

# MyRide

*enjoy your ride!*



Bernard Adongo  
MD, Kijicho Interactive Ltd

<https://play.google.com/store/apps/details?id=com.kijicho.andy>

**We Make Public Transport  
Safe, Comfortable and Fun**

# UNDER-POLICING IN PUBLIC TRANSPORT

2,500 corruptible police officers on our roads

# 3,130

Number of road fatalities  
(56% caused by PSVs)

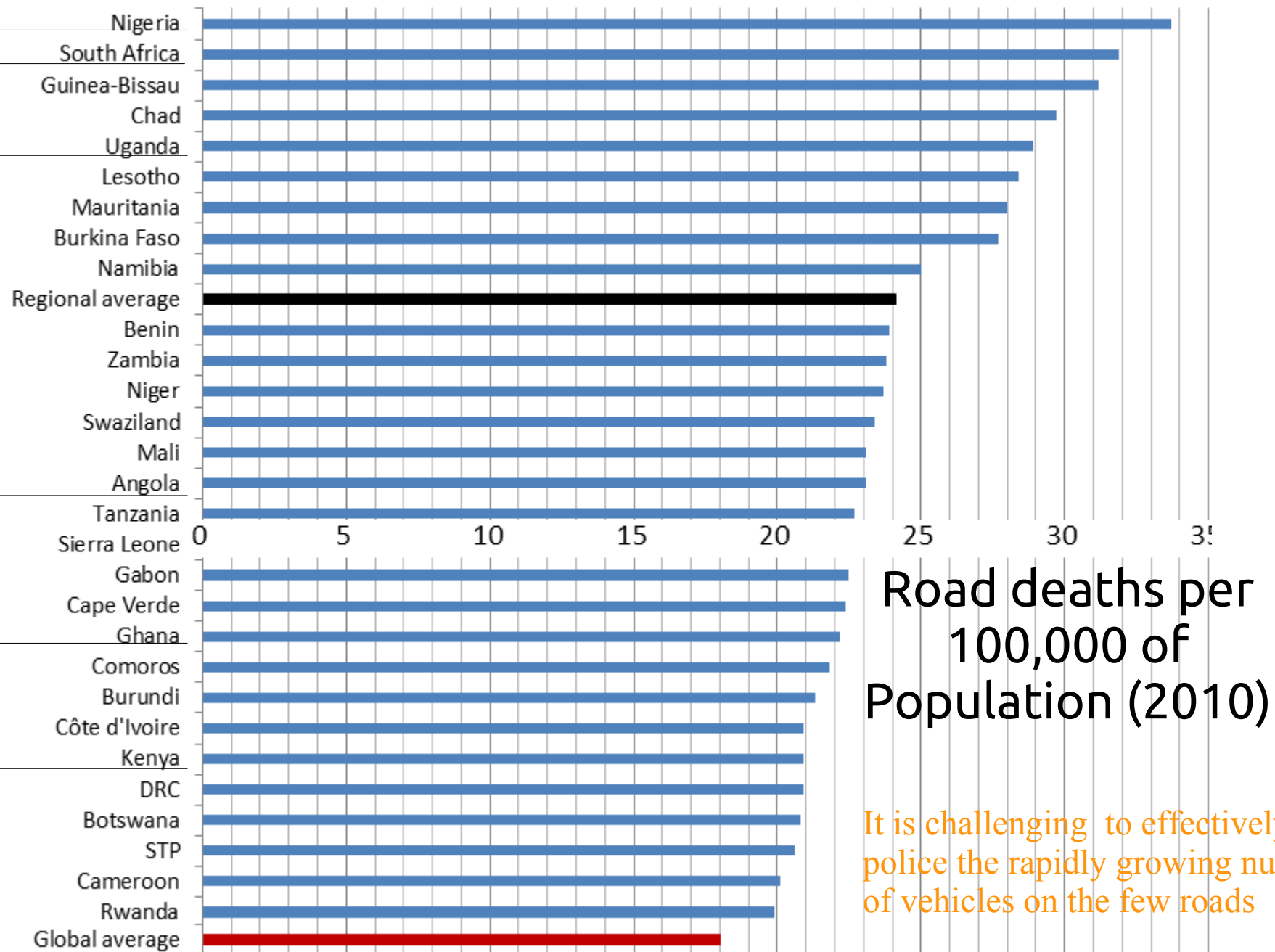
# 12,000

Number of road injuries

# 2-9 %

Economic cost in percentage of GDP

# THE PROBLEM IS HUGE



Road deaths per  
100,000 of  
Population (2010)

It is challenging to effectively  
police the rapidly growing number  
of vehicles on the few roads

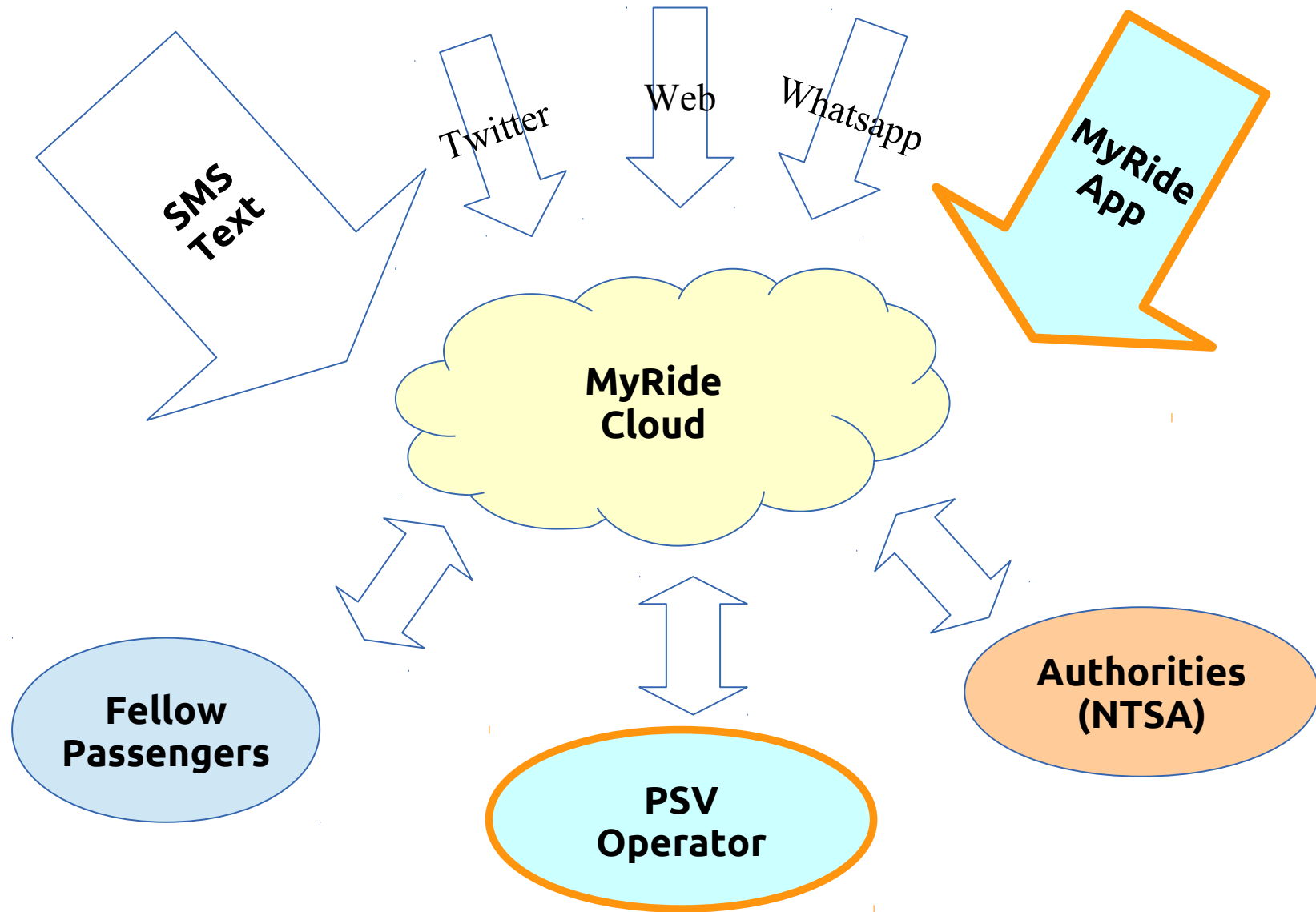
# WE HAVE AN APP FOR THAT

chat  
between  
passengers

public  
PSV  
ratings

share rich  
media with  
relevant  
parties

# HOW MyRide WORKS



Facilitate communication between **passengers**,  
**PSV owner** and the **authorities**

The Solution

# COMPLAINTS HANDLING PORTAL



Metro Trans Ltd



- DASHBOARD
- VEHICLES
- EMPLOYEES
- MESSAGES**
- NOTES

Add New

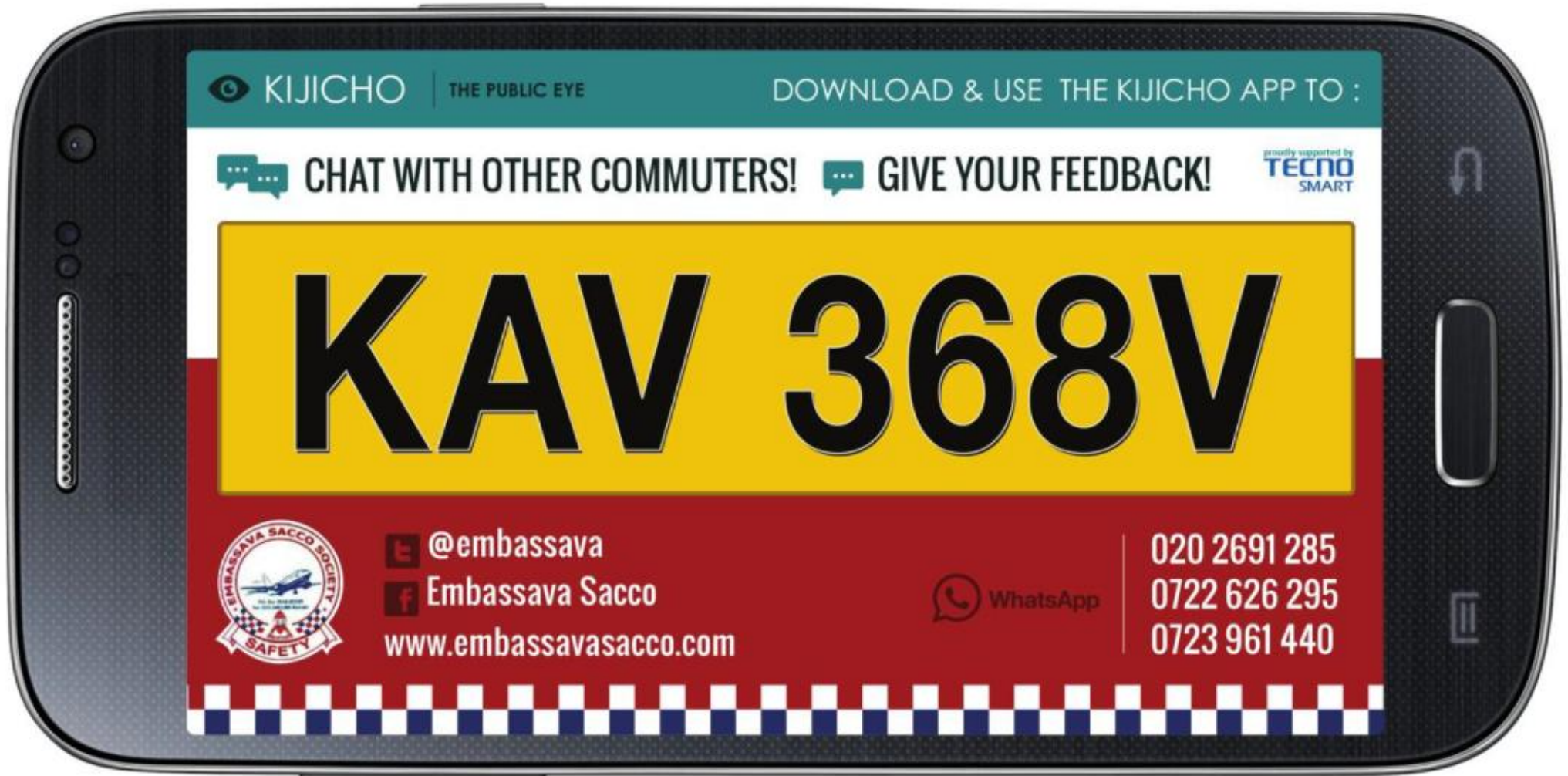
MESSAGES

## Message List

Showing Record 1 to 16 of 99

<p>2014-06-30 16:53:29 <sup>2086</sup> <b>KBM322V</b> TheNyatt This just made my evening!!</p>	<p>2014-06-28 16:01:32 <sup>2076</sup> <b>KBM322V</b> msafiri @coder: wazi but sijaona fanga...</p>	<p>2014-06-28 12:36:10 <sup>2073</sup> <b>KBM322V</b> codr @msafiri: some PSV companies u...</p>	<p>2014-06-28 11:19:40 <sup>2072</sup> <b>KBM322V</b> msafiri @coder: cool Mtu anause sms aj...</p>
<p>2014-06-28 10:46:33 <sup>2071</sup> <b>KBM322V</b> codr @msafiri: menu, settings, nick...</p>	<p>2014-06-28 10:43:42 <sup>2069</sup> <b>KBM322V</b> msafiri @+254722XXX033: hawa wasee wam...</p>	<p>2014-06-23 15:08:53 <sup>2048</sup> <b>KBM322V</b> +254722XXX033 Great Driver(test) KBM 322V</p>	<p>2014-06-23 15:08:51 <sup>2047</sup> <b>KBM322V</b> +254722XXX140 KBM 322V jambo watenja -test</p>
<p>2014-06-23 15:08:50 <sup>2046</sup> <b>KBS808K</b> +254728XXX103 Driven well! Kbs808k</p>	<p>2014-06-23 15:08:49 <sup>2045</sup> <b>KBS808K</b> +254728XXX103 Driven well! kbs808k</p>	<p>2014-06-23 15:08:47 <sup>2044</sup> <b>KBS808K</b> +254728XXX103 Driven well! Kbs808k</p>	<p>2014-06-23 15:08:41 <sup>2042</sup> <b>KBM322V</b> +254722XXX033 Great Driver(test) KBM 322V</p>
<p>2014-06-23 15:08:40 <sup>2041</sup> <b>KBM322V</b> +254722XXX140 KBM 322V jambo watenja -test</p>	<p>2014-06-23 15:08:39 <sup>2040</sup> <b>KBS808K</b> +254728XXX103 Driven well! Kbs808k</p>	<p>2014-06-23 15:08:38 <sup>2039</sup> <b>KBS808K</b> +254728XXX103 Driven well! kbs808k</p>	<p>2014-06-23 15:08:35 <sup>2038</sup> <b>KBS808K</b> +254728XXX103 Driven well! Kbs808k</p>

# MyRide In-PSV POSTER



Enables **reporting**, reminds PSV crew

The Solution



# TRACTION

**Grants:** British Council *CultureShift*, GBP 5,000, exposure, intro to top corporations

**Functional prototypes:** *KijichApp/MyRide, KijichoApp, Web Portal & SMS app*

**Corporate partnerships:** 3, (4th key partner, almost)

**PSV partnerships:** MetroTrans , Embassava (250 PSVs)

**User-Registered PSVs:** 715 PSVs registered by users

**Govt Partnership:** NTSA, *Regulations* for PSV Complaints Handling, in-PSV poster, mentorship on working with Govt, working towards *MOU* for NTSA response system and *intros to PSVs*

# STRATEGIC PARTNERS



National Road Safety Trust (NRST)



MATATU OWNERS ASSOCIATION



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