MyRide
enjoy your ride!

Bernard Adongo
MD, Kijicho Interactive Ltd
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

KENYA 2013

The Problem
THE PROBLEM IS HUGE

Source: Road Safety In The WHO African Region, WHO 2013 Fact Sheet

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
Facilitate communication between passengers, PSV owner and the authorities.
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 Transport and Safety Authority

TOA SAUTI

National Road Safety Trust (NRST)

MEDIA OWNERS ASSOCIATION

Safaricom FOUNDATION

MATATU OWNERS ASSOCIATION

TOTAL
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