ASHESI UNIVERSITY	|	BSC MANAGEMENT INFORMATION SYSTEMS
PROBLEM SITUATION (PROSIT)		
Course	ELECTRONIC COMMERCE	
Number	1	
Position	**Week 4**	⇒ **E-Commerce Models & E-Commerce Presence**
Title of PROSIT ⇒	**TRUSKY E-TROTRO PLATFORM**	

Text of PROSIT: Email from the CEO of Trusky to the Head of Digital Business Services, API Tech Ltd Consulting firm

September 29, 2025

Dear Sir,
I am the founder of Trusky, an electronic Trotro platform which was launched in Accra in 2020 to answer one simple question: "When is the Trotro coming?" The idea was sparked one late evening as I waited about 30 minutes for a Trotro to East Legon along the Abedi Pele Road. Despite the presence of several mobile apps and electronic boards, they provided too much information. I simply wanted to ask someone when the next bus would arrive. Leveraging the novel chatbots used by various social media platforms, such as Facebook Messenger, I worked with my team to develop a prototype platform. I gave it the persona of a typical Trotro driver's mate.

When it was launched, Trusky attracted approximately 100 users within its first week. However, the following week, when it was featured on a popular blogger's platform, the number of users surged to more than 1,000. Today, Trusky is growing rapidly with over 20,000 regular users, many of whom interact not only to check Trotro timing but also to chat for humour and comfort. The platform is loved for being witty, sarcastic, and relatable, speaking in Pidgin and providing a human-like, localised experience. Yet, this rapid growth nearly crashed our servers, requiring immediate re-architecting of our systems to handle scale and reliability.

Trusky has remained a side project, supported mainly by my personal time and occasional help from friends. It has proven popular and culturally iconic, but has yet to generate sustainable revenue. Users continue to request new features such as sentiment recognition and enhanced AI conversational flows. As discussed, I would value your assistance in helping me and my team prepare a comprehensive proposal for potential investors. I am also open to various ideas and strategies for monetising the platform and turning Trusky into a sustainable digital business. I look forward to receiving your report by Thursday, October 2, 2025, ahead of my planned pitch to prospective partners.

Yours sincerely,
Nathan Yomoh
Founder and CEO, Trusky

Keywords ⇒	Business Model, SWOT Analysis, Value Proposition, Vision, Mission, E-Commerce Presence

References
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Version (date) ⇒	1.0 ----15/09/2025	**Modified by**⇒	

Title of PROSIT	TRUSKY E-TROTRO PLATFORM
Key Terms/Concepts	
1. Business Model 2. Value Proposition 3. Disruptive innovation 4. SWOT analysis 5. Five Competitive Forces 6. Sharing Economy 7. Collaborative Consumption	
Objectives:	
❑ Develop a compelling e-commerce model ❑ Explain the factors to consider in building an e-commerce presence ❑ Analyse a digital business situation and make recommendations about positioning	
Specific comments	
- **All assumptions must be clearly stated.**	
Version (date) ⇒	1.0	**Modified by⇒**	