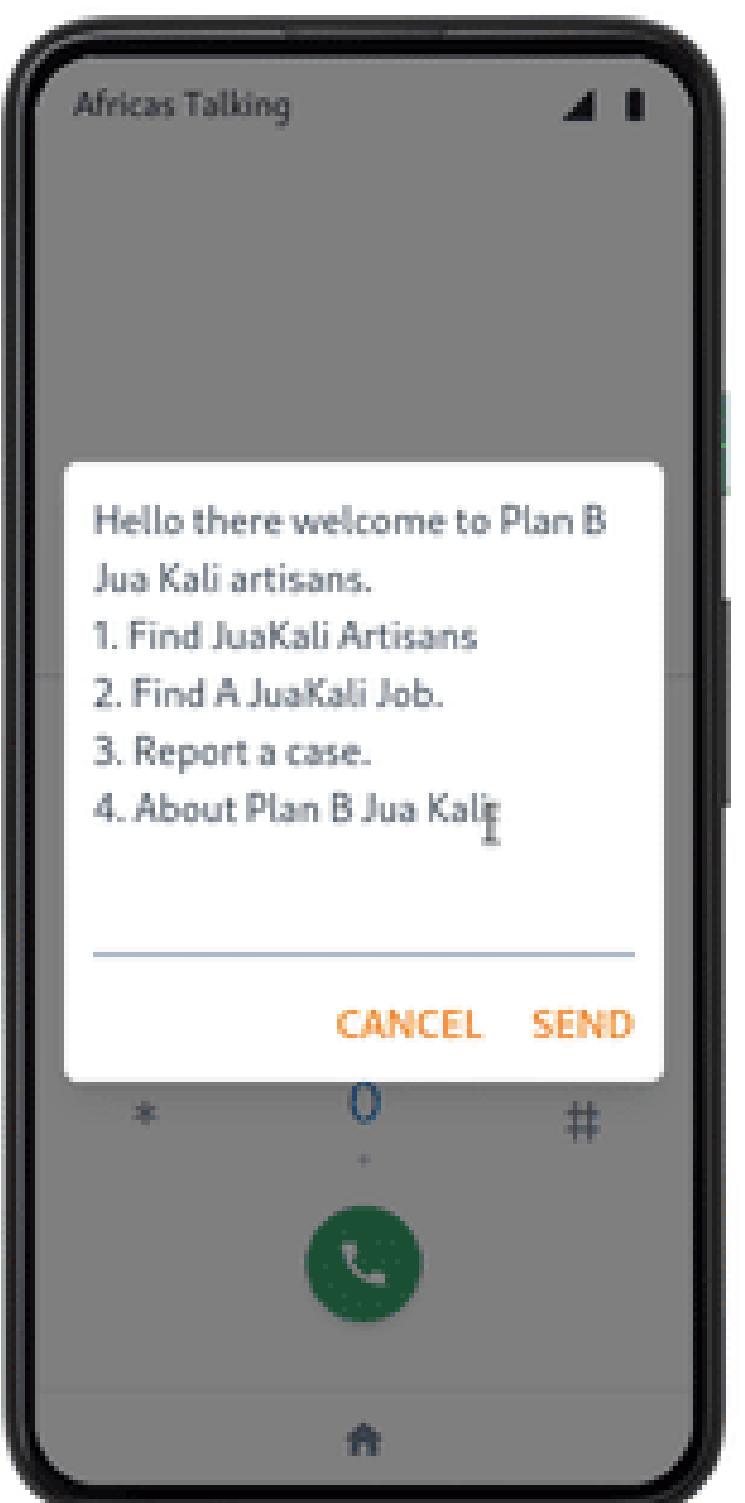
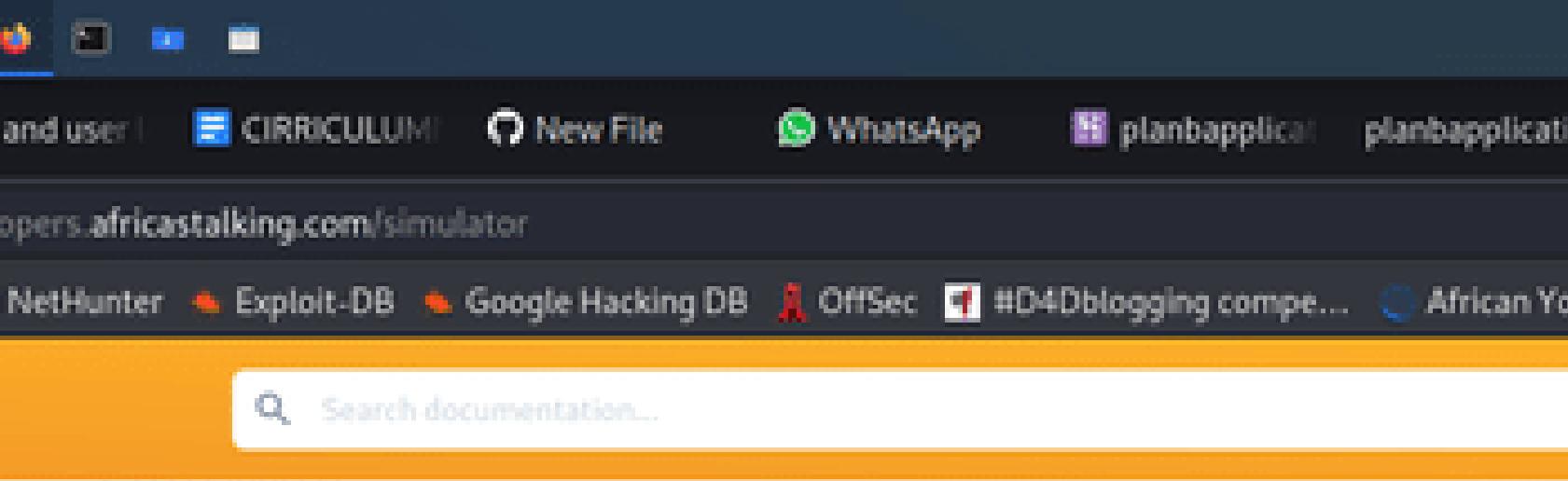
Kali USSD

Select job
request.

Choose any job
option when you
go to the option on
the job you would
need.

Receiving a
text.

You will receive a
text message
about those with
your job
specifications
around.



Ussd app

A screenshot of a web browser showing the [Africas Talking Simulator](https://developers.africastalking.com/simulator) interface.

The browser's top bar shows various tabs and icons, including:

- Home - Can
- Home - Can
- Plan B - Pre
- google docs
- Admin and use
- New File
- WhatsApp
- planbapplic
- planapplication
- Document
- Edit Person
- Cartoon-Cl

The address bar displays the URL: <https://developers.africastalking.com/simulator>.

The main content area features a large orange header with the Africas Talking logo and a search bar labeled "Search documentation...". To the right of the search bar is a "Sign In" button.

The left sidebar contains a navigation menu with the following sections:

- LEARN
 - Tutorials
- API REFERENCE
 - Authentication
 - Request Headers
 - SMS >
 - USSD >
 - Voice >
 - Airtime >
 - Payments >
 - Mobile Data >
 - Application
 - Notifications
 - Idempotent Requests
- TOOLS
 - SDKs
- Simulator
- Postman Collections

The "Simulator" section is currently active, indicated by a yellow background.

The central part of the page displays a mobile phone simulation interface titled "Africas Talking". It shows a keypad with numbers 0-9, *, #, and a call button. A modal window titled "Choose Job Listing" lists four options:

1. Carpenter
2. Mason and Plumber
3. Fisherman
4. Electrical repairs

At the bottom of the modal are "CANCEL" and "SEND" buttons.

Below the phone simulation, the text "USSD jobs." is displayed.



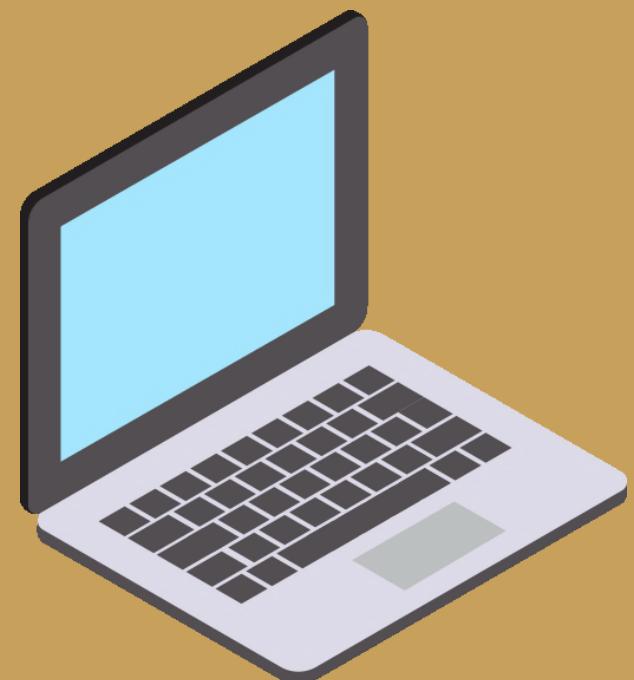
Connecting information from all your accounts



Plan B

Free Lancers.

Saving on resources and finding work.



localhost / localhost | X | locate | X | Plan B | X | Plan B | X | Speed Dial | X | +

EN (genmon)XXX 243

localhost/Cartoon-City/main/database/html/pages/up.php

Create your Plan B Account

Your email:

Password

Confirm Password

User registration type

Client

Free Lancer

ERROR for site owner: Invalid key type

reCAPTCHA

I agree to the terms and conditions

Sign up

or

Login for Free Lancer.

Notes

42%

Pages Sign Documents Support

Contacts Us Docs v1.0



Terms and Conditions are the procedural acceptance in use of our application by the client and by signing it you agree to its follows as stipulated within the agreement document.

Sign

Third Party Agreements are agreements that enables us granted access to your third party free lance sites accounts.

Sign

[Terms and Conditions](#) [Third Party signatures](#)

Premiums page.

\$
5

/ month

Basic Plan

\$
10

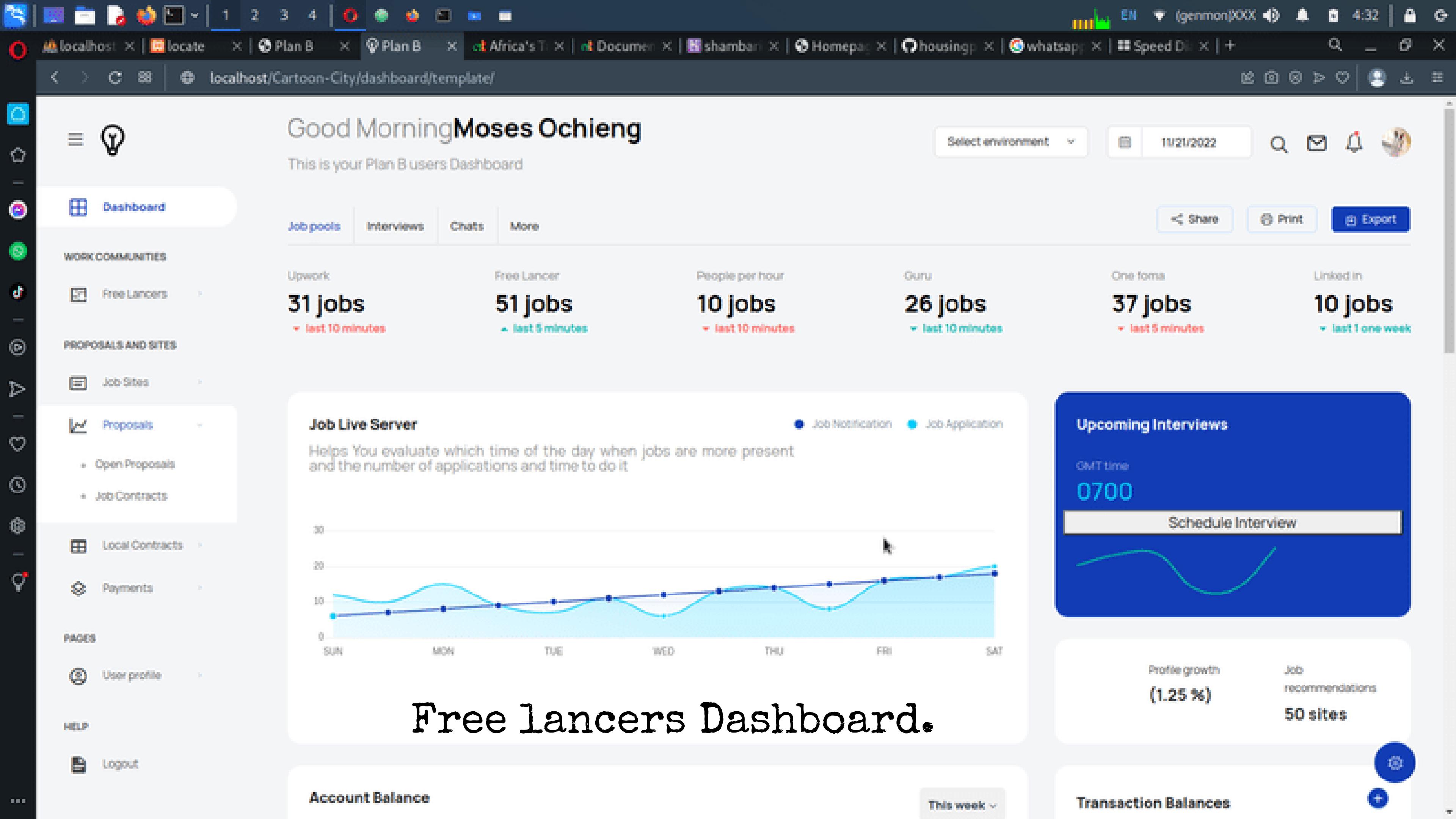
/ month

Basic + Premier plans

\$
25

/ month

Basic + Premier + Advanced plans



JUA KALI APPLICATION STRUCTURE.

1

APIs

AFRICAS TALKING

WEBSITE API

CAPTCHA API.

GOOGLE MAPS API

2

Backend and Database.

PHPMAILER

XAMPP

PHP (BACKEND)

CONCEPT TESTING -
PYTHON (Python
Numbers Library.)

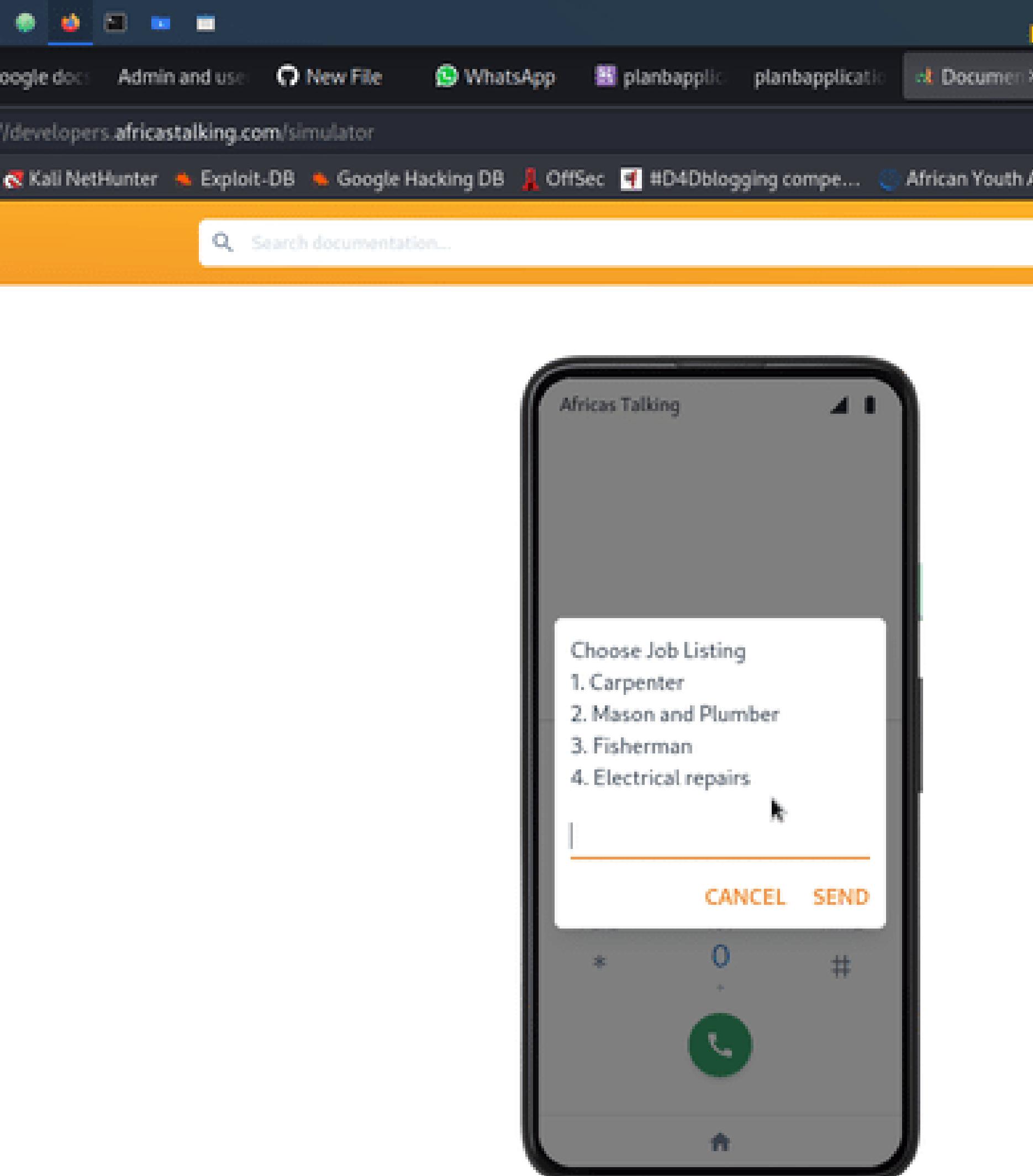
3

FrontEnd

JAVASCRIPT.

HTML.(COMPILED
HTML PUG)

CSS.(SCSS)



Technologies used Free lance notification.

Front End Development.

Javascript

Jquery and Ajax.(Libraries)

HTML.

APIs

(Form Spree)

Backend Development.

PHP

Pyscript

Python for testing.

Market size &
Opportunity.

Market size

- Currently, the Kenyan online gig economy is valued at \$109 million, and it employs a total of 36,573 gig workers.
- At least 1.2 million Kenyans are working online, earning an average of Sh20,773 per month, a new study has revealed.
- Authority plans certificates for 0.5 million Jua Kali artisans ... The Kenya National Qualifications Authority plans to certify over 500,000 youth .



Opportunity.

- This offers a great market for our products and could translate to a spin growth within our first month of launching.
- We believe by delivering a wide market for our clients who are job seekers with unemployment rate standing at 5.73%.We have a large security in the market as a broker to different job sites already present.
- With also regulation and implementation of that of the Jua Kali sector there is a greater opportunity to have control of this market.



Revenue stream.

Revenue Stream.

Money generated from monthly premiums pay outs . and job commission payouts.

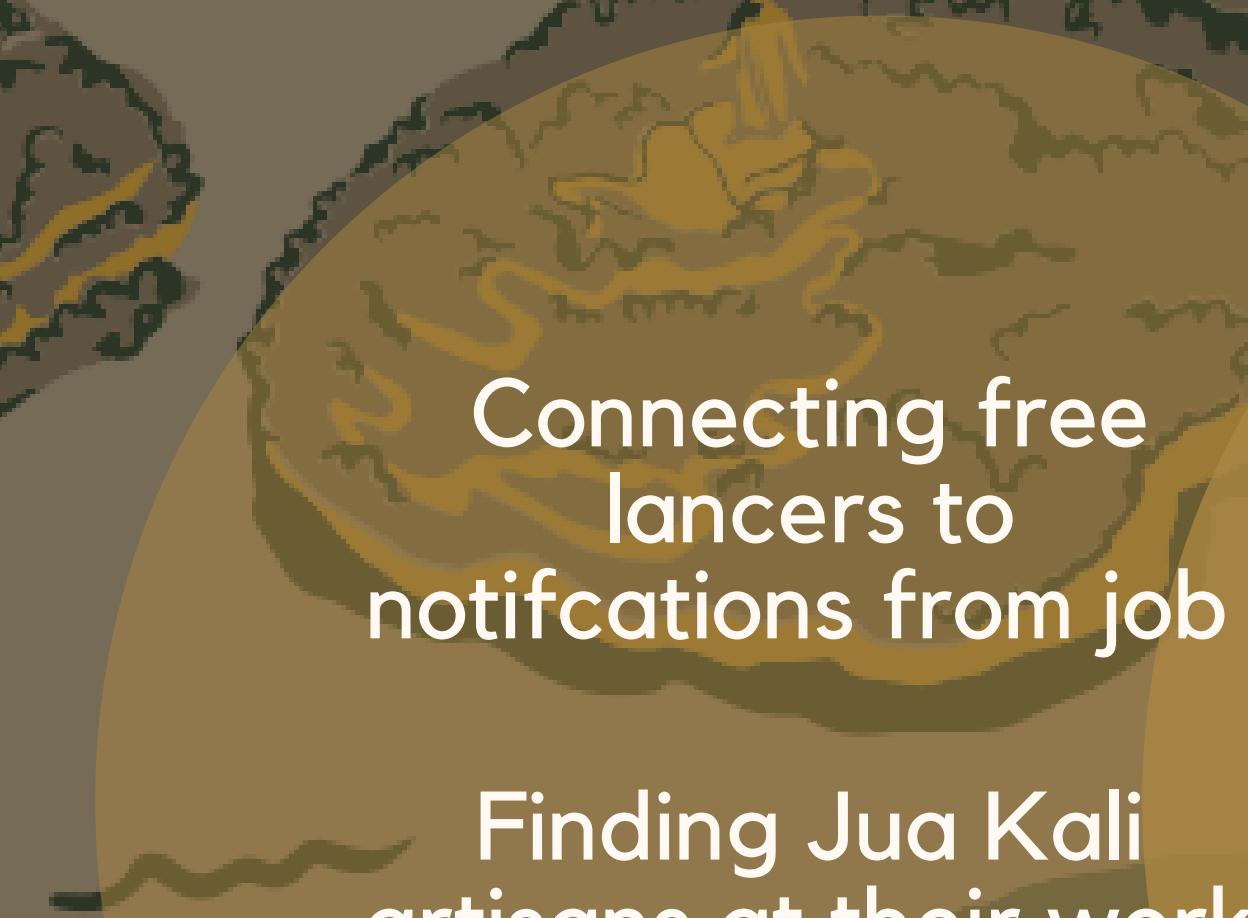
Service signups from Jua Kali artisans.

Advertisement through the site.



Competition.

Unique Selling Point.



Connecting free
lancers to
notifcations from job

Finding Jua Kali
artisans at their work
places



Finding Jua Kali Artisans
away from their work
places.

Creating free lancing
communities to share
experiences and great
perfomamances.

Investement.

Investement and Fund structure.



Founder./ ceo

Managing Director



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Faith Mutitu

Software Engineer , Enteprenuer ::



Thank you

for listening!