



أمان - Aman

معاك حول السودان

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An app specifically developed for people displaced around Sudan to help them with their journey of finding a new, temporary or permanent home. From finding suitable real estates to buy/rent, comfortable buses to travel between cities, familiar business from Khartoum that franchised in their cities to an offline survival instructions to use where the internet connection is lost.



According to the UNOCHA report and due to the current conflict going on in the country 5.1 million people were displaced internally to 5,473 locations across Sudan.

UNHCR reported 3.4 million people, that is 68% of those affected by the war are displaced from Khartoum to Sennar, River Nile, East Darfur, Northern, South Darfur, White Nile State. To the only working port/airport in Port Sudan a journey from these places might take up to 5 days due to the new routes taken since the main one is cut because of the conflict. To those people these cities are unknown, the streets, hotels, apartments for rent and the safe neighborhoods to live in.

Facebook is the main platform used to offer these services and the posts get lost between other hundreds and there is always the concern of fake accounts and scam offers. Let alone the brokers between a customer and an owner.



How will "Aman" help?

Each individual is able to create a profile through their phone number/email address to use the 4 sections of the app. First one, real estate for buying/renting, apartments, hotels, even rooms within people's houses with details including price per day/month, capacity of the place, services available, location, photos and rating of previous residents. Second, bus tickets reservation and purchase, directly from bus owners/travel companies, photos capturing inside and outside parts of the bus, licenses, available services and prices included. Third, the offline service, once customers hits the road to their new home they face struggles maintaining a stable internet connection, the offline service includes first aid instructions, a detailed map with local, small villages names, diseases spread in the area with ways to prevent them, in addition to homemade natural remedies for the common epidemics. Within the third section a specified window for women is provided that include period pads

local/homemade alternatives, natural period painkillers and instructions to follow in case of rape to maintain the victim's mental/physical health as well as possible. This section also has informations about sudanese cities and villages and their heath/educational facilities. Forth and last section "Khartoums", for customers to find the feeling of home through the businesse that used to work there and now available in the cities where they were displaced. Cafes, restaurants, shops.. etc, with the ability to purchase their products/services through the app.

Marketing and sales

"Aman" in arabic means safety, which is a feeling that displaced people in Sudan have lost since the start of the war, driven by nostalgia to find a new place to call home and settle down. (I would sure know, I happened to be one of them). This is the core of our marketing plan, " a safe journey towards a safe home".

Since our customer segments depend mainly on Facebook to offer/find these products/services beside personal connections and acquaintances, a way on which many brokers can mediate and affect the prices, through the same platform we plan to reach them and offer our solutions for their problems with a well written specified content, in addition to maintaing their trust through constant sharing on the app page and customer support services in case of technical issues. Connections with drivers/travel companies, real estate and business owners is a second channel to reach our target audience.

Operational Strategy

It's a fully virtual service, no physical work place is held but rather contracts with drivers/travel companies, real estate/business owners, delivery company, app developer/s and UIUX designers.

Full/part time employees for content creation, customer support, finance, marketing, communication with the previously mentioned partners and a supervisor for the whole operation. Except for lawyers who manage signing and renewing the contracts with the partners other employees work remotely.

Payment processes are done by online payment services applications, starting with a contract with the most famous/used one right now "Bankak".

Finances

Estimated costs include:

- software expenses.
- employee salaries.

Estimated revenue streams :

- purchases from the business in apps.
- ads.
- % of ticket prices.
- % of real estate owners finished deals.