DYNAMIC
IMMEDIATE
HYPER-LOCAL
RELEVANT
AFFORDABLE

MESSAGING PLATFORM ACCESSIBLE TO EVERY BUSINESS

DIL Georgetown
March 7, 2014
No Communication Channels That Are Both Affordable & Effective

ONLY TOP BRANDS ADVERTISE
Massive Information Gap

INSUFFICIENT DATA FOR ORGANIZATIONS SERVING THE MARKET. DIFFICULT FOR INDIVIDUALS TO MAKE INFORMED ECONOMIC DECISIONS.
WEB / MOBILE INTERNET
15.6% Have Access (Africa)

NEWSPAPER
$1,800 for ¼ Page Ad

RADIO
$400 per promotional mention

BILLBOARDS
$2,000 for 1 billboard-month
FlashCast’s Technology

Smart • Affordable • Location-aware
Digital Displays

In front of captive audiences of commuters
500 Million in
Transit as a Platform

35% Nairobians Commuting Via Public Transit

>25,000 Public Transit Vehicles in Kenya
Nairobi Deployment
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IN JULY WE ASKED OUR RIDERS: "IF YOU HAD ONE WISH, WHAT WOULD IT BE?". HERE'S WHAT THEY SAID.

"Wish to be successful in my endeavours."
"Wish to have a faithful lover."
"I could get everything in life..."
"tube bwe bure jioni"
"Holiday to Dubai"
"Wish he dint go"

"I would lyk 2 find nsel marreid 2 all umoinner beauties"
"Kula kuku kule uswazi dishes."
"Wish was a bird ninge kua nimefika"
"Hii jam ingekuwa inasonga"

"TO BE TREATED FAIRLY"
"Twende heaven now"
"Dere acheze riddim tafadhali"
PS Kenya’s Family Planning Bus Campaign

Designed 3 short SMS surveys on family planning.

1. Passengers asked to SMS ‘MODERN’ to a free shortcode to take first survey

2. SMS surveys included multiple choice and open-ended questions on myths and facts about contraception

3. Immediate $0.12 airtime bonus upon completion of each survey (max 3 per respondent)

Can contraceptives make a woman be unfaithful or kill her sex drive?  A) Yes  B) No
In 72 hours
Collected 4,325 SMS answers

Results to: “Can contraceptives make a woman be unfaithful or kill her sex drive?”

Results to: “Can contraceptives affect the man, when the woman is using them?”
3,000 – 13,000 / year

Road Fatalities in Kenya

74% of fatalities occur in developing countries
Driver Ranking & Safety System (DRS)

Realtime Transit Feed
GPS & Accelerometer Data

Driver Risk Dashboard
Web Portal + SMS Alerts

WEEK
M T W Th F S Su
TODAY
6am . . . . 10am . . . . 2pm . . . . 6pm . . . . 10pm

RISKY
DRIVER A107

OK
DRIVER A951

OK
DRIVER A061

OK
DRIVER A393

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Challenges

1. Micro-ad distribution & education
2. Trust & SMS shortcodes
Thank You!

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