



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

moWoza is a mobile marketplace that allows informal cross-border traders and SMEs to access price information, order and pre-pay for inventory, receive delivery status notifications and access credit using their mobile phones. By empowering women, it improves their livelihoods and bolsters their business activities.



moWoza, Mozambique

BUSINESS MODEL

moWoza enables informal cross-border traders (ICBTs) – 80 % of whom are women in Sub-Saharan Africa – to order inventory using text message and Web applications. The business model is based on a trained agent-led network which introduces moWoza to ICBTs, and a logistics channel made up of community members.


The service includes receiving text messages for inventory-related pricing information, placing orders via text message, paying through mobile wallets or at local agents and receiving text message notifications of shipment and drop-off details.


ENTERPRISE FAST FACTS

Location	Maputo
Year founded	2011
Sector	Information and communication (ICT)
Product/Service	Mobile marketplace

CONTACT

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Social impacts:

- Improving the livelihoods of informal female cross-border traders in Africa by eliminating long, dangerous or expensive journeys.
- Empowering informal cross-border traders in the community by providing them with a cost-efficient service, while improving their digital literacy.

Environmental impacts:

- Reducing waste for local landfill and garbage dumps, as paper receipts and brochures are replaced by digital text-message receipts and brochures.
- Reducing GHG emissions, as cross-border traders make fewer journeys.

Economic impacts:

- Increasing efficiency, governance and transparency along the entire value chain.
- Creating employment opportunities in sales, marketing and IT for young school-leavers.
- Increasing opportunities for women to source goods and engage in trade without leaving their communities and families.

” Mobile technology is a lever for large-scale economic development. A 10% increase in mobile phone penetration is linked to a 1.2% increase in GDP in low- and middle-income countries.

Scaling up activities:

- Register 1,000 Mozambican informal cross-border traders and work with the Malawian National Women's Business Association to sign up SMEs (14,000 members).
- Partner with commodity traders and outsource merchandising and logistics to suppliers of fast-moving consumer goods across Mozambique and Malawi.
- Continue to develop moWoza's services so that other enterprises can lease the software and leverage the supply chain solution.



” Affordability, simplicity and convenience are crucial for businesses in the base-of-the-pyramid (BoP) sector.



Partnership

- **MPesa and MKesh** are mobile phone-based money transfer and micro-financing services which enable moWoza's customers to pay for the services efficiently.
- **The Center for Finance, Law and Policy at Boston University** is assisting with import/export and regulatory requirements, social metrics and consumer finance research.
- **Maputo Living Labs** is helping moWoza through its initial growth stage and assisting with software development and testing.
- **Silver Vanity Trading** is moWoza's fast-moving consumer goods merchandising partner, responsible for sourcing and warehousing its stock.
- **Tech Equity** is a cloud brokerage service which is supporting moWoza with cloud-based inventory solutions.
- **The Mozambican Informal Crossborder Trading Association** is building mobile inventory and ordering solutions to meet the needs of its members.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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