



MoJambo!



# MoJambo! mission

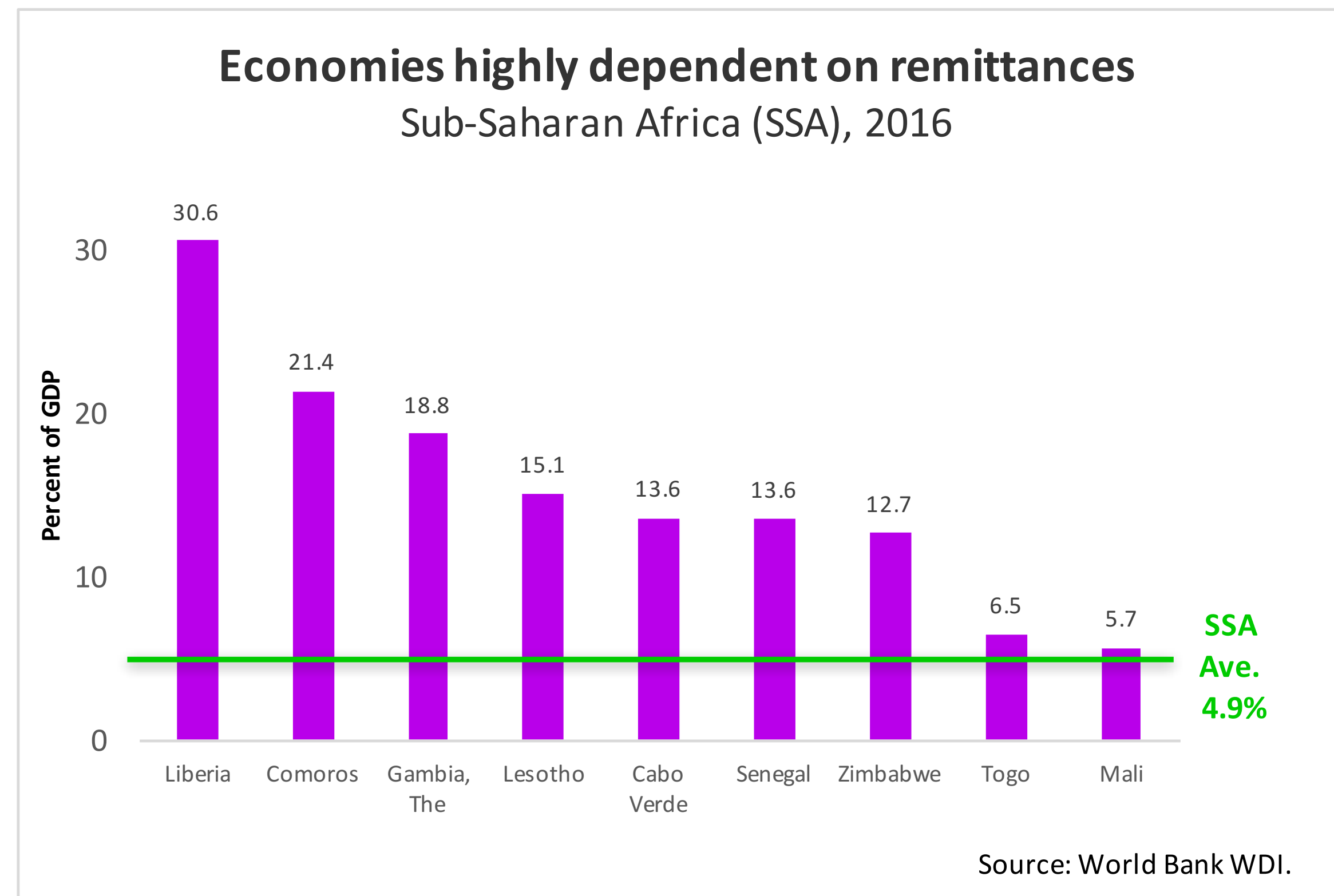
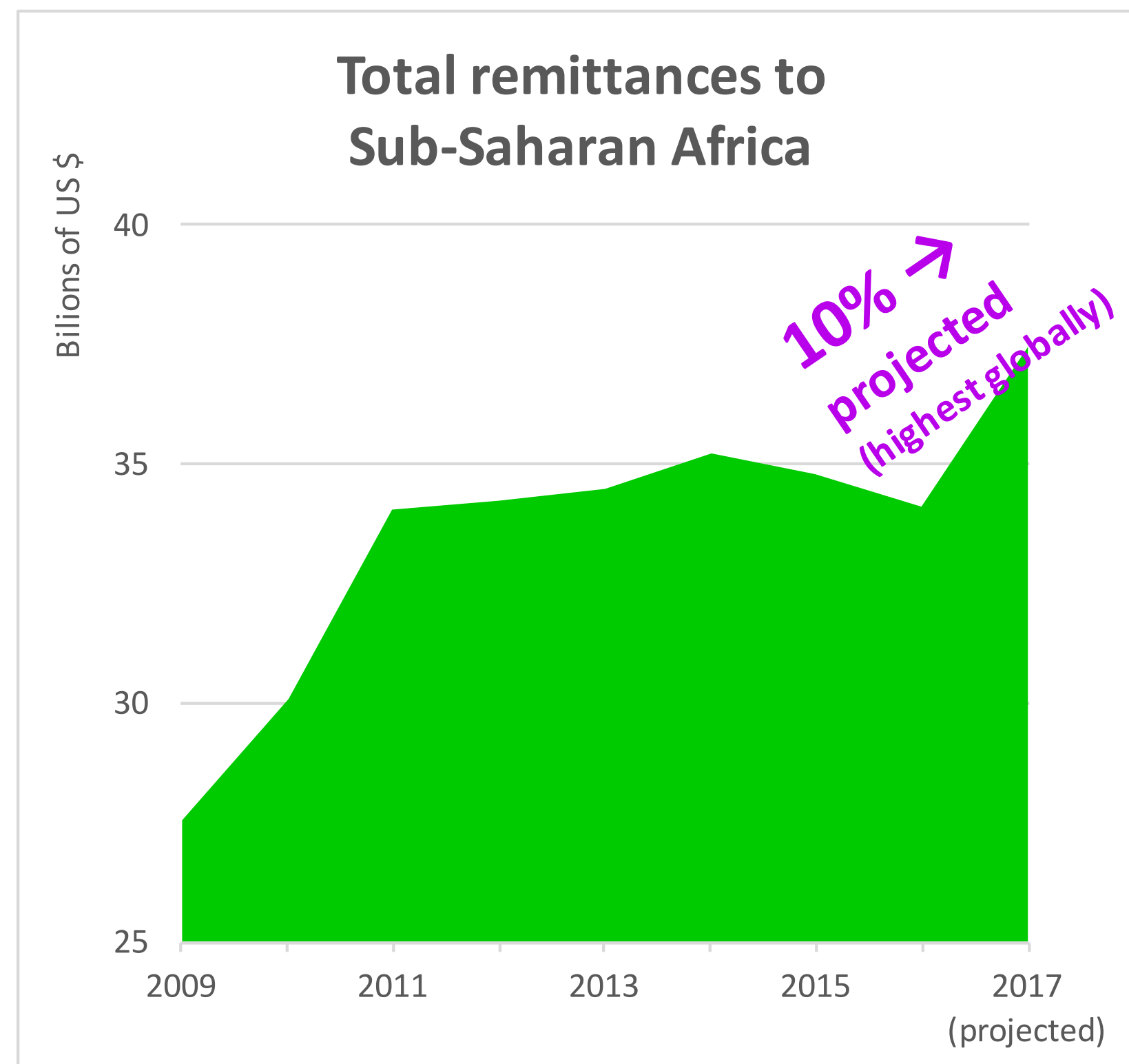
- We believe that African migrants living in the UK should be able to send money to their loved ones back home in a way that is **DIRECT**, FAST, and CHEAP.
- By reducing the cost of remittances, African families will have **more money** to spend in the household.

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# Background

Money to Africa coming from remittances is **increasing at a fast rate**, and many countries heavily rely on this money to sustain their family's needs.



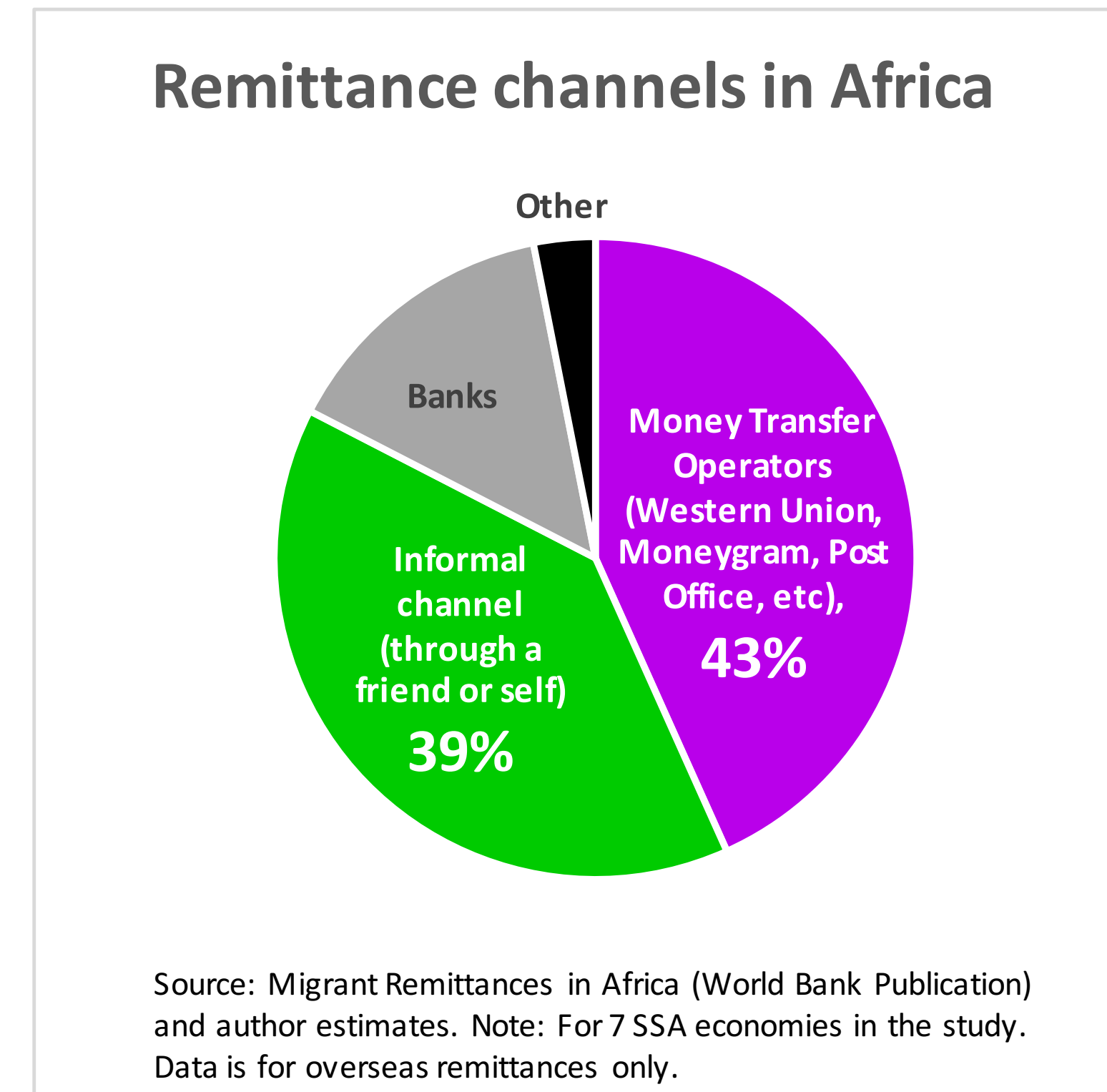
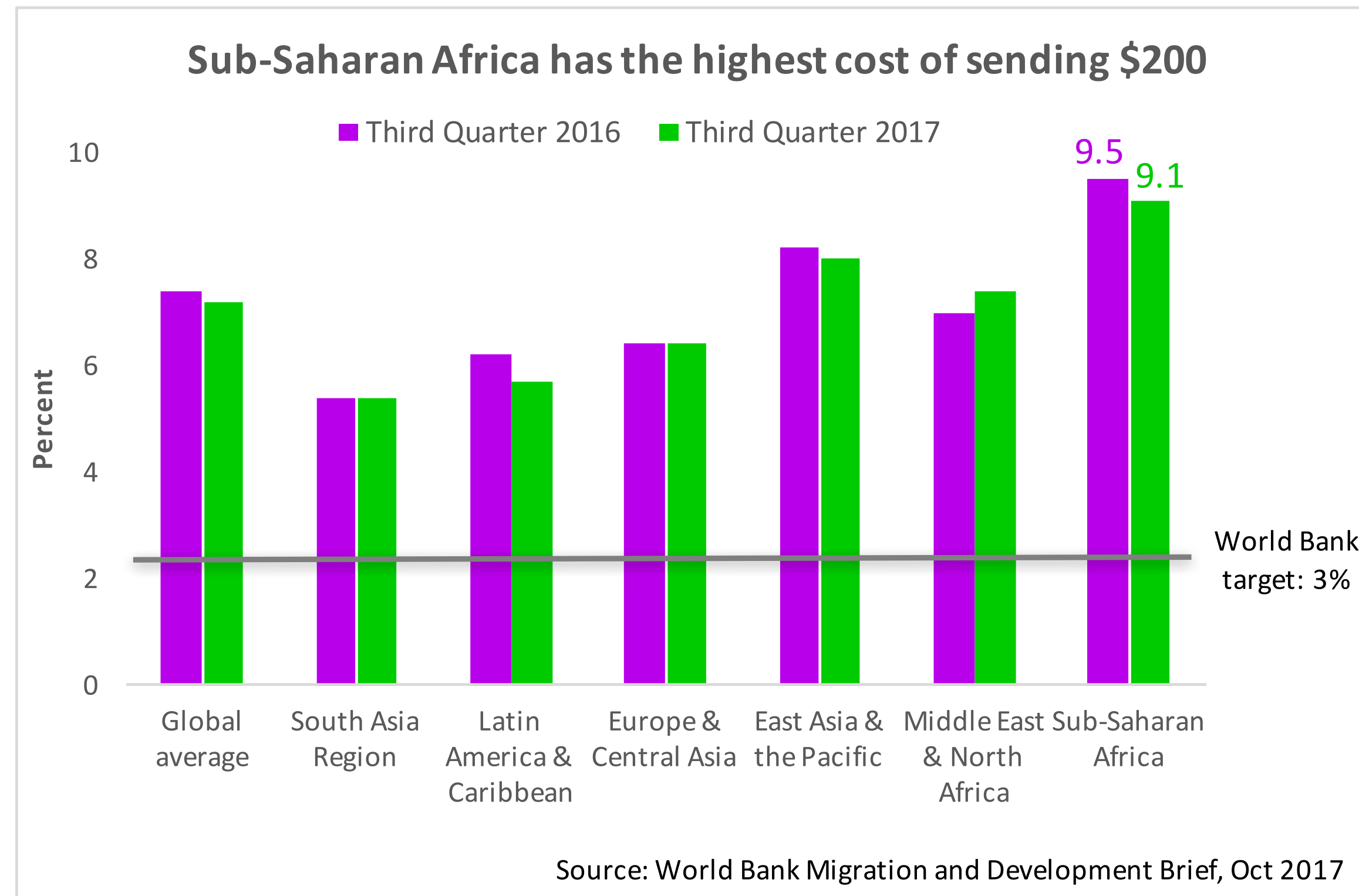
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# Problem

Remittance costs to Africa are the **highest in the world**, and there is a **high degree of informal money transfers** in the region.

Informal transfers are reported to equal or exceed official remittance numbers.



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# Market Validation: Common complaints on sending money to Africa

Expensive

“The costs are too high!!!”

No transparency

“I just sent money last month, why are they asking again?  
Where was it spent?”

Regulation

“Exchange controls and AMLA/CFT rules  
restrict large transfers”

Lack of competition

“I would like to have other options for money  
transfer other than Western Union”

Infrastructure deficiencies

“The technology is not yet available in my  
rural area”

Slow

“It takes forever to receive  
my money!”

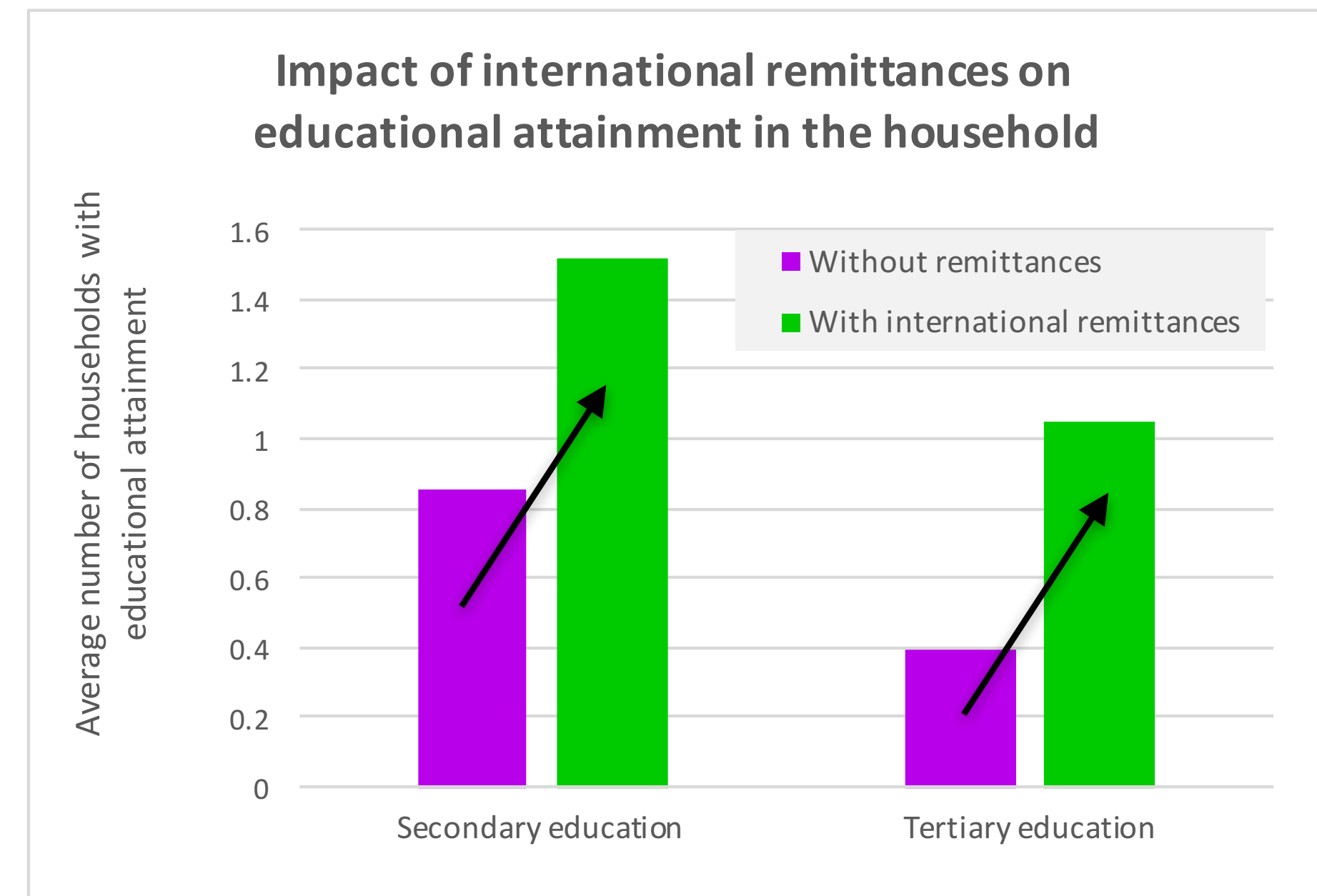
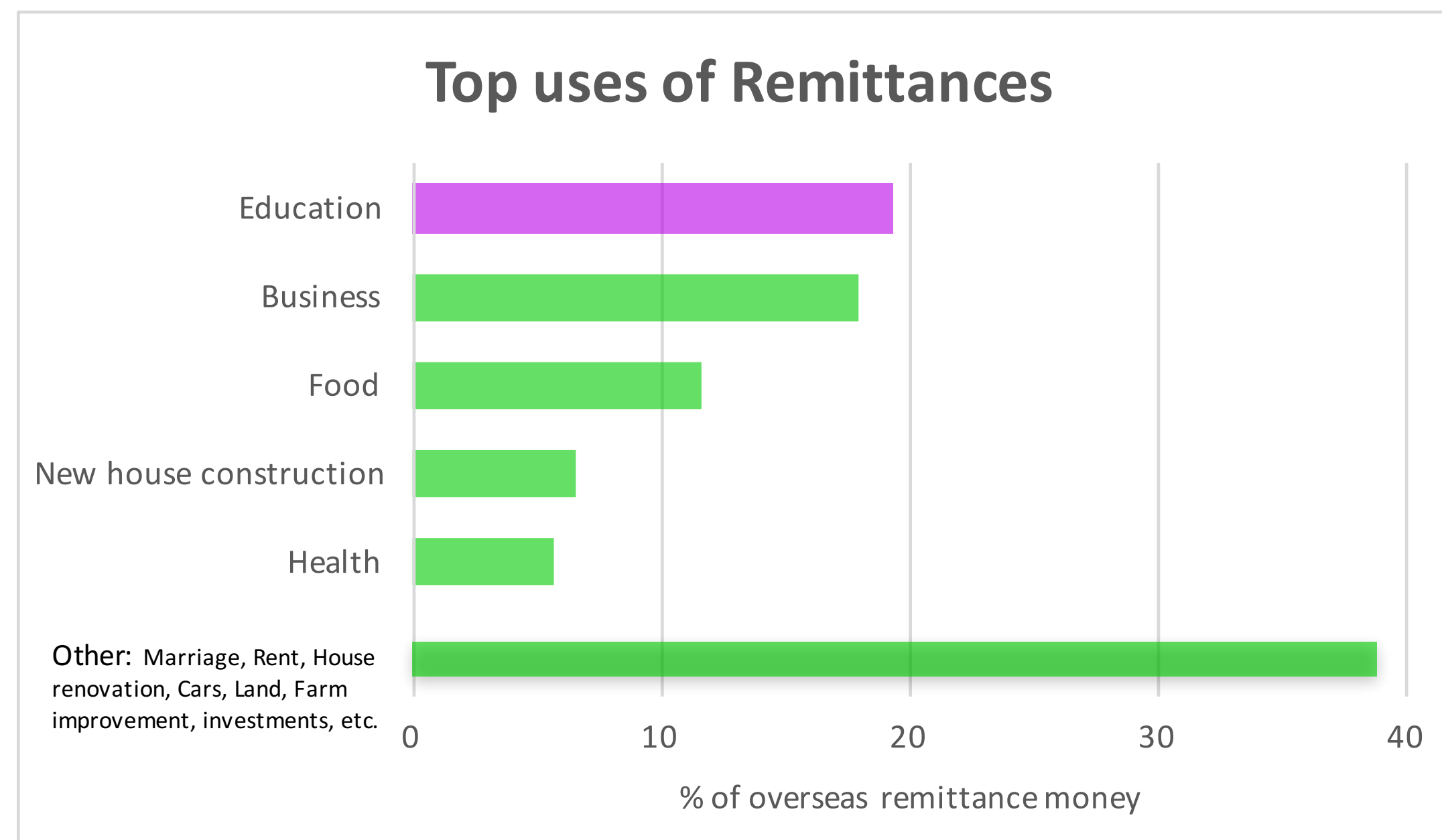
Note: Based on an ongoing market survey in October 2017. Preliminary numbers only. Demographics available upon request.

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# Market Validation: Education is the primary use of remittance money to Africa

World Bank: Households that receive international remittances have **substantially more** household members that **have completed secondary or tertiary education**.



Source: Authors estimate, based on a World Bank study “Remittance Markets in Africa” by Sanket Mohapatra and Dilip Ratha.  
Refer to Table 1.3

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# MoJambo! Solution

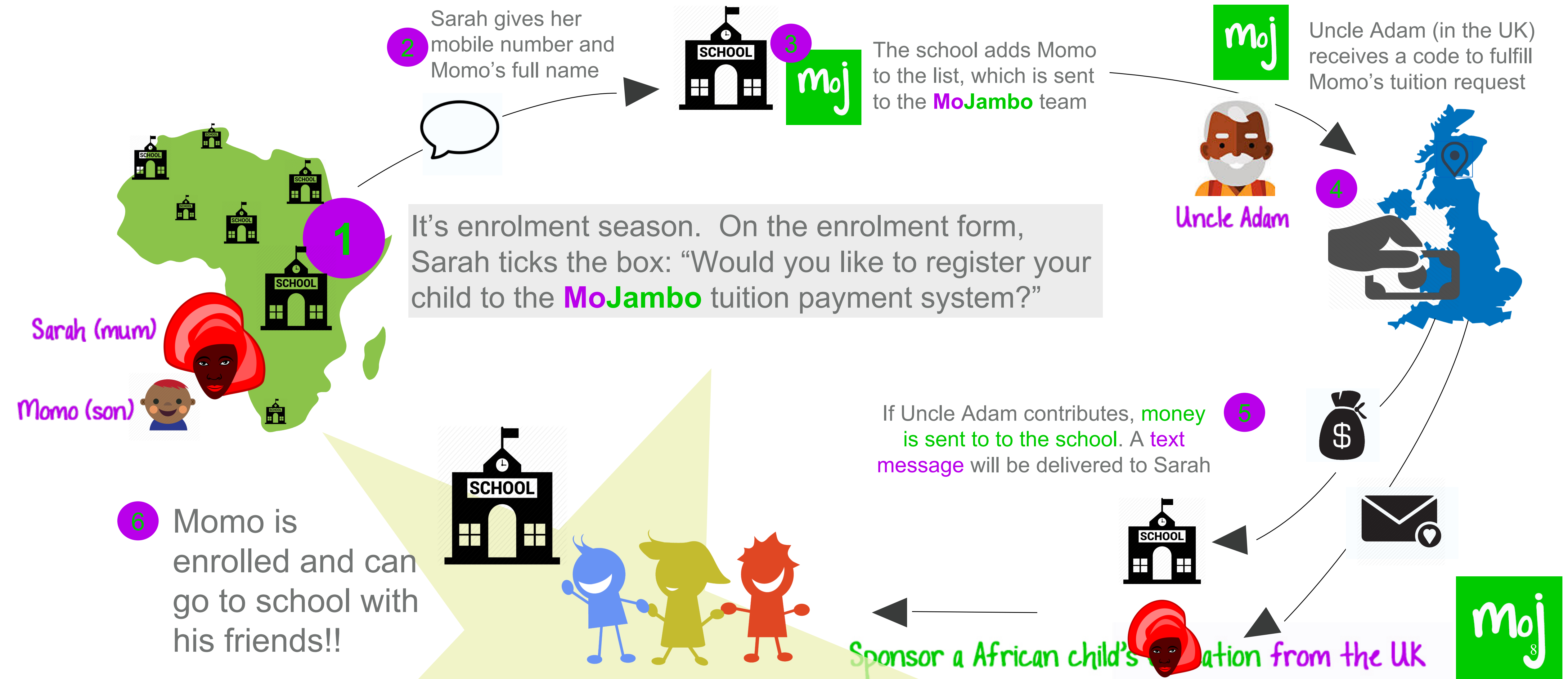
A web-based platform that allows UK residents to **transfer money directly for education.**

- ✓ **Full transparency** on the usage of funds
- ✓ **No regulatory** hoopla
- ✓ Leverages current mobile infrastructure
- ✓ No need for a bank account
- ✓ **Mobile-based:** no travel times to remittance center
- ✓ **Cheap**
- ✓ **Welfare-improving:** help support education in Africa

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# How does it work?






# MoJambo! Product Demo



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SPONSOR EDUCATION IN AFRICA FROM THE UK



It's very easy to pay for an African education from the UK using the MoJambo! platform. All you need is your phone number, the key code you received via text, and the recipient's phone number.

Sender's UK number:

Unique key code:

Recipient's number:

SUBMIT

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# BUSINESS MODEL

## Cost (1° year)

		UN IT	TOTAL PER YEAR (£)
LABOUR	DEV		
	MA		
	ACC		
	MA		
MARKETING	ADV		
	ON		
INFRASTRUCTURE	WE		
	SM		

To be confirmed

Total 109.800 £

we reach the break even point in 2 years

## Revenue scheme

FOREIGN EXCHANGE	2 %
SHOPPING FEE	3 %
COMMISSION MERCHANT	3 %

Total 8% commissions

- $(477 * 60\text{£} * 4\text{week}) * 8\% \text{ commission} = 9158 \text{ pound per month}$
- $9158 * 12 = \sim 109800 \text{ £ per year}$

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# Approach comparison

	Cheap	Speed (> £10k)	Inclusivity	Transparenc y	Secure
MoJambo!	●	●	●	●	●
Traditional bank transfer					●
Western Union	●		●		●
Amazon Africa*		●	●		
Jumia*			●	●	●
Zympay	●			●	●

\* Potential competitors not in the market yet

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# Next steps: Implementation

## Crowdfunding

- Multiple senders to send money to one recipient
- Public remittances: Anyone from the UK (apart from relatives) can sponsor a child's education in Africa

## Use cases

- Expansion to other sectors: Disaster and calamity resilience, health care, agriculture, etc.

## Technology

- Blockchain implementation (in development)

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# Team



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*“Education is the most powerful weapon which you can use to change the world.” Nelson Mandela*

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# MoJambo.co.uk



**MobilJambo**  
**UK, Ltd.**

is a private limited  
company registered in  
the UK.

Company Number  
11001145

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