

**DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY**

**PRIVATE BAG – 10143, DEDAN KIMATHI**

**E-mail:** [**dehub@dkut.ac.ke**](mailto:dehub@dkut.ac.ke)**; website: www.dkut.ac.ke**

***Dedan Kimathi University of Technology Innovation &Incubation Centre***

**Name of Business/ Project E-Duka Creditor’s System**

**Thank you for your interest in DeHUB. Note the following instructions for your membership application**

The Incubation Centre is designed to support startups between 0-2 years.

This form should be completed by the principal applicant or the owner of the business.

Applicants formembership must have legal company/startup or business idea.

Applicant must be a Kenyan citizen who is above 18 years.

A ready business plan or a draft will be an added advantage to membership applicants

All applications should be submitted electronically. The completed form should be submitted to [dehub@dkut.ac.ke](mailto:dehub@dkut.ac.ke).

Please ensure all the sections of the form that relate to your application category are duly completed failure to which you will be subject to disqualification. Indicate NA (not applicable) where appropriate.

All international applicants must provide a copy of their visa passport.

In order to hasten the processing and evaluation of your application, please provide brief but concise information as requested in the form.

All applicants must abide to DeHUB’s **policy document**.

All applicants will be notified within 14 days after the application deadline of the outcome of their application.

**PART A: GENERAL INFORMATION (FOR THE PRINCIPAL APPLICANT)**

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| --- | --- | --- |
| **Status(tick):** | **STUDENT** | **COURSE OF STUDY:**  **BBIT** |
| **YEAR OF STUDY:**  **4th** |
| **REGISTRATION NO:**  **C027-01-1436/2019** |
| **STAFF** | **JOB TITLE:** |
| **DEPARTMENT:** |
| **PF NUMBER:** |
| **NON-STUDENTS** | **ACADEMIC BACKGROUND:** |
| **SURNAME:** | **Oyuko** | |
| **MIDDLE NAME:** | **Odwuoor** | |
| **FIRST NAME:** | **Bruno** | |
| **ID/ PASSPORT NO:** | **38024989** | |
| **TELEPHONE:** | **079271073** | |
| **E-MAIL:** | **Bruno.odwuor19@gmail.com** | |
| **POSTAL ADDRESS:** | **10143** | |
| **DATE OF APPLICATION** | **26/05/2023** | |

**PART B: SPECIFIC INFORMATION**

**STAGE OF THE PROJECT**

Kindly indicate the stage of the project as at the time of application. Tick the appropriate stage.

|  |  |
| --- | --- |
| **Idea stage** |  |
| **Research and development phase** |  |
| **Prototype stage** |  |
| **Startup stage** |  |
| **Marketing stage** |  |
| **Other (specify)** |  |

**PROBLEM STATEMENT**

What problem are you solving in the market?

|  |
| --- |
| Many small retail vendors and in this case, shopkeepers mostly record anyone who takes anything on credit on a book which is not an ideal way of doing it since once the book is lost or even damaged their will be no way the shopkeeper will be able to recover his/her debt unless the creditor comes back to pay back. Some creditors at times simply forget to pay their debt This can be quite frustrating to the shopkeeper for lack of accountability on the debtor’s side may lead to the business making losses and from what I have observed many small businesses have collapsed as a result of this trivial issue that can be averted if there is a proper system in place to help small retail vendors manage their debtors so as to avoid making losses in their businesses and this is the exact problem my system once fully developed and functional will be able to solve. It is quite sad to see someone who had a booming business go down to the drain as a result of an issue that can be solved. |

Which social need (s) are you fulfilling such as access to healthcare, education, water, etc.? (Required)

|  |
| --- |
| Business for Small Business |

**SOLUTION/PRODUCT**

What solution do you offer your customers? (Required)

|  |
| --- |
| To come up with a system that helps the shopkeeper maintain a database for all the debtors and Machine Learning Algorithm to predict the bad debt. |

Kindly justify that your project is creative and unique and how you plan to sustain it. Also indicate how you project is different from existing products of the same type (500 max)

|  |
| --- |
| This system is very easy to operate because the language used is simple English to elaborate different parts of the system. Accuracy is enhanced with this system since its computerized where the system is able to know who has paid and who hasn’t and also hence reducing human error.  E-duka Digital creditor’s system will be of tremendous help to the small retail vendors. The system will be able to keep their creditor’s record in a system for the sake of accountability. Once the names are in the system, the shopkeeper will be able to know who has paid their debt and who hasn’t. The shopkeeper through the system will also be able to send a notification to a debtor who has exceeded the time he/she was supposed to pay the debt prompting them to pay. Since Kenya has relatively embraced mobile money transaction then it is of great benefit to include it into the system so that if one wants to pay their debt and they are not near the shop, they can do it where ever they will be and the system will be able to detect that hence erasing their name from the system once they have cleared their debt.The system will use machine learning algorithm to predict the future of bad debt thus this will help shopkeeper not to make loss from such. |

Description of the Product/Solution? (Required)

|  |
| --- |
| This project will fundamentally focus on creating a system for the retailer that will help him/her have the records of everyone who has borrowed any item from their shop. The system will also allow one to pay their debt via M-pesa hence one can pay their debt even if they are not close to the shop. The system will use machine learning algorithm to predict the future of bad debt thus this will help shopkeeper not to make loss from such.  The system once completed will be available for use to anyone in Kenya but for now as I will be developing the system, my target will be shopkeepers around the university as they will be able to provide data that will be necessary to come up with a project that will eventually benefit all the shopkeeper’s country wide and may be in the near future in the whole of Africa. The project is estimated to last for around 6 months .  The limitations that I might face as a I come up with this project include many shopkeepers may not be willing to give out certain information that might be of great help in coming up with this system. |

What are the main stages of development? (Required)

|  |
| --- |
| **Planning, designing, development ,testing and deployment** |

What resources are required to fulfill the plan? (Required)

|  |
| --- |
| **Internet, computer with 4gb ram and 500 gb hardisk,softwares eg xamp,words,data collection cost, mobile phone** |

How long do you think it will take to develop the product?

|  |
| --- |
| **7 months** |

**MARKET ANALYSIS**

Target market? (Specify your customers and the scope)

|  |
| --- |
| Small businesses eg retailers |

How will you reach the target market? (Marketing and promotion strategies)

|  |
| --- |
| Approaching them .social media |

What are your business strengths and weaknesses?

|  |
| --- |
| Machine Learning algorithm to detect bad debt and late payments.  M-pesa payment mode, thus easy and fast payment.  Notification incase the client forget to pay. |

What are the business opportunity and threats?

|  |
| --- |
| null |

What similar solutions exist for your customers?

|  |
| --- |
| Yes |

What unique advantage do you have over competition? Include key differentiators (required)

|  |
| --- |
| Use of machine learning to predict the future of debt |

**REVENUE**

How will you generate revenue? (Specify the revenue items)

|  |
| --- |
| Selling the system, installing the system ,Maintaining the system |

**OWNERSHIP**

**Name: Bruno Oyuko**

**Phone No: 079271073 ID No: 38024989**

**Programme: BBIT**

**Reg. No: C027-01-1436/2019**

**Email Address: bruno.odwuor19@gmail.com**

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**Name: ……………………………………………………………………….**

**Phone No: ………………………… ID No: ………………………**

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