Connectivity solution in Rural & Semi Urban areas
WHAT IS ARED
A BUSINESS IN THE BOX SOLAR KIOSK SOLUTION

ARED delivers critically needed services to BOP markets using a franchise business model.

Our SHIRIKI Hub provides a network of distribution for phone charging, virtual top ups, mobile money, and WIFI intranet and internet access.

We create green jobs addressing high unemployment at the BOP.
The Problem

- In East Africa more than 65% of the population has access to a cell phone.

- Less than 20% off the people have access to electricity

- Less than 10% have access to internet or digital content

- The unemployment rate is 30% in the region alone and more than 50% of the population is living in the slums.

- Cell phone use and internet access are two of the most critical building blocks to economic improvement in the developing world.

Source: Internet World Stats- The World Energy Outlook
Hard Tech Solutions: Shiriki Hub.

- **Solar Panel**
  - Power the Kiosk

- **WIFI Intranet**
  - / Internet access
  - GPS system

- **Charge Phones**

- **Battery Storage**

- **Easy mobility**
  - No infrastructure needed

- **High Visibility**
  - Cobranding Space

- **Speaker System**
  - For audio content & Advert
M-SHIRIKI Admin Backend System

- Admin can do the following Activities:
  - Able to Register the Agents
  - Monitor Loan Program
  - Checks the Current Balance and Receivable payments from Agent
  - Checks Profit generated by the all agents
  - Sets agents fee on different services for different operators
  - Admin can Check the Advertisement Transaction analytics as well as revenue analytics
  - Collect Data on Digital content consumed, spending habits of users and more...
M-Shiriki APP for the Micro-franchisee

- Micro franchisees can do the following Activities:
  - Any Virtual Tops Ups.
  - Tax Payment
  - Internet
  - Sales of Any Digital Content
  - Check his Commission Report
  - Check his Transaction History
  - Can request a credit of services
  - Communicate any issues on the ground
  - And more....
M-SHIRIKI intranet access for End user

- Users/customers can do the following Activities:
  - Access to any digital content on the kiosk
  - Participate to trivial games
  - Participate in Surveys
  - Earn Credits
  - Engage different brand from the App
  - Many more...
M-SHIRIKI Monitoring App platform

1. Our state of the art monitoring system of our micro franchisees is second to none. We have developed a mobile app that allow ARED to collect information from the field and real time update the data into our software system.

2. The data is used to feed our rating system of all micro franchisees

3. Each kiosk is connected using a QR code system to make sure that the monitoring is actually done from the field.

4. Finally, to better streamline the data collection, we have developed a checklist questionnaire build in within the App.
How Micro-Franchisee Process works

1. Marketing Cooperatives
2. Interview Selection Franchise fee
3. Train Transport Maintenance Tablet
4. Seek Partners
5. Share Revenue with Franchisees
Value Proposition for our partners.

**Audio content**
- A lot of people still do not have a smartphone, our audio system can be used to distribute key content.
- Strong analytics allow us to estimate the number of people reached.
- The content is loaded from a centralized cloud system and can be customized according.
- Content can be educational, entertaining etc...
- Can bring some strong branding capabilities for partners

**Digital content**
- Our intranet technology allows anyone to access digital content offline via our WIFI system.
- Our built-in web interface simplifies the access for the end users.
- Our WIFI has a radius of 30 to 50 meters.
- We have created local cloud systems custom to the areas the kiosk is serving.
- We can be region-specific for our digital content distribution.
IMPACT
SOCIAL AND ECONOMIC IMPACT

Social and economic impact:
create low cost green businesses among youth, women and people with disabilities
Using franchise business model

Environmental impact:
using solar technology to power the kiosk

Technological Impact
Easy and affordable access to digital information via our intranet technology
ARED AWARDS

100 innovations for sustainable development
Siemens empowerment Award
Energy Globe Award
SEIF award
Rwanda ICT Challenge
Ishow Innovation showcase AWARD
Diaspora Market place.
Microsoft access initiative
DEG Grant
Thank You

Henri Nyakarundi: CEO
henri@a-r-e-d.com

Investor relation: Thomas Festerling
t.festerling@a-r-e-d.com
www.a-r-e-d.com

Twitter: @AFRIKRED
Linkedin: linkedin.com/in/AFRIKRED