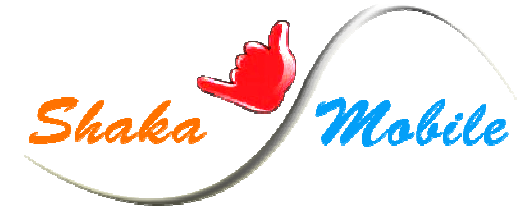




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Keeping Diaspora Africans Connected

Un-leashing the true potential in Rural Kenya today: A Strategic initiative with the ICT Ministry

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C.E.O Shaka Mobile Corp

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Kenya: Current Situation

- Population: 39,002,772
- Unemployment: 40%
- GDP per Capita: \$1,600
- Young, well educated population with extremely high level of English. Price advantage.
- Broadband internet today:
 - Expensive
 - Un-reliable
 - Generally not available outside large cities:
 - 95% of the population covered, but
 - 55% of the geography NOT covered
- Government initiatives:
 - PASHA
 - TANDAA
- **High capacity international bandwidth now available**





Parallels

- Spain, 2003
 - 5 years after deregulation
 - Incumbent still refused to deploy broadband in rural areas
 - Adoption of new technologies by niche providers forced widespread deployment of broadband and reduction of prices
 - Government initiatives for eGovernment and eLearning
- Philippines, today
 - No. 2 BPO centre behind India, but
 - Still grand exodus of skilled workers &
 - Still high unemployment in rural areas



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Hervas, Extremadura

- May, 2003 – no broadband internet access
- Agriculture main employer
- Unemployment: 30%
- Population: 8,000
- First Wi-Fi village in Southern Europe:
 - Internet (retail prices 50% existing retail rates)
 - Voice
 - Limited video
 - Used satellite for connectivity
- 23/05/2003 El Periodico de Extremadura



El alcalde Enrique Ribes presentó ayer en público la nueva conexión de banda ancha inalámbrica a Internet que están utilizando las dependencias municipales.

Riber informó que "tras la negativa de Telefonía a ofrecer en Hervás banda ancha, nos hemos visto obligado a contratar el servicio con Wifispain". El responsable indicó que es un programa piloto para toda Extremadura y "se ampliará a todas la localidades de la región, por expreso deseo de Rodríguez Ibarra".



PASHA Project

- Initiative promoted and financed by the ICT Ministry.
- Pasha “communication centres” will be implemented in approx. 7,000 rural towns and villages.
- Managed by local entrepreneurs.
- Designed to promote eGovernment and eLearning initiatives nationwide.



TANDAA Project

- As the Digital Content sector is predicted to be one of the most important growth areas and contribute significantly to socio-economic development, the ICT Ministry has developed a strategy to promote this in Kenya through a series of grants in collaboration with the Kenyan Film Industry and the Ministry of Culture.
- This industry includes media, music, gaming and applications.



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Shaka Mobile Corp.

- U.S. based service provider focused on the African diaspora setting up operations in the UK and Kenya initially.
- As well as voice and messaging services, we will provide MMT, airtime top-up and remote bill payment services
- Licensed ISP in Kenya.
- Working in close collaboration with ICT board.
- Proven experience and expertise in developing countries.
- Corporate commitment to help local communities evolve.
- We aim to support govt. initiatives to engage diaspora Kenyans in development.
- Will provide the infrastructure and services that will create lasting employment and the socio-economic conditions to improve the quality of life across Kenya.



Development Initiatives



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- In collaboration with government and educational establishments, we are implementing a development platform to allow development of mobile based applications and content.
- As well as providing all the necessary “tools”, participating organisations will receive guidance and training and the resulting applications will be commercialised by Shaka globally on a revenue share basis.
- We are also implementing a series of IP TV Channels, which will not only promote things such as tourism in Kenya, but also showcase content produced locally.



BPO Initiatives

- We are committed to creating employment in Kenya and are in the process of setting up a Call Centre to handle our local and international requirements.
- At a later stage we will offer outsourced services to other overseas corporations.



Connectivity

- With the arrival of the latest undersea cables connecting Kenya to major international networks associated costs are now comparable to other regions.
- As part of the PASHA project, the Ministry will finance the necessary bandwidth for the centres during the first 12 months of the project.
- Connectivity solutions using fibre, wireless, microwave or satellite technologies make high speed, cost-effective internet access available to any point of the Kenyan geography.
- Deploying a WiMAX network in the community around the Pasha centres coupled with last mile Wi-Fi will bring cost effective high speed internet access to residents.



eGovernment & eLearning



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- The Government's initiative in eGovernment and eLearning are designed to facilitate communications giving all Kenyans access to information, tools and education with the following areas identified as priority:
 - support to pension administration
 - driver's license registration
 - land information and land registration systems
 - high court registrar
 - the public servant's wealth declaration
 - company registration
 - and improvements in e-procurement



PASHA Project: Hola

- The Hola Pasha project has been selected as a pilot project between Shaka and the Ministry and include the following services:
 - Connectivity
 - eGovernment/eLearning
 - Public Internet access
 - Value added services such as Voice, Video Conferencing
 - [Outsourced] Call Centre for Shaka clients globally
 - Mobile application development centre
- We will ensure that the rural areas have access to the information and services to help develop the local community.
- It is envisaged that these services will be rolled out to other Pasha centres during 2010.



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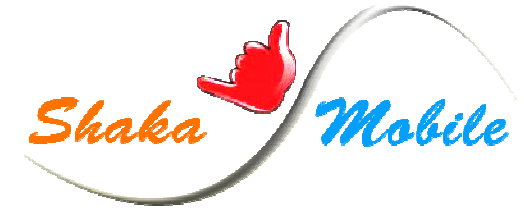
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- Shaka is collaborating with SU in the following areas:
 - Implementation of international video conferencing services.
 - Implementation and management of an SU TV channel to improve communications and allow remote attendance of lectures, etc.
 - Implementation of a joint development project focusing on mobile applications to give students real world experience as well as generating revenue for SU.



Conclusions

- The building blocks are in place to guarantee a brighter future for Kenya:
 - Support from Government and private sector
 - High capacity, cost effectively priced internet access
 - Technology and partners
 - Local community
- We will support the government initiatives to make Kenya a top ten ICT hub globally.
- Improving communications, giving access to the required tools to any Kenyan and promoting Kenya, it's people and services internationally, WE will achieve that goal.



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