



MoJambo!

MoJambo! mission

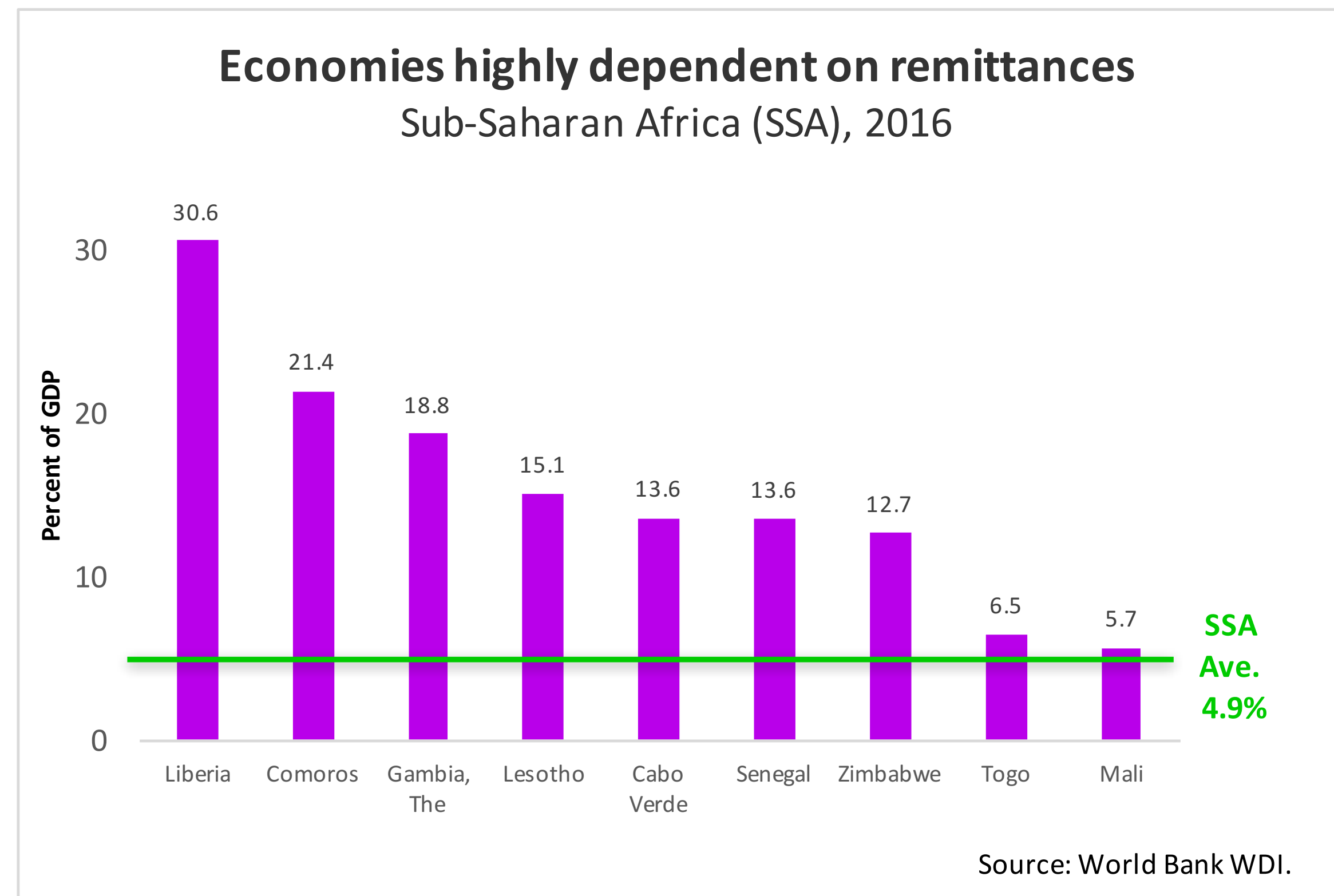
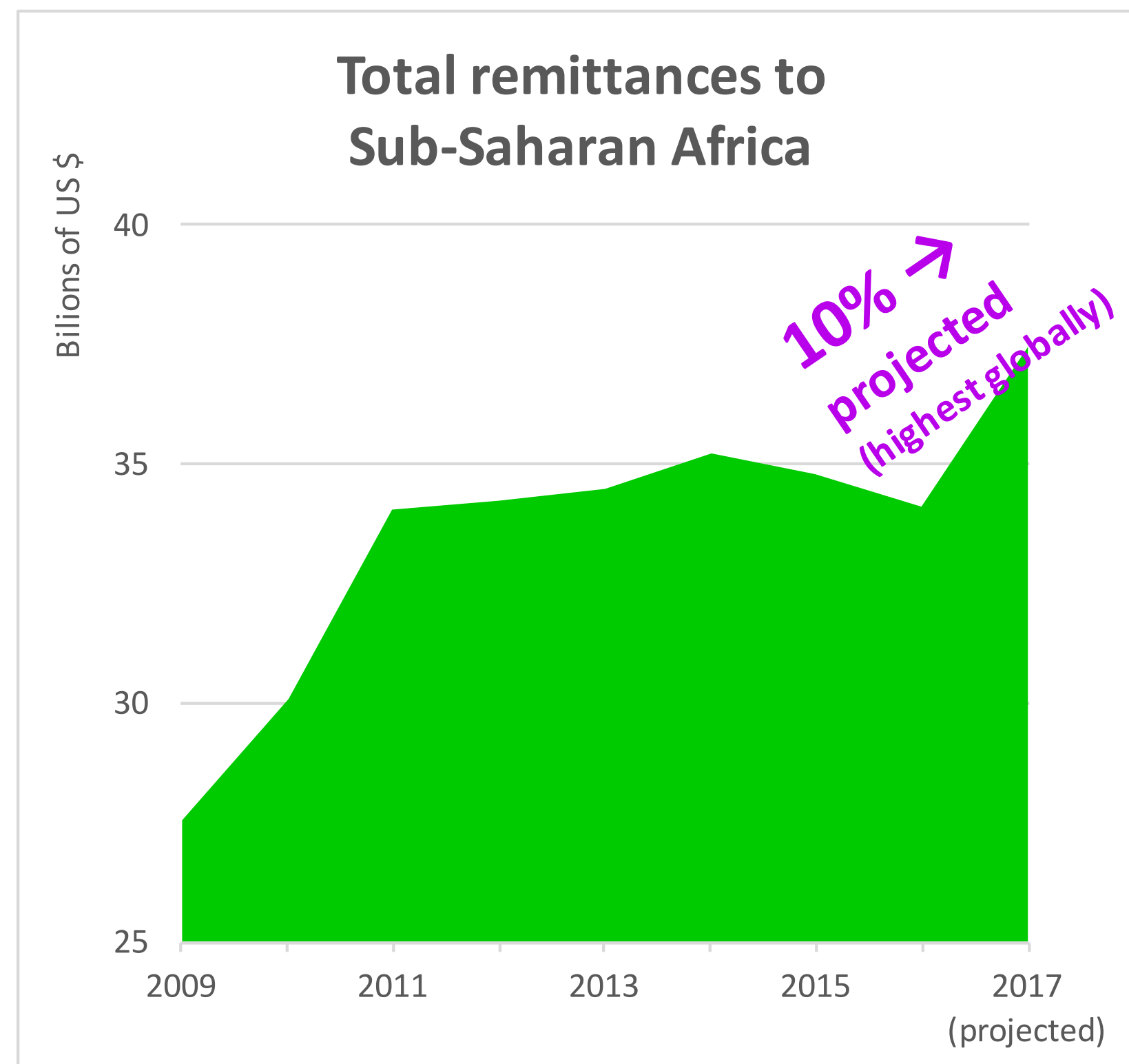
- We believe that African migrants living in the UK should be able to send money to their loved ones back home in a way that is **DIRECT**, FAST, and CHEAP.
- By reducing the cost of remittances, African families will have **more money** to spend in the household.

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Background

Money to Africa coming from remittances is **increasing at a fast rate**, and many families in Africa heavily rely on this money to sustain their household needs.



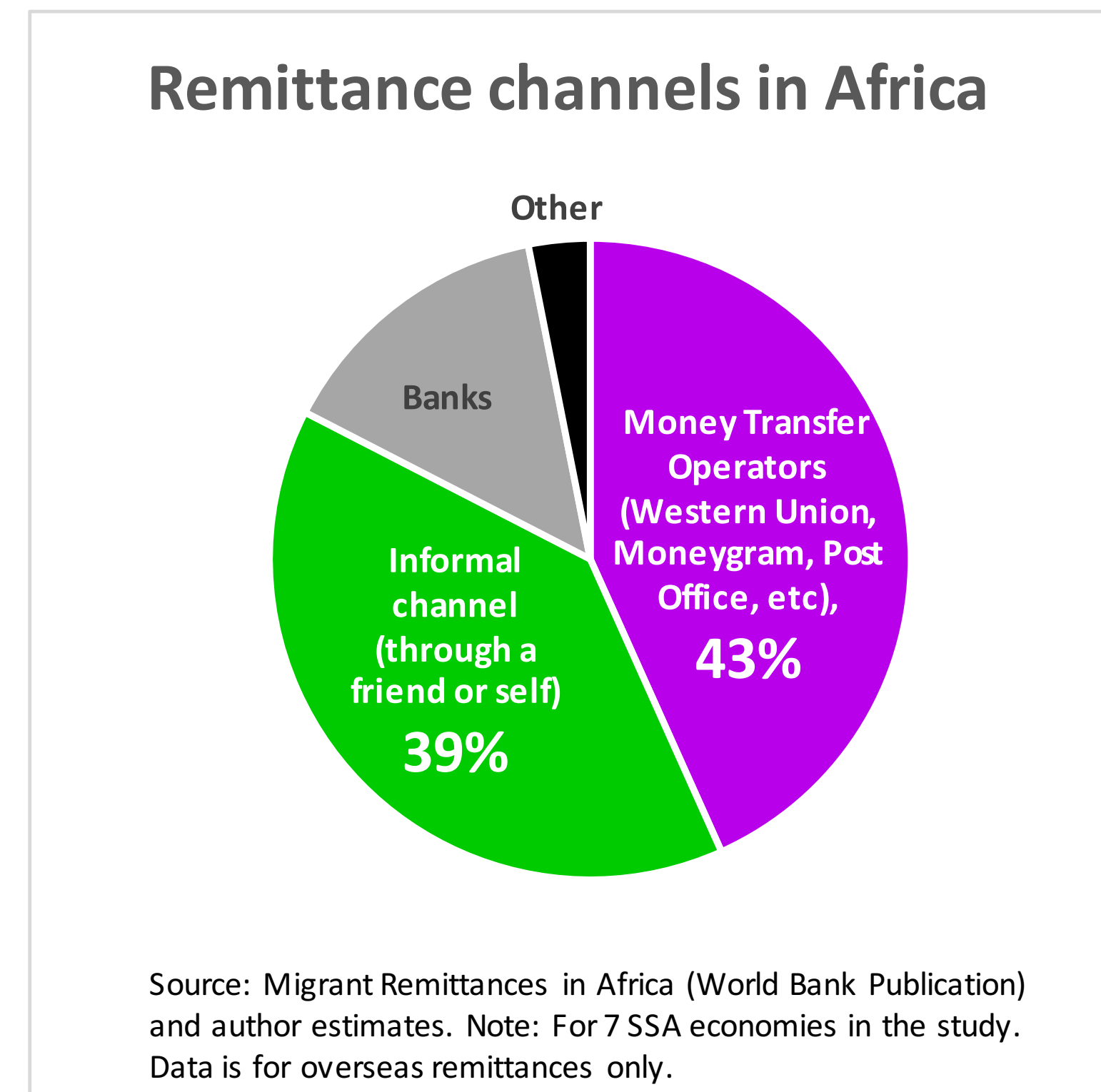
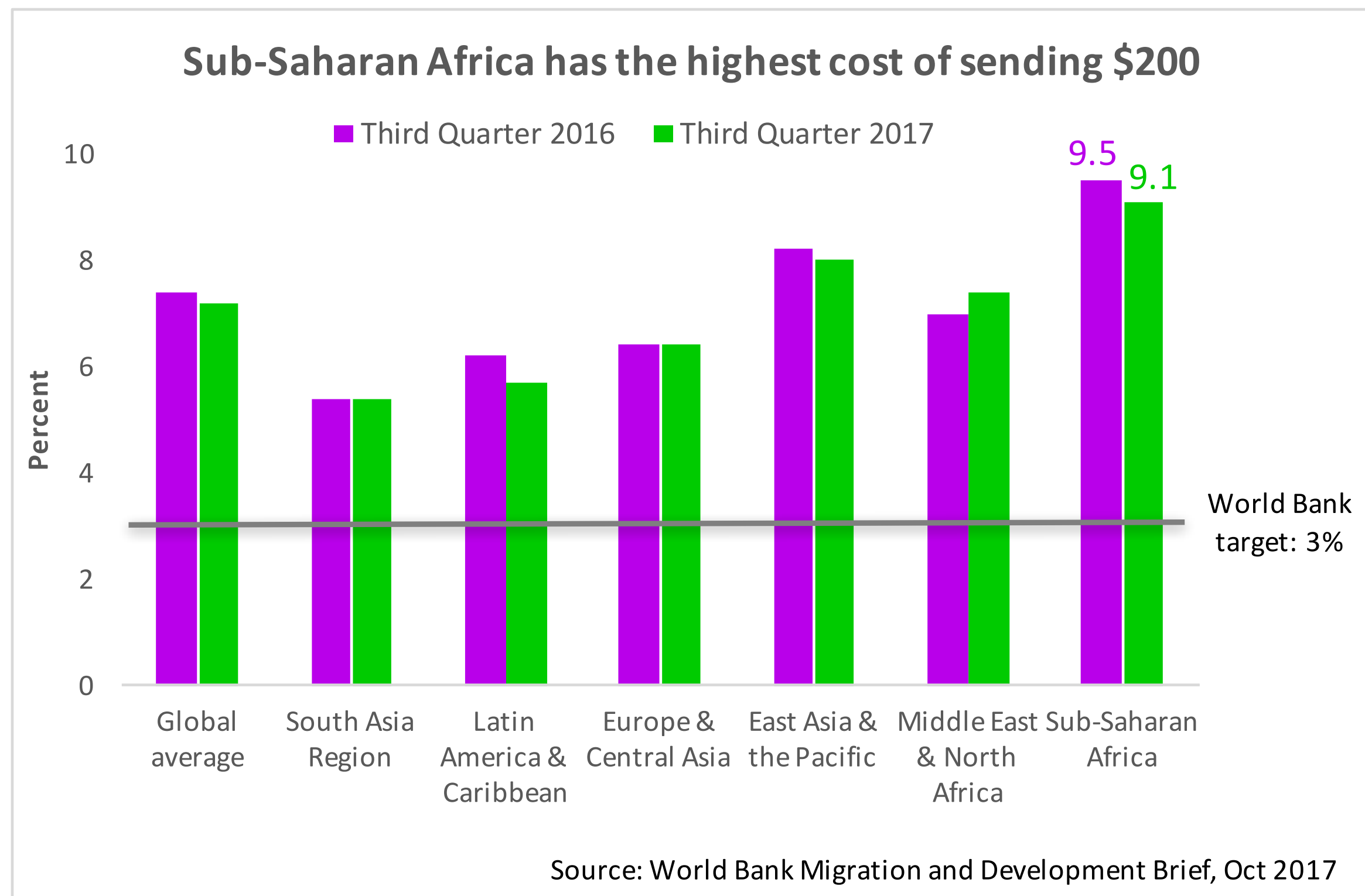
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Problem

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!”

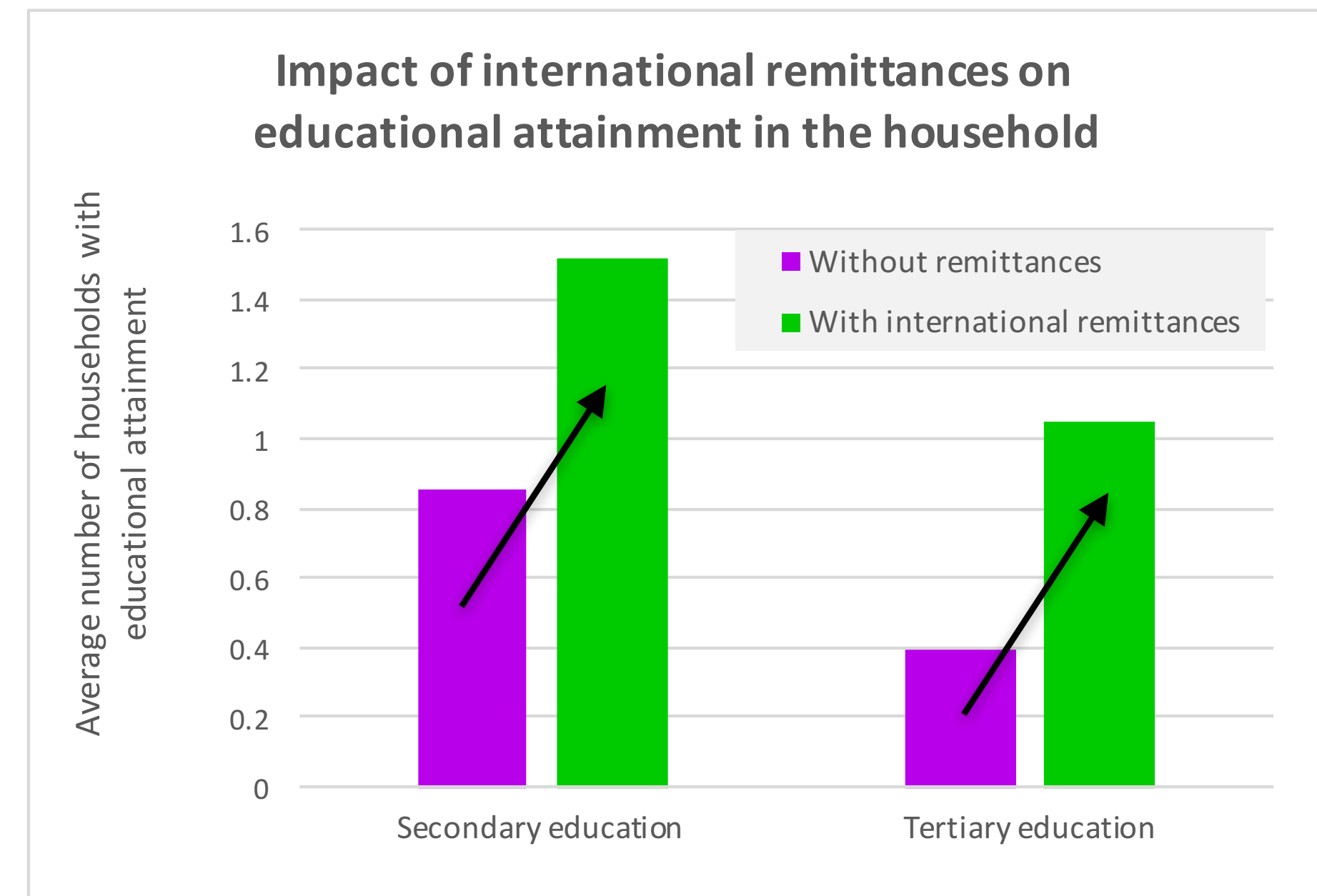
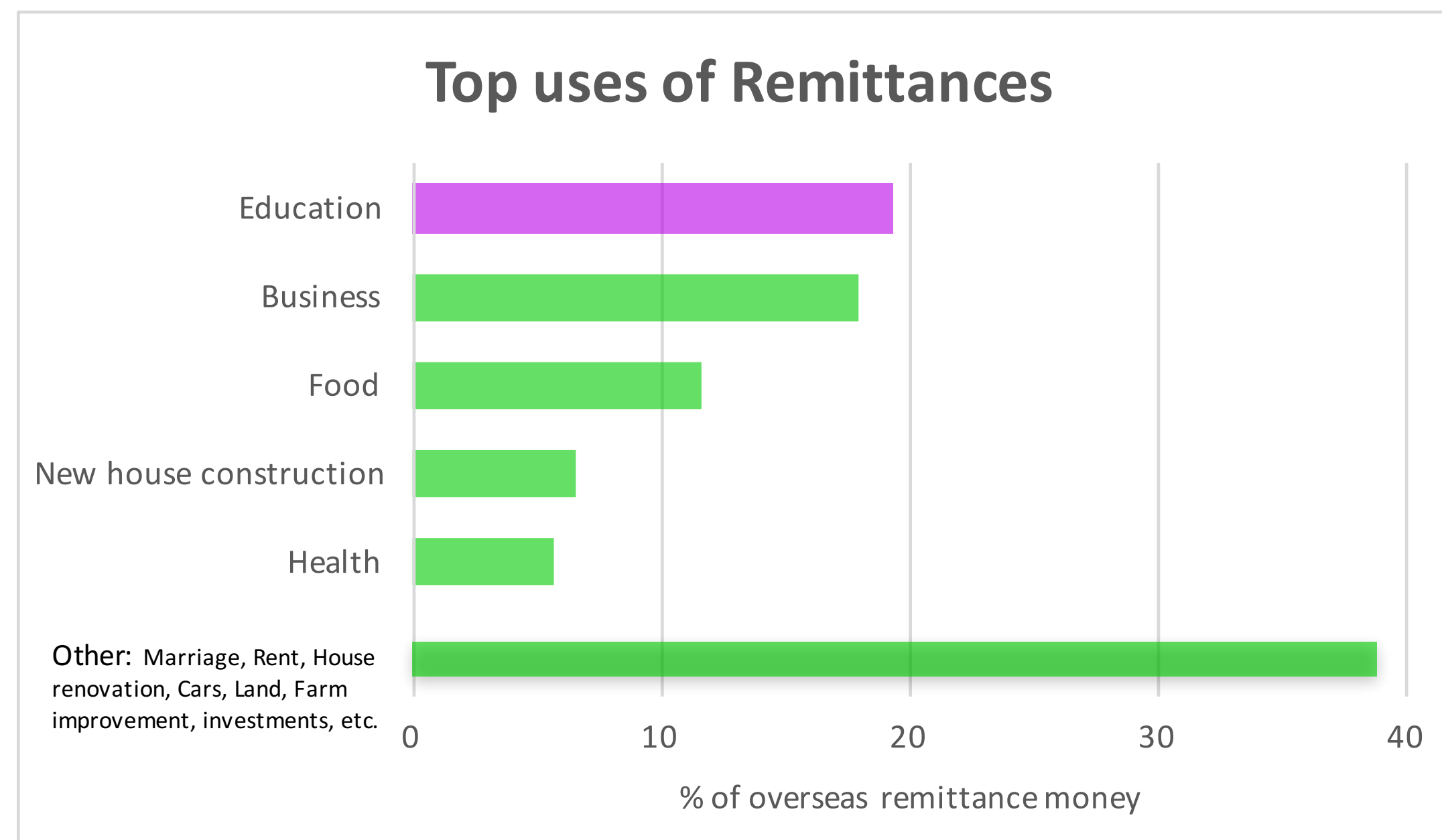
Note: Based on an ongoing market survey in October 2017. Preliminary numbers only. Demographics available upon request.

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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

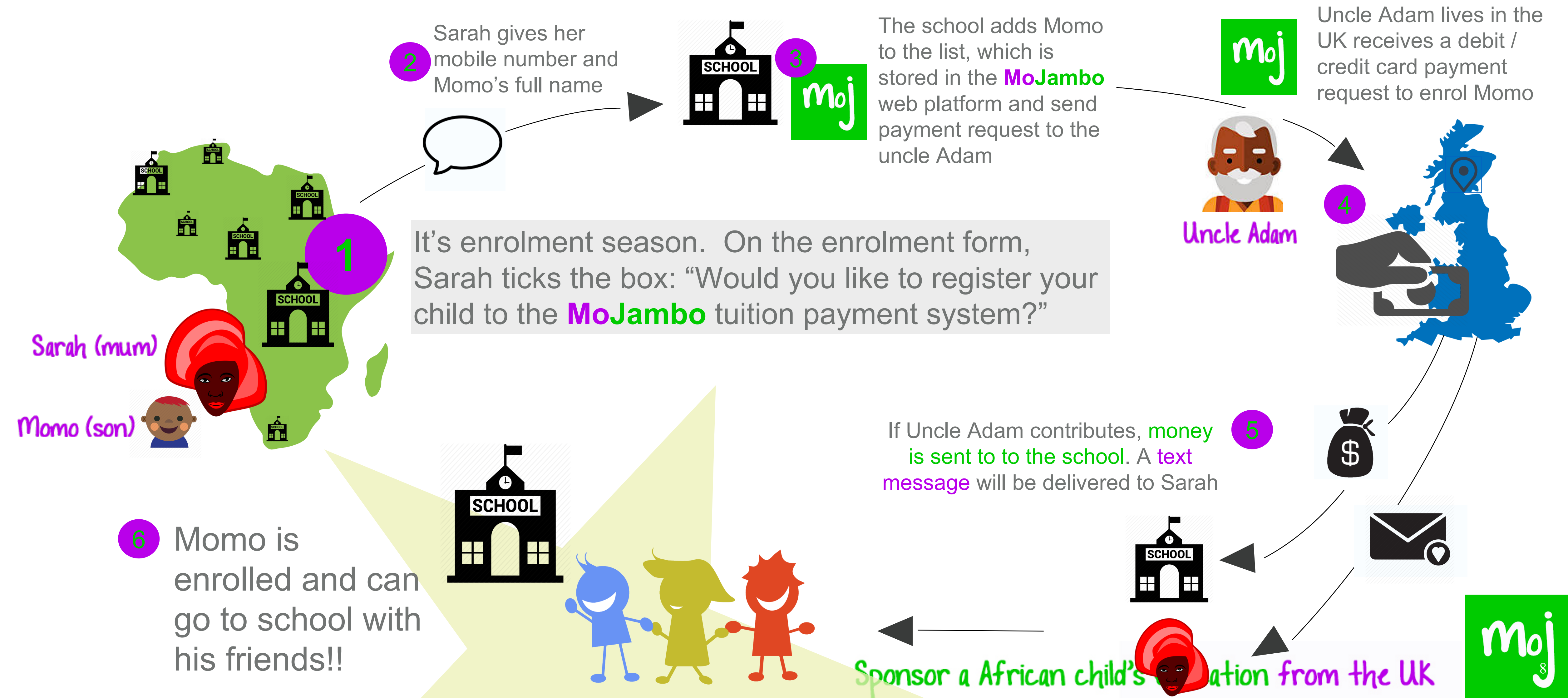
A web-based platform that allows UK residents to **transfer money directly for education.**

- ✓ **Full transparency** on the usage of funds (scam-free!)
- ✓ **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:

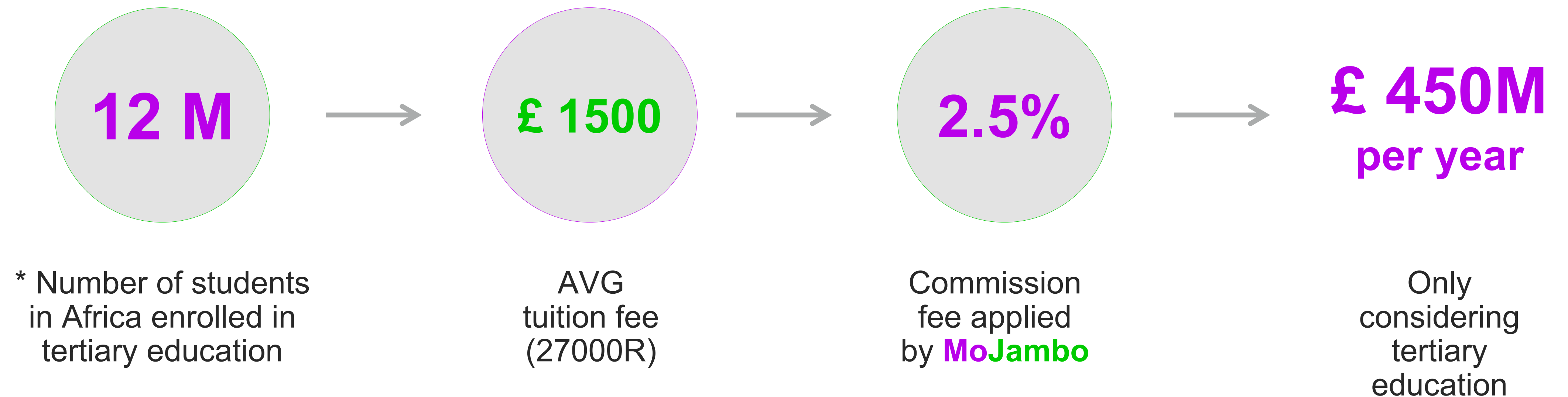
Recipient's number:

SUBMIT

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BUSINESS MODEL



* Institution in partnership with Mojambo will have a multicurrency account avoiding any commission charges

** <https://www.britishcouncil.org/voices-magazine/universities-are-heart-africas-economic-rise>

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Approach comparison

	Presence in Africa	(For > £10k)		Inclusive	Transparent (Scam-free)	Encrypted
		Low cost	Speed			
MoJambo!	●	●	●	●	●	●
Abra		●	●	●		●
Traditional bank transfer	●					●
Western Union	●		●	●		
Jumia				●	●	●
Zympay	●				●	●

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Next steps: Implementation

Crowdfunding

- Multiple senders to send money to one recipient
- Anyone from the UK (relatives, friends, or strangers) can sponsor a child's education in Africa

Use cases

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

Technology

- Leveraging full blockchain capability – i.e. smart contracts, etc.
- Scale up: building our own blockchain

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Team



WINNER
“2017
AFRICA
TECH DAY”

MobilJambo
UK, Ltd.

is a private limited
company registered in
the UK.

Company Number
11001145

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



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