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Innovations Session N°19

Online agrifood marketplaces:
presence of African entrepreneurs
and smallholders



INNOVATIONS[📶]
SERIES





Founder & CEO

Uwimpaye Yvette

FOUNDER



Yvette Uwimpaye, CEO and Founder of Murukali. And a Board Member To ICT Chamber/PSF.

I did Economics in my undergraduates, which opened my mind to the growth of Rwanda's income through ecommerce. Murukali's philosophy is that we would help our clients get shopping services easily, and affordably. Through my outstanding leadership, I managed to raise Murukali to 9 years of successful experience, and one of the best E-commerce businesses in Rwanda.

What is murukali?

- **Murukali** is a Rwandan word that means “in the backyard”
- Founded in 2015
- It is a B2B and B2C ecommerce business
- Known As Kigali Online Market, and Easy Buy From Rwanda





your supermarket at home

www.murukali.com



Opportunities,

- Market Access and Reach
- Value Addition And Branding
- Financial Inclusion
- Efficiency in Supply Chain Management



Success Stories and Testimonials

- Case studies of African entrepreneurs benefiting from ecommerce
- How online platforms have transformed their businesses

Recommendation

- **Digital Infrastructure**
 - **Digital Literacy**
- **Logistics and Last-Mile Delivery**
- **Facilitate cross-border e-commerce transactions**
- **Partnerships and Collaborations**



Murukali
≡≡≡ Market Smart



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Thank you

