

## WEMIS - WEMIS Business Model

<b>PROBLEM</b>  Lack of information on ward management.  Lack of platforms to raise concerns on fund missappropriation.  Lack of platforms to be involved in the budgeting process (Creation to monitoring).          <b>EXISTING ALTERNATIVES</b>  Open Contracting Partnership which has little or no relevance in Kenya.	<b>SOLUTION</b>  Public is provided with a platform to manage their wards.  Public can be able to see the expenditure at their wards in real-time thus reducing cases of corruption as they red-flag such instances.  Public is provided with a platform to manage their wards.	<b>UNIQUE VALUE PROPOSITION</b>  Improved facilities.  Public monitoring and auditing of ward projects.  Knowledgeable society who understand how their wards are managed hence improved decision making during elections.          <b>HIGH-LEVEL CONCEPT</b>  The facebook for Ward management.	<b>UNFAIR ADVANTAGE</b>  Early lock in of the market share. (Currently not being done in Kenya)  Early lock in of the market share. (Currently not being done in Kenya)  Exclusive Partnerships with the relevant parties.	<b>CUSTOMER SEGMENTS</b>  Public  County Governments  County Executive Committee  Ward Administrator       <b>EARLY ADOPTERS</b>  County governments release their budgets for WEMIS immediately  Users have access to internet connections  Users are concerned of their ward management.  Users are concerned f their ward management.
	<b>KEY METRICS</b>  Number of registered users.  Number of red-flagged cases of fund missappropriation.  Drop in the rate of corruption cases  Improved facilities at the wards as all development money can be accounted for.		<b>CHANNELS</b>  Web Portal.  Social media marketing.  PR	
<b>COST STRUCTURE</b>  Platform Development  Sales & Marketing			<b>REVENUE STREAMS</b>  Funding by the treasury.  Budget allocation by County governments.	

Research & Development.

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