

Chat text

20:05:19 De Jason Damon : :D  
20:05:58 De Maxime SERVETTAZ : Hello everyone, this is Maxime fromuntapped Kenya smart Paygo asset leasing  
20:06:08 De Brian Dolan : Brian Dolan from Verdant here. We are an AI studio in Los Angeles <https://www.linkedin.com/in/buddha314/>  
20:06:15 De Nathan Sivagananathan : Nathan - Family Office in Sri Lanka/Singapore  
20:06:16 De Jim Davidson : Jim Davidson here, co-chair of SVC and partner of Dev Equity  
20:06:33 De Zachariah George : Great to see a lot of familiar faces here. Was an Angel last week. Zachariah George - Managing Partner at Launch Africa Ventures - Africa's largest Seed VC Fund - [www.launchafrica.vc](http://www.launchafrica.vc)  
20:07:06 De Carry Fils-aime : Hi Everyone! Watching in Massachussetts.  
20:07:12 De Mark Dsa : Wow! Laurent Lamothe on Nest>>>> very impressive.  
20:07:32 De Yemi Osindero : Yemi Osindero here, Managing Partner Uhuru Capital, a PE fund investing across West Africa  
20:07:45 De Maxime SERVETTAZ : <https://dlohaiti.com/>  
20:08:00 De Stephanie Zhong : Hi everyone from Los Angeles. I'm Stephanie Zhong. I help purpose-driven entrepreneurs and change makers grow their impact with brand storytelling. My company is Dear Anne Media.  
20:08:11 De Jason Damon : Jason - South Africa Product Owner @ Vectra Business Technologies - Retail Focused Digital Transformation Specialists  
20:08:19 De Ijeoma Agboti-Obatoyinbo : Hi, Ije here. Joining from Lagos. Im a PE/VC manager (FBNQuest Funds). I make selective personal start-up investments as well.  
20:08:38 De Mark DSA : Hi everyone - Mark D'Sa Consulting Services, LLC. Glad to meet everyone.  
20:09:48 De Maxime SERVETTAZ : <https://www.launchafrica.vc/>  
20:09:51 De Vishal Agarwal : smarter than all of us  
20:09:52 De Maxime SERVETTAZ : Fatoumata Ba?  
20:10:26 De Maxime SERVETTAZ : <https://www.findthenest.org/>  
20:10:39 De Raoul Antoine : Hi everyone. Raoul here, GM of Sotrad Water, Belgium and new projects in the pipe  
20:13:12 De Ade Molajo : Hi all, Ade here. GP at TesseractCapital  
20:14:24 De Jean Geoffrion : Jean Geoffrion from Montreal, Canada. Following this new interesting initiative. Hi all, happy to be there.  
20:16:45 De Yariv Cohen : yariv Cohen, Dubai  
20:17:31 De Alex van Hoeken : how do you deliver post / parcels to the customer  
20:17:54 De Michael Mutie : Greetings from a warm Mauritius, everyone! Michael  
20:18:20 De Maxime SERVETTAZ à Jim Chu(En privé) : how do you deliver post / parcels to the customer  
LAST MILE DELIVERY / RELAY DELIVERY  
20:18:50 De Vishal Agarwal : I don't understand the valuation  
20:19:18 De Vishal Agarwal : are you valuing for SAFCOM deal  
20:20:40 De James Clause : I agree : valuation is quite high.  
  
20:21:13 De Vishal Agarwal : what happens if safcom says sell me your co for \$3m or I break my partnership with you  
20:21:33 De Zachariah George : They have a global patent with the Universal Postal Union and have spent the last 6 months focusing on partnerships with Safaricom and MPESA  
20:21:54 De Zachariah George : Safarico  
20:23:45 De Maxime SERVETTAZ : I used it in Kenya and it worked well  
20:24:26 De Maxime SERVETTAZ : <https://androidkenya.com/2019/11/mpost/>  
20:24:37 De Maxime SERVETTAZ : This article shows how it works  
20:25:49 De Udai Dhamija : How long is that agreement with the government valid for?  
20:26:21 De Zachariah George : It is a indefinite agreement with Posta - the Kenyan postal union.  
20:26:28 De Zachariah George : That is the stickiness of the business  
20:26:51 De Alex van Hoeken : what is the subscription fee ?  
20:26:58 De Udai Dhamija : what is your long term strategy, is this an acquisition play?  
20:27:24 De Udai Dhamija : Opex: 32%? - what is your go to market

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strategy? what works well in Kenya?  
20:27:30 De Maxime SERVETTAZ : It is 3\$/year  
20:28:05 De Udai Dhamija : Thanks :)  
20:28:32 De Maxime SERVETTAZ : \*234#  
20:28:56 De Nathan Sivagananathan : can companies like what three words  
disrupt this  
20:29:37 De Maxime SERVETTAZ : Zach is a mentor and investor for M-POST  
20:29:49 De Alex van Hoeken : who does the letter / parcel delivery ?  
is it the company, or a third party ? what are the costs associated with this  
20:30:07 De Zachariah George : 20% commission to MPost on all  
deliveries  
20:30:13 De Vishal Agarwal : KYC going the digital way - best in class  
is SMILE ID  
20:31:05 De Alex van Hoeken : does MPost have the capacity to deliver ?  
I think this is one of the big issues in Africa, that such parastatals cannot  
deliver ?  
20:32:10 De Maxime SERVETTAZ : It think the idea is for customers to  
pick up their parcel at the local post office insted of trying to deliverying it  
to where they live  
20:32:14 De Annstella Mumbi : what % or number of the 200k are active  
users?  
20:33:56 De Alex van Hoeken : is the address a customer gets a PO Box,  
or an actually physical address ?  
20:34:49 De Maxime SERVETTAZ : A PO Box for you to pick up at the  
postal office of your choice you can change postal office to pick from USSD menu  
but the PO box name remains the same  
20:39:04 De Joe Mwangi : How much is reorder% ? How many of 40K  
customers are re-subscribing annually  
20:40:33 De Jason Damon : Really great idea - something that needs to  
be done. But I don't think it can make a lot of money  
20:41:37 De Maxime SERVETTAZ : Julaya  
20:41:38 De Maxime SERVETTAZ : <https://julaya.co/>  
20:46:07 De Maxime SERVETTAZ : Is there anything similar in Kenya?  
20:46:14 De Diane Ha : Asilimia!  
20:46:17 De Raj Kulasingam : Maxime does he have the agreed metrics  
slide?  
20:47:49 De Ijeoma Agboti-Obatoyinbo : Thanks Mathias. This space is  
pretty crowded though, and presently quite sub-regional. what really  
differentiates Julaya?  
20:48:44 De Alex van Hoeken : what operating licences does Julaya need  
?  
20:50:05 De Joe Mwangi : what is the value proposition specifically to  
SMEs  
20:53:15 De Yemi Osindero : The differentiation from other fintechs in  
the space is not very clear to me  
20:53:27 De Maxime SERVETTAZ à Raj Kulasingam(En privé) : I shared  
all the Metric slide son the whatsapp group  
20:53:42 De Dylan Wingrove : Is there any charge on the end user or is  
it only on Merchant/SME?  
20:54:20 De Nathan Sivagananathan : There are many companies with  
wallets, isn't it a crowded market. whats unique and the Telcos have an  
advantage on this, how can you combat this  
20:54:37 De Nathan Sivagananathan : what is CAC  
20:55:39 De Juno Geneus : very crowded market but with the wave of the  
pandemics things will shift, the leaders in the game will win at the end, small  
players will die  
20:55:47 De Udai Dhamija : Cost of Acquisition = CAC  
20:55:54 De Mary Ndinda : Cellulant in  
20:56:14 De Udai Dhamija : Cost of acquiring a single customer = 105  
and it takes them 4.8 months to recover that from a customer.  
20:56:22 De Nathan Sivagananathan : YES asking what the CAC is for this  
business  
20:56:29 De Mary Ndinda : Cellulant in Kenya should be doing the same  
model  
20:56:32 De Juno Geneus : jeez that's a long time  
20:56:53 De Udai Dhamija : what is the lifetime value?  
20:57:11 De Jim Chu : 105€ CAC  
21:01:10 De Tekwane Mwendwa : with payments its a race to the bottom in

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regards to charging transaction fees do you have alternative revenue model?  
21:01:26 De Tekwane Mwendwa : \*regarding  
21:02:28 De Raoul Antoine : Banks are making a lot of money on SME's  
back in Ivory Coast. Are you not a risk on their income ? Will they let you  
work?  
21:05:42 De Zachariah George : Are you able to do bill payments too  
digitally?  
21:05:48 De Zachariah George : Like SnapScan in South Africa?  
21:06:10 De Zachariah George : Or allow users to pay their TV licenses,  
electricity bills online?  
21:06:15 De Carry Fils-aime : That could be an exit strategy for you to  
sell your platform to a bank in Ivory Coast  
21:10:24 De Vishal Agarwal : Geeta an awesome Angel for the nest!  
21:10:55 De Jason Damon : Good question zach  
21:12:56 De Maxime SERVETTAZ : <https://www.interact-labs.com/>  
21:20:42 De Mphokolo Makara : How does consumer affordability, which is  
your actual target market, translate to actually capturing a share of the  
"opportunistic" market sizes referenced?  
21:20:48 De Maxime SERVETTAZ : cool for e-learning during COVID!  
21:21:48 De Annstella Mumbi : IP question: Do you own the patent for  
the technology?  
21:22:14 De Joe Mwangi : Excellent concept..  
21:22:21 De Carry Fils-aime : Cool idea. What is the manufacturing cost  
of one interactive board?  
21:22:24 De Mary Ndinda : Can work nicely in Kenyan communities. Can it  
be powered with alternative power systems i.e solar?  
21:22:34 De Robert Mills : Looks cool, but I assume there might already  
be some competitors or not?  
21:23:28 De Nathan Sivagananathan : thank you, have you filed for a  
utility patent  
21:24:17 De Vishal Agarwal : what is the per kit cost like 300\$ ?  
21:24:31 De Maxime SERVETTAZ : 300\$/kit  
21:24:39 De Vishal Agarwal : sales low per month - no?  
  
21:25:25 De Agnes Makena : what's their cost of production?  
21:26:40 De Annstella Mumbi : Also, who's the biggest target customer  
base currently? Is it education institutions etc?  
  
21:27:01 De Jason Damon : I would like to ask - It can work on glass  
with projector - but does it still require an actual computer that connects to  
the projector  
21:27:12 De Vishal Agarwal : Raj - if you go in ... I'll go with you.  
21:27:16 De Alex van Hoeken : I think the exit is to arrange off take  
from big distributors like MediaMarkt etc  
21:28:32 De Mwasigwa : Is the Burn Rate correct - \$ 6,000.  
  
21:29:12 De Zachariah George : Yes \$6k monthly burn rate  
21:29:18 De Agnes Makena : still didn't get the cost of production or  
margins they are making per kit  
21:30:06 De Zachariah George : selling for \$300 per kit at a gross  
margin of 70%.  
21:30:15 De Maxime SERVETTAZ : 90\$ cost of porudction 70% margin  
21:30:17 De Mark DSA : what is the production cost per unit? what is  
the selling price? what are the gross margins?  
21:30:45 De Maxime SERVETTAZ : Production cost 90\$, sale price 300\$,  
unit margin 210\$ 70%  
21:30:54 De Jim Chu : I  
21:31:00 De Jim Chu : I'm also in  
21:31:26 De Jim Chu : But only if I can get an unit  
21:31:40 De June Barasa : haha  
21:31:42 De Nathan Sivagananathan : isn't this the same as GO touch  
basics \_ they have a patented tech, will this infringe  
21:31:43 De Maxime SERVETTAZ : we have 2 committed investor from the  
chat yet, anyone else wants to join? ;)  
21:31:45 De Agnes Makena : aah got it! thanks Maxime! good Margins!  
21:31:48 De Vishal Agarwal : I'll invest if Jim pays for his unit  
21:31:52 De Zachariah George : I definitely want to consider this for  
Launch Africa Ventures. EdTech is a huge focus of the fund.

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21:32:07 De Maxime SERVETTAZ : 3 investors now!  
21:32:56 De Zachariah George : Question - How can you pivot to a SaaS model on your existing hardware sales? Instead of just maintenance and repair - the 15% of sales on maintenance and repair is not sustainable.

21:33:32 De Zachariah George : So can you get universities to buy a license on packages in addition to sales of the device?  
21:34:16 De Agnes Makena : what's his scale up plan ie geographies  
21:35:06 De Kagonya Awori : what is their URL? Or how can we get their product profile?  
21:35:08 De Maxime SERVETTAZ : Mohamed needs distributors in Africa, anyone in the audience can facilitate some intros?  
21:35:17 De Zachariah George : So as an example - take Science 101 for students - can you use your device to create a pre-packaged model (series of video lectures where you can interact with Pendo) for students and universities? Pay per use..  
21:35:18 De Maxime SERVETTAZ : <https://www.interact-labs.com/>

21:35:25 De Kagonya Awori : Thanks Maxime  
21:36:19 De Tekwane Mwendwa : I had a startup in Kenya providing 3d maps in public buildings with interactive advertising and industrial touch screens were extremely expensive, and anything else was very inferior and buggy. Might be a space to look at..Our supplier then <https://www.elotouch.com/>

21:37:57 De Joe Mwangi : Am doing E- learning and I think this can be a huge value add to my trainers..

21:38:37 De Agnes Makena : I feel that the B2C play can come in much much later after getting good grasp of B2B which still has so much potential  
21:40:56 De Nathan Sivagananathan : I can help you with Indiegogo, you can reach out

21:42:22 De Joe Mwangi : Good point on affordability question to enhance scale!  
21:42:22 De Maxime SERVETTAZ : <https://www.interact-labs.com/product/tact/>  
21:42:32 De Maxime SERVETTAZ : YOU can oder online

21:43:33 De Maxime SERVETTAZ : <https://www.interact-labs.com/product/tact/>  
b.sameh@interact-labs.com

21:44:00 De Carry Fils-aime : A thorough sales strategy is needed. Great presentation!  
21:44:15 De Kagonya Awori : I love this product because it really creates a useful 'One Laptop per Child' agenda, it becomes One Laptop Per Class!  
21:44:40 De Maxime SERVETTAZ : Any more commiutment?  
21:45:31 De Raoul Antoine : IP doesn't stop copy, unique service and innovation is sometime a better protection than a patent  
21:45:37 De Maxime SERVETTAZ : b.sameh@interact-labs.com

21:45:54 De Maxime SERVETTAZ : m.samir@interact-labs.com  
21:46:07 De Jean Geoffrion : what is the difference with: [https://www.amazon.com/weight-Portable-Pen-based-Interactive-whiteboard/dp/B00EDFJVQW/ref=pd\\_lpo\\_229\\_img\\_0/143-9020471-3039043?\\_encoding=UTF8&pd\\_rd\\_i=B00EDFJVQW&pd\\_rd\\_r=b1968d09-cd43-4804-a1f5-31753e03ddbc&pd\\_rd\\_w=o7QjD&pd\\_rd\\_wg=QbOPD&pf\\_rd\\_p=7b36d496-f366-4631-94d3-61b87b52511b&pf\\_rd\\_r=5JQ8H66ZB2HAHMJG9WTV&psc=1&refRID=5JQ8H66ZB2HAHMJG9WTV](https://www.amazon.com/weight-Portable-Pen-based-Interactive-whiteboard/dp/B00EDFJVQW/ref=pd_lpo_229_img_0/143-9020471-3039043?_encoding=UTF8&pd_rd_i=B00EDFJVQW&pd_rd_r=b1968d09-cd43-4804-a1f5-31753e03ddbc&pd_rd_w=o7QjD&pd_rd_wg=QbOPD&pf_rd_p=7b36d496-f366-4631-94d3-61b87b52511b&pf_rd_r=5JQ8H66ZB2HAHMJG9WTV&psc=1&refRID=5JQ8H66ZB2HAHMJG9WTV)  
21:46:35 De Jason Damon : Thanks all  
21:46:35 De Maxime SERVETTAZ : <https://www.findthenest.org/>  
21:46:36 De Udai Dhamija : Thanks! :)

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21:46:47 De Nicolas Lorne : Tip-top - Jim :-)  
21:47:01 De Joe Mwangi : Thanks and Bye!  
21:47:16 De Maxime SERVETTAZ : Entrepreneurs, to participate for next session send via Whatsapp +254 1 10 006 583 a short video presenting yourself and your start-up.  
21:47:17 De Owen Sakawa : Thank you Jim  
21:47:54 De Silvia Macharia : thank you  
21:47:56 De Maxime SERVETTAZ :  
[https://www.amazon.com/Weight-Portable-Pen-based-Interactive-Whiteboard/dp/B00EDFJVQW/ref=pd\\_lpo\\_229\\_img\\_0/143-9020471-3039043?\\_encoding=UTF8&pd\\_rd\\_i=B00EDFJVQW&pd\\_rd\\_r=b1968d09-cd43-4804-a1f5-31753e03ddbc&pd\\_rd\\_w=o7QjD&pd\\_rd\\_wg=QbOPD&pf\\_rd\\_p=7b36d496-f366-4631-94d3-61b87b52511b&pf\\_rd\\_r=5JQ8H66ZB2HAHMJG9WTV&p=1&refRID=5JQ8H66ZB2HAHMJG9WTV](https://www.amazon.com/Weight-Portable-Pen-based-Interactive-Whiteboard/dp/B00EDFJVQW/ref=pd_lpo_229_img_0/143-9020471-3039043?_encoding=UTF8&pd_rd_i=B00EDFJVQW&pd_rd_r=b1968d09-cd43-4804-a1f5-31753e03ddbc&pd_rd_w=o7QjD&pd_rd_wg=QbOPD&pf_rd_p=7b36d496-f366-4631-94d3-61b87b52511b&pf_rd_r=5JQ8H66ZB2HAHMJG9WTV&p=1&refRID=5JQ8H66ZB2HAHMJG9WTV)  
21:48:03 De Maxime SERVETTAZ : IT says unavailable on Amazon  
21:50:12 De Lateef Belo-Osagie : thank you  
21:51:58 De Maxime SERVETTAZ : Entrepreneurs, to participate for next session send via Whatsapp +254 1 10 006 583 a short video presenting yourself and your start-up.