



GAMBIAN TECH

Startup Directory

➤ YOUTH
EMPOWERMENT
PROJECT



Foreword by The Ministry of Trade, Industry, Regional Integration and Employment

The Gambian economy is flourishing, open for business and integrated in the global market place. Trade in services are of particular relevance to The Gambia and so is innovation.

The 21st century is digital and the information technology and communications sector is key to integrate the global economy, especially for developing countries. In this context, the Government of The Gambia is committed to supporting innovators and to providing a conducive environment for digital businesses to grow. We believe that the digital economy has the potential to generate employment and to create pioneering solutions shaped to The Gambian reality and context. More importantly, the business environment reforms that we are implementing are founded on the principle of 'Digitalization' of all processes and procedures to ensure efficiency and transparency.

The present Tech Startup directory aims at facilitating the identification of the most-promising tech startups in The Gambia accompanied by the YEP Tech Startup Support programme. We deem it as in line with the National Development Plan. The Critical Enabler number five of the NDP aims at making The Gambia a Digital Nation and at creating a modern information society.

The Tech startup directory will undoubtedly contribute, by the value of its content and its wide distribution, to promote The Gambian digital entrepreneurs in both African and international markets by connecting them to investors, partners, and buyers.

Lamin Jobe
Hon. Minister of Trade



Foreword by The Information Technology Association of The Gambia

The Information Technology Association of The Gambia (ITAG) consists of professionals and institutions within the ICT ecosystem whose aim is to promote the growth, development and use of ICT through collaboration and partnership with relevant stakeholders, by providing a platform to ensure advocacy and accessibility of ICT services for the socio-economic development of The Gambia.

ITAG's has recently partnered with the International Trade Center in revitalizing and revamping the association after a 4 year hiatus. ITAG has since engaged its community in numerous activities in

- ✔ Supporting government's efforts in review the ICT Training standards in The Gambia
- ✔ Supporting IT institutions in developing market export strategies and exploring regional markets
- ✔ Building Awareness and community involvement in developing ICT Service portfolios
- ✔ Providing Training

Of recent, our involvement in the YEP Tech Startup Support Programme is giving 27 Tech Startups the background knowledge to develop through the different stages of maturity in the startup space.

We are pleased to partner in this venture and believe that it is in line with our vision of setting and maintaining a vibrant Tech ecosystem in The Gambia. ▾

Seedy Bensouda
President, ITAG



Foreword by The Youth Empowerment Project

I am pleased to share with you The Gambian Tech Startup Directory, which showcases the profiles of the twenty-four startups we are supporting under the YEP Tech Startup Support programme. The startups relying on technology as a core enabling factor were shortlisted upon a call for application launched early January 2019. The call for application was followed by a two-step selection process involving both a theoretical scoring and individual face-to-face interviews.

The selected startups benefit from a range of services including training, coaching, market linkages and promotion. The objective of the programme is to help the tech startups on their business journey and to position The Gambia in the global tech ecosystem. The Directory brings together young Gambian tech entrepreneurs and presents their startups to a global audience of partners, investors and clients.

The programme falls under the IT sector & digital entrepreneurship component of The Gambia Youth Empowerment Project (YEP). YEP is an initiative of the Government of The Gambia implemented by the International Trade Centre and funded by the EU Emergency Trust Fund for Africa. The project equips youth with job-ready skills and entrepreneurship opportunities in a variety of sectors, ranging from agribusiness and construction to tourism and tech. The goal is to empower young people to earn higher, stable incomes and create quality jobs. The IT sector & digital entrepreneurship component helps tech entrepreneurs to take advantage of the digital economy and turn them into economic benefits.

Raimund Moser
ITC Representative in The Gambia



Table of Content

Foreword by Ministry of Trade, Industry & Employment	02
Foreword by Information Technology Association of The Gambia	03
Foreword by The Youth Empowerment Project	04
Table of contents	05
Thematic Index	06
Overview of the programme	07

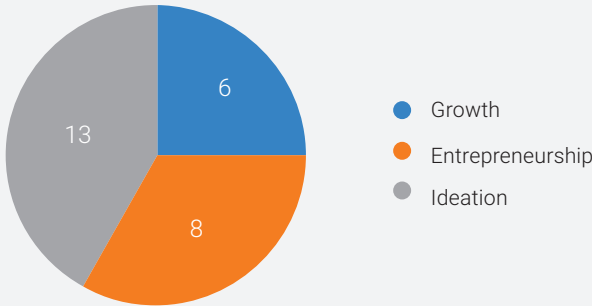
Growth	Deka	12
	Lebalma	14
	Money Farm	16
	Ryde Africa	18
	Smart Technologies	20
	Tesitoo	22
Entrepreneurship	Gamdiary	24
	Jolloftrade	25
	Kubejara	26
	Nesthet	27
	Ping Money	28
	Taftaf	29
	Wonmasport	30
	ThinkMobile Money	31
Ideation	AFRIBLACK	32
	BorryMedia	32
	Madani Studios	32
	Educare	32
	Faalen Technologies	32
	Jangalma	33
	Juloo	33
	K. Apex I.T Consultancy	33
	Keneba	33
	Tixibit	33
	Leucocytes	34
	Medprognosis	34
EMR Squad	34	

[INDEX]

Agritech & Foodtech	Tesitoo	22								
Agritech & Foodtech, Fintech	Money Farm	16								
AI & Machine Learning, Fintech	Ping Money	28								
Edutech	Educare	32	Jangalma	33	Kubejara	26	Smart Technologies	20		
	Faalen Technologies	32								
Fintech	Gamdiary	24	Juloo	33	Lebalma	14	ThinkMobile Money	31		
	Govtech	Madani Studio	20							
Health-tech	Nesthet Clinical Services	27	Leucocytes	34	MedPrognosis	34	EMR Squad	34		
	Media & Advertising	Borry Media	32	K. Apex I.T Consultancy	33	Keneba Tech	33	Tixibit	33	Wonmasport
Faalen Technologies		32								
Retail & E-commerce	AFRIBLACK	32	Jolloftrade	25	TafTaf	29				
	Retail & E-commerce, Travel & Tourism	Deka	12							
Travel & Tourism	Ryde Africa	18								

YEP Tech Startup Support Programme at a glance

The one-year YEP Tech Startup Support programme is part of the YEP Gambia project, funded by the European Union, and implemented in cooperation with ITAG, The Gambian IT association. Twenty-four Gambian tech startups applied to the programme in January 2019 and were selected further to a review of their application and one-to-one meetings. The startups have been segmented into three categories according to their level of maturity:



- 13 in the Ideation category: founders are engaged in product or service ideation, market research, prototyping of a Minimum Viable Product (MVP)
- 8 in the Entrepreneurship category: MVP confirmed, no or little revenues
- 6 in the Growth category: the startup generates revenues, and founder look into product and/or market diversification



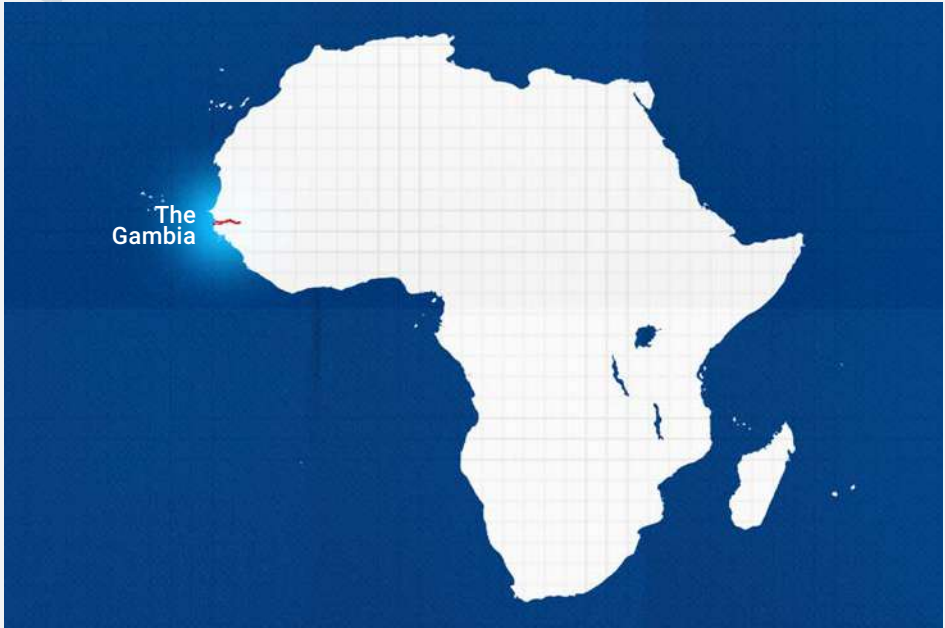
Early-stage tech startups (Ideation/ Entrepreneurship) receive a blend of online and onsite training and targeted coaching on different topics related to building and further developing their startup, product/ service. This also includes thematic trainings and coaching such as e-commerce and digital payments




More advanced startups (Growth) have access to opportunities in the form of local/regional/international start-up events and competitions, to develop their business, and connect them with global markets and potential investors




All the startups benefit from an online and offline visibility, including the present directory, PR & Communications support.



 **Country:** The Gambia

 **Language:** English

 **Capital:** Banjul

 **Time zone:** UTC+0 (GMT)

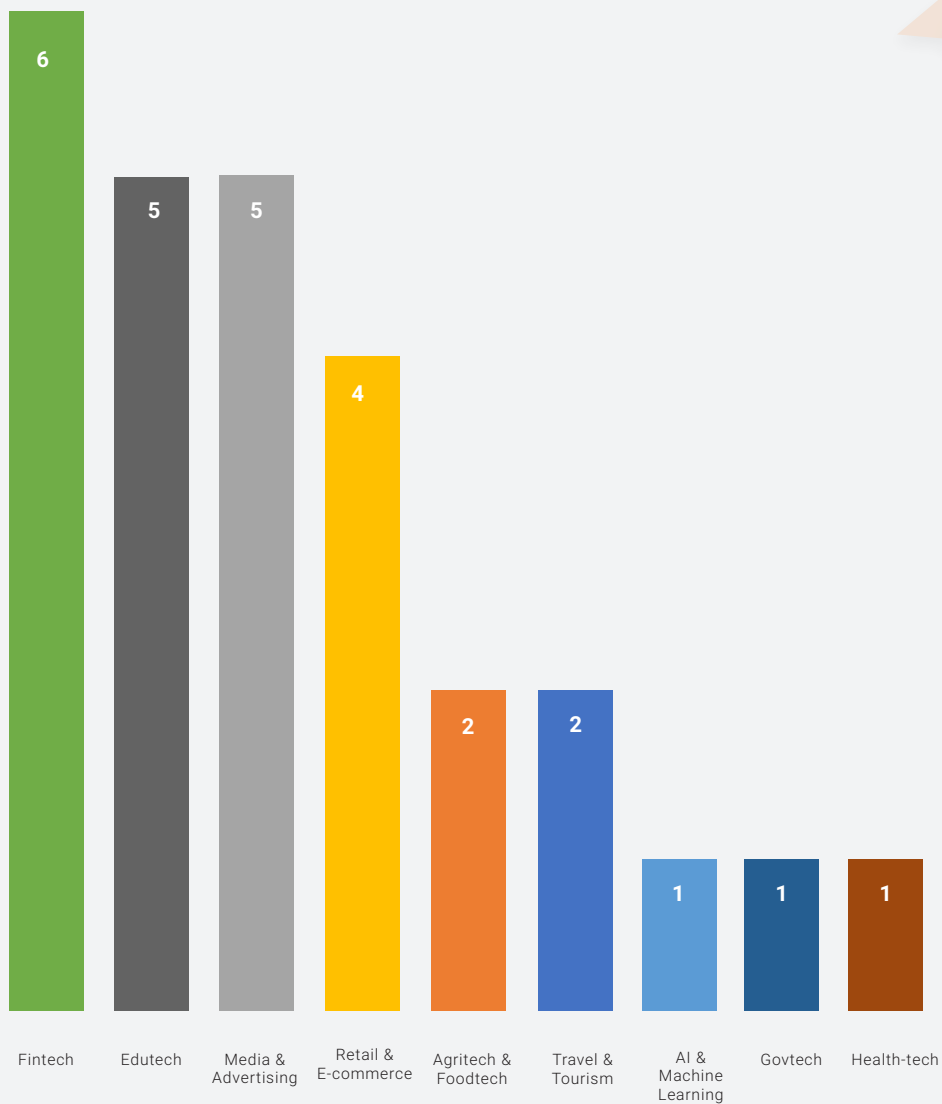
A Booming Tech Sector

The Gambian Tech sector has undergone expansion and evolution through liberalization and privatization policies led by the government. It has grown profoundly in the past years with the African Coast to Europe (ACE) cable system put in service in 2012, which facilitates internet access for Gambians.

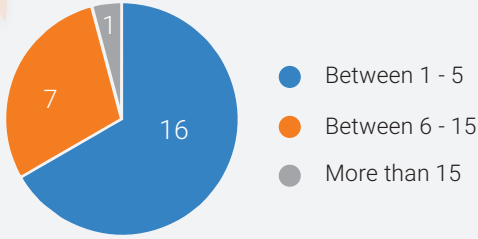
The Gambia is well-positioned in terms of infrastructure, mobile network coverage and mobile penetration, despite remaining access challenges in rural areas. The new Gambian government prioritizes ICT in its new Development Plan to emphasize growing the sector, which will lead to positive spill over effects across the economy. At the same time, challenges remain in the areas of skills related to technology, intellectual property rights management and enforcement, IT-specific certifications and access to finance.

All conditions for a mobile value-added service innovation revolution are present in this vibrant Tech ecosystem, especially as about 88% of the enterprises' workforce are youth (age 35 or less), and more than half is led by youth. The YEP Tech supported startups illustrate these trends: 82% of the startup founders are less than 35.

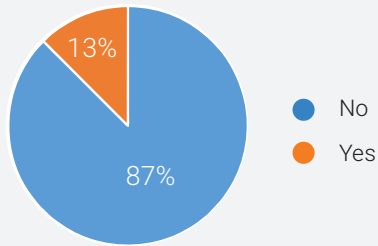
Areas of specialization of the YEP Tech Startups



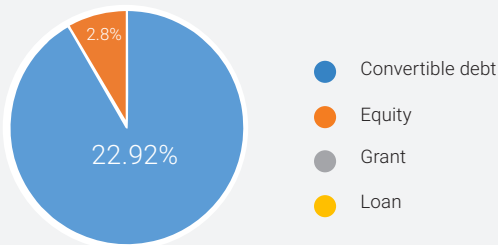
Total Number of Staff:



Startups led by women:

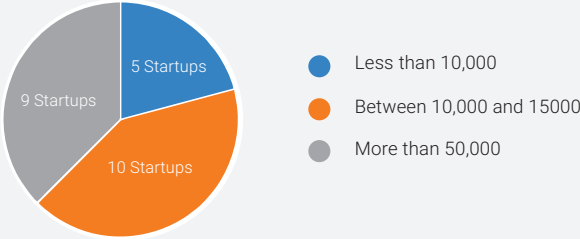


Startup including returnees in the staff

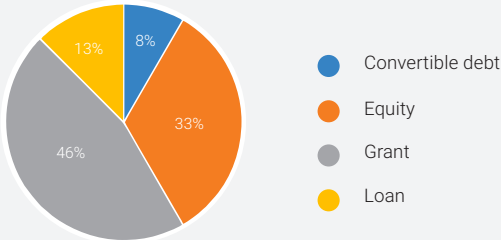


Funding ask in USD

Almost all Gambian tech startups look for seed funding, even at the Growth stage







Type of Fund asking



Deka

A product
by Assutech



Year of establishment: 2015  www.assutech.gm
 Address: Madiba Mall, Brufut Gardens Estate, Brufut  +2207935827
 hassan@assutech.gm

Staff: 8

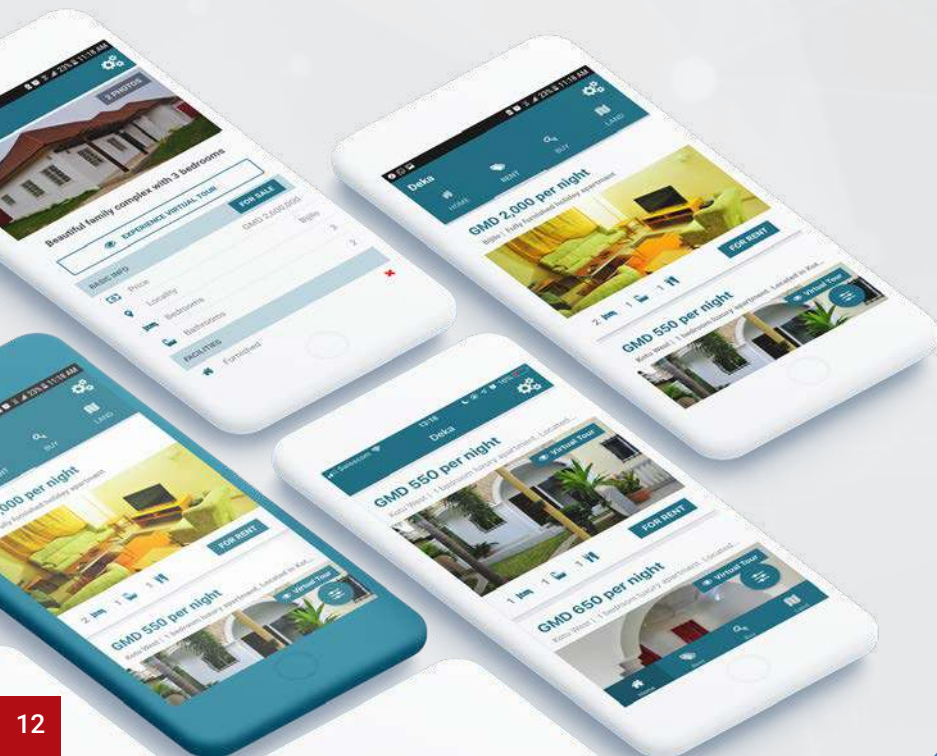
Legal status: Sole Proprietorship

Social:   [assutech](https://www.facebook.com/assutech)

Field: Retail & E-commerce, Travel & Tourism

Pitch

Improving lives through technological innovation and shaping the way we trade in goods, services and real estate.



Financial Information (USD)

Initial capital: 20,000

Cash spent per month: 150,000

Investment required: 60,000

Percentage of shares that could be made available to an equity investor: \$60,000 in exchange for 10%

Use of Funds

Product development : 65%

Marketing/sales : 15%

Operations/inventory : 15%

Legal/other : 5%

Management Team

CEO: Hassan Y Jallow

CMO: Fatou Ceesay

CTO: Ousainou Jonga

Financials USD

Revenues : 1,000,000/600,000/150,000

Expenses : 800,000/565,000/153,000

Problem / Opportunity

Have you ever struggled to find an apartment or know someone who has tried to? How about a mobile app that could show a listing of apartments for rent or properties for sale?

Solution / Product

Deka is a mobile app for iPhone and Android allowing you to find your dream home without a hassle. It bridges the gap between the consumers and realtors or anyone with a property to rent or sell.

Business Model

Deka charges a very competitive commission of 4.9% per successful transaction.

Competitive Advantage

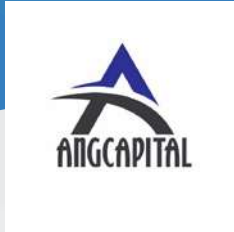
A centralised platform that real estate agencies can post their listings as opposed to individual websites of real estates agencies. Our current data and traction already puts us at an advantage against competition.

Traction

From Nov, 2017 to date, we have 353 conversions. We focus exclusively on the technology, growth and user-acquisition.

Lebalma

A product by
ANG Capital Ltd



Year of establishment :

2017

Address: 76 Kairaba Avenue,
Fajara. KSMD


www.lebalmagambia.com

+2203138484

angaye@angcapitalgambia.com

Staff: 8

Legal status: Limited liability

Social:  lebalmagambia

Field: Fintech

Pitch

Lebalma is a financial service provider that provides short term loans to individuals with paid employment.



Financial Information (USD)

Initial capital: 20,000

Cash spent per month: 500

Investment required: 100,000

Percentage of shares that could be made available to an equity investor: 50,000 for 25%

Management Team

CEO: Alagie Nderry Gaye

CMO: Demba Jobe

CTO: Joko Bojang

Financials USD

Revenues : 3500

Expenses : 7000

Problem / Opportunity

65% of the population are on bank and do not have access to credit

Solution / Product

Lebalma is an online loan service provider

Business Model

We make money from interest generated from our loans and charges on applications

Competitive Advantage

Our technology being the only company that provides loans to individuals online

Traction

We are the first online loan service provider in the country

Money Farm



Year of establishment :
2018
Address: PO BOX 3027,
SEREKUNDA

www.moneyfarm.farm
+2203663800
info@moneyfarm.farm

Staff: 4

Legal status: Limited Partnership

Social: moneyfarmafrika moneyfarm3

Field: Agritech & Foodtech, Fintech

Pitch

Our vision is to enhance farming as a business in The Gambia and help promote commercial farming by matching agropreneurs with investors from the diaspora



Financial Information (USD)

Initial capital: 5,000

Cash spent per month: 500

Investment required: 50,000

Percentage of shares that could be made available to an equity investor: 50,000 in exchange for 20% stake

Use of Funds

Product development : 30%

Marketing/sales : 25%

Operations/inventory : 35%

Legal/other : 10%

Management Team

CEO: Modou NS Njie

CMO: Fatoumata Jallow

CTO: Ebrima LK Njie

Financials USD

Revenues : 17000

Expenses : 2000

Problem / Opportunity

Agropreneurs need investments to capitalize on these opportunities and investors on the other hand want to benefit and be part of the gains on generated from the opportunities. Our platform solves this problem.

Solution / Product

MoneyFarm serves the need of investors and agropreneurs by being the platform that connects the two together. Our educational programs serves to fill the huge information gap between entrepreneurs and investors.

Business Model

We expect to gain 10% of each investment made through our platform as well as revenues from educational materials sold online and offline.

Competitive Advantage

We offer a higher rate of return on investments between 6 % and up to 30% which traditional lenders cannot offer. Barriers to entry can be government policies and lack of awareness which we are already working on.

Traction

We have already launched and so far onboarded 4 investors and 4 agropreneurs and raised \$17000 in investments within the past 4 months of operating. We hope to raise \$100,000 within the next 6 months. Seedstars Banjul winner.

Ryde Africa

A product by
Kameko



Year of establishment : 2017
Address: B3, ATL Plaza,
Tabokoto, Serrekunda, Kanifing
Municipality



🌐 www.rydeafrika.com

☎ +2203140914

✉ emendy@rydeafrika.com

Staff: 5

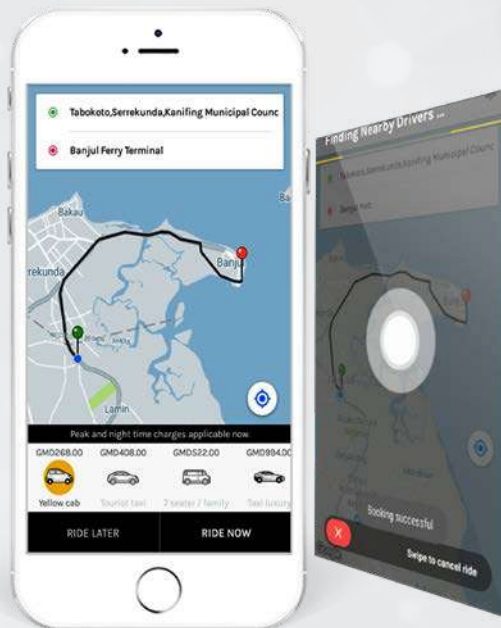
Legal status: Sole Proprietorship

Social:  [rydeafrika](#)  [rydeafrika_app](#)

Field: Travel & Tourism

Pitch

Ryde Africa is developed for the African Market to provide a secure, reliable and easy ride for everyone



Use of Funds

Product development : 30%

Marketing/sales : 10%

Operations/inventory : 50%

Legal/other : 10%

Management Team

CEO and CTO : Ebou Lawrence Mendy

CMO: Catherine Bahoum

Problem / Opportunity

Some passengers get robbed by local taxi drivers. In The Gambia tourism covers more than 20% of our GDP. Most of them, encounter bad experience with local taxi drivers like robbery and overcharging of fares

Solution / Product

Taxi App: Passenger with smartphone can download the app and request the nearest available Taxi.

Dispatcher Service: Customer without a smartphone can call or send a text to the Call Center and a driver is assigned to them

Business Model

In The Gambia we are charging 9% commission on every completed ride. In Ghana we take 25% of the revenue and the partner takes 75% and is responsible for all the expenses incurred (except hosting) to operate Ryde Africa.

Competitive Advantage

Uber charges 25% commission on drivers. Taxify charges 10 – 15% commission on drivers . We charge 9% commission and lowest fare for passengers. The platform also has both taxi and motorbike options.

Traction

In The Gambia we have 308 active customers with more than 500 completed rides. We've launched in Accra and driver registration is on. Ryde is also the Seedstars Banjul Competition 1st Runner-up.

Smart Technologies

Year of establishment : www.smarttechnologies.gm
 2016 [+2207963967](tel:+2207963967)
 Address: Kairaba Avenue, pullobarry@hotmail.com
 Opposite FIB Building

Staff: 48

Legal status: Sole Proprietorship

Social: [f](#) SmarTechnologiesCo.Ltd

Field: Edutech

Pitch

Smart plans to be among the top 5 innovative solution providers in Technology for Education.

Welcome to the Certiport Organization web page.
 From here you can manage your organization, view configuration settings, and purchase exams.

Organization: 90060570 - Smart Technologies | [Soft](#)
 Customer type: CATC | Account status: Active

Program	Status	Logo License
Adobe Certified Associate	Active	Download Logos
Adobe Certified Expert	Active	N/A
Autodesk Certified Professional	Active	N/A
Autodesk Certified User	Active	N/A
Business Fundamentals	Active	N/A
ICS	Active	Download Logos
Intuit QuickBooks	Active	N/A
Microsoft Certified Educator	Active	N/A
Microsoft Office Specialist	Active	Download Logos
Microsoft Technology Associate	Active	Download Logos
Toon Boom Certified Associate	Active	N/A

EXAM INVENTORY
 No exam inventory found.

Product	Expiration	Order Date	Quantity	Available
Microsoft Office Specialist Voucher	Mar 09, 2019	Mar 09, 2018	5	7

Use of Funds

Product development : 20%
Marketing/sales : 30%
Operations/inventory : 40%
Legal/other : 10%

Management Team

CEO: Bubacarr Barry
CMO: Dembo Ndong
Operation Manager : Tajudeen Alli

Problem / Opportunity

Technology is growing faster than any thing in the world so government and Educational institution at level can never keep pace with it's growth and dynamic changes.

Solution / Product

We have a partnership with the best technology education solution provider in the world (Pearson) this is a need for all education Institution at all Levels.

Business Model

Our conservative projected sales for the coming three years will be the following on past performance will \$250,000 with and about \$100,000 profit margin with a growth margin of 25%.

Competitive Advantage

Our competitors only offer training most of which are not globally standardized and by extension, they do not offer career advice or trainee support programs.

Traction

Series of international education solutions in The Gambia were introduced by us. We signed and agreement with <https://certiport.pearsonvue.com> to be the national provider for all their programs in The Gambia.

Tesitoo



Year of establishment :
2015
Address: Jimpex Road,
Kanifing

www.tesitoo.com
+2207150195
admin@tesitoo.com,
info@tesitoo.com

Staff: 4

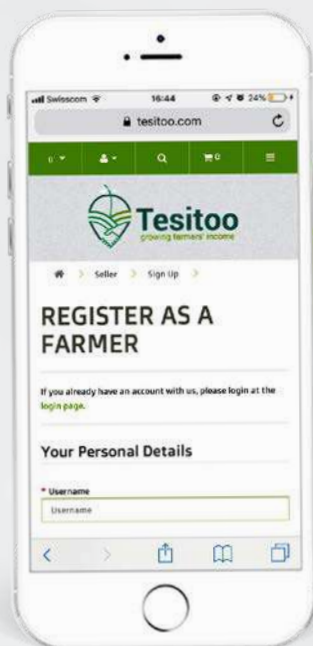
Legal status: Sole Proprietorship

Social:   tesitooproject

Field: Agritech & Foodtech

Pitch

To be a leading market provider for agricultural goods in The Gambia, ensuring that farmers easily sell their products, buyers pay less for quality goods while returning value for investment to our partner.



Financial Information (USD)

Initial capital: 7,000

Cash spent per month: 1,000

Investment required: 50,000

Percentage of shares that could be made available to an equity investor: 20%

Use of Funds

Product development : 35%

Marketing/sales : 30%

Operations/inventory : 20%

Legal/other : 15%

Management Team

CEO: Ebrima S Dem

CMO: Fatou Jobe

Sales manager: Kaddy jarju

CTO: David Edgar

Financials USD

Revenues : 1000 monthly

Expenses : 1200 monthly

Problem / Opportunity

Despite that over 75% of Gambians are farmers; access to market is a fundamental challenge. This is caused by disconnectedness between farmers and buyers.

Solution / Product

An online and mobile app platform that connects farmers to farmers, allows farmers to buyers to interact, share vital information and ensure easy purchasing and supplying of agricultural commodities in real-time.

Business Model

We added percentage commission on the price of product and transport cost. We expect to make a turnover of \$US 1,200,000 annually, working with 1000 farmers and generating commission of \$US 100 per farmer per month.

Competitive Advantage

Entire process from purchase to delivery is straightforward and transparent, Tesitoo products enjoy greater visibility and our products are 20% less expensive than those sold in physical markets.

Traction

We have signed contract agreements with over 100 farmers including farmers network such as AFET. We have 5 supermarkets that have agreed to purchase local agricultural products through the Tesitoo platform.

Gamdiary



Year of establishment : 09 September 2018

www.gamDiary.gm

CEO: Ebrima Jatta

+2209740035

ibrahimjatta@gmail.com

Staff : 6

Legal status: Sole Proprietorship

Social: [f](#) [in](#) GamDiary

Field: Banjul, Fintech

Pitch

Obtaining data on companies, organizations and services can be very tedious in The Gambia because information on the search engines does not provide answers to the local needs.

Financial Information (USD)

Initial capital: 9,000

Cash spent per month: 2,000

Investment required: 21,000

Percentage of shares that could be made available to an equity investor: 35%

Problem / Opportunity

Data finding is an obstacle with regards to products and services a business offer. Our platform uses technology to bridge the gap between businesses and customers.

Solution / Product

- ✓ Directory Services
- ✓ Mobile Client App (Android, iOS)
- ✓ Realt-time interactive chat
- ✓ Third party integration
- ✓ Buying and Selling online

Business Model

- ✓ Subscription
- ✓ Advertisement
- ✓ Per product sale: 10%
- ✓ Integrated with GSM: Electronic Voucher
- ✓ Integrated with NAWEC: Cash Power
- ✓ Money Transfer: 10% per transaction

Competitive Advantage

Flexibility for customers to contact business and using navigation mapping system. Simply to use and user friendly app and possibility for online shopping. Timely delivery of business's products and services

Traction

The traction from 2019 to 2021 would be an expansion to other West African countries like Senegal, Guinea Bissau and Guinea



Jollof Trade

Online Multivendor Marketplace



Year of establishment : 2018

🌐 www.jolloftrade.com

CEO: Famadi Ceesay

☎ +2203398579

✉ cfamadi6@gmail.com

Staff : 8

Legal status : Registered

Social:   Jolloftrade

Instagram: @jolloftrade

Field: Retail & E-commerce

Pitch

Jolloftrade is a customer centric Online Marketplace based on a unified, fast, centralized, and trackable marketing platform.

Financial Information (USD)

Initial capital : 400

Cash spent per month : 200

Investment required : 50,000

Percentage of shares that could be made available to an equity investor: \$50,000 for a 20% stake

Problem / Opportunity

Jolloftrade.com gives online stores to retailers where they can be able to sell unlimited number of goods very fast. Their Online stores are trackable so they will have to lose no more information and data on their Marketing.

Solution / Product

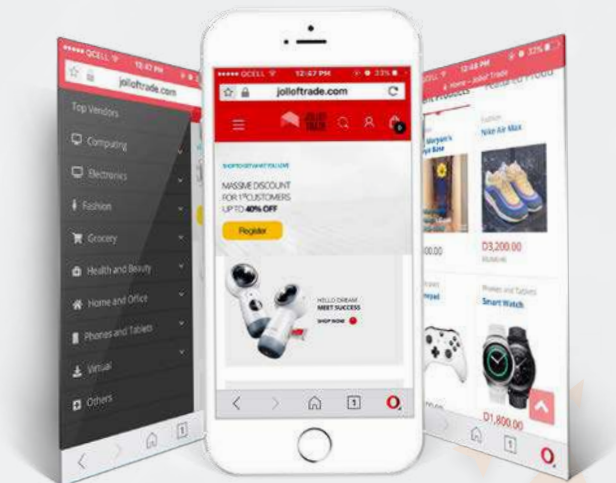
Jolloftrade.com gives online stores to retailers where they can be able to sell unlimited number of goods very fast. Their online stores are trackable so they will have to lose no more information and data on their marketing.

Competitive Advantage

Competition drives us to provide the best online shopping experience from beginning to end, an easy searchable web, secure and easy payment methods, with easy-to-follow instructions

Traction

We are able to have a profit of 400\$ for the first three months. We have 4 registered vendors already.



Kubejara software



Year of establishment : 2013

🌐 www.kubejara.com


CEO: Modou L. Touray

☎ +220 3983841

✉ modout7@gmail.com

Staff : 7

Legal status: Partnership

Social:  [kubejara.esims](https://www.facebook.com/kubejara.esims)

Field: Edutech

Pitch

The leading educational software solution provider in The Gambia by the year 2020

Financial Information (USD)

Initial capital: 10,000

Cash spent per month: 1,100

Investment required: 40,000

Percentage of shares that could be made available to an equity investor: 20%

Problem / Opportunity

Schools are our main targets for our solutions as we provide real time and web base applications solutions

Solution / Product

Our software makes it easy for schools to automate students' results, transcripts and testimonials preparation. It also allows parents and students access admission to schools online.

Competitive Advantage

We build our products from concept, design to implementation without the need for a third party support or involvement. We are preparing for the starting of such technologies like IOT and machine learning soon.

Traction

Our school management software concept is used by Nsenior secondary school, the University of The Gambia and The Gambia College.



T-Care


A product by
Nesthet Clinical
Services



Year of establishment : 2017

 www.nesthetgambia.org

CEO: Lamin Jafuneh

 +2203828543 / 2435437 /
9702969/6398003

 cfamadi6@gmail.com

Staff : 3

Legal status : Sole Proprietor-
ship

Social:  laminjay

Field: Retail & E-commerce

Pitch

Nesthet Clinical Service (NCS) is a Partnership Company that focuses on identifying problems in the healthcare system and develops smart sustainable solutions back by modern technology.

Financial Information (USD)

Initial capital : 1,000

Cash spent per month : 1,000

Investment required : 1.5 million

Percentage of shares that could be made available to an equity investor:
10%

Problem / Opportunity

In The Gambia 60% of the population must travel 6 kilometres to get to a hospital, 70% of the work force cannot afford the private sector and 80% of the population are not happy with the service delivery.

Solution / Product

We provide home services for communities, sell tech solutions to healthcare facilities and link the communities with healthcare facilities using Healthcare Management Software, Mobile App and USSD Platforms

Competitive Advantage

With just a click, we get you a nurse at your convenient location, we designate a trained nurse to each client, plough back profit to make up for the under privileged and the active use of ICT solutions.

Traction

In 18 months, Nesthet registered 106 clients, conducted 159 consultations, 238 home visits, 162 medical investigations and 72 wound care.



Ping Money

A product by
Pay365 Limited

ping
simply moving money

Year of establishment : 2017

🌐 www.pingmoney.com

CEO: Eliman Jallow

☎ +44 7909 405 295
+220 7339999

✉ eliman@pay365.cloud

Staff : 3

Legal status: Limited liability

Social:  pingmoneyapp

Field: AI & Machine Learning,
Fintech

Pitch

Our customers believe that sending money to The Gambia should be simple, easy and inexpensive.

Ping Money is a hassle free, simple and easy to use money transfer and bill payment app; built to offer a great user experience and to save you money, allowing you to send more.

Financial Information (USD)

Initial capital: 50,000

Cash spent per month: 4,500

Investment required: 150,000

Percentage of shares that could be made available to an equity investor: 150,000 for 20%

Problem / Opportunity

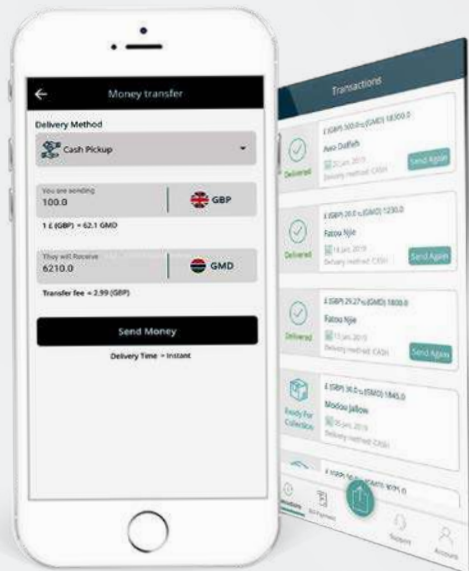
Giving Gambians abroad a seamless way to send money to their loved ones, reducing friction and fees allowing them to send more money to their loved ones.

Solution / Product

An intuitive web and mobile money transfer and billy payment app to making sending money simple and easy while saving you money.

Competitive Advantage

- ✔ Use technology as a key driver to offer intuitive and cheaper service.
- ✔ Lean start up nimble enough to adapt to fast paced and evolving payment landscape.



TafTaf

A product by
Gamdroids



Year of establishment : 2018

www.taftaf.store

CEO: Kara Jagne

+2203826222

karajagne@gmail.com

Staff : 4

Legal status : Not registered

Social: [f](#) TafTaf

Field: Retail & E-commerce

Pitch

TafTaf App allows anybody to be a buyer as the same time sell their product for free.

Financial Information (USD)

Initial capital : 500

Cash spent per month : 100

Investment required : 2,000

Percentage of shares that could be made available to an equity investor: 10%

Problem / Opportunity

Car dealers have the problem of selling their cars outside The Gambia. Plus no digital market place in The Gambia, where buyers and sellers meet.

Solution / Product

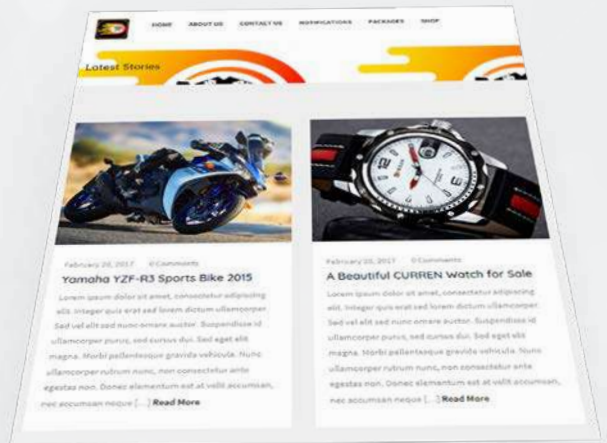
Car dealers can sell their cars Via Mobile phone using the TafTaf app or website. Anybody can be a buyer at the same time a seller.

Competitive Advantage

Car dealers can sell their cars within and outside The Gambia.

Traction

In 2019 we project 5,000 USD and in 2020, we aim to have 7,000 USD



Wonma sport


A product by
Wonma



Year of establishment : 2016

 www.wonmasport.com

CEO: Lamin Jawneh

 +220 3441480

 ceo@wonmagroup.com

Staff : 3

Legal status: Sole Proprietorship

Social:  Wonmagroup

Field: Media & Advertising

Pitch

The business aims to ensure the stakeholders and followers of sports have accurate data, reliable and up to date information of athletes.

Financial Information (USD)

Initial capital: 3,000

Cash spent per month: 150

Investment required: 200,000

Percentage of shares that could be made available to an equity investor: 200,000 for 20%

Problem / Opportunity

Age cheating has been as problem in our sports, and the major cause of this has been lack of accurate data on athletes.

Solution / Product

We collect data of athletes, beginning from the grass-root level and will be vetted then uploaded to our secure digital platform.

Competitive Advantage

First year targets the GFA First division with 420 players each subscribing D100 per month grossing up to D252,000 per season with a gross percentage increase of 33.3% seasonally.




Think Mobile Money

Year of establishment : 2015

 www.facebook.com/arfangbobb/

CEO: Arfang Bobb

 +220 2000777

 info@ofokserer.org

Staff : 2

Legal status : Not registered

Social:  arfangbobb

Field: Fintech

Problem / Opportunity

The distribution of Float is a problem because we don't have enough float to cater for all our customers. With more funding, we can purchase more float and distribute to all our customers on a daily basis.

Solution / Product

Positioning 5 kiosks on strategic locations and extend our network in the northern part of the country and Upper river division will help people in these areas to be able to send and receive money for their loved ones.

Competitive Advantage

We have the highest subscriber base and have a weekly radio programs were we engaged on consumer education.

Traction

With a better network, our profit margin will increase and user base will increase as well.

Pitch

ThinkMobile money is a mobile phone payment system that can be use to send and receive money, pay bills, do shopping, buy cash power, pay salaries, sell airtime and a lot more



Year of establishment: 2019

Address: PO Box 2731, Serrekunda,
The Gambia
Staff: 10

www.afriblack.com

afriblackcommunity@gmail.com

Field: Retail & E-commerce

CEO: Salifu Able Jallow

Solution / product

E-commerce site with only made in The Gambia/African products

Borry Media

Year of establishment: 2019

Address: Kotu
Staff: 3

www.afriblack.com

borrymedia@gmail.com

Field: Media & Advertising

CEO: Bakary Fatty

Solution / product

We are a full-service digital agency. We partner with clients to drive their business outcomes with best-in-class modern video production, media planing and distribution, Google services and anything in between.

Madani Studios

Year of establishment: 2016

Address: Kanifing Institutional
Layout
Staff: 3

www.madanistudios.com

info@madanistudios.com

Field: Retail & E-commerce

CEO: Muhammad MK Kah

Solution / product

Madani Studios is a creative agency that specializes in Digital Marketing, Branding and CreativeDesigns, and Innovative Technology, Multimedia and Development (Web/Mobile).

Educare

Year of establishment: 2018

Address: Bakoteh layout
Staff: 5

www.educaregambia

educarestartup@gmail.com

Field: Edutech

CEO: Basiru Drammeh

Solution / product

Educare gives you a real time update about your child's activities in school.



Year of establishment: 2016

Staff: 5

www.faalen.com

me@ousfaal.com

Field: Edutech, Media & Advertising

CEO: Ousman Faal

Solution / product

We help in solving problems of start-up business or big business by proviging a well polished inexpensive online presence



Year of establishment: 2019
Address: 25 Bundung Bathurst
Street The Gambia
CEO: Fatou Jatta

Website: www.jangalma.gm
Email: jattafatou014@gamcel.gm
Field: Edutech

Solution / product

Providing access to an affordable high quality and a lifelong learning through ubiquitous mobile technology

Juloo

Year of establishment: 2019
Address: 3 Essa Joof Road, New
Jeshwang
Staff: 1

Email: durosemetaylor@gmail.com
Field: Fintech
CEO: Duroseme Taylor

Solution / product

Juloo is a 2-tier voluntary credit reporting agency.
1. The individual creates an unverified report.
2. The report is verified by contacting the applicant's financial institution.



Year of establishment: 2017
Address: Dippakunda
Staff: 3

Email: kapexs29@gmail.com
Field: Media & Advertising
CEO: Babucarr Koma

Solution / product

We install I.T Labs in schools to increase the knowledge of students on I.T in an early age. We also do PC Networking, Blogging, PC Repair & Maintenance.



Keneba Tech
IT Solution

Year of establishment: 2018
Address: Sukuta Nema, Kombo North
Staff: 2

Email: ahmad.ceesay29@gmail.com
Field: Media & Advertising
CEO: Ahmad M. Ceesay
Facebook: Keneba Tech

Solution / product

We provide designing and printing services to the community and also do online marketing and advertisements for local businesses.

tixibit

Year of establishment: 2016
Address: Bakoteh Layout
Staff: 3
CEO: Lamin Barrow

Website: www.tixibit.com
Email: laminbarrow@gmail.com
Field: Media & Advertising

Solution / product

Makers of business intelligence and development tools that efficiently save businesses time, money and enhance operational capacities through software products.



LEUCOCYTES

Year of establishment: 2019

Field: Health-tech

Solution / product

A multi-tenant application in which there is a central admin and multiple hospitals (tenants) with their own database. Each hospital will get its own domain thereby separating it from other hospitals. Through this program, the patients registered in a particular hospital can visit other hospitals and their doctor can see their past medical records and make a new one which will be stored in the system to be seen by a future doctor.

MEDPROGNOSIS

Year of establishment: 2019

Field: Health-tech

Solution / product

MedPrognosis is an AI (artificial intelligence) software solution that seeks to automate in real time the process of diagnosing a patient suffering from a particular disease through chest x-ray CT scans. It does so by employing high level deep learning algorithms to predict the probable disease a patient is suffering from.

EMR Squad

Year of establishment: 2019

Field: Health-tech

Solution / product

A hospital management portal that can manage all aspects of hospital operations and management from doctor's appointments to patient's visits and from medical history to hospital inventory management. It is a comprehensive hospital management system that covers all the day to day operations of a hospital and delivers seamless digital experiences for patients, hospital administrators and employees.



This project is funded by
the European Union

