



# 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

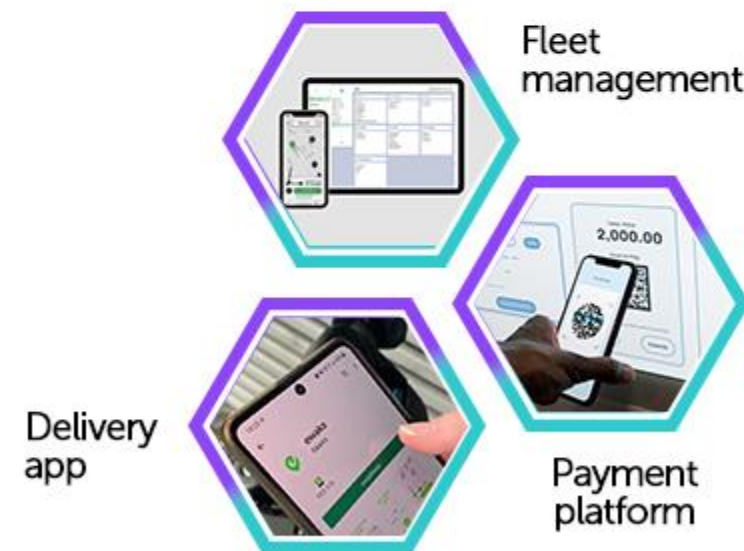
## Community Empowerment and Economic Growth



## Reliability and Service Excellence



## Our Technology



# 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

# Impact

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

# 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 Tchetgen Vogel  
 celeste@ewaka.tech  
 +41 76 396 91 94

### 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 Pritzker 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



## Co-Founder & COO

Jimmy Tune Fondo  
 tune@ewaka.tech  
 +254 725 027 309

### Educational Foundation in Business

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

Founded Crosstown 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

Aiducation merit-based international scholar  
 SwissRE/Aiducation 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](mailto:info@ewaka.tech)

**Call:** +254 769 344 352

**Website:** [ewaka.tech](http://ewaka.tech)

    [ewakatech](#)

# Customer Feedback Loop

Promotes equitable eco-friendly mobility access for millions



# 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



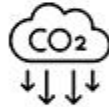
Regular impact assessments

# Changing lives, Creating Jobs & Doing Good for the Environment

## Triple Win



Economic empowerment



Environmental impact



Creating jobs

### Life-Changing Stories



**Okoth Polo Ogoyo Jela**  
Ewaka is the best company I can't advice anyone to seek opportunity to other fleet onboarding companies Ewaka is the best ever.....

1d Love Reply Message Hide 1

### Economic Multiplier



**Elias Ek** · 1st  
Entrepreneur, Early Stage Investor and Marketing Consultant  
1w ·

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

### Impact Depth & Breadth



**Mickey Lazar** · 1st 1w ...  
Leading the Quest to ZERO CO2 e...  
**Celeste Tchetgen Vogel, esq.** - Well Done!!! soon exactly the same will happen in Kampala, followed by all major Ugandan cities. e-Cargo Bicycles is the to go tool for last mile distribution in East Africa

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### Community Upsurge:

Hello Kwamboka, I lost our hence the paybill, kindly send. 20:48

Also, that bike 🙌🙌.. convenience, efficiency, ah it's made my life waaay easier, Sina stress ya job that I used to have. It's a game changer for me, thank you 🙌 20:49