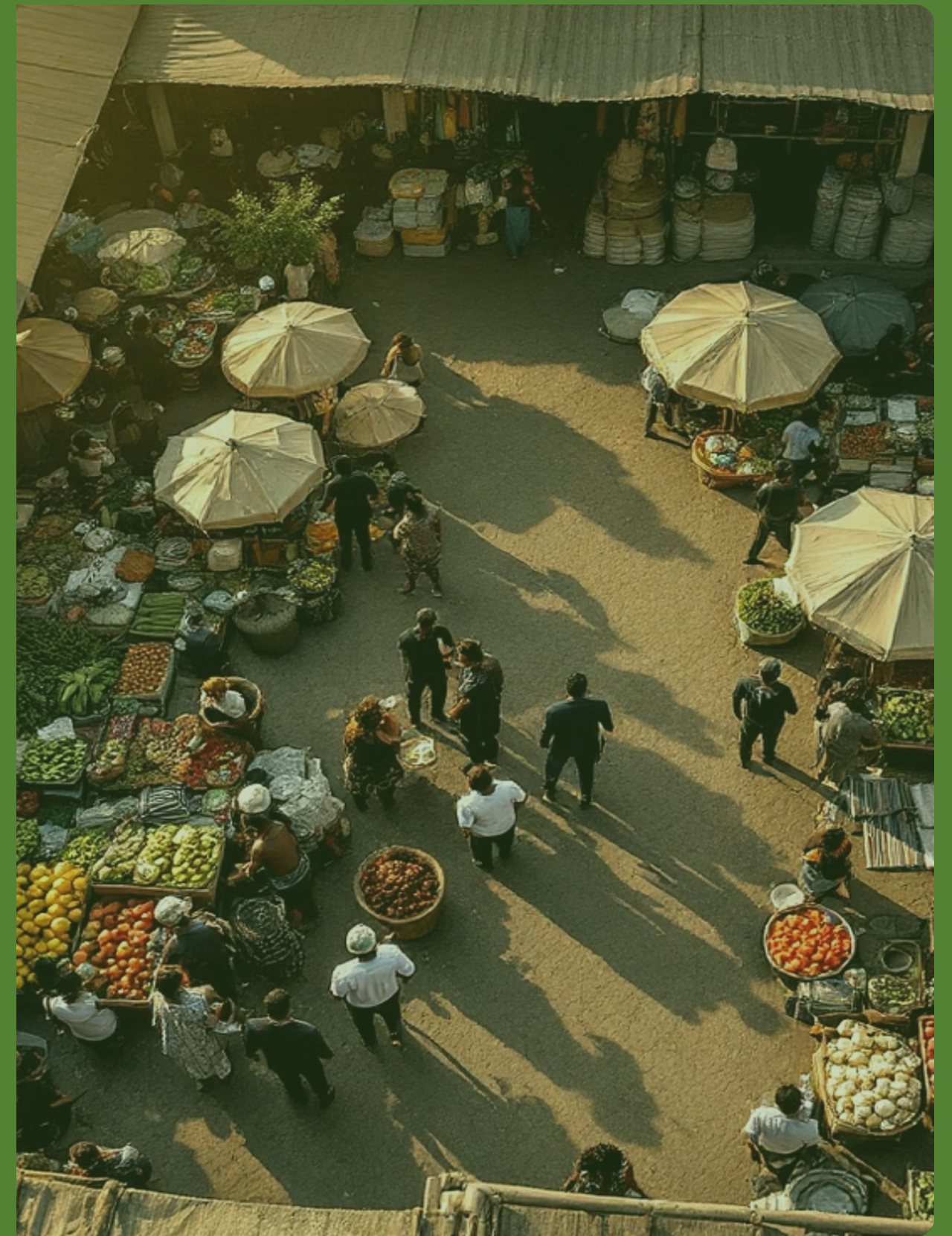




Soko Kijiji

Digitizing Africa's open-air markets



Soko Kijiji: Driving Impact at Scale



Who We Are: Soko Kijiji is an ecommerce **platform** that connects **informal market traders** with customers and farmers to markets .

1500+

Farmers



3000+

Mama Mboga Network

Network of 3000+ of mama mbogas



1000 MT+

Monthly Volumes

Fruits and vegetables transacted, demonstrating operational capacity.



8

Market

Strategic distribution network in Nairobi and Mombasa



By digitizing Africa's informal markets, SokoKijiji connects 1,500+ farmers and 3,000+ mama mbogas, moving 1,000+ metric tonnes of produce across 8 hubs to power one of the largest last-mile food distribution networks..

1

E- Commerce

At Sokokijiji, we digitize informal trade, unlocking new revenue streams through online marketplaces.

2

Commodity Trading

We aggregate demand and supply, driving fair pricing and scale in everyday essentials.

3

Market Logistics

SokoKijiji powers last-mile logistics, moving goods faster and cheaper from market to consumer.

A Digital Future for African Markets

Soko Kijiji is on a mission to leverage on technology to offer an end-to-end solution from farm to fork through digitizing small-scale women traders, connecting them with suppliers in markets (**digitize Africa's vibrant open-air markets**), empowering small-scale women traders through innovative technology and financial inclusion. We believe in harnessing the power of the **digital economy** to create **sustainable livelihoods** and foster community growth.

The Challenge

Traditional informal markets remain excluded from the digital economy, leaving millions of traders and farmers disconnected from growth opportunities

Our Solution- Digi-mama

Digi-Mama: Soko Kijiji's **digital platform** is an end-to-end solution that equips **mama mbogas** with mobile tools to source, trade, and distribute produce—bridging informal markets to digital access.

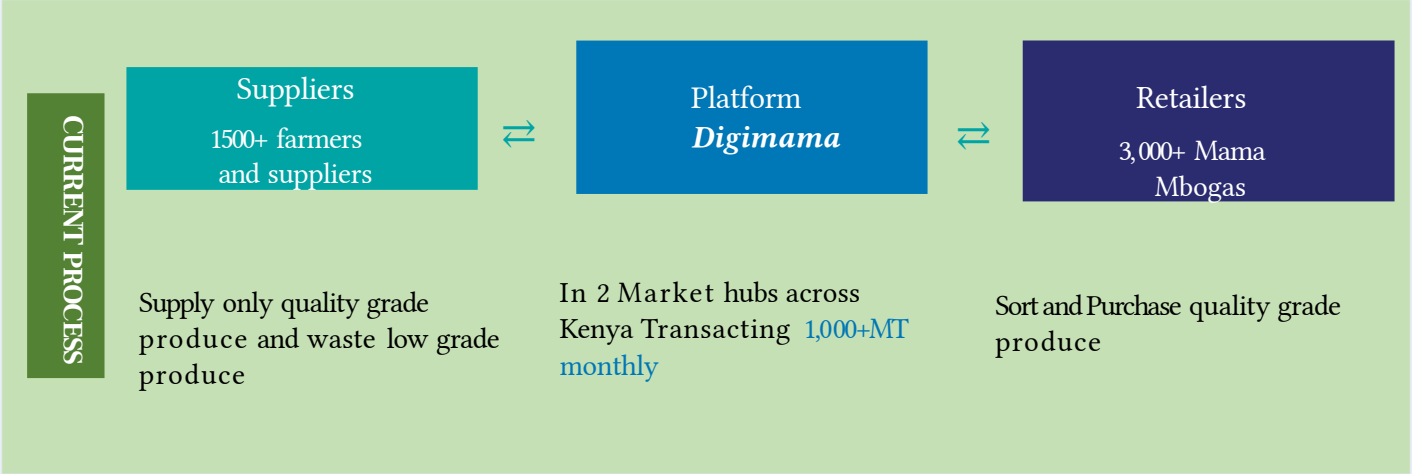
The Opportunity

Kenya's digital commerce will top **US\$8B by 2029**, while Africa's e-commerce is on track to hit **US\$1T by 2033**—an untapped growth opportunity in informal markets

SokoKijiji digitizes agriculture hubs,by streamlining the interaction between retailers and suppliers in dozens of local markets in Kenya



Digital Platform Workflow



Investment Ready

Detailed budget with clear deliverables and milestones available on request

Digi Mama Value Proposition

Suppliers & Aggregators

- 1. Seamless digital procurement:** Real-time ordering, streamlined logistics, and transparent pricing reduce friction and wastage .
- 2. Low entry barrier:** Mobile-friendly onboarding, no middle-man dependency.
- 3. Scale efficiently:** Aggregate volume for better terms and delivery optimization

Smallholder Farmers

- 1. Fair, direct access to buyers:** Bypass brokers with a trust-enabled platform matching them to urban orders
- 2. Market insights + training:** Price transparency, weather/farm tips, and peer best practices
- 3. Higher margins:** Sell fresher produce at better farm-gate rates. |

What is the business case for the platform

Revenue Diversification	30% revenue increase from market expansion through e-commerce transactions
Market Expansion	Access untapped income segments via existing infrastructure
Operational Efficiency	Leverage 8 hubs and 1,000+ MT capacity for surplus handling
Social Impact	Enhanced brand through improved distribution, food loss reduction and nutrition improvement

Customers

- 1. Reliable fresh supply:** Improved product consistency through direct sourcing from farmers
- 2. Digital convenience:** Web/app ordering, secure payment, and fast delivery within Nairobi
- 3. Empowerment & trust:** By supporting local farmers/vendors, customers feel a sense of community impact.

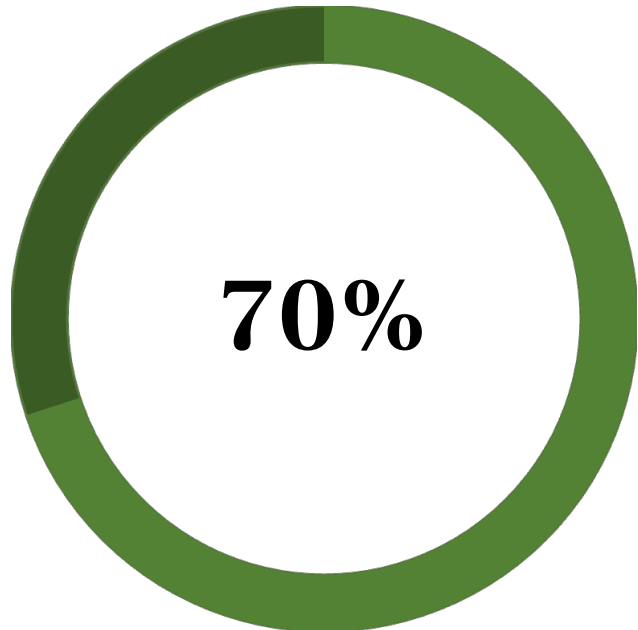
Market Opportunity: Africa's Digital Transformation



\$150B

Annual Trade Volume

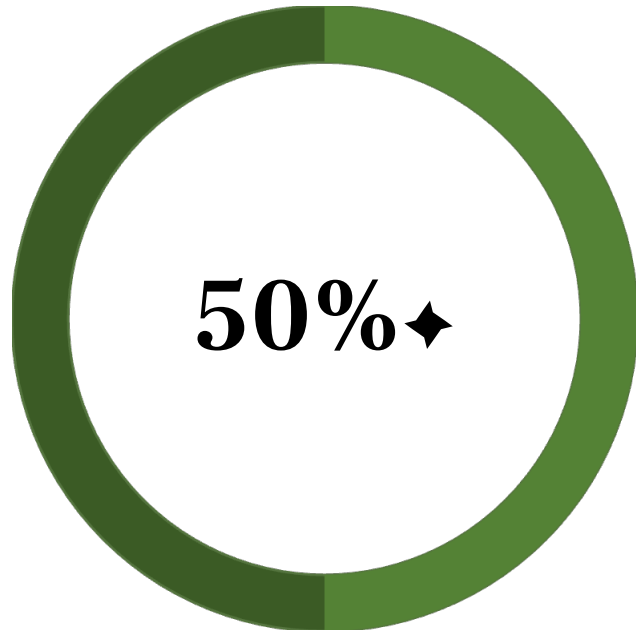
Africa's informal markets represent massive untapped digital opportunity



70%

Women Vendors

2 million informal vendors in Kenya alone, predominantly female-led businesses



50%♦

Smartphone Penetration

Rapid mobile adoption in urban areas accelerating digital transition

Kenya's mobile money leadership and growing smartphone penetration create the perfect environment for Soko Kijiji to capture early mover advantage in this vast, largely cash-based market ecosystem.

Competitive Landscape: Unique Market Position

Our Competitive Advantages

- **Hyper-local focus** on informal markets vs. formal retail competitors
- **Vendor empowerment** through community-driven approach builds lasting trust
- **Mobile money integration** leverages Africa's fintech infrastructure
- **Women-centric design** addresses unique needs of female vendors

While competitors like Twiga Foods focus on wholesale and Jumia targets formal retail, Soko Kijiji uniquely serves the underserved informal market segment with culturally relevant solutions



Roadmap & Strategic Use of Funds



The Ask: USD. 1 Million)

Platform Enhancement (Year 1)

Deploy AI-driven inventory forecasting, credit scoring algorithms, and integrated logistics tracking features.

1

2

Scale & Expand (Year 1-2)

Grow from 3,000 to 20,000+ vendors in Nairobi while expanding to Mombasa and Kisumu markets.

3

Market Penetration (Year 1-3)

Launch targeted marketing campaigns with women vendor groups and established market associations.

4

Partnerships (Ongoing)

e.g. Strengthen collaborations with financial institutions to offer tailored microloan products and services.

Impact & Vision: Empowering Africa's Market Women

Financial Inclusion

Enable economic empowerment for millions of informal vendors across Africa through accessible digital tools.

Transaction Scale

Digitize \$1B+ in informal market transactions within 3 years, transforming economic landscapes.

Ecosystem Resilience

Foster data-driven market ecosystems that improve livelihoods, food security, and community prosperity.

Our Vision: Become Africa's leading platform for informal market digitization and vendor empowerment



The Team: Diverse Expertise Driving Impact



Benson Wando- CEO & Co-founder

10+ years in Agritech and market ecosystems with deep understanding of informal trade dynamics and vendor needs.

Christine Nganga – COO & Co-founder

Experienced financial services professional specializing in strategy and operations, service excellence and a heart for the mama mboga

The entire team shares an unwavering commitment to empowering women vendors and transforming informal trade through thoughtful digitization.



Benson Wando & Christine Nganga



Join Us in Transforming Africa's Markets

Invest in Impact, Innovate for Africa

Soko Kijiji is positioned for explosive growth with proven traction, strong team, and massive market opportunity.

Together, we can unlock the full potential of Africa's informal economy and empower millions of market women to thrive in the digital age.



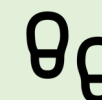
For Investors

Invest in a scalable model with proven social and economic returns.
Access a rapidly growing market while making a tangible difference.



For Tech Companies

Partner with us to expand your reach into African markets. Leverage your technology for meaningful social impact and innovation.



Next Steps

We invite you to collaborate with Soko Kijiji Impact. Let's schedule a meeting to discuss how your investment or partnership can shape the future of African trade.

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<https://sokokijiji-impact.org/>