Exhibitor Name

Appfrica

Description

Appfrica is a design and technical solutions firm founded in 2008 in Kampala, Uganda. We're committed to 'building the future from Africa'.

We provide solutions that address problems in three areas: lack of accessible data about African markets, lack of communications infrastructure in rural parts of the continent, and lack of access to capital for African technology ventures. Appfrica's technology solutions are mature subscription products with a multinational customer base and recurring revenue.

With our data products, we provide solutions for collecting, analyzing, and visualizing data. Our landmark mobile product OpenSIMKit (OSK) turns the continent's 4 billion feature phones into the equivalent of e-readers, allowing digital content to be consumed and distributed in areas that are offline. Through our capacity building initiatives, we provide a platform for technology entrepreneurs on the continent to obtain seed funding for their ventures.

We know that doing business in Africa benefits from local expertise. Thus, we're committed to providing opportunity for Africans by hiring local staff.

Implementation Methodologies

We are an organization with many offerings but they essentially fall into three categories: **Market Research & Communications**, **Technical Solutions and Technical Products**, and **Investment & Capacity Building** programs for African Entrepreneurs.

We execute all using industry best practices and methodologies.

Innovations

We approach these areas in many ways that set our firm apart. We think sustainability first, so all of our products and programs are designed with a business model in mind.

With our Market Research offerings we use data visualization and analysis methods to supplement traditional research methodologies.

With our Technical Products we provide scalable software products for managing information. Customers of these products include governmental agencies and social sector organizations from around the world.

Our programs for capacity building are targeted at African technology entrepreneurs exclusively. We feel this is an underserved area, yet providing opportunity for such individuals creates jobs, stimulates the consumer economy, and helps Africa generate intellectual property than can be utilized the world over.

Evidence of Impact

Appfrica was founded in 2008 in Kampala. We've carried out these strategies in that time and have had a number of successes.

Apps4Africa, our four-year partnership with the U.S. Department of State, has committed over $200,000 in financing to Africa's young technology entrepreneurs from 16 countries. Many of the recipients of our investments have gone on to win awards, secure additional financing, and ultimately create solutions and jobs for their local markets.

Our products for data analysis are currently used by government agencies and NGOs around the world. In the city of Houston, Texas, USA we've deployed a solution for monitoring and responding to the public during times of crisis.

Costs

Market Research & Communications: Starts at $1,000 per day.
Technical Products & Services: Deployment of our data analysis products as described above starts at $50,000/annually.
Investment and Capacity Building: We can collaborate with new partners to design programs like Apps4Africa. Similar campaigns can be coordinated starting at $150,000.

Contact

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