



SafeBoda FOR Business

Who is SafeBoda?



Founded in Kampala 10 years ago, SafeBoda is one of the fastest growing communities in East Africa with over 10,000 professionally trained SafeBoda's serving 150,000+ customers every week in Kampala and Nairobi.

Our vision is to modernize informal transportation industry across Africa's cities to ensure safe & convenient access to mobility.



Improve road safety

Increase helmet adoption among riders and customers to 100%, passengers & drivers both wearing the reflectors.



Professionalise the boda boda industry

Respect the traffic rule to prevent accidents (Stop at traffic light, don't drive on pavement, don't carry 2 passengers, etc.)



Improve employment among youths

With median age of 18 years old, Kenya is facing a large challenge to provide youth with stable jobs. Boda drivers are the **fastest rising segment** of the transportation option for Nairobi (NTSA data). The boda industry is an easy way for young people to earn income. However, they lack structure and opportunities to grow in their career.



Provide training and education

Train and equip boda riders through increasing knowledge and awareness of road safety, bike maintenance, customer care, first aid and using App technologies.



Strengthen financial inclusion

Provide increased financial opportunities to assist self employed Bodaboda riders make a living. Improve knowledge of financial products and services (such as loans, insurance, credit and savings) that can be used to improve the lives of okada riders and their families.



Offer safe mobility options

Increase ease and convenience of finding a safe and trusted boda rider through using mobile technology. Providing ease of mobility for a growing digitalized and urban population.

Why SafeBoda?



Safe trips & deliveries

- Our drivers are professionally trained on **Road Safety, Customer Experience** and **First Aid**
- SafeBodas are easily identifiable with a unique number and the rides & deliveries are tracked
- SafeBodas have 2 quality certified helmets and hair nets for each passenger rides to ensure a Safe and Hygienic experience.
- Excellent 24/7 customer support is provided

Save money

- Our prices are the best in the market with low minimum fares compared to alternatives
- Accountability for each staff trip to ensure efficiency
- A boda option for staff trips that do not need cars
- Simple recon process

SafeBoda Business Solution



A touch of a button solution to help your team move around the city safely, conveniently and affordably



Staff

Get a SafeBoda on demand to help your team move around the city with ease and make meetings on time and in style!



Deliveries

Get your parcels, letters, tender documents where they need to be on time, professionally and affordably



Account Management

Close attention to your account for timely response and reports helping you plan your travel activities and expensing transparency

How this works?

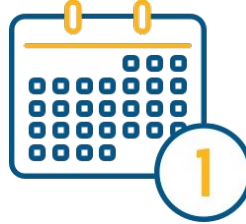


1



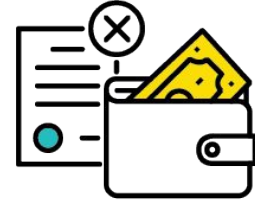
Staff members download the app and the Company sends the registered details to SafeBoda

2



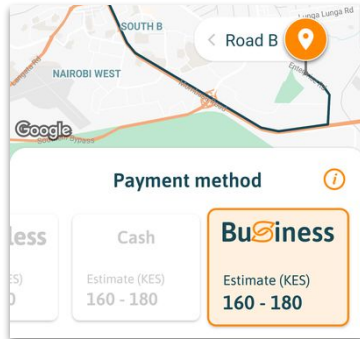
The Business confirms monthly/weekly credit allowance per staff and makes the payment

3



SafeBoda credits each account with the amounts paid

4



User selects “Business” payment option and takes a safe ride with the ride amount deducted from her balance

5



Business receives a monthly trip report

B2B Portal



How to create a business account

- Visit SafeBoda website: <https://www.safeboda.com/uganda-website/sb-business>

Steps to sign up an account for the external portal

1. Click www.safeboda.com to visit the SafeBoda website
2. Next to “Home” click “SafeBoda for Business”
3. Click “Register now” to fill in the administrator’s email, as well as a password that will access the external portal
4. For verification, a code will be sent to the email address registered
5. Insert code on the space provided
6. On the next page, insert company name, full admin name as well as company phone number
7. Once these are submitted, the page will direct you back to the login page
8. An approval will be made on the backend, and the admin will be able to login and access their external portal account

Key External Portal Sections



Simon Mungai

Log Out

SafeBoda KE

Wallet Balance KES 3,513.00

Total Rides This Month 96

TRIPS

ALL TRANSACTIONS

PEOPLE

From 2024-05-21 To 2024-06-04

Person	Ride Type	Trip Date	Location Details	SB/SC NO	Trip Duration	Estimated Cost	Status	
Sheila Dalip +254716269420		Tue, 4 June 2024	PICK UP: Sifa Towers, Ring Road Kilimani, Nairobi, Kenya at 8:49AM DROP OFF: Wu Yi plaza, PQ5M+C65, Nairobi, Kenya at 8:52AM	SB 6102	02:24 Minute	UGX 100	Completed	Details
Peter Gathogo +254700542520		Tue, 4 June 2024	PICK UP: The Alchemist, Parklands Road, Nairobi, Kenya at 8:23AM DROP OFF: Wu Yi plaza, Nairobi, Kenya at 8:37AM	SB 6102	13:44 Minute	UGX 180	Completed	Details
Rodgers Maina +254712334728		Tue, 4 June 2024	PICK UP: Kabiria Road, Riruta, Nairobi, 58911-00200, Kenya at 8:04AM DROP OFF: Wu Yi plaza, PQ5M+C65, Nairobi, Kenya at 8:27AM	SB 5942	22:20 Minute	UGX 210	Completed	Details
Teresa Weru +254745344840		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 19:42PM DROP OFF: Electricity House, Aga Khan Walk, Nairobi, Kenya at 19:43PM	SB 6101	00:57 Minute	UGX 100	Completed	Details
Ndori Fredrick +2547256602948		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 19:15PM DROP OFF: Congo Stage Butchery, PQ63+68X, Gitanga Rd, Nairobi, Kenya at 19:34PM	SB 5239	19:32 Minute	UGX 200	Completed	Details
Frida Mwaura +254717497863		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, PQ5M+C65, Nairobi, Kenya at 17:56PM DROP OFF: Pearl Court, Mungai Drive, Ruaka, Kenya at 18:52PM	SC 50	56:14 Minute	UGX 900	Completed	Details
Peter Gathogo +254700542520		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 17:34PM DROP OFF: The Alchemist, Parklands Road, Nairobi, Kenya at 17:47PM	SB 5001	13:23 Minute	UGX 190	Completed	Details
Sheila Dalip +254716269420		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 15:42PM DROP OFF: Naushad Merali Dr, Nairobi, Kenya at 16:18PM	SB 5001	36:57 Minute	UGX 280	Completed	Details
Ndori Fredrick +2547256602948		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 15:31PM DROP OFF: Lavington Mall, James Gichuru Road, Nairobi, Kenya at 15:47PM	SC 394	16:40 Minute	UGX 230	Completed	Details
Teresa Weru +254745344840		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 15:28PM DROP OFF: HH Towers, Nairobi, Kenya at 15:45PM	SB 6110	17:21 Minute	UGX 210	Completed	Details
Purity Akoth Ochieng +254724890922		Mon, 3 June 2024	PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 15:24PM DROP OFF: Mlango Soko Street Gitanga Road Junction, Kawangware, Nairobi, Kenya at 15:45PM	SB 6101	20:49 Minute	UGX 190	Completed	Details
NBO Office Errands +254703375327		Mon, 3 June 2024	PICK UP: Wu Yi plaza, Nairobi, Kenya at 12:47PM DROP OFF: Wanyee Road, Nairobi, Kenya at 13:27PM	SB 5001	40:36 Minute	UGX 310	Completed	Details

Main dashboard to track company spend and ongoing trips as well as real time reports

Key External Portal Sections



SafeBoda KE

Wallet Balance KES 3,513.00

Total Rides This Month 96

TRIPS

ALL TRANSACTIONS

PEOPLE

Person	Ride Type	Trip Date	Location	Order ID	Order Duration	Estimated Cost	Status	Details
Sheila Dalip +254716269420	Motorcycle	Tue, 4 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6101	00MIN 57 SEC	UGX 100	Completed	Details
Peter Gathogo +254700542520	Motorcycle	Tue, 4 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6102	00MIN 57 SEC	UGX 100	Completed	Details
Rodgers Maina +254712334728	Motorcycle	Tue, 4 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6103	00MIN 57 SEC	UGX 100	Completed	Details
Teresa Weru +254745344840	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6104	00MIN 57 SEC	UGX 100	Completed	Details
Ndori Fredrick +254725602948	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6105	00MIN 57 SEC	UGX 100	Completed	Details
Frida Mwaura +254717497863	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6106	00MIN 57 SEC	UGX 100	Completed	Details
Peter Gathogo +254700542520	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6107	00MIN 57 SEC	UGX 100	Completed	Details
Sheila Dalip +254716269420	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6108	00MIN 57 SEC	UGX 100	Completed	Details
Ndori Fredrick +254725602948	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6109	00MIN 57 SEC	UGX 100	Completed	Details
Teresa Weru +254745344840	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6110	00MIN 57 SEC	UGX 100	Completed	Details
Purity Akoth Ocheng +254724890922	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6111	00MIN 57 SEC	UGX 100	Completed	Details
NBO Office Errands +254703375327	Motorcycle	Mon, 3 June 2024	PICUP: Westgate Shopping Mall DROP OFF: Lower Kabete Rd	SB 6112	00MIN 57 SEC	UGX 100	Completed	Details

Derick Onyango
SB 6101

COMPLETED

Monday 3 June 2024, 7:40PM

ORDER FAIR: BREKEDOWN

Order Cost: UGX 100

Ride Cost: UGX 100

Discount: -UGX 0

Paid Business wallet: UGX 100

PASSENGER SET ORIGIN:
Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya
1.2816454020922632, 36.78326492432266

PASSENGER SET DESTINATION:
Electricity House, Aga Khan Wili, Nairobi, Kenya
1.2879634, 36.82601349999999

ACTUAL PICKUP:
1.2881767, 36.8259267 7:42PM

ACTUAL DROP OFF:
1.2891333, 36.8240794 7:43PM

ORDER DURATION: 00MIN 57 SEC

STOPS ADDED: 0 STOPS

PICK UP: Wu Yi Plaza, Galana Road, Kilimani, Nairobi, 50260-00100, Kenya at 15:24PM

DROP OFF: Miango Soko Street Gitanga Road Junction, Kawangware, Nairobi, Kenya at 15:45PM

PICK UP: Wu Yi plaza, Nairobi, Kenya at 12:47PM

DROP OFF: Wanyee Road, Nairobi, Kenya at 13:27PM

SB 6101

SB 5001

Trip Duration	Estimated Cost	Status	Details
02:24 Minute	UGX 100	Completed	Details
13:44 Minute	UGX 180	Completed	Details
22:20 Minute	UGX 210	Completed	Details
00:57 Minute	UGX 100	Completed	Details
19:32 Minute	UGX 200	Completed	Details
56:14 Minute	UGX 900	Completed	Details
13:23 Minute	UGX 190	Completed	Details
36:57 Minute	UGX 280	Completed	Details
16:40 Minute	UGX 230	Completed	Details
17:21 Minute	UGX 210	Completed	Details
20:49 Minute	UGX 190	Completed	Details
40:36 Minute	UGX 310	Completed	Details

Map to view movement of the staff as well as stops taken

Key External Portal Sections



Staff List

Total: 15

Quick search...

Invite Staff

Jay Njoroh
724325636

NBO Office Errands
703375327

Purity Akoth Ochieng
724890922

Victor Kingori
702658398

Teresa Weru
745344840

Ndori Fredrick
725602948

Frida Mwaura
717497863

Yvonne Otianga
728760620

Scott Noel
706521195

Eric Kogi
714406984

Nelson Bwogora
721137000

NBO Office Errands

Activated

TRANSFER MONEY

STAFF DETAILS

TRIPS

TRANSACTIONS

SafeBoda Main Wallet Balance

KES 5,735.00

INFORMATION

First Name	Last Name	Phone Number	Email	Date Added
NBO	Office Errands	+254 703375327	alastairnbotest@gmail.com	21 May 2024 10:40 AM

View of all staff attached to the company wallet with actions to invite new users, deactivate accounts on leave among others

Pricing



	SafeBoda Prices	Electric Boda	SafeCar Prices
Minimum	Kes 100	Kes 100	Kes 250
KM	Kes 18	Kes 17	Kes 33
Per Min	Kes 3	Kes 2.5	Kes 5



Since 2015, SafeBoda has partnered with important stakeholders in road-safety and technology in East Africa



SafeWay Right Way
East Africa Road Safety
Partne



Uganda Police
Road Safety Partner



Global Road Safety Partnership
Road Safety Partner



Uganda Red Cross
Training partner



Makerere University of Public Health
Research partner



St Johns Ambulance
Road Safety Partner



Shell Foundation
Impact Partner



USAID
Impact Partner



SafeBoda has been recognised as an innovative and impactful company contributing to Uganda’s and Africa’s success



2017 - Young Achiever Award
Ricky won the Business Award
for SafeBoda Innovation



2018 - Forbes Under 30
30 Most Promising Young
Entrepreneurs In Africa 2018



Let's get you started shall we?

Contact us:

+254 724 890 922

purityochieng@safeboda.com

OR

+254 768 411 307

rodgersmaina@safeboda.com