eWAKA
Mobility Limited

Making last mile transport effortless
eWAKA: Revolutionizing Africa's Urban Mobility

Name of Company: eWAKA Mobility Limited

At eWAKA, we're not just a startup; we're a movement set to transform Africa's urban mobility landscape. By introducing electric cargo bikes designed for the continent's bustling cities, we aim to make last-mile delivery cleaner, more efficient, and accessible. Our mission marries innovative technology with a profound commitment to environmental sustainability and community empowerment.

Location: Nairobi, Mombasa and Kigali
Our Pillars

Community Empowerment and Economic Growth
- Supporting small-scale traders
- Job creation

Reliability and Service Excellence
- Building trust and dependability
- Comprehensive maintenance and repairs

Our Technology
- Delivery app
- Fleet management
- Payment platform
The Challenge

Traffic congestion
Traffic congestion costs over $1 billion annually in lost production in Nairobi alone.

Inadequate public transport system
Public transport systems are inadequate, unreliable, and unsafe.

Rising transport sector emissions
Transport sector emissions account for 11% of Kenya’s total, with higher rates in urban areas.

E-commerce market growth
Rising demand for efficient transport due to booming e-commerce and growing urban populations.
The Opportunity

Increasing African city population
at least 10 African cities will have a population of >5 million or more by 2050

Exponential e-commerce market growth
Kenya: $2.138 billion growth (2020-2023)

Increasing demand for transport solutions
Inadequate, expensive and unreliable transport
<table>
<thead>
<tr>
<th>Solution</th>
<th>Impact</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>Electric Cargo Bikes</td>
<td>Powerful, robust, and nimble, with high carrying capacity</td>
<td>Bike specs agreed and tested; advanced features for African landscape</td>
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<tr>
<td>Partnerships</td>
<td>Over 40 fleet partnerships with platforms and corporates</td>
<td>Successfully integrated with key logistics and e-commerce platforms</td>
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<tr>
<td>Training &amp; Employment</td>
<td>Over 500 riders, focusing on women and youth</td>
<td>Comprehensive training program in place; high rider satisfaction</td>
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<tr>
<td>Technology &amp; Innovation</td>
<td>IoT devices for battery management, platform for energy purchase</td>
<td>Software for fleet management and performance tracking</td>
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<td>Environmental Impact (1 year)</td>
<td>&gt;3000T CO2 emission saved, &gt;60M green kilometers, &gt;300,000 green deliveries</td>
<td>Achieved significant reduction in carbon footprint, contributing to environmental sustainability</td>
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<tr>
<td>Job Creation</td>
<td>Over 550+ new jobs created with 800 bikes on the road</td>
<td>75% held by youth (under 25 years) and women</td>
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Scaling Strategy

- Fleet management capabilities
- Decoupling bikes from batteries for affordable pricing
- Pay-as-you-go energy purchase via mobile money
- Franchise system for IoT-enabled battery distribution
- Development of a delivery service platform connecting green riders with SMEs
Solution

All-in-one platform for electric 2-wheelers for delivery and commute

- Sustainable electric vehicles for personal and commercial use
- Integrated data-driven fleet management system for optimum utilisation
- Comprehensive maintenance and repair services
- Comprehensive customer service
Making Last Mile Transport Effortless

Co-Founder & CEO
Celeste Tchegten Vogel
celeste@ewaka.tech
+41 76 396 91 94

Co-Founder & COO
Jimmy Tune Fondo
tune@ewaka.tech
+254 725 027 309

Global Insight, African Roots
Africa-born; experience across Europe, Asia, US
Key for eWAKA Mobility’s global growth
Technical and Financial Acumen

BA Economics, Ohio Wesleyan University; Juris Doctor, Northwestern University School of Law
In-house counsel at ABB, Citibank, Credit Suisse, Swiss Re
Ideal for leading tech-based mobility firm
Sustainability and Legal Expertise

Strong in sustainability, economics, law
Fits eWAKA Mobility’s environmentally-focused market

Educational Foundation in Business
BA in Business, Accounting, Finance from Moi University
MBA in progress, University of Nairobi
Entrepreneurial Success

Founded Crossovern Courier, urban last mile food delivery
Expanded to Kenya, Tanzania, 60% revenue growth in 3 years
Operational Excellence

Developed customer-focused operations from ground up
Utilized on-demand contract workers for efficiency
International Scholarship and Recognition

Alducation merit-based international scholar
SwissRE/Alducation entrepreneurship academy participant
Award-winner in e-commerce, urban logistics

eWAKA
Recognitions
Women’s Tech4Impact (2022 winner)
Climate Launch Pad (2022 Swiss finalist)
SECO Start UP Fund (2022 recipient)

Google For Startups Africa Female Founders (2023)
Miller Centre for Social Entrepreneurship (2023)

Audi/SISTAC Accelerator (2023/2024)
Seedstars (2024)
Be Part of the Revolution

Join us as we drive the future of sustainable transportation in Africa. Together, we can make a significant impact on our communities and the environment.
Contact Us

Email: info@ewaka.tech
Call: +254 769 344 352
Website: ewaka.tech

ewakatech
Customer Feedback Loop

Promotes equitable eco-friendly mobility access for millions

Market
Our Shujaa on the market

Feedback
Market visit to collect product feedback from clients

Design lab
Feedback taken to design lab for consideration

Improved Design
Improvement on design based on feedback collected
Theory of Change - Overview

Precondition
- Adoption of electric bikes
- Integration of fleet management services
- Effective training programs
- Reliable maintenance and support network

Key Activities
- Sales and leasing
- Fleet management & delivery services
- Training & employment programs
- Maintenance and support services

Long-term Goals
- Achieving sustainable, efficient & enjoyable urban transportation in Kenya & Rwanda
- Reduce carbon emissions and improve urban mobility
- Enhance livelihoods & income in local communities
Theory of Change - Impact & Measurement

Measuring our impact on urban mobility and communities

**Outcome**

- **Short-term**
  Increase in electric bike usage

- **Medium-term**
  Decrease in urban carbon emissions; improved traffic conditions

- **Long-term**
  Economic growth & sustainable transportation culture

**Impact Indicators**

- Reduction in CO2 emissions
- Improvements in urban transportation
- Socio-economic upliftment

**Verification & Adaptation**

- Collaboration with environmental experts
- Data-driven insights
- Regular impact assessments
Changing lives, Creating Jobs & Doing Good for the Environment

Triple Win

Economic empowerment

Environmental impact

Creating jobs

Life-Changing Stories

Elias Ek - 1st
Entrepreneur, Early Stage Investor and Marketing Consultant

Really great to see ebikes having a deep impact on business and community in Kenya. Good job Celeste Tchitgen Vogel, Esq. and team!

Impact Depth & Breadth

Mickey Lazar - 1st

Leading the Quest to ZERO CO2 emissions

Celeste Tchitgen Vogel, Esq. - Well done!!! Soon exactly the same will happen in Kampala, followed by all major Ugandan cities. e-Cargo Bicycles is the go-to tool for last mile distribution in East Africa.

Economic Multiplier

Celeste Tchitgen Vogel, Esq.

Community Upsurge:

Hello Kwamboka, I lost our hence the paybill, kindly send.

Also that like骑车, convenience, efficiency, ah it's made my life wayyy easier. Sina stress ya job that I used to have. It's a game changer for me, thank you. 😊