



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## AFRICA WINNER 2014

Mozambikes assembles and sells quality bikes at affordable prices. It customises bikes with logos and colours and encourages companies and non-profit organisations to buy advertising space or branded bikes outright and distribute them to rural areas.



## Mozambikes, Mozambique

### BUSINESS MODEL

Mozambikes generates income from selling locally-assembled quality bikes as a means of transport as well as mobile advertising space. Companies and non-profit organisations buy and distribute branded bicycles to communities, employees and in marketing initiatives, or advertisers can buy branding space, which makes the bicycles affordable for low-income consumers.

Branded bikes act as moving billboards and provide cost-effective advertising particularly in hard-to-reach rural areas. To date, over 100 companies have helped distribute nearly 2,600 bikes to Mozambicans.

### ENTERPRISE FAST FACTS

Location	Maputo
Year founded	2010
Sector	Transport
Product/Service	Affordable quality bikes, mobile advertising

### Contact

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### Social impacts:

- Empowering women by offering workshops, teaching them how to ride and maintain bicycles.
- Reducing hours people must walk to subsistence farming plots, to collect wood and reach safe water sources.
- Improving access to health services, including through the introduction of bike ambulances.

### Environmental impacts:

- Offering a clean form of alternative transport, reducing carbon emissions.
- Reducing the reliance on motorised high-polluting forms of transport such as cars and mini-buses.
- Bicycles are assembled locally with hand tools. All waste products are recycled.

### Economic impacts:

- Increasing daily incomes of Mozambicans in rural areas, by dramatically reducing travel times.
- Assembling and branding bicycles locally to create jobs for Mozambicans.
- Employing women to produce bicycle baskets thereby stimulating rural economies and creating new markets.
- Assisting technicians to become small entrepreneurs.

” Mozambikes has developed a new form of advertising in Mozambique, brought a new product to the market and built a local production process with branding and customisation that is new to Mozambique.

### Scaling up activities:

- Prototype new technologies including bike trailers and bike ambulances to provide mobile health service.
- Sign contracts to supply 1,500 bikes.
- Increase number of free workshops to encourage women to learn how to ride and maintain bikes.
- Establish a network of trained technicians to build entrepreneurs to service bikes.
- Plan to expand the model to neighbouring countries, starting with Tanzania.



” The Mozambikes model makes high quality bikes available for free or for radically-reduced rates.



### Partnership

● **Mozambikes Ltd.** is a for-profit social venture constructing and selling quality bicycles that serve as moving billboards. As the enterprise's main partner, Mozambikes Ltd. also distributes donated bicycles and holds workshops to teach women throughout the country to ride and maintain bicycles.

● **Mozambikes Social Development** is an affiliate of Mozambikes Ltd. and raises donations to ensure Mozambique's poorest – those below the minimum wage – receive the bikes for free.

● **United States Agency for International Development (USAID)** provides funding for an evaluation plan, training sales staff and technicians as well as prototyping new technologies.

● **Concern Worldwide Mozambique** is a non-profit organisation and a recent branding partner of Mozambikes. It bought and distributed 300 bikes across two provinces of northern Mozambique. The contract serves as a model for the business.



**Flanders**  
State of the Art

The 2014 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

### 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](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### SEED Partners



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