



Proporsal: Mobile App.

Brand Name/Logo: UTU (Swahili for being 'humane').

Colour: Maroon and white.

Tagline: *'I am my brother's keeper'.*

Free to download App with four portals offering a platform linking Suppliers to Clients.

AIM and BACKGROUND INFORMATION: Contributing a revolutionary solution by creating opportunities for people to be self-employed and earn a living with the least one has; time, energy and a working phone.

UTU as it is known in Swahili or Ubuntu in Zulu, is a philosophy where the community can either rise together to prosperity or fail; *'I am because you are, and you are because we are'.*

Hence the goal is to provide opportunities for livelihoods as well as fulfillment of needs by creating an environment where the community embraces and adheres to the teaching of *'being thy brother's keeper'.*

Influence: The concept of securing a neighborhood watchman to escort one home when arriving late either from work or a trip. (tipping a Maasai to escort you home).

THE FOUR PORTALS

- i) **St.Maasai** - Offering the following Services:
 - Safety escort home/to destination.
 - A guide in unfamiliar/unsafe neighborhoods.
 - Baby Sitting.
- ii) **Porter**-Offering the following services:
 - Porter services around market places/transport stages.
- iii) **Hygiene/Sanitation**-Offering following services:
 - Washing clothes/general house cleaning.

- Gardening.

- Plumbing.

iv) **Deliveries**-Offering following services:

- Delivering of parcels/packages.

HOW IT WILL WORK

The App offers a platform that links Suppliers of services with clients who need those services.

To participate, the App customers (Suppliers/Clients) need to join by registering either as a Supplier or Client. A Client cannot be a Supplier unless they also register as Suppliers (but a Supplier can be a client). Suppliers can also register and enlist to offer more than one service.

After registration, a Client downloads the App onto a mobile phone then logs in using their password. The four portals will appear whereby Client selects the service they need. Next, two buttons showing payment options available will pop up: one for cash and the other for the mobile money option. Once mode of payment has been selected, a bar appears where one fills in the area/location they want the service, the exact spot and the time. Below this bar, a space is availed where client gives more details of the service needed plus the amount they are willing to spend before clicking the submit button. The App then searches its Database and sends an alert to an available Supplier who either accepts or rejects offer. If the Supplier rejects offer, App alerts next available Supplier, however, if they accept, Client then receives the Supplier's photo and first name and the Supplier receives Client's First name in return. If Client had selected Mobile money payment option, they then deposit the agreed fee (TIP) in the Paybill Number presented to them by App. Both will then have a button marked 'contact' on their screens. This is to be pushed when the two finally make contact. When pushed, two options appear; a 'Complete' and an 'Alert' button. Once the service is done, they both press the 'complete' button, it prompts the App to pay Supplier agreed amount (if payment was through mobile money) before the final act where they both rate each other as well as the App. However, if client or Supplier feels threatened, they press Alert button which notifies App with aim of assessing situation and contacting security firm for quick response while at the same time locking onto the threatening individual's GPS for easy tracking.

An option should be availed in a case where the Client comes into contact with a Supplier and wants to know whether they are in the system. Client has to get Supplier's number and feed it into the App. Client will receive photo and first name of alleged Supplier and a button prompting them on whether to 'go on' or cancel. If photo and name matches and Client wishes to proceed, they select the proceed button where by App officially send request to Supplier who then either accepts or rejects, while Client receives the payment option menu. (However, in the case where photo and name do not match and Client feels threatened/in danger, they press the reject button which offers a cancel or alert option. The alert button notifies App, situation is assessed and contact made to nearby security firm for quick response by tracking the threatening entity using their phone's GPS).When Supplier accepts they

receive the client's first name and when Clients selects and completes payment option, they both get the 'complete' button, to be pressed once service is delivered.

App avails a facility to receive feedback from customers.

TIP POINTS

Supplier picks Tip Points from Client ratings

Amount of work done per day

Introduction/recruiting people to join App.

Client's use of App per day.

ACCUMULATION OF TIP POINTS

One gets featured on App as Star performer/user/recruiter

Earn internet bundles

A certain amount may earn one a special offer of company stock.

UNIQUE SELLING POINTS

Safety/security-'security fast!'-ensuring one is dealing with a person they can trust.

Introducing the aspect of safety into everyday life and basic services.

Platform acts as an Incentive to Suppliers to easily ply their trade and clients to safely enjoy those services.

The venture earns one a living without being capital intensive/Mass job creation.

Partnering with security firm to offer first responder services to any customer in need.

Hotline to emergency and police services when urgent need arises.

Subsidizing Smartphone with pre-installed App for Suppliers at introduction stage by partnering with a service provider.

Introduction of kiosk pools where several Suppliers without Smartphones can share work using a single Smartphone.

HOW APP WILL EARN

Secures a fee per service transaction through partnering with a phone service provider.

App to provide facility for Adverts.

As customers rate App, it gets popular and attracts more users.

TARGET GROUP

Anyone with extra time and a working phone can join in as a Supplier

It does not discriminate on age or gender

Both employed and unemployed can join for the extra cash

Tourists –as Clients

Business travelers.

Those visiting/transferring to new locations.

Those working late/arriving home late from entertainment spots/Leaving home early.

Those who have to visit unfamiliar/unsafe neighborhoods.

Those in need of temporary domestic services due to busy schedules/emergencies.

Those who have turned to vice due to lack of jobs can be converted to supply services for pay.

HOW TO REGISTER

SUPPLIERS:

Full names

Email address

Country

I/D or Passport No.

Phone No.

Street Address

Postal Address

Referee's name/Phone and I/D No.

Name and phone number of recruiter.

*Must sign Contract of service and agree to Terms & Conditions.

ATTACHMENTS:

Recent photo

I/D Card/Passport.

Certificate of Good Conduct

CLIENT

Full names

Email address

Country

I/D or Passport No.

Phone No.

Name and phone number of recruiter.

*Must agree to Terms & Conditions.

ATTACHMENTS:

Recent photo

ADVANTAGES

Safety and security to users

Not capital intensive to Suppliers

Life made easy by offering basic services safely

Contributing to the 24 hour economy

Contributing to mass job creation

Fostering a networking culture

Streamlining of the informal sector

Reducing risk of loss of property through mugging/theft/conning

Ready and existing market for services.

A ready platform to advertise one's services

One has nothing to lose and everything to gain by registering to offer services.

Cut back/reduction of migratory tendencies in that people can earn where they are without need to move into towns or other areas of the country.

DISADVANTAGES

Leak of personal information-by accident/through sabotage.

System down time

Tendency to bypass App after first contact with Supplier-removes aspect of safety/security to user who will be unable to use platform's facilities to contact for help/track down errant Supplier.

QUESTIONS TO ASK

Is App offering a suitable/acceptable approach to solving a social problem(s)?

Is there ready market/suppliers for these services?

Will element of guaranteed safety/security appeal or be a welcomed change to those in need of these services?

Does App have the potential to be a must have/addictive?

Does it have potential to pay back on investment?

ROLLING OUT/INTRODUCTION - IDEA/PROPOSAL:

One neighborhood at a time: example bamburi area with a lot of unemployed youths.

Offering them something to do may lure them away from vices such as drugs/muggings/robbery.

Involve the local leaders in the launch explaining the benefits.

Involve the corporate partners-service providers/private security firms/police.

Social media marketing/word of mouth from users.

A regional manager to oversee local operations.

On TERMS & CONDITIONS INCLUSIONS.

Indemnifying UTU from any leak of personal information.

Indemnifying company from any failure on part of either customer(Supplier/Client)

Indemnifying company from any misfortune that may befall either customer whether accidental or planned during service.

Indemnifying company from Employer responsibility of either customer – company is a platform offering its expertise to link Independent Suppliers to Clients in need of their services.

We are in no way responsible for any misfortune that befall a client who contacts a Supplier outside of the system's infrastructure.

Customers to adhere to set down rules and procedures or risk being de-listed or reprimanded.

Steve Biko once said; *'The great powers of the world may have done wonders in giving the world an industrial and military look, but the great gift still has to come from Africa.....giving the world a more human face.'*

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