



Gambian Tech
Startup
Directory
2020 - 2021

Youth Empowerment Project (YEP)
Funded by the European Union





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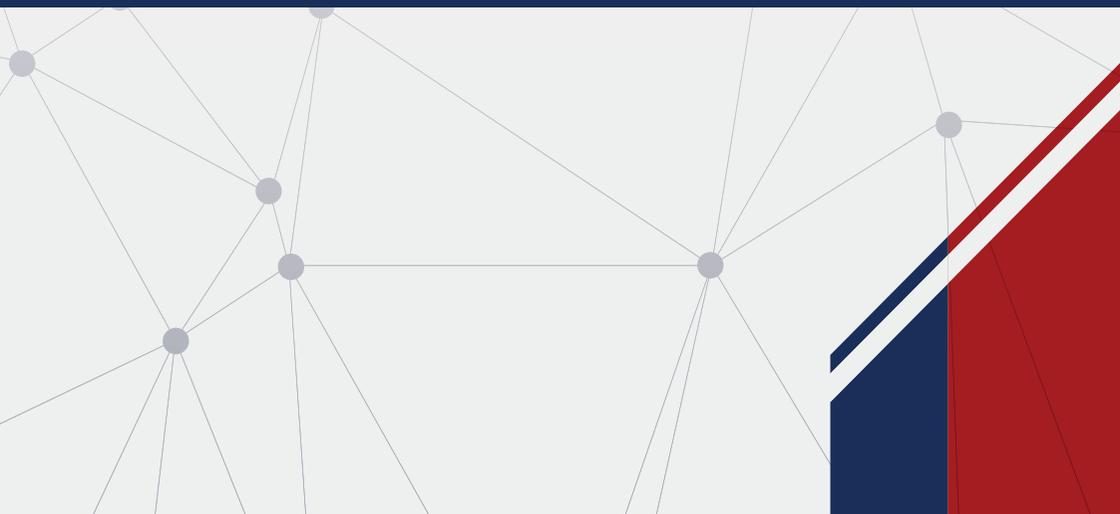


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FOREWORD BY

**THE MINISTRY OF TRADE,
INDUSTRY, REGIONAL INTEGRATION
AND EMPLOYMENT (MOTIE)**



I am pleased to share with you the Gambian Tech Startup Directory with the profiles of the fourteen startups supported under the EU-funded YEP Tech Startup Support programme.

While the COVID-19 pandemic disrupted global value chains, the crisis has also boosted digitization in many sectors. In a world where physical gatherings are limited and brick-and-mortar transactions reduced, technology has given us alternative means to meet our social and economic needs. The Gambia's tech ecosystem is young and fledgling. More and more entrepreneurs turn to digital space to develop online solutions. This Directory showcases innovative Gambian startups that make a difference in all areas including Fintech, Media, Healthtech, Edutech or e-commerce. It brings together young Gambian tech entrepreneurs and presents their startups to a global audience of partners, investors and clients.

The programme falls under the IT sector and digital entrepreneurship component of The Gambia Youth Empowerment Project (YEP). YEP is an initiative of the Government of The Gambia implemented by the International Trade Centre and funded by the European Union. The project equips youth with job-ready skills and entrepreneurship opportunities in a variety of sectors, ranging from agribusiness and construction to tourism and tech. The goal is to empower young people to earn higher, stable incomes and create quality jobs. The IT sector and digital entrepreneurship component helps tech entrepreneurs to take advantage of the digital economy and turn them into economic benefits.

In keeping with the National Development Plan, The European Union remains committed to supporting the economic transformation in The Gambia, with digitalisation as a key enabler for growth and competitiveness.

Hon. Seedy K. M. Keita
Minister, MOTIE



FOREWORD BY **THE INFORMATION TECHNOLOGY ASSOCIATION OF THE GAMBIA**

The Information Technology Association of the Gambia (ITAG) was incorporated in August 2004. In 2017, with the support of the Youth Empowerment Project, ITAG was reactivated as the Voice of ICT in The Gambia. In recent years, ITAG has organized several activities with active support from the ICT Community from the public and private sector alike and has since regained its strength as an involved member in the development of the tech ecosystem.

During the start of the COVID Pandemic, ITAG constituted the COVID IT Taskforce that constituted over 30 tech companies. This taskforce successfully deployed digital marketing components for the Ministry of Health during the Pandemic as well as the deployment of an integrated Call Center Solution for government to handle COVID cases.

As a driving force in the tech sector, ITAG has been integral in the adoption of the new normal through awareness campaigns in the importance of digital literacy, tech implementation programs for public and private sector alike, policy reform in the tech sector as well as driving the uptake of digital platforms.

The latter has played a key role in supporting the tech startup sector in The Gambia of which a majority of the YEP Tech Startups benefitted. Of recent, ITAG is supporting the roll out of digital platforms across sectors, leveraging on digital marketplaces such as Sellox. Branding and marketing of such products are being rolled out by companies like Madani Studios and Outboost Media and Analytics. The Tech space is ablaze with innovation and this has clearly stimulated sectors across the board. This is a turning point in the tech industry and ITAG is poised to take a leading role in not only being a part of the policy reform in the sector but in ensuring that the right strategies are put in place to support our tech startups.

In this light, ITAG is also working closely with other business support organizations in The Gambia to support their members in navigating the new norm and making digitization a part of their daily personal and professional lives.

Beran Gillen Dondoh
President, ITAG

FOREWORD BY **THE EUROPEAN UNION**



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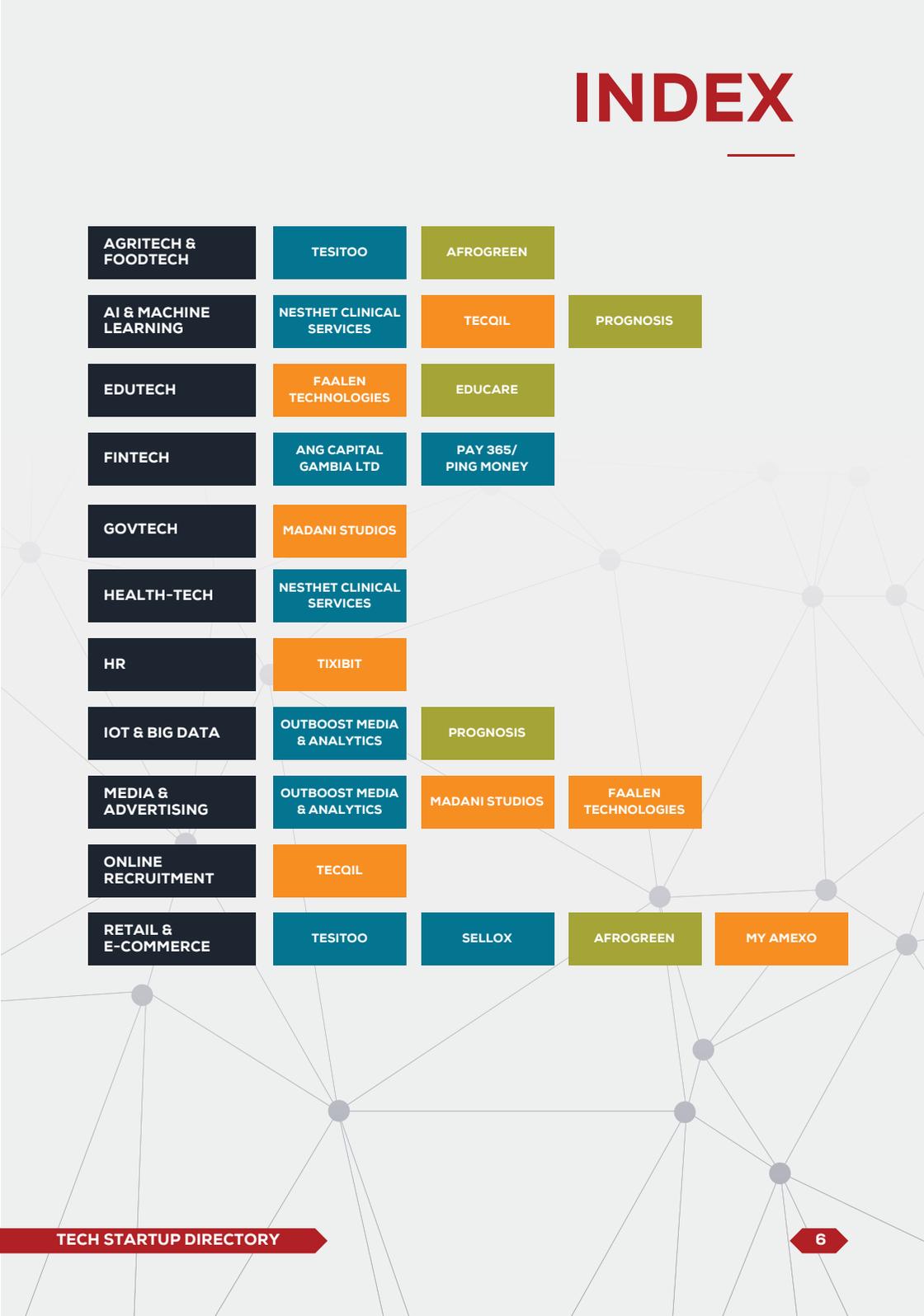
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In keeping with the National Development Plan, The European Union remains committed to supporting the economic transformation in The Gambia, with digitalisation as a key enabler for growth and competitiveness.

H.E. Corrado Pampaloni

Ambassador of the European Union to The Gambia

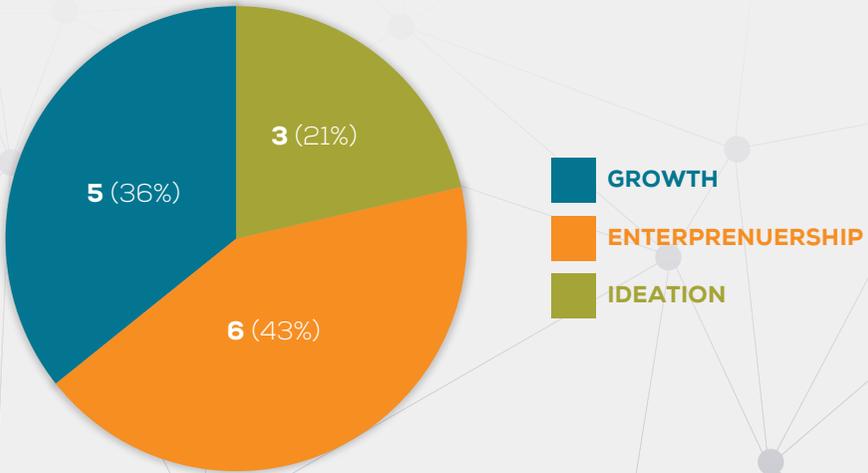
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EDUTECH	FAALEN TECHNOLOGIES	EDUCARE		
FINTECH	ANG CAPITAL GAMBIA LTD	PAY 365/ PING MONEY		
GOVTECH	MADANI STUDIOS			
HEALTH-TECH	NESTHET CLINICAL SERVICES			
HR	TIXIBIT			
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YEP TECH STARTUP SUPPORT PROGRAMME AT A GLANCE

The one-year YEP Tech Startup Support programme is part of the YEP Gambia project, funded by the European Union, and implemented in cooperation with ITAG, The Gambian IT association. Fourteen Gambian tech startups applied to the programme were selected further to a review of their application and one-to-one meetings. The startups have been segmented into three categories according to their level of maturity:

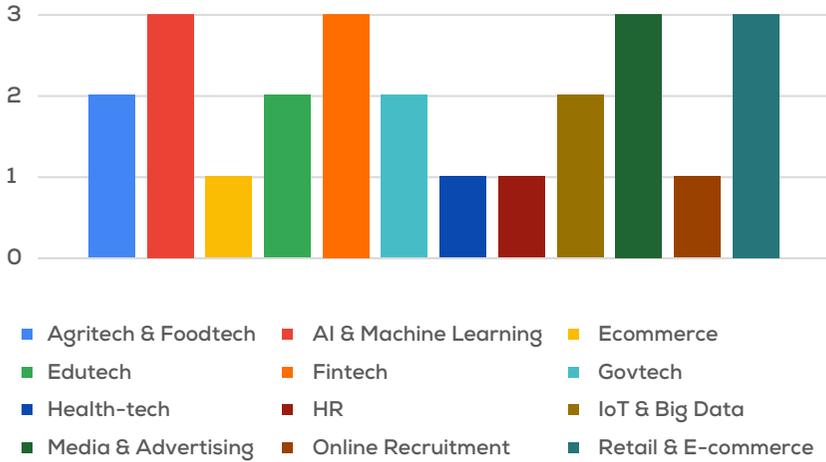


3 in the Ideation category: founders are engaged in product or service ideation, market research, prototyping of a Minimum Viable Product (MVP)

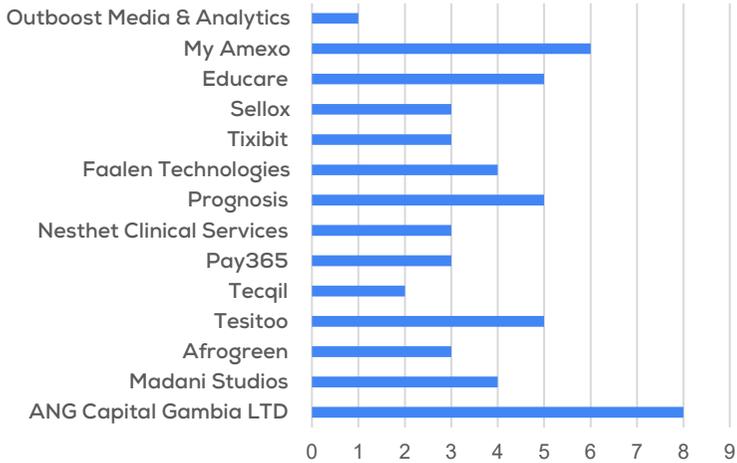
6 in the Entrepreneurship category: MVP confirmed, no or little revenues

5 in the Growth category: the startup generates revenues, and founder look into product and/or market diversification

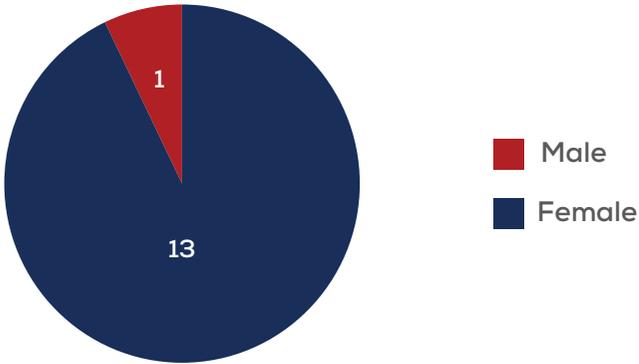
Areas of specialization of the YEP Tech Startups



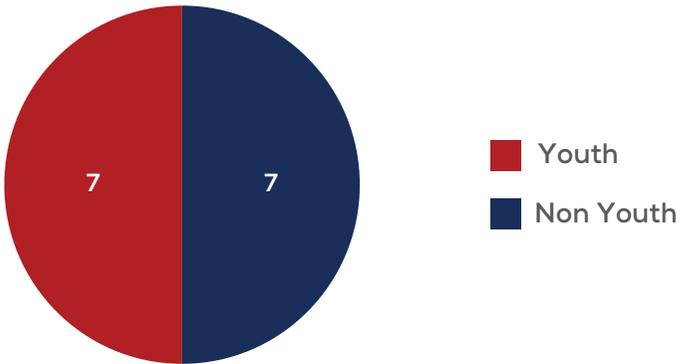
Total Number of Staff



Startups led by Women:



Startups led by Youths:



GROWTH



LEBALMA

BY: ANG CAPITAL

GROWTH



FOUNDER'S PROFILE



ALAGIE NDERRY GAYE

Chief Executive Officer

Year of Establishment: 2018

Staff: 8

Legal status: Limited Liabilities

Field: Fintech

CONTACT



76 Kairaba Avenue,
Fajara. KSMD The Gambia



(+220) 3138484



angaye@angcapitalgambia.com
www.lebalmagambia.com

PITCH

Consumer finance product specializing in short term loans using technology as our competitive advantage.

FINANCIAL INFORMATION (USD)

Initial Capital: 10,000

Cash spent per month: 800

Investment Required: 100,000

Percentage of shares that could be made available to an equity investor: 10 to 20%

PROBLEM/OPPORTUNITY:

We are trying to solve the problem of financial inclusion. About 80% of the Gambian population are unbanked and as such need such services to acquire credit

SOLUTION/PRODUCT:

Lebalma is an online platform where individuals and businesses can have quick access to credit.

FINANCIALS: (USD)

Revenues: 48,000 yearly

Expenses: 9,600

BUSINESS MODEL:

- a. We charge interest on our loan
- b. Processing fee for approved loans

COMPETITIVE ADVANTAGE:

- a. Online application and processing of all loans
- b. Collateral free
- c. Fast in approval and delivery with 2hrs of loan approval

TRACTION:

Our Yearly ROI is around 100%

MANAGEMENT TEAM

CEO	Alogie Nderry Gaye
CMO	Ousman Suwaneh
CTO	Asheme Mahmout

NESTHET

CLINICAL SERVICES

GROWTH



FOUNDER'S PROFILE



LAMIN JAFUNEH

Chief Executive Officer

Year of Establishment: 2020

Staff: 3

Legal status: Sole Proprietorship

Field: AI & Machine Learning,
Health-tech

CONTACT

 Kanifing East Layout
Kanifing, The Gambia

 (+220) 2435437/5988084

 ncsngambia@gmail.com

PITCH

Nesthet Home Care Services is out to increase healthcare access by 60%, reduce cost by 50% and improves quality by 10 folds in the 10 - 15 years.

FINANCIAL INFORMATION (USD)

Initial Capital: 6,000

Cash spent per month: 400

Investment Required: 50,000

Percentage of shares that could be made available to an equity investor: 5%

PROBLEM/OPPORTUNITY:

Difficulty in accessing healthcare services, increasing number of chronic diseases such as diabetes and high blood pressure. Paper-based healthcare record management systems

Need to have access to health services without moving from home such as those with chronic diseases and the elderly.

SOLUTION/PRODUCT:

Is a technology platform that enables the provision of home healthcare services. Built on Microsoft SQL server 2014, it has both phone, tablet and desktop interface. It has 3 components (Database, Management software and Mobile App) that can be used by different individuals at different levels of care.

MANAGEMENT TEAM

CEO Lamin Jafuneh
CMO Olimatou Bojang
CTO Bubacarr Dibba

FINANCIALS: (USD)

Revenues: 3,050

Expenses: 6,000

BUSINESS MODEL:

Based on a business to customer (B2C) model on subscription basis. We make money from subscription fees of US\$4, Home Visit fee of US\$5, Routine Initial Investigations of US\$10 and Home Base Care of US\$200.

COMPETITIVE ADVANTAGE:

With us money is no more a king of all transactions, our solution tackles healthcare from all dimensions. Our solution saves customers the time and money of travelling to the health facilities, safe time from following long queues and the convenience of being treated at your own home.

TRACTION:

By June 2017, we conducted 2,500 consultations. By December 2018, we registered 106 clients and 258 home visits. Employed 3 full time staff and 13 part time staff. Monthly expenses: 400 USD, Monthly LTV/Client: 17 USD, Average CAC: 7USD. Finally, the total investment since 2015 adds up to 12,750 USD.

OUTBOOST

MEDIA & ANALYTICS

GROWTH



FOUNDER'S PROFILE



BABOUCARR NJIE

Chief Executive Officer

Year of Establishment: 2020

Staff: 1

Legal status: Sole Proprietorship

Field: IoT & Big Data,
Media & Advertising

CONTACT



The Disruptive Lab, 78 Atlantic
Boulevard, Bakau, The Gambia



(+220) 7053852



outboostgm@gmail.com
www.outboost.gm

PITCH

We are on a mission of Moving Brands and Telling stories using Impact-driven and Measurable outdoor & digital advertising mediums.

FINANCIAL INFORMATION (USD)

Initial Capital: 2,000

Cash spent per month: 500

Investment Required: 50,000

Percentage of shares that could be made available to an equity investor: 10 to 20%

PROBLEM/OPPORTUNITY:

We aim to solve the measurability in the OOH space and using impact driven advertising mediums to help brands reach their audiences in the most efficient way possible.

SOLUTION/PRODUCT:

Our cloud-based dashboard gives clients the privilege to monitor their campaigns On-demand & in Real-time, enabling clients to be in control. This is showcased using several key measurement metrics helping advertisers to know the cost conversion and ROI their campaigns..

FINANCIALS: (USD)

Revenues: 3,000

BUSINESS MODEL:

Multi-level marketing and commission based marketing and sales agents

COMPETITIVE ADVANTAGE:

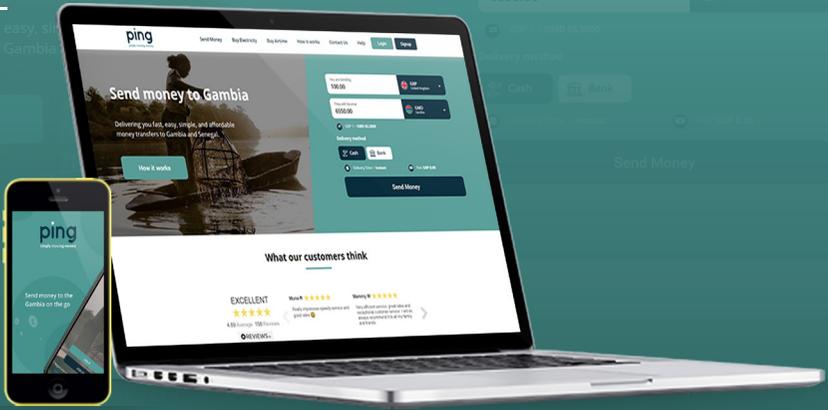
Technology Oriented

MANAGEMENT TEAM

CEO Baboucarr Njie

PAY 365

BY: PING MONEY



GROWTH

FOUNDER'S PROFILE



ELIMAN JALLOW

Chief Executive Officer

Year of Establishment: 2019

Staff: 3

Legal status: Limited Liabilities

Field: Fintech

CONTACT



50 Garba Jahumpha Road,
Newtown, Bakau



+447909495295



eliman@pay365.cloud
www.pay365.cloud

PITCH

Ping Money is offering a low-cost, fast, and secure money transfer and bill payment from any device via multiple payment channels to recipients in Africa. Our service offers convenience, great customer support and true value.

PROBLEM/OPPORTUNITY:

Finding a company that offers a well-rounded and robust money transfer service is challenging. Companies either offer a great user experience and high fees or offer low fees but poor user experience and customer service.

SOLUTION/PRODUCT:

Ping Money offers a great user experience, coupled with great customer service and exceptionally low fees.

MANAGEMENT TEAM

CEO	Eliman Jallow
CMO	Babette Lind
CTO	Abubacarr Jallow

BUSINESS MODEL:

Ping Money business model is based on several levers which include fees on transactions and Foreign exchange mark up. Ping money is also developing APIs to integrate 3rd Parties to allow other money transfer operators to use the Ping Money payout network.

COMPETITIVE ADVANTAGE:

Lean technology driven startup Knowledge and focus on the African market

Offering near market-rate exchange rates – Typically 3% spread max to be inline with UN SDG

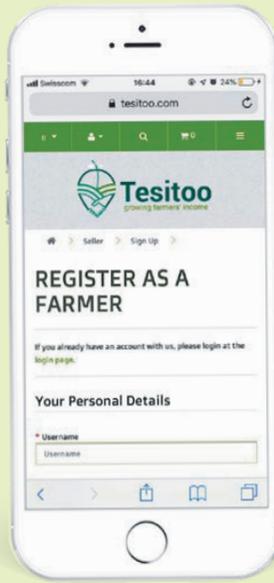
Product strategy to create a payments ecosystem linking the diaspora and The Gambia.

TRACTION:

To date we have 646 registered users of which 203 users have sent money with Ping Money. We have transferred over \$350,000 within the first 4 months of operations in a highly competitive market place. All this spending an average of \$500 a month on marketing.

TESITOO

GROWTH



FOUNDER'S PROFILE



EBRIMA DEM

Chief Executive Officer

Year of Establishment: 2015

Staff: 5

Legal status: Sole Proprietorship

Field: Agritech & Foodtech,
Retail & E-commerce

CONTACT

 Equa Energy Building,
Jimpex Road, Kanifing

 (+220) 3675602

 admin@tesitoo.com
www.tesitoo.com

PITCH

To be leading market provider of agricultural goods in the Gambia using mobile and internet technology ensuring that farmers can easily sell their products for profit, buyers pay less for quality agricultural goods while returning high value for investment to our partners.

FINANCIAL INFORMATION (USD)

Initial Capital: 7,000

Cash spent per month: 300

Investment Required: \$20,000

Percentage of shares that could be made available to an equity investor: 10 to 20%

PROBLEM/OPPORTUNITY:

More 70% of Gambians are involved in farming yet the potential in agribusiness is under-utilized. Thus, using technology, Tesitoo is revolutionizing the way we buy and sell agricultural goods that is profitable and transparent. Our customers are hotels, restaurants, individuals, staff associations etc.

SOLUTION/PRODUCT:

Our solution is a mobile app and a web based technology that connects farmers directly to buyers. The platform also enables farmers to interact among themselves, share information including market price of agricultural goods. This increases the sales of farmers while ensuring that consumers pay less for quality local agricultural products.

MANAGEMENT TEAM

CEO Ebrima S. Dem
CMO Kadijatou Jarjou
CTO David Edgar

FINANCIALS: (USD)

Revenues: 4,000

Expenses: 1,500

BUSINESS MODEL:

Tesitoo is designed to create added value in agricultural goods in the Gambia. Using mobile and internet technologies plus a network farmers, drivers and marketing agents, we deliver quality agricultures goods from anywhere in the country directly to consumers, creating a unique business model in which we charge fee for the product and delivery services.

COMPETITIVE ADVANTAGE:

Simplicity: Entire process from purchase to delivery is straightforward.

Visibility: by using internet, Tesitoo products will enjoy greater visibility than those sold in physical markets

Price: Prices of Tesitoo products are 20% less expensive

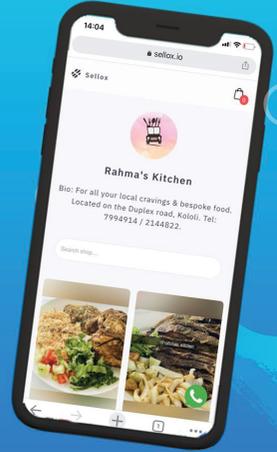
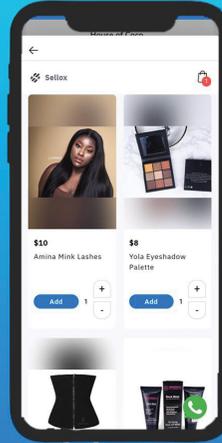
TRACTION:

We got about 100 customers and many of whom form part of staff association. Our main clients are Gambia Port Authority, Gambia Police Credit Union who buys in bulk and redistribute the products to their members. Our annual sells exceed 3000 US\$ in 2019. We are work to scale up this rate.

SELLOX



Shop anywhere,
anytime



GROWTH

FOUNDER'S PROFILE



MATARR JOBE

Chief Executive Officer

Year of Establishment: 2019

Legal status: LLC

Field: Ecommerce & Retail

CONTACT

 Kololi Rd,
Serrekunda

 (+220) 3356037

 jobizzness@sellox.io
www.sellox.io

PITCH

Sellox is helping the 300 million businesses in Africa sell to consumers around the continent and elsewhere.

FINANCIAL INFORMATION (USD)

Initial Capital: 50,000

Cash spent per month: 1,500

Percentage of shares that could be made available to an equity investor: 20%

PROBLEM/OPPORTUNITY:

Ecommerce is increasing all over Africa with the number of online shoppers surging by 18% every year, but the vast majority of businesses do not have a website or an online presence for their business and with Internet penetration only at 54 percent, few consumers own desktop or laptop computers.

SOLUTION/PRODUCT:

Sellox is the easiest way to sell products online and it is built from the ground up to solve the needs of the African Seller.

FINANCIALS: (USD)

Revenues: 200

Expenses: 1,500

TRACTION:

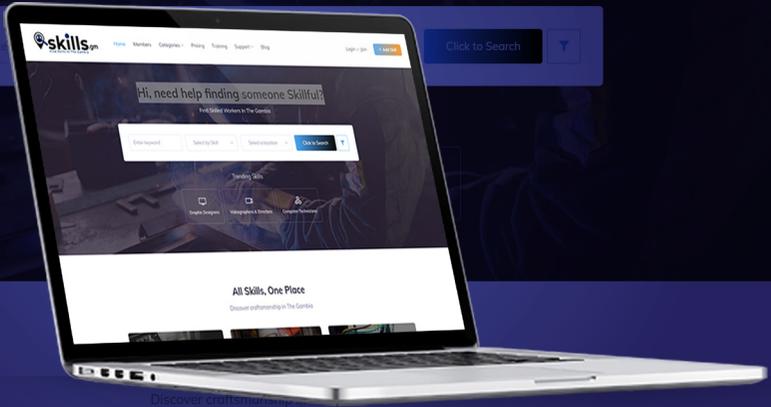
400+ Sellers on sellox and growing at 15% month over month

ENTREPRENEURSHIP



SKILLS.GM

BY: FAALEN TECHNOLOGIES



FOUNDER'S PROFILE



OUSMAN FAAL

Chief Executive Officer

Year of Establishment: 2020

Staff: 4

Legal status: Sole Proprietorship

Field: Edutech, Media & Advertising

CONTACT

 Office#18, Mall of Gambia, Bakoteh, The Gambia

 +220 7048155

 support@skills.gm
www.skills.gm

PITCH

Vision: To become the most efficient skills directory that connects exceptional tradesmen to potential clients.

Mission: To provide a comprehensive online directory that matches clients with their dream tradesmen. To provide a platform that enhances access to skills at any time, anywhere.

PROBLEM/OPPORTUNITY:

We have noticed that most job boards focus more on white-collar jobs leaving behind many local skill workers without certificates, diplomas or degrees.

SOLUTION/PRODUCT:

We believe that with such a directory local skilled workers will access a wider market by displaying their skills, photos and videos of their work..

COMPETITIVE ADVANTAGE:

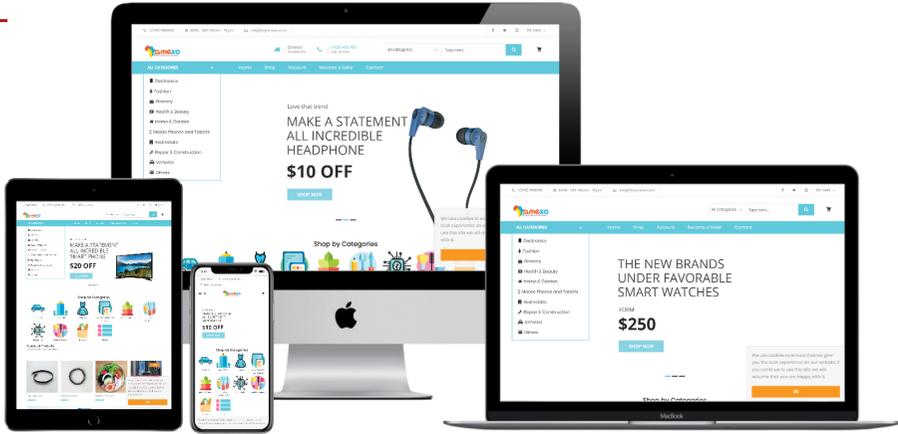
We are currently the only online skills directory that focuses on local skilled workers. Skills.gm could be the central hub for finding skilled workers in the future.

MANAGEMENT TEAM

CEO Ousman Faal

AMEXO

BY: JOLLOF TRADE



FOUNDER'S PROFILE



FAMADI CEESAY

Chief Executive Officer

Year of Establishment: 2018

Staff: 4

Legal status: Sole Proprietorship

Field: E-commerce

CONTACT

 Gambissara White House
Kanifing, The Gambia

 +220 2169009

 info@myamexo.com
www.myamexo.com

PITCH

myamexo.com is Gambia's first ever multivendor Marketplace digitizing everyone's day-to-day marketing by reinventing online Marketing Solutions.

FINANCIAL INFORMATION (USD)

Initial Capital: 2,000

Cash spent per month: 500

Investment Required: 100,000

Percentage of shares that could be made available to an equity investor: 15% to 30%

PROBLEM/OPPORTUNITY:

The day-to-day complexity of marketing, and the use of complex marketing strategies, with the continuous disruption of businesses by the COVID19 pandemic

SOLUTION/PRODUCT:

We provide a simple and easy to use ecommerce platform where businesses can operate, Market, sell, and improve their efficiencies. No headache of marketing anymore, and personal dashboard for every seller.

FINANCIALS: (USD)

Revenues: 7,000

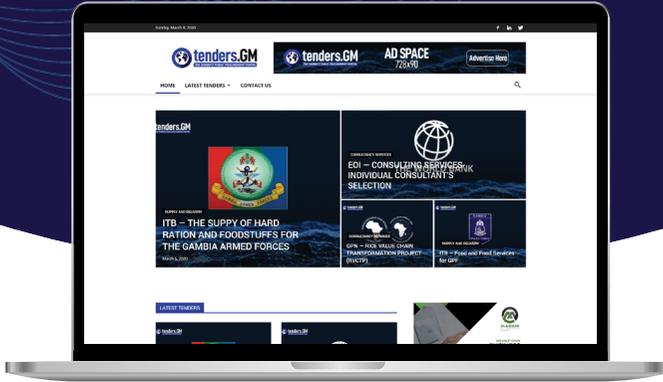
Expenses: 1,500

COMPETITIVE ADVANTAGE:

In-house technical expertise, with state-of-the-art customer interaction tools. We provide the best customer experience in the industry.

TENDERS.GM

BY: MADANI STUDIOS



FOUNDER'S PROFILE



MUHAMMED MK KAH

CEO & Creative Director

Year of Establishment: 2020

Staff: 4

Legal status: Sole Proprietorship

Field: Govtech, Media & Advertising

CONTACT

 1st Floor, FIB Building,
Kairaba Avenue, Serrekunda

 +220 3713912

 info@madanistudios.com
www.tenders.gm

PITCH

TendersGM is a product of Madani Studios. Businesses in The Gambia spend about a \$100 on local Newspapers on a monthly basis just to follow-up on latest procurement notices. We oath to solve the procurement notice problem for businesses and individuals by building a digital marketplace for latest tenders in The Gambia. TendersGM lets businesses and individuals get instant notifications of latest tenders on both on computers and mobile devices.

FINANCIAL INFORMATION (USD)

Initial Capital: 500

Investment Required: 4,000

Percentage of shares that could be made available to an equity investor: 10% to 20%

PROBLEM/OPPORTUNITY:

Individuals in The Gambia spend a lot of resources on newspapers just to catch up with up-to-date tender notices. With Tender.gm, we thought it is necessary to develop a portal that will easily make tender notices available to the public

SOLUTION/PRODUCT:

The portal publishes tender notices on a daily basis. Subscribers to our platform receive instant notifications of tenders published. The product also allows for publishers to have insight of their publications, i.e. the reach, demography, attractions etc.

FINANCIALS: (USD)

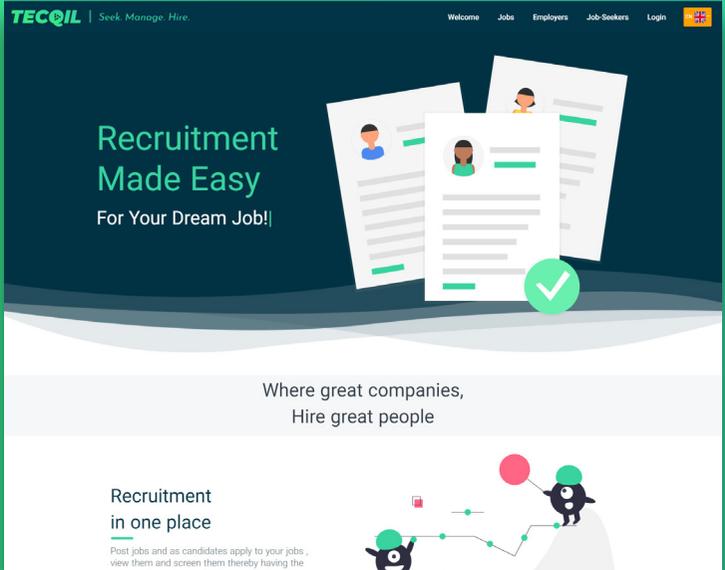
Revenues: 100

Expenses: 300

COMPETITIVE ADVANTAGE:

4 times cheaper than publishing on newspapers, insights on publications, accessible to all irrespective of location, and available at all times (archived).

TECQIL



FOUNDER'S PROFILE



NDEY ASTOU JAITEH

Chief Executive Officer

Year of Establishment: 2020
Staff: 2
Legal status: Sole Proprietorship
Field: AI & Machine Learning,
 Online Recruitment

CONTACT

 1st Floor, FIB Building,
 Kairaba Avenue, Serrekunda

 (+220) 7636860 / 3820193

 astoundey@gmail.com
 www.tecqiljobs.com

PITCH

Tecqil Jobs is an online recruitment platform that combines technology and human touch to help employers hire the best staff in the most affordable, efficient and convenient way. Our solution effortlessly simplifies the hiring process for employers.

FINANCIAL INFORMATION (USD)

Initial Capital: 500

Cash spent per month: 100

Investment Required: 10,000

Percentage of shares that could be made available to an equity investor: 1% to 25%

PROBLEM/OPPORTUNITY:

Employers struggle to find the best talent among the unlimited heaps of CVs, and job seekers don't have access or even the visibility to job opportunities around them. Traditional way of hiring is slow, inefficient and hectic.

SOLUTION/PRODUCT:

Tecqil Jobs provides an all-in-one recruiting solution that provides candidate sourcing, screening, shortlisting and applicant tracking for a streamlined hiring process. Tecqil Jobs is designed to bring jobs to the fingertips of the job seeker keeping them informed on job vacancies that they are interested in.

FINANCIALS: (USD)

Expenses: 500

COMPETITIVE ADVANTAGE:

Employers can source candidates from our talent pool, screen and shortlist candidates, invite them for an interview and collaboratively hire using our platform whenever and wherever. Jobseekers using our solution can build their profiles, search through jobs, create professional resumes and apply to any job with a single click of a button.

TIXIBIT

HR For People

Simple HR software for small and medium size enterprises

Our software is designed to enhance the existing capacities of HR teams while adding new features. It is easy to use and fully featured with features you'll actually use. HR does not have to be hard and our software makes it easy.

Please place your Name and Email below and we will let you know as soon we launch this soon.

Your Name	youremail@domain.com	Get Invite
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We will not spam you. We'll never share your email with anyone else without your permission.

Handcrafted with ♥ by Tixibit

FOUNDER'S PROFILE



LAMIN BARROW

Chief Executive Officer

Year of Establishment: 2019

Staff: 3

Legal status: Sole Proprietorship

Field: Fintech, Govtech, HR

CONTACT

 Brusubi, The Gambia

 (+220) 7065443

 laminbarrow@tixibit.com
www.hrforpeople.com

PITCH

Let's face it, human resources management is hard and it gets harder when you are not using the best tools for it. HRForPeople is our HR management software that lets you plan and execute your HR requirements efficiently. HR is decentralized in these age of every increasing remote work and our software is perfectly suited to ever increasing demand for HR as the world faces challenges. HR doesn't have to be hard, with HRForPeople, you can make it easier.

FINANCIAL INFORMATION (USD)

Initial Capital: 1,500

Cash spent per month: 400

Investment Required: 20,000

Percentage of shares that could be made available to an equity investor: 10% to 20%

PROBLEM/OPPORTUNITY:

There is a disconnect with the average employee with the HR department of the businesses/ organisations they work for. It's a hassle to recruit new employees and onboard them, salary payment notifications don't come in time and managing leave days is difficult. We think we can make it easier.

SOLUTION/PRODUCT:

We can address the issues of staff recruitment and onboarding, knowledge-base info for staff in a more intuitive way. Employee leave and sick days could also be better managed. That is why we are building HR for People.

COMPETITIVE ADVANTAGE:

We are home-based and grown and we will be available on-site to provide critical customer support that we know our customers will need. We will also conduct staff training for those companies that use our software. Strong training and customer support lead to happier customers and that is our strength.

IDEATION





AFROGREEN

E-commerce platform to sell and ease the access to agro products from rural farmers and provide doorstep delivery.

CEO: Ahmad M Ceesay

Legal status: Limited Partnership

Field: Agritech & Foodtech, Retail & E-commerce

Staff: 3

Year of establishment : 2020

Address: Sukuta, West Coast Region

Email: ahmad.ceesay29@gmail.com



EDUCARE

Availability of real time information about your child in your cell phone from all over the world, less paperwork, less expenses for the schools with secure and well formatted data to use.

CEO: Basiru Drammeh

Field: Edutech

Staff: 5

Year of establishment : 2020

Address: 10 Bakoteh layout

Email: basirudrammeh27@gmail.com

Website: educare.gamnebs.com

PROGNOSIS

Prognosis is a start-up whose vision is to leverage AI and Machine Learning in research and development of digital solutions to improve health care and delivery among others.

CEO: Fred Sangol Uche

Legal status: Corporation

Field: AI & Machine Learning, IoT & Big Data

Staff: 5

Year of establishment : 2019

Address: Brusubi Turntable, Brusubi

Email: sangoluche@gmail.com





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