



# **Mobile Communication in Business Development**

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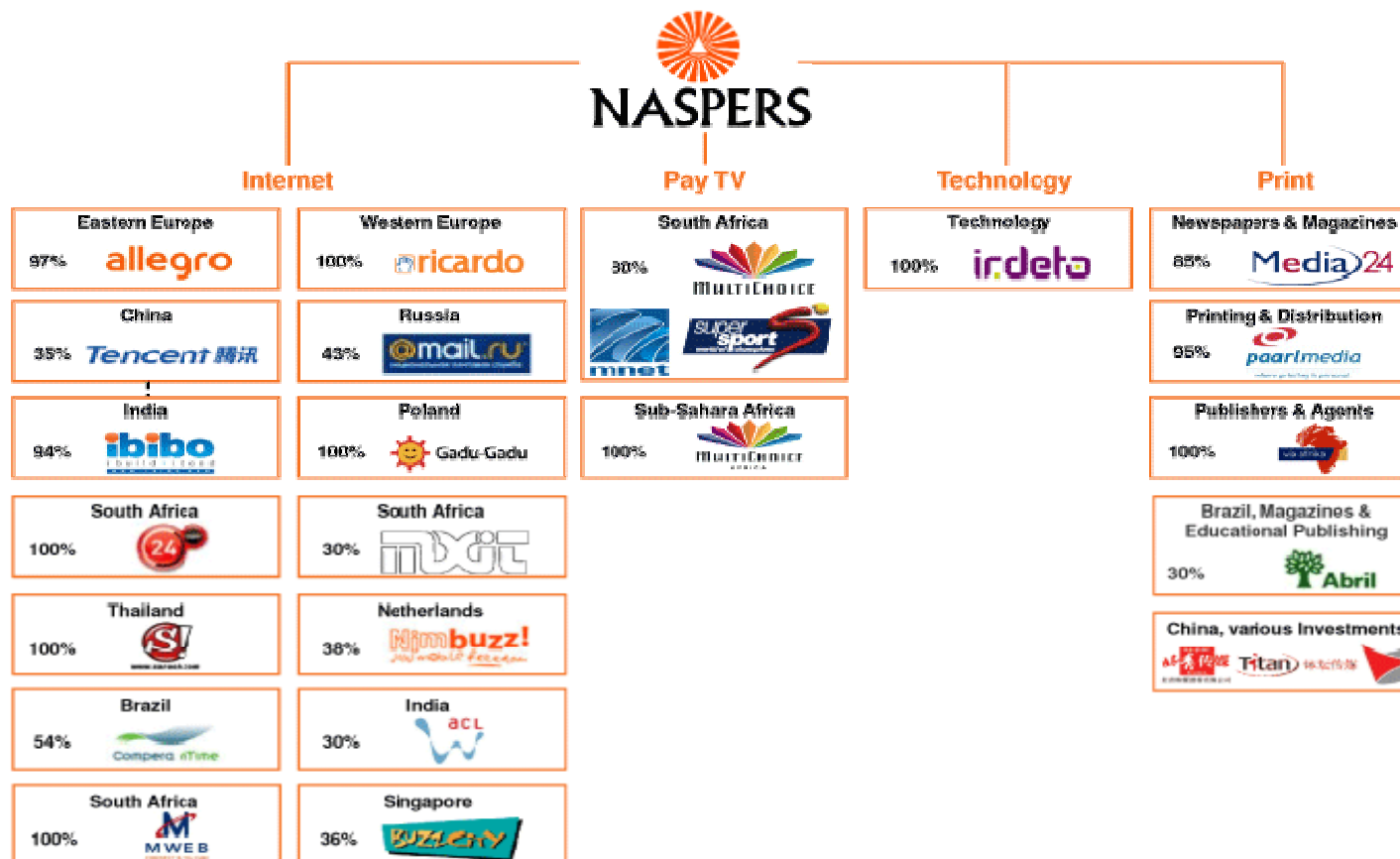
[www.mocality.co.ke/joshua](http://www.mocality.co.ke/joshua)

## Who we are:

- MIH Internet Africa – A Naspers Company
- Naspers/MIH Group – Holding Company
- Naspers is a multinational media company with principal operations in electronic media and print media.
- Started in 1915

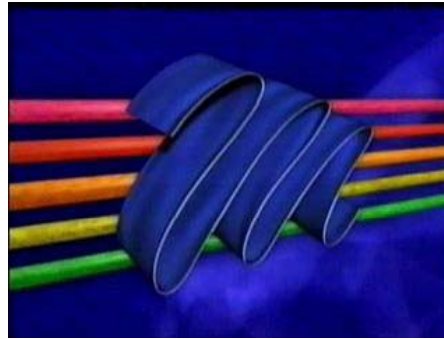


## Naspers Structure:



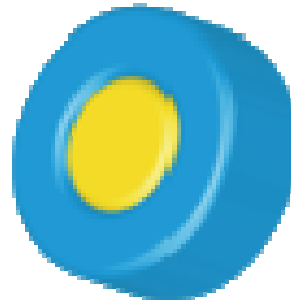
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## Some Familiar Naspers companies:



Nimbuzz

TRUE LOVE  
All a woman needs



## Communication and business

- Communication is at the core of intelligent life
- Business thrives on communication. Because:
  - Business can keep track of consumer needs/trends and consumer relates this back to business
  - Consumer is more aware of different options available to him
  - Business can communicate their services to a wider range.
- Hence better quality of products and services

## Why Mobile:

- Convenience
  - Anywhere
  - Time
  - immediacy



## Why Mobile: (Cont'd)

- Mobile = Next major tech step in communication.
- Major Steps have had industries grow around them . E.g. Snail Mail
- Same thing will happen with mobile
- Mobile Evolution: Is making it Easier and Cheaper to communicate.

# Mobile Evolution

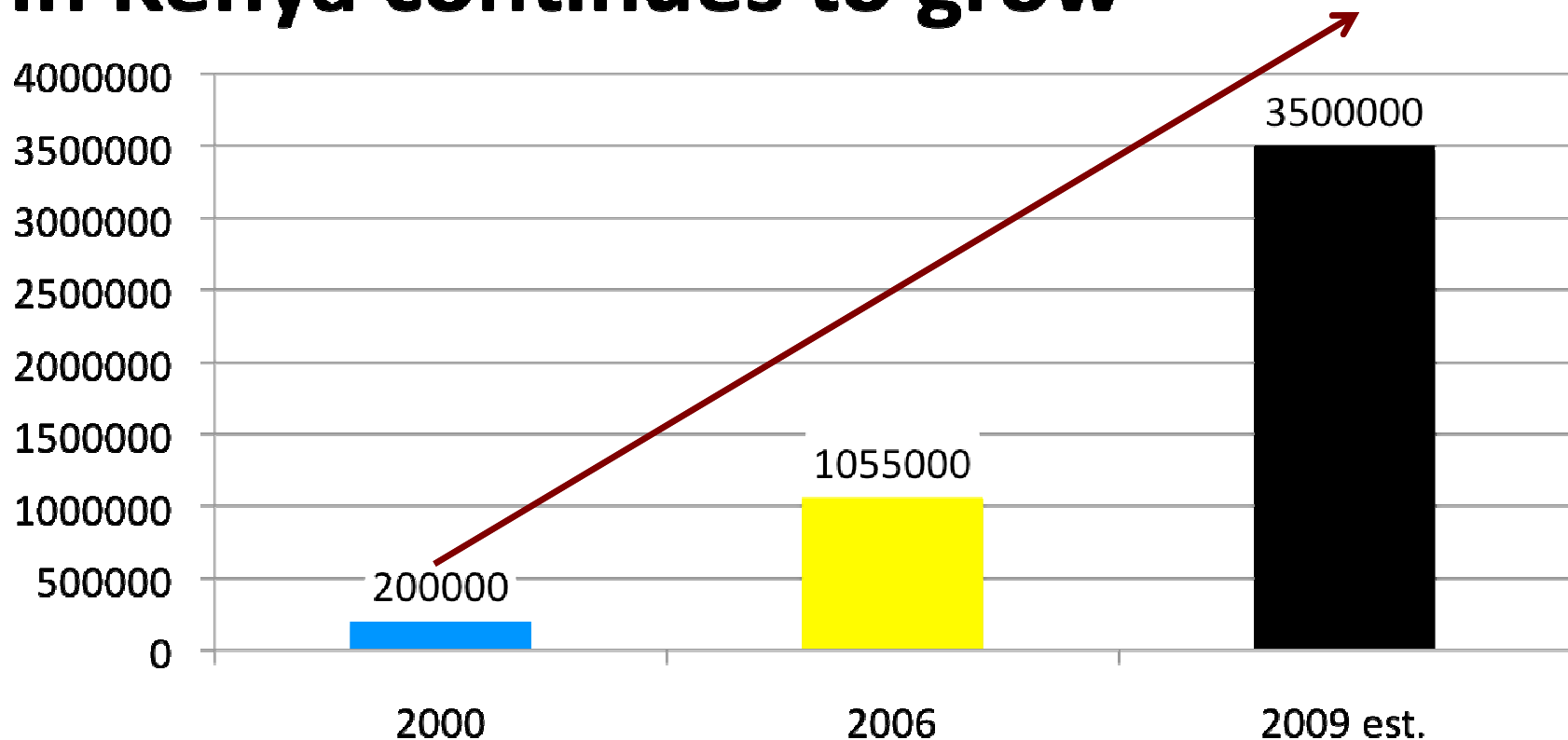
- Voice – Mobile phone merely made it more convenient to receive calls.
- SMS – Evolved to allow for storage. Increased popularity with lower income users
- Data – The new frontier. And the future of mobile.





# Internet & Mobile market in Kenya

## Internet penetration in Kenya continues to grow



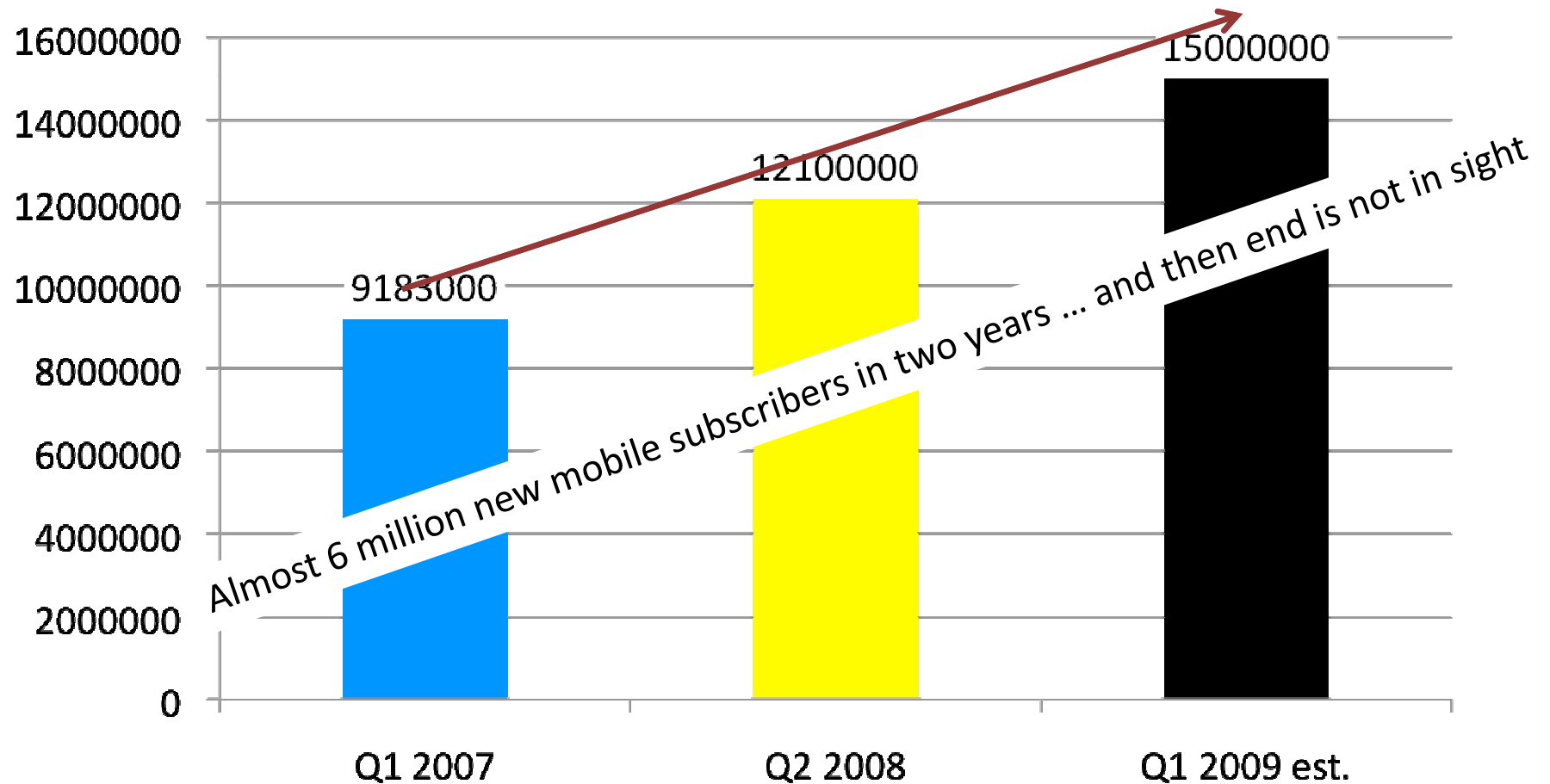
Source (2000 & 2006): ITU

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But even more so ... Kenya's going  
mobile



## The numbers tell the story



Source (2007 & 2008): ITU

## Impact of mobile technology

- Mobiles used to be about voice and SMS communication
- But it is fast becoming more:
  - 2.5 million people with GPRS-enabled phones
- Does Mobile Technology impact onto business

# Mobile Tech: Quick case studies

- **MPESA - KE**
- 5 million users in 2 years and growing
- Targeted at low income earners – used across the board.
- Over 1.5 billion USD transacted from Jan 08-09.
- The service is needed.



- **MXIT – SA**
- Instant messaging launched 2003
- Launched officially in 2006
- Now over 14 million users. Over 10 million alone in SA.
- MXIT has grown into more than just messaging. Now into banking, shopping, counseling services etc.



## Barriers to Mobile Communication

- Cost
- Inadequate Infrastructure
- Unfair competition
- Slow trickle down benefits due to Oligopoly.
- Education.

## MIH IA : Our mission

- Get involved in the development of Digital products and services in the region
- Launch products and services that make sense into the market.
- Invest in promising start ups, helping them achieve their full potential.



## Current Products:

- Nimbuzz
  - Instant Messaging service
  - Aggregator
  - Cheap Communication
- Mocality.com
  - Business Product
  - Born in Kenya
  - First of its kind.

What is Mocality?



A Pan-African **local mobile** and **PC** interface search **platform** that enables **connections and easy communication** between **consumers, businesses** and their **suppliers** via a set of **innovative** products and services.

The platform offers **enriched** and **location-based business listings** to consumers, a range of **free business promotional tools** with **premium commercial services** to be added. Mocality puts **you** in control.

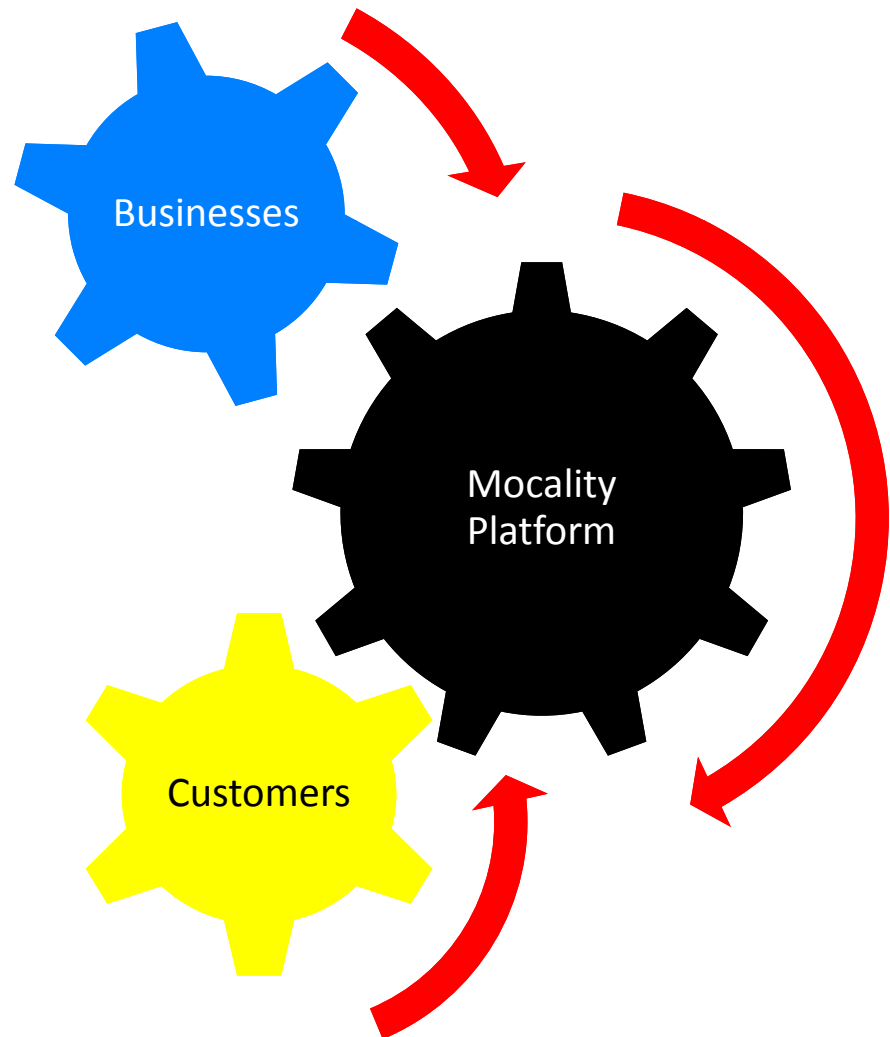
*Mobile + Locality = Mocality*

## Connecting business & customers

The ***Mocality platform*** connects businesses and consumers through a simple, intuitive mobile and PC interface.

***Businesses*** use the platform to attract and communicate with new and existing customers.

***Consumers*** use the platform to search, discover and interact with businesses.



# Mocality

Consumers

Creating Connections

Businesses



Listings  
Business toolkit  
Business card  
Maps & Directions  
LBS  
Business Reports  
Social sharing  
Consumer Interaction  
Business Interaction

- Available on mobile and PC
- Search for businesses / landmarks
- Find local businesses in your area
- View maps & get directions
- Get business contact info
- Receive business updates
- Interact with businesses
- Bookmark favourites
- Share with other users

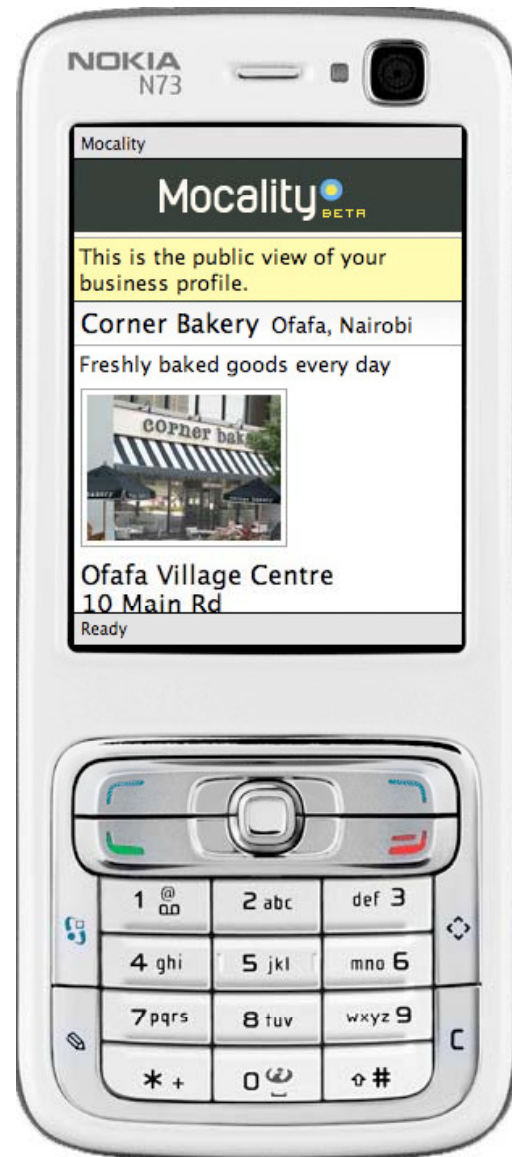
- Self-list business
- Create mini-mobile site
- Update info anywhere / anytime
- Use business toolkit
- Engage with actual / new customers
- Offer coupons and promotions
- Network with other businesses
- View consumer and traffic reports
- Be found!

# Mocality🌐

## Building a platform with Africa-wide reach



Businesses  
create their  
own business  
profiles



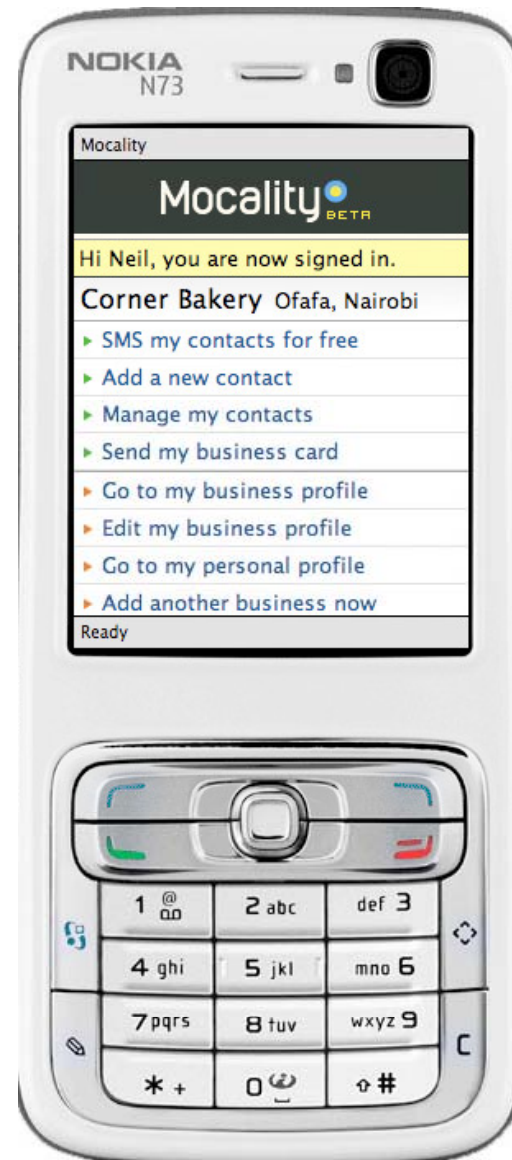
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Business  
locations  
are  
mapped.





Businesses have a  
set of FREE tools  
available:

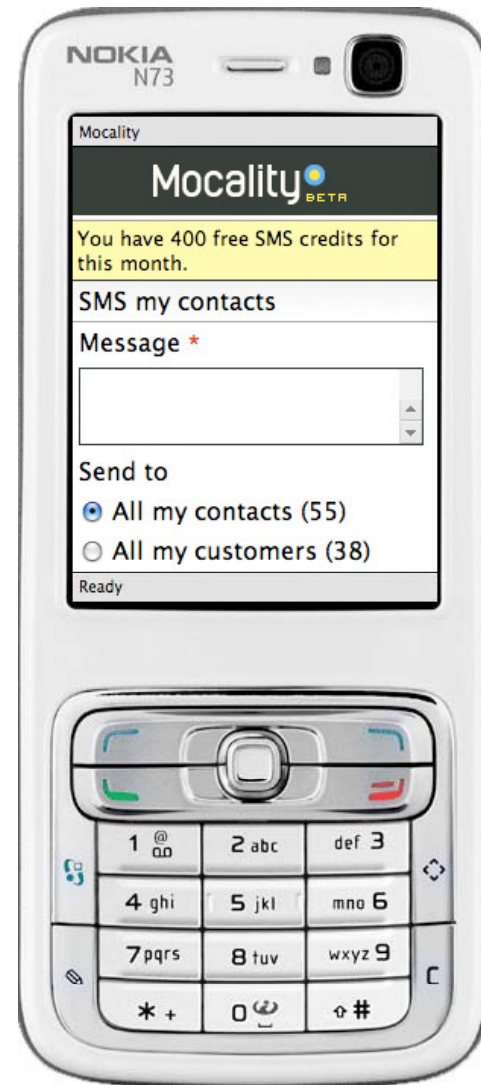




They can Store  
and  
organize their  
business contacts



Communicate with  
contacts (customers,  
and suppliers) via  
Free SMS



Sending  
electronic  
business  
cards.



Businesses  
can  
Catalogue  
Products or  
Services  
they offer



Businesses can  
reach a wider  
audience with  
Specials



## Mocality offers businesses:

- Low cost and direct marketing tools
- Convenient Reach ability
- Cost effective communication
- Control

## Aids to growth in this sector:

- Mobile Communication as a Business Development pillar
- Innovations around mobile communication and devices
- Government pro-activity in knocking down/easing barriers to communication.
- Education.

Thank  
You!

