

19 June 2024

Innovations Session N°19

Online agrifood marketplaces:
presence of African entrepreneurs
and smallholders



INNOVATIONS[📶]
SERIES





HelloMarket

Made in Ethiopia

Agenda

Welcome

Introduction to BelCash

Introduction to HelloMarket

HelloMarket process flow



BelCash: Driving Digital Ethiopia

BelCash provides its cutting-edge Technology Platform to Financial Institutions and uses it to build payment ecosystems related to various businesses, individual customers, and private, governmental, and humanitarian institutions across the country



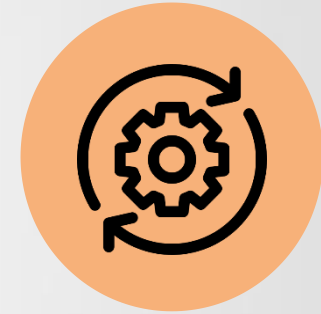
#1
Technology provider
in the country



The largest financial network
institutions in Ethiopia



Provides services under the
brand name "Hello"



Operating since 2011

BelCash: Services



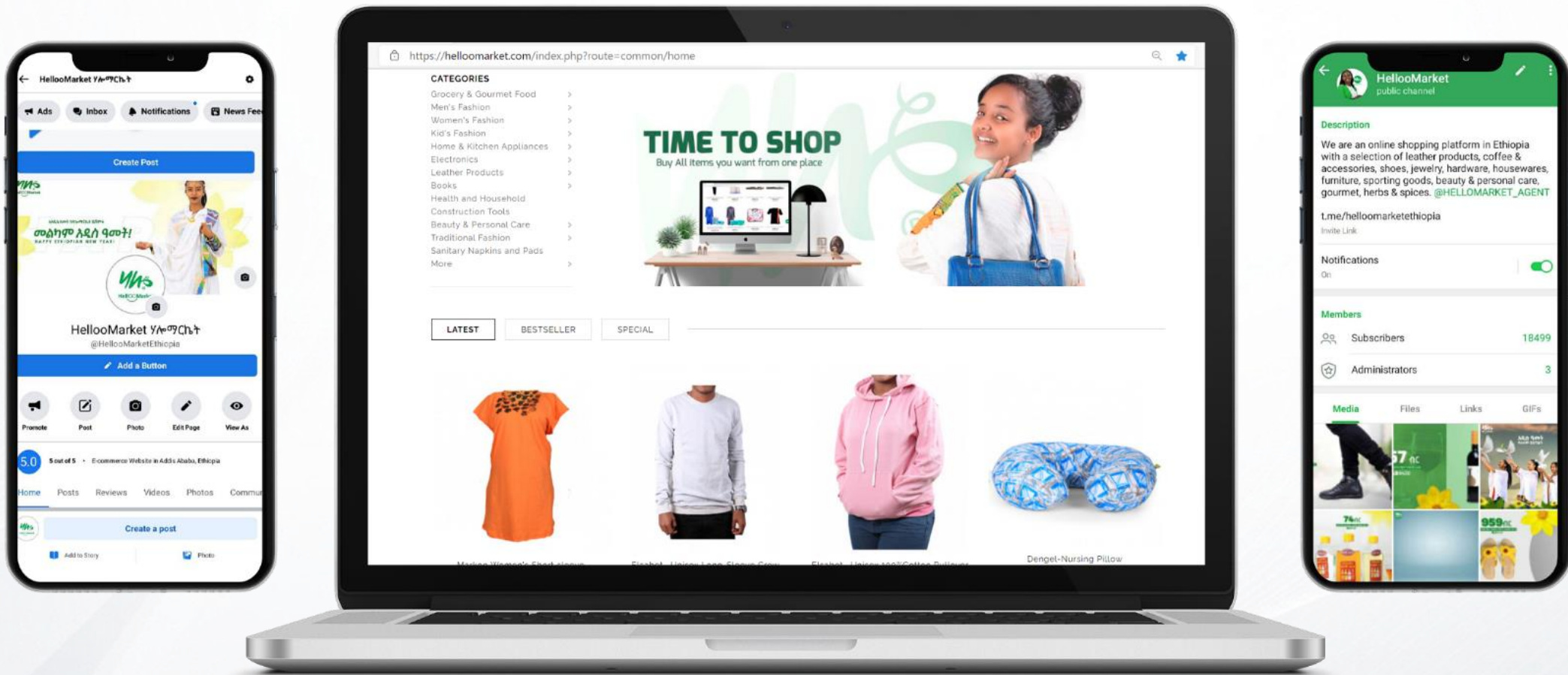
HelloCash



HELLO
SOLAR



HelloMarket



Introduction to HelloMarket

Digitalizing Ethiopian marketplace

120 Million
People



#2 Largest African
population



8 Million
People

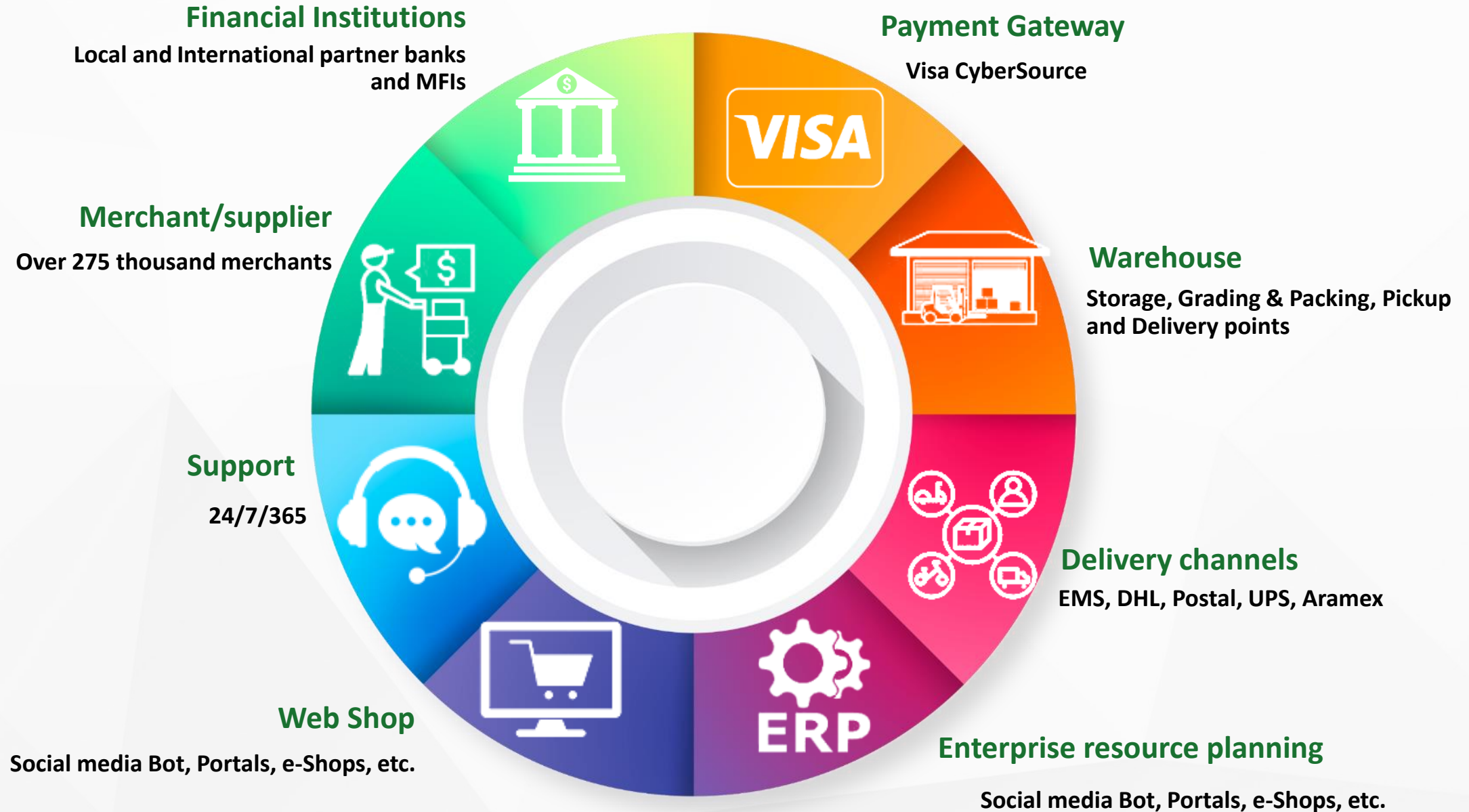


60% under
20 years



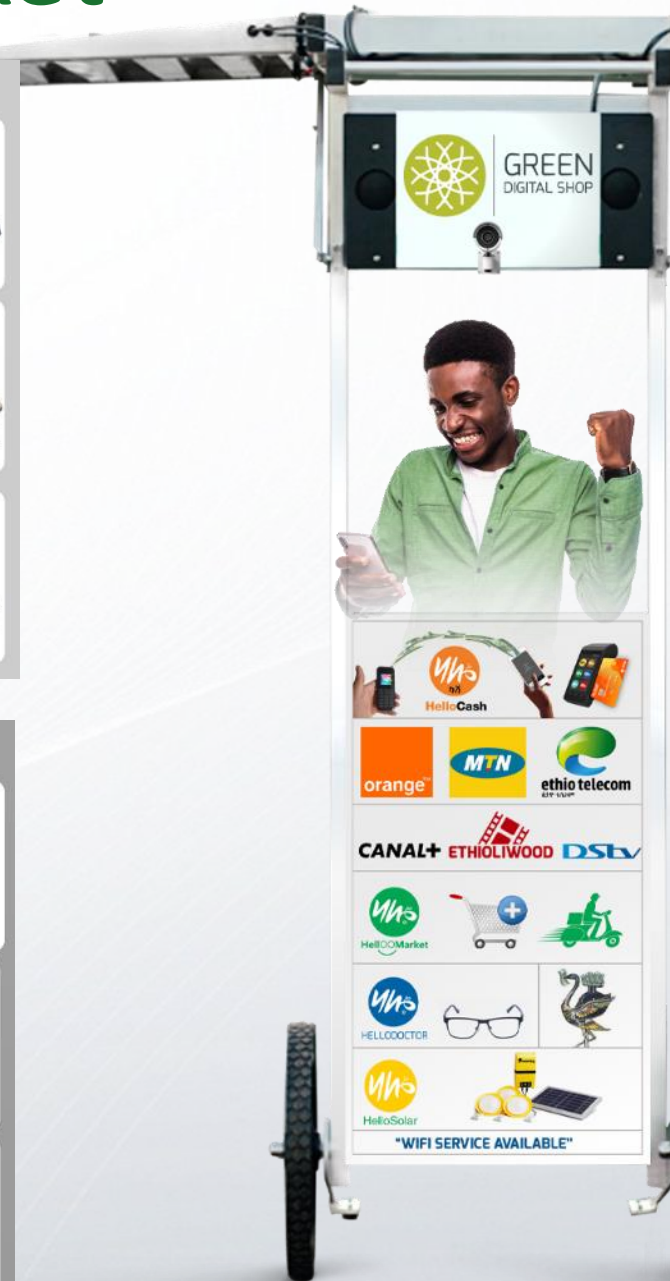
Over **70%** of Ethiopian population is rural

Our platform HelloMarket



Our Solution: HelloMarket

- Fully Ethiopian E-commerce platform
- Nationwide and Worldwide order and delivery
- Payments in Ethiopian Birr
- Cheaper price than traditional market
- Wide range of products



HelloMarket commercial

1.8k + Suppliers
On the platform



10 million birr valued items sold

38k + Products Sold on the HelloMarket platform



60k +
Number of products
In warehouse



More than 400 calls per day



30,033 customers

HelloMarket Operations

If sales is made, supplier will get deposit of the money for the item sold

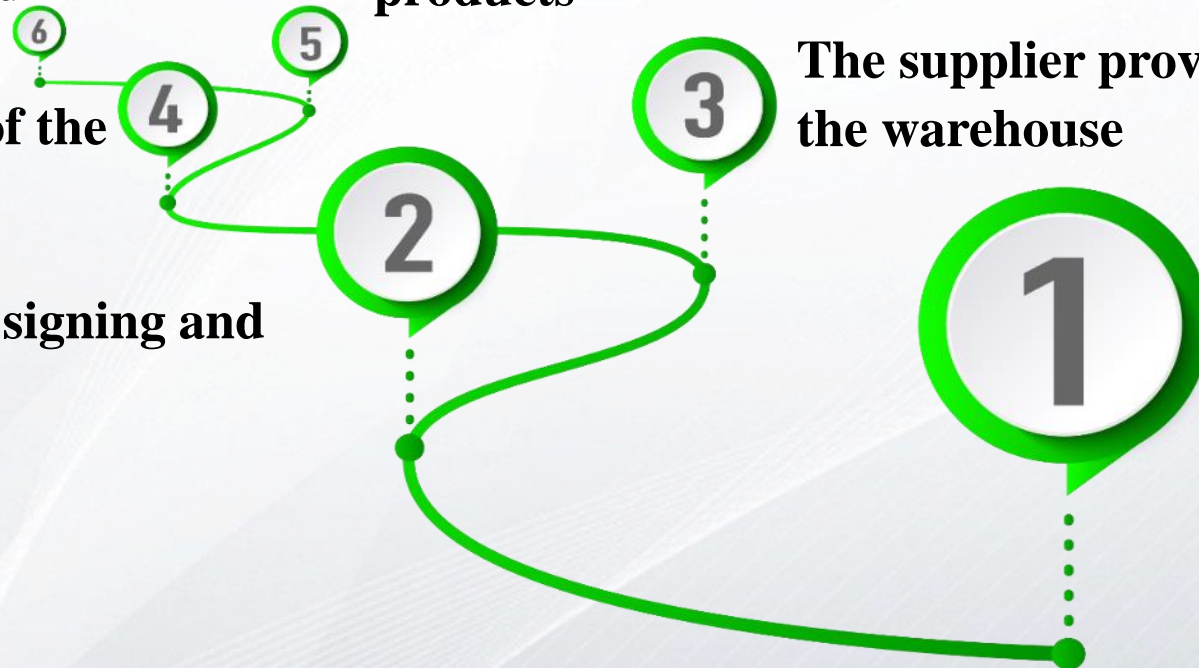
Online & offline advertisement of the products

The supplier provides stock to the warehouse

Digitalizing product of the supplier item

Agreement signing and training

Onboarding



Consumers and providers: Helloomarket

Consumers



Ordering via Sales
B2B2C
(Admin. based)



Online Ordering
B2C
(call center based)



API Online Ordering
B2B2C
(Web based)



Online Ordering
B2C
(Web & App based)

Providers



ME'S



SME'S



cooperate





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Thank you

