

kountable™

Innovation. Distributed



Procurement is the largest trade facilitator globally. In Kenya, it is estimated to be \$ 100b annually with contracts having an average of 20 - 40% profit margins. About 50-60% of trade happens with government entities, NGOs and corporates which is approximately 20-30% of the GDP. These are the big buyers of healthcare, ICT, energy, industrial equipment and commodities which is mostly done through contracts. There has been efforts by various governments to increase participation and access to these procurement opportunities by small and medium sized local enterprises.

Bottle neck - Projects involving SMEs have the highest performance risk

Top challenges hindering entrepreneurs not to leverage on procurement opportunities to scale;

- SMEs have small deal-size history makes it difficult to win big deals
- Lack of financial backing. Banks reject 60 - 70% of contract financing requests by SMEs or give conditions that they can't meet e.g. lack of collateral, below 3 years existence, etc.
- Structural misfit for SMEs in global supply chain – “*too small to play*”
- High performance risk associated with SMEs in doing projects (gross delays in delivery, substandard/counterfeit products, fraud, etc)



Beginning to solve the problem.

- Over the last 3 years, Kountable has been working with suppliers across Africa supplying government agencies, non-governmental agencies and corporates with ICT, healthcare, energy and industrial equipment to help them scale.
- We partner with these companies to provide them with a platform where their unique strengths are visible, measurable and scalable.
- To help them scale, we work with these companies to deliver big contracts as they leverage on the strengths of the platform.
- Kountable funds contracts ranging from \$50,000 and above with some contracts going above \$5,000,000.
- After completing several deals through our platform, the reseller has immense performance data that they can leverage on to grow their business.

Over 55 entrepreneurs funded
Over 120 deals executed

\$ 14m worth of goods purchased
\$ 17m worth of profits delivered to resellers

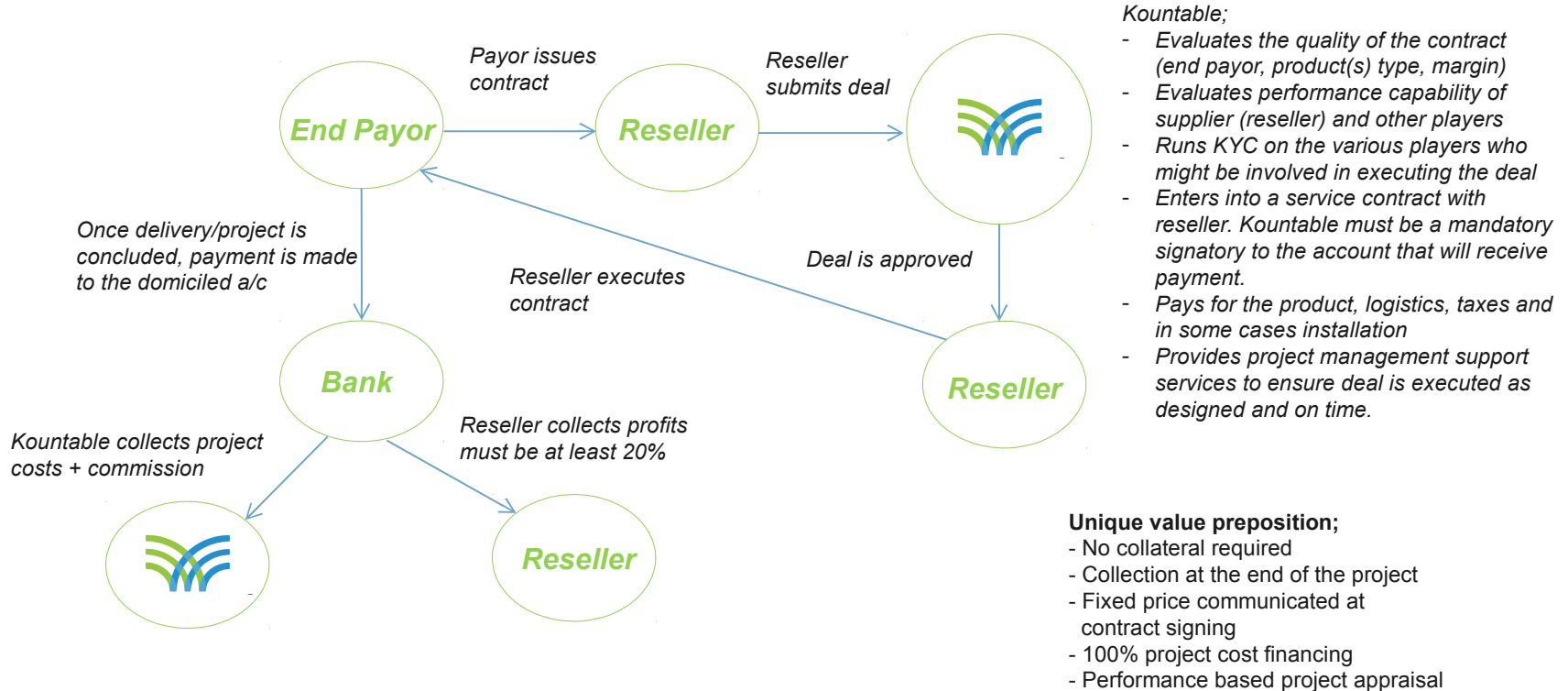
200% revenue growth in 1 year
125% company growth rate
Employment creation capabilities

Resourced local servicing offices with a supply chain network reaching 45 + countries

\$450m – Current Kountable's annual purchasing power



How Kountable does it - making trade finance simple

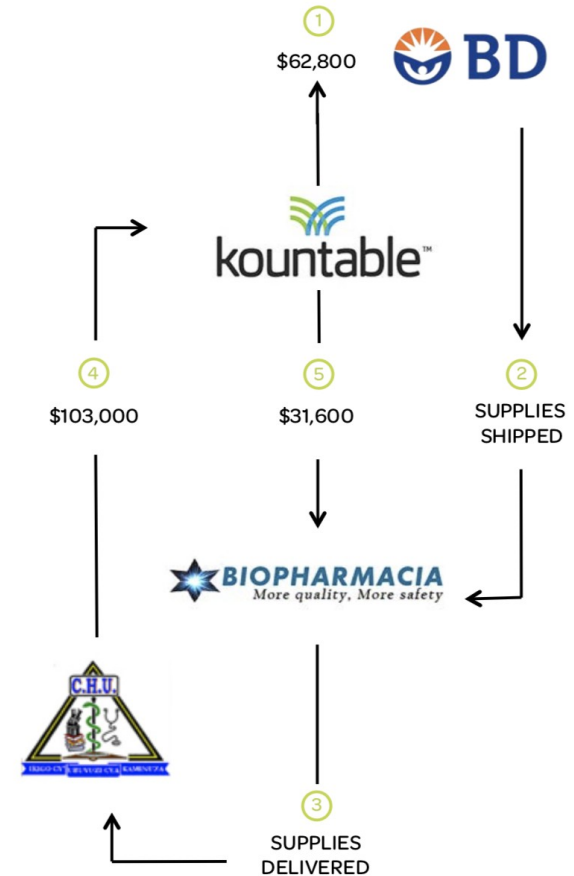




- Kountable aggregates the opportunities and sources for enterprise level commercial terms for the small businesses
- Kountable funds SMEs to be able to do big deals – Sourcing, Logistics, Project management

In action

- Supplier signs up to our platform as a reseller (mobile/web apps). Reseller submits the project proposal after winning a bid and request Kountable's engagement through the app.
- Reseller engages with our team to provide required documentation to build and firm up the project proposal
- Project proposal is reviewed by the approval committee. Once approved, contract is signed, bank account domiciled, end payor notified and reseller introduces Kountable to their distributor/manufacturer.
- Manufacturer/distributor is paid by Kountable to provide the reseller with the contract specified products. Kountable also pays for logistics, insurance, taxes and installation charges required in executing the deal.
- Once a deal is complete, the end payor pays to the reseller/Kountable domiciled account. Kountable collects cost + commissions.





Success stories

<https://www.youtube.com/watch?v=DsE1NofAdOw>

<https://kountable.box.com/s/fe5y92w90hivrfwihe5m6nc7u4bui1x2>



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