

**SAM GICHURU / NAILAB**  
**ACCELERATOR**  
ICPAK 2013 – MOMBASA

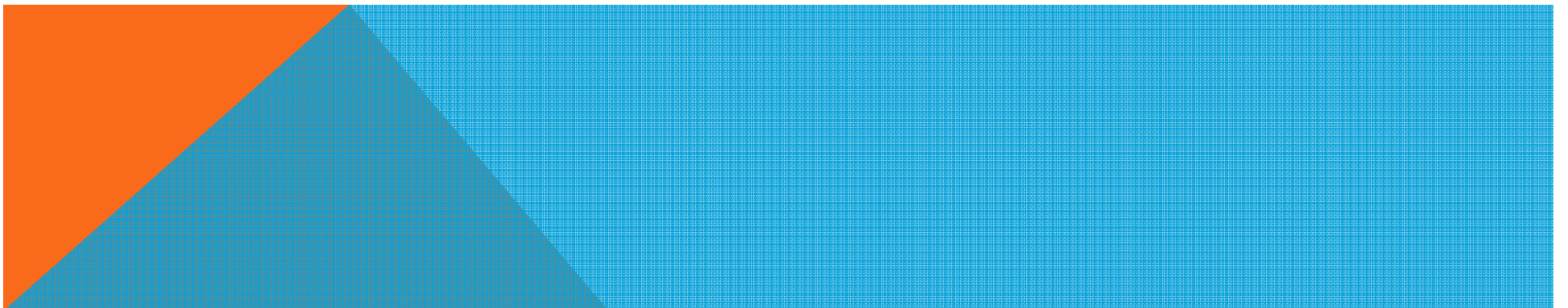
t-  
@samgichuru

# NAILAB BACK GROUND

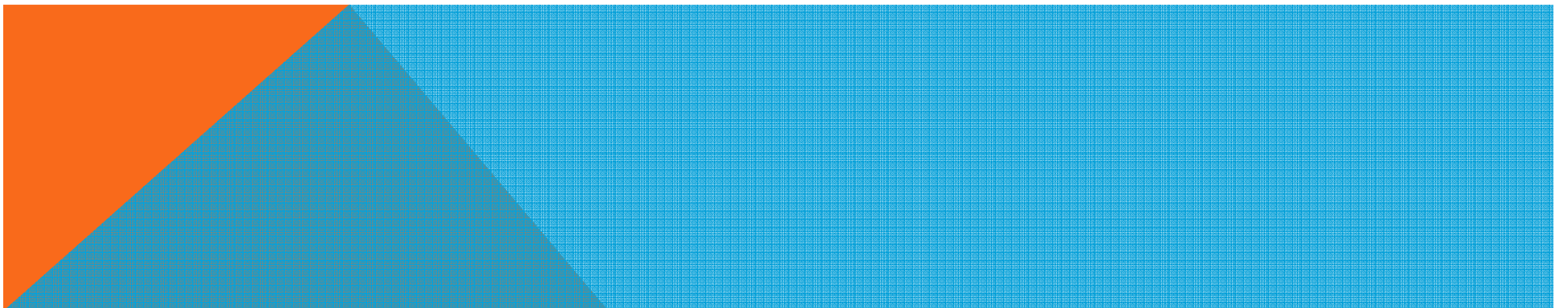


We are an incubator, looking to accelerator high tech business in a span of 3-12 months -  
@samgichuru

## IN THE BEGGING - 2010



# BUILDING THE SPACE - 2011

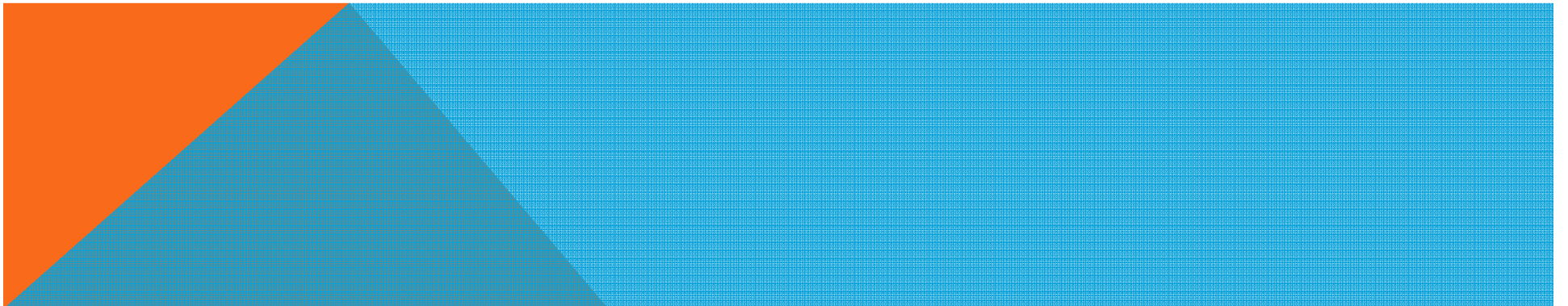




Nailab Startups at Work – Myorder.com



# TECH LEADERS



# INTERNATION COLLABORATION



accenture

SEACOM

1%club

KENYA  
ICT  
BOARD



# IN 2012

**Economist**  
World politics | Business & finance | Economics

**Forbes**  
New Posts  
+1 posts this hour

**Most Popular**  
Tumblr CEO: Not A Billionaire

**Lists**  
Most Powerful Women

**Video**  
Susan We

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## Innovation in Africa

### Upwardly mobile

Kenya's technology start-up scene is ab

Aug 25th 2012 | NAIROBI | From the print edition

VISITORS to Kenya's capital are often horrified by the homicidal minibuses called *matatu*. They swerve around potholes, seldom signal and use their iffy brakes only at the last second. They are therefore an ideal subject for a video game, which is wh

Planet Rackus, a Nairobi start-up, release

LISTS | 1/24/2013 @ 4:25PM | 1,788 views

## \$1.6 Million Tech Incubation Program Launched In Kenya

+ Comment Now + Follow Comments

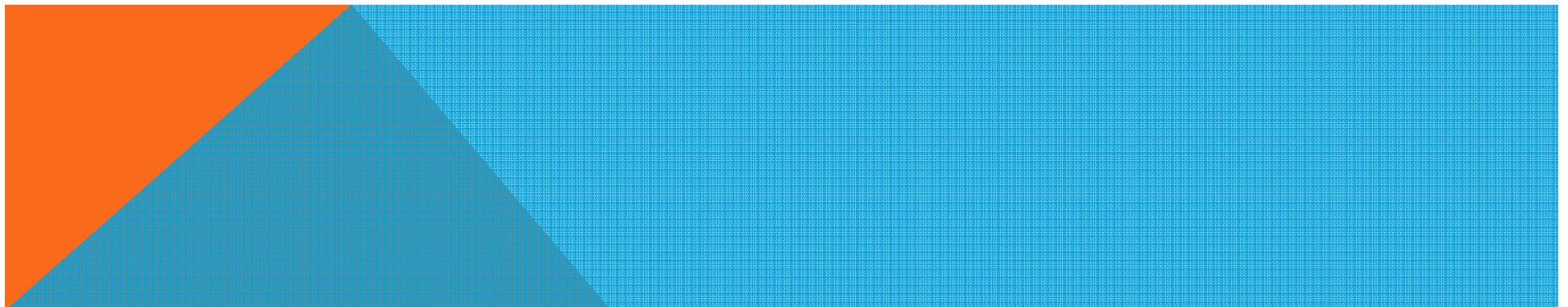
The Kenyan government today partnered with NaiLab, a Kenyan incubator, to launch a \$1.6 million technology incubation program in an effort to support 's growing information and communications technology (ICT) startup community. The Kenyan government aims to become one the top 10 ICT hubs in the world.

NaiLab is based in Nairobi and



Kenyan tech incubator NaiLab

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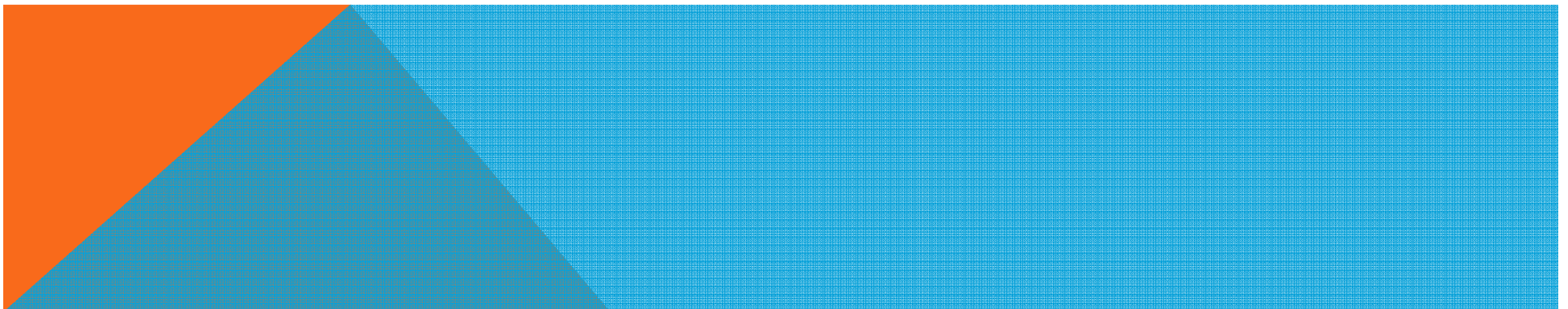


# MOBILE FINANCE

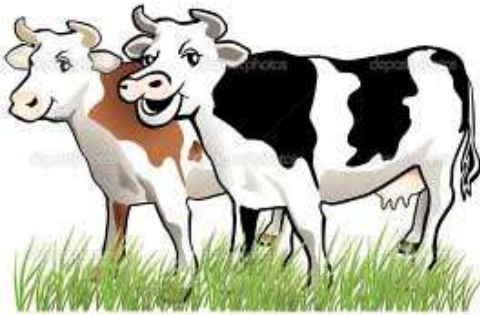
ICPAK 2013 – MOMBASA

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The Financial sector has changed a lot  
over the last couple of decades, yet it  
remains quite a resilient sector



# HISTORY

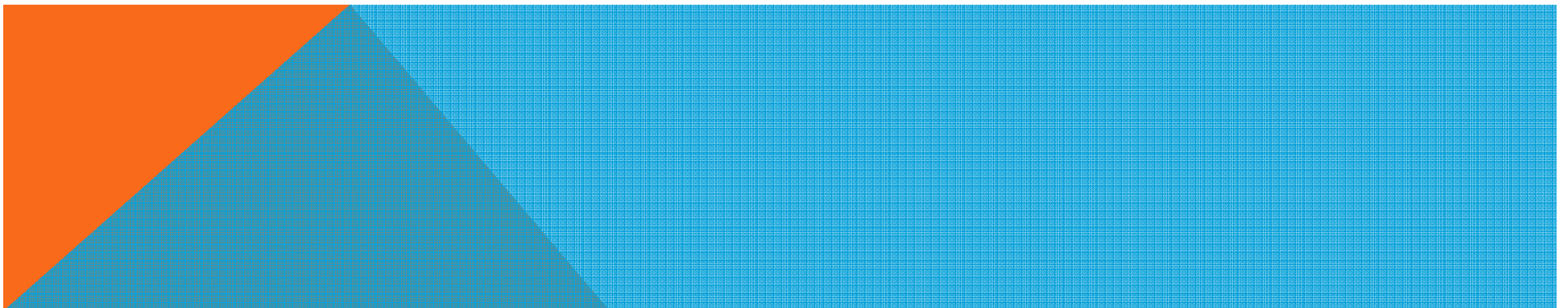


“The evolution of the financial sector,  
bartering, gold bars, credit cards to  
Mobile Money”

# ONLINE TRANSACTION



*The first online documented internet purchases was a pepperoni pizza with mushrooms and extra cheese from Pizza Hut*

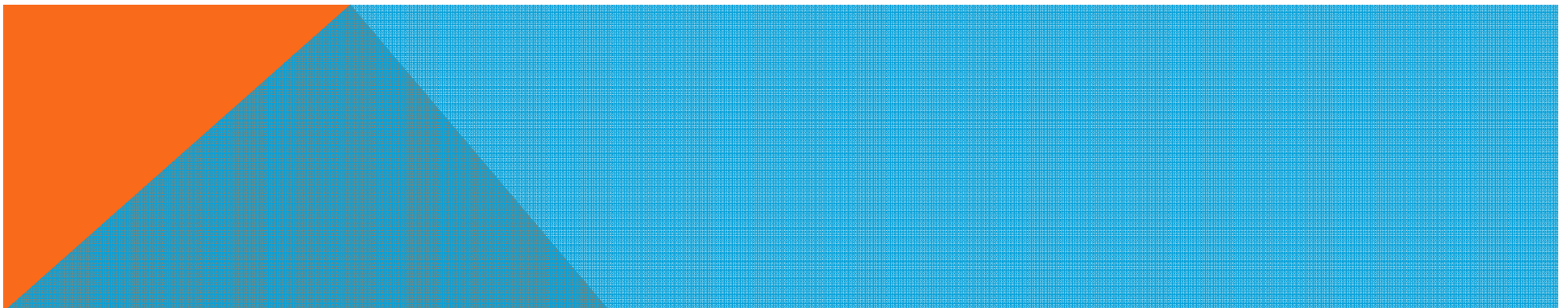




# CURRENT



“Worldwide mobile payment transaction values will surpass \$171.5 billion in 2012, a 61.9 percent increase from 2011 values of \$105.9 billion, according to Gartner, Inc. The number of mobile payment users will reach 212.2 million in 2012, up from 160.5 million in 2011.



# MINT

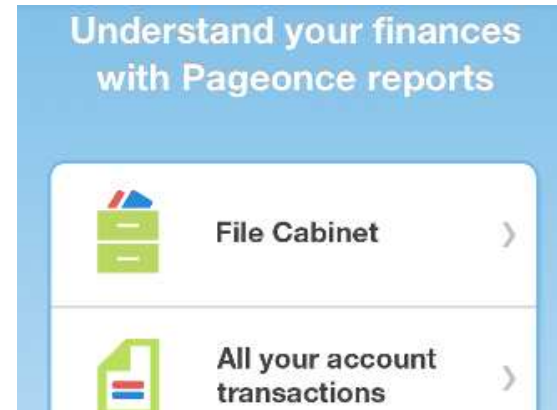


Mint is an awesome mobile phone app that enables you to keep track of your financials all in one place.

You add your bank, credit card, investment

Categories expenses, put up a budget and even make personalized recommendation

EXPENSIFY



At the moment, everything is going mobile, cloud and localized

# SQUARE – JACK DOSEY FOUNDER OF TWITTER



The square reader plugs into your audio jack, you download the app and you can read magnetic stripe cards



# THE SQUARE STAND



Are new technologies replacing the old cash register?

Portable Ipad and square stand allow you to start accepting payments right away, it can plug into cash register and a printer

The availability of real time data allows you to measure, compare, track real time revenue and expenditure

# NFC – CONTACTLESS PAYMENTS

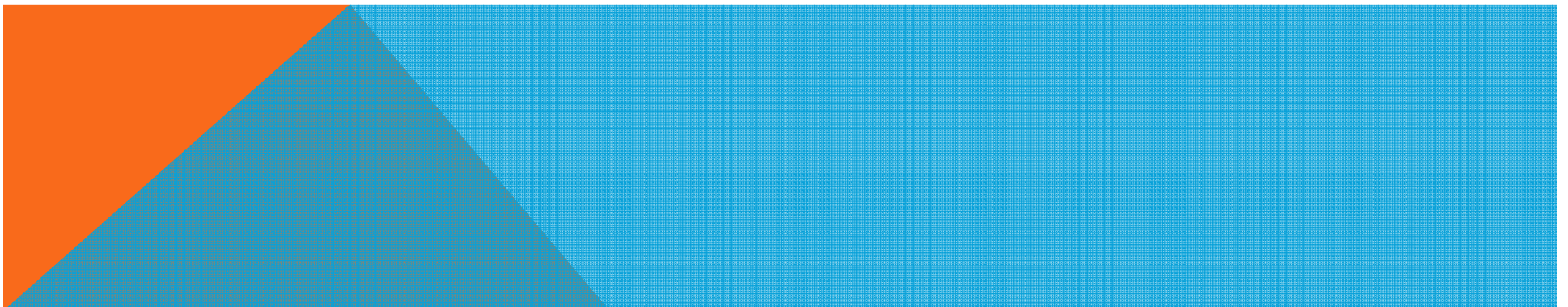


NFC payment and ticketing solutions

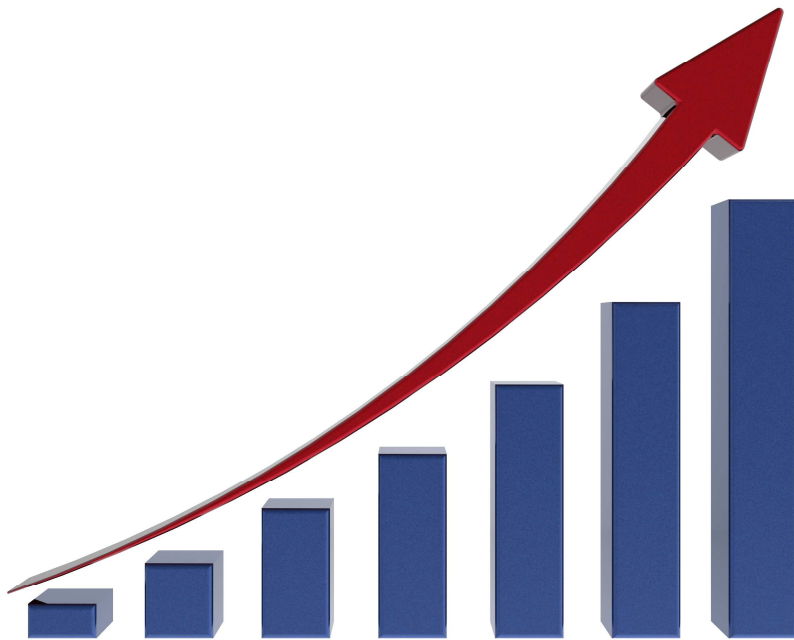
## Quick Facts

1. Used for paying train tickets in Britain, - thetrainline
2. MacDonald's in Japan offering vouchers

Can be used perfectly for implementing parking solutions for city council in the near future among other things.



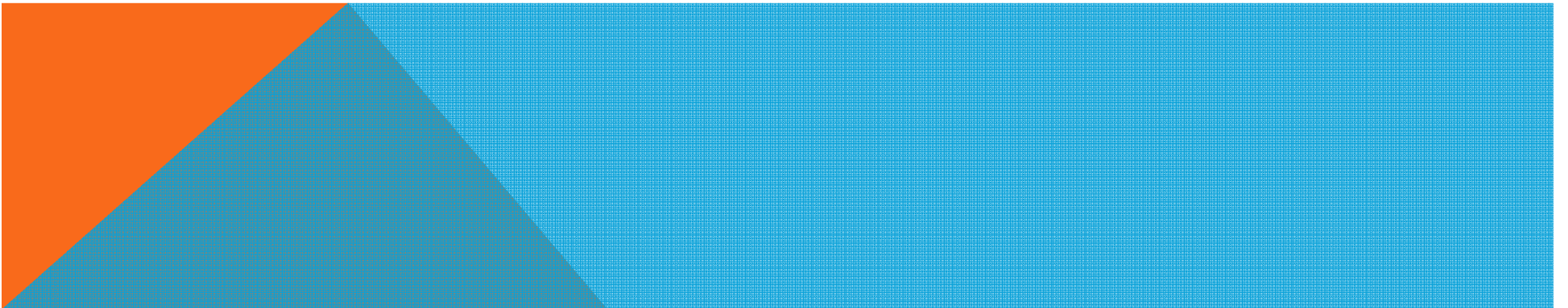
# FUTURE : IS IT MOBILE?



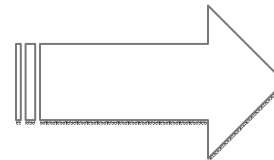
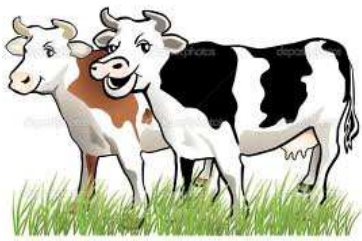
“Expect global mobile transaction volume & value to average 42 percent annual growth between 2011 and 2016.”

“Forecasting a market worth \$617 billion with 448 million users by 2016”

**IS THE FUTURE  
MOBILE?**







**IS THE FUTURE MOBILE?**

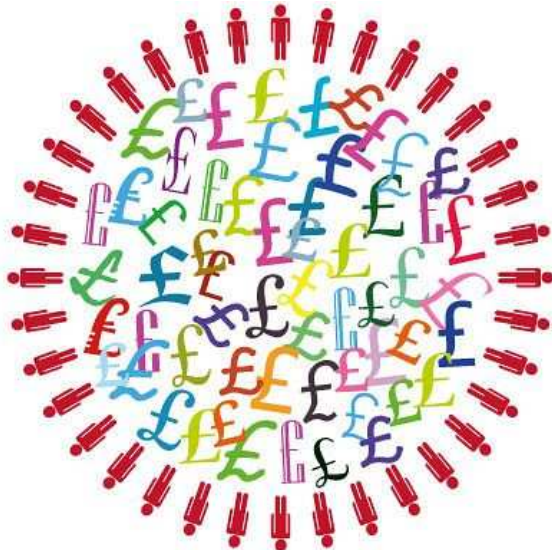
# VIRTUAL/DIGITAL CURRENCY



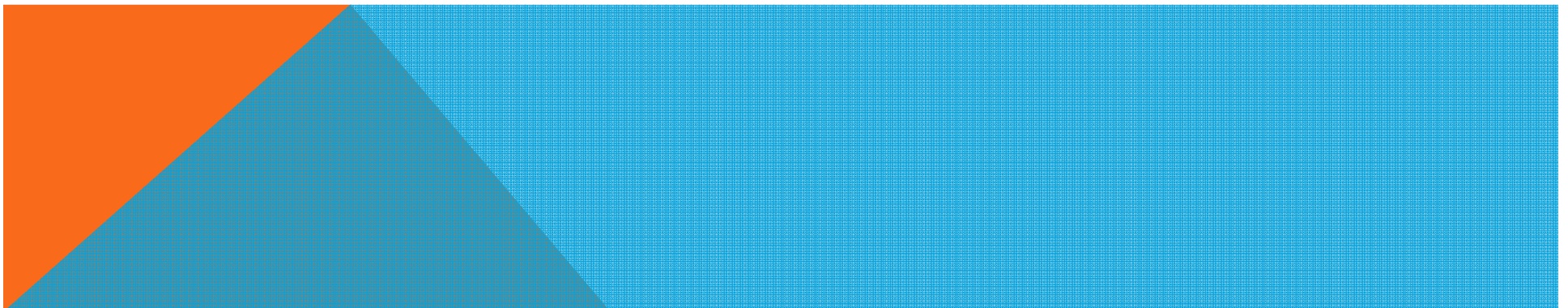
BTC is a digital Currency  
Was introduced in 2009 by Satoshi Nakamoto  
Basic unit of currency mined from Code (?)  
Free of all Govt oversight  
Today over 10 Million BTC are in existence  
There will never be more than 21M BTC, mining ceases in 2140  
54 active markets where BTC are traded  
64000 BTC trades per day  
Market cap of \$341M +  
Merchants accepting BTC for payments - wordpress, cpanel, reddit  
Users - gambling to church, gaming, dentist in finland, charity, ADD , etc

MT.GOX is the largest most established  
BTC exchange and today 1BTC = \$131  
Dollars - @samgichuru

# CROWD FUNDING



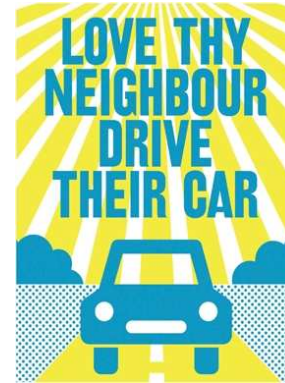
How will mobile influence Micropayments or Micro-donations ?



# REPUTATION CURRENCY



Travel like a human.



In an era of collaborative consumption, where we have peer to peer accommodation, task assignment, travel, Lending etc. – Will Reputation become a currency? (Whafle)

“In 2010, collaborative consumption was named one of TIME Magazine's 10 ideas that will change the world” - @samgichuru





**TWITTER : @SAMGICHURU – THE CRAZY GUY.**

