
UK-KENYA TECH HUB STARTUP-SME LINKAGE PROGRAM 1.0 CASE STUDIES

A narrative report by Mettā Nairobi



CONNECTING STARTUPS & SMES

SSL 1.0 Case Studies

A few of the participating companies provided us with an in depth look of their company and how the program has helped move from Point A to Point B. Stating the problem, the solution, and the outcome.

Stawi Foods <> Delivery Man

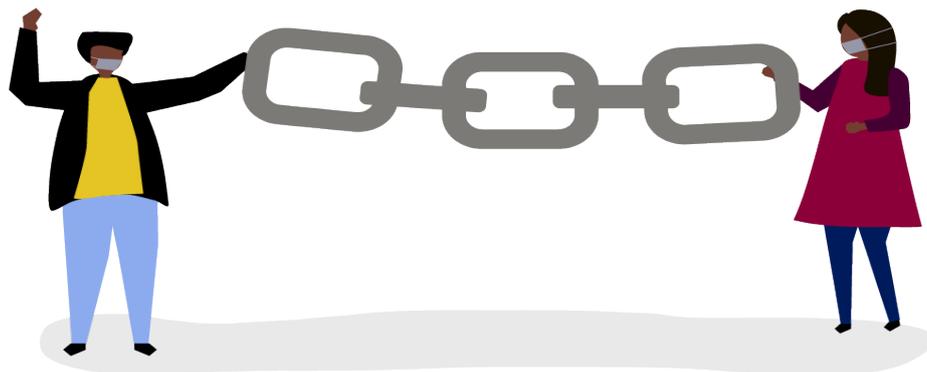


Stawi Foods: Stawi began as a banana flour processing business in 2011 where it processed and packed banana flour for sale to national supermarkets. The company later diversified its products to offer two new instant fortified porridge flours (Nurture Junior and Nurture Family), currently distributed in Kenya's largest supermarkets. Their farmers also earn 50% more income compared to farmer-middlemen transactions.

The Challenge: Due to the expensive nature of last-mile delivery, Stawi Foods, prior to signing up for the programme, experienced challenges having a dedicated and most importantly affordable logistics provider to deliver their finished products to resellers across the country. They mostly used their own contacts of people in the logistics industry, plying on the Nakuru-Naivasha Route, but whose schedule was erratic.

The Solution: Through the Startup-SME Linkage Programme, Stawi Foods met Delivery Man Africa, one of Africa's fastest-growing On-Demand delivery/courier platforms, helping clients reduce delivery costs by crowdsourcing riders. They understood that the last-mile delivery is the most expensive and time-consuming part of the business and yet it's the most important because it completes the delivery to the client.

The Outcome: As a result of the problem-solution fit, Stawi Foods and Delivery Man Africa were aligned from the initial introductory call in the deal room. Within three weeks of the first call, Stawi Foods and Delivery Man had moved from a virtual meeting to a physical meeting which led to the first distribution consignment where Delivery Man completed the delivery from Stawi's factory in Nakuru to their resellers in Nairobi in a timely fashion. Thereafter, Stawi Foods made Delivery Man one of their trusted and dedicated logistics providers.



Qazzi <> Asha

Qazzi is an online web / mobile marketplace platform that connects businesses with highly experienced professionals' on-demand basis at an affordable cost. They partner with business owners to manage fixed HR costs through customized recruitment solutions for short term and long term placements. Their platform admits qualified and vetted independent professionals for the delivery of quality work.

The company was founded in Kenya in January 2020 to enable businesses access to affordable high qualified independent professionals and consultants. Since the launch of their online platform in August 2020, they have onboarded businesses and independent professionals with ongoing business transactions.

The Opportunity: As a very early stage startup, that is less than a year old, and having just launched their online platform, Qazzi were keen on exploring partnerships with companies that could increase the value proposition for their online marketplace platform.

The Solution: Through the Startup-SME Linkage Programme, Qazzi met Asha, a productivity tech company bringing management technology (OKRs, KPIs) from top global companies (Google, Amazon, Intel) to every business. Asha creates order and extends trust by providing dashboards and profiles that show actual business activity across the suppliers, business and customers channels.

The Outcome: As a result of the problem-solution fit, Qazzi and Asha decided to come up with a co-marketing partnership deal. The deal would enable Qazzi clients, monitor progress of the freelance professionals hired for a gig through the Asha dashboard. The deal would also create boundless more opportunities, for instance, Qazzi clientele base can become Asha potential clients, especially once a need is established that their clients need a digital platform through which they can monitor the freelance professionals work progress. Additionally, this would also help Qazzi have an extended value proposition, for its customers, in their goal of project tracking processes to ensure the quality of work is maintained. They hope to build lasting business relationships that will give rise to other innovative deals and increased business for their companies.



"The Startup-SME linkage program was a great experience. You are introduced to two or more companies who have the potential to meet your needs. This provides you with the chance to increase and diversify your networks for present and future business opportunities

- Brenda Nkatha Nyaga, Founder and CEO, Qazzi App.



Hepta Analytics <> Uwazi

Uwazi is a Salesforce partner and a customer experience company, helping brands innovate for their everyday customer using Salesforce Industries Applications. Their services include

Strategy - Combining research and the art of the possible to build roadmaps and IT programs designed to scale businesses.

UX Design & App Development - The capabilities of a world-class agency with the chops of a leading systems integrator.

Implementation- A highly iterative approach powered by collaborative technology, 15+ certified consultants, and industry applications.

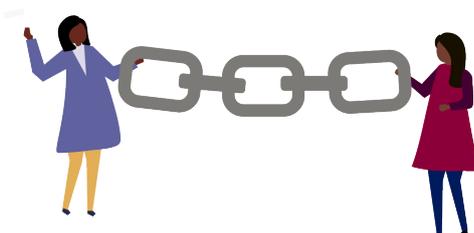
Change Enablement - Customized implementation and adoption strategies that will enable organizations to embrace the necessary tools and transformations for staying competitive.

Managed Services - Thrive after go-live with subscription access to Salesforce expertise, admin, and enhancements and an army of certified IT professionals.

The Opportunity: Uwazi joined the programme seeking to diversify their business and build an analytics practice in Africa to help businesses make sense of their customer data. They were seeking partnerships with technology startups that are building tools to measure business performance, conduct predictive analysis, or derive decision-making insights for businesses. This goal was aimed at helping them provide an all-ensuite tech package to their clients for their tech consulting practice.

The Solution: Through the Startup-SME Linkage Programme, Uwazi met Hepta Analytics, a data analytics startup firm specializing in various practice areas under data science to transform data into decisions that drive business growth. They help firms in their data architecture through a revamped infrastructure, insightful analytics and visualizations or intelligent applications.

The Outcome: As a result of the problem-solution fit, Uwazi and Hepta Analytics identified a strategic sector of focus in the manufacturing sector. The idea was to team up, and source for clients through Uwazi's wide-reaching network of clients in the manufacturing sector. The belief was that the manufacturing sector remained a highly under-utilized and untapped sector as far as data analytics is concerned. It is with this idea and belief that Uwazi and Hepta Analytics have planned a joint event through which they can educate businesses in the manufacturing sector on the potential of utilizing tech-driven automated data analytics in their business.



Stawi Foods <> Flashout

The Opportunity: Stawi Foods, being a processing company, identified an opportunity to introduce digital distribution of their products in their business model with an aim of recruiting resellers to sell their products online. Therefore through the programme, they were looking for digital marketers who can help them not only recruit resellers but identify channels through which they could sell their FMCG products.

The Solution: Through the Startup-SME Linkage Programme, Stawi Foods met Flash Out, a digital marketing company that helps local and international organizations grow their customer and user base in Kenya, Africa and beyond. They specifically help SMEs find clients and users through WhatsApp as a customer acquisition channel. For every campaign, they recruit hundreds of well-connected users in their clients' target group - e.g. farmers, students, or small business owners. Their users then share a personalized link with their interest-specific WhatsApp groups, fellows and status.

The Outcome: As a result of the problem-solution fit, Stawi and Flash Out agreed on a trial campaign through which Stawi could measure Flash Out's reach and impact. In the trial campaign, they received 100 applicants through WhatsApp who they then narrowed down to 15. All 15 shortlisted applicants were then chosen and onboarded as Stawi's digital resellers where they remain to date. As a result of Stawi Foods digital-first focus, they are now finalizing on their e-commerce platform, through which afterwards they will resume a digital distribution deal with Flash Out, with a pre-agreed 5 digital campaigns to recruit more resellers.



Stawi Foods received swift linkage with tech start ups that can help solve challenges within our business. We have so far engaged two startups and are excited about the work we are doing with them. The start ups took time to understand our business and what we want to achieve, which made us feel like we received customized support.

- Eric Muthomi, Founder & CEO, Stawi Foods.

