

# Best Shared Value Business Idea



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# who we are?

**MOTOSEC** (moto securise) sarl is a company which aims to formalize the public motorcycle transport industry. by guaranteeing safe transport for all and helping to reduce the number of accidents caused by motorcycles. It aims to improve the service providing equipment and training drivers to customer service, safe driving and motorcycle maintenance. Its ultimate goal is to generate social impact, in particular the wearing of helmets in all the cities of DRCONGO.

BIRINDWA BAHIZIRE is my name and the CEO of the company, and we are a team of 3 entrepreneurs diving to improve the social lives within our communities.

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BUKAVU,DRCONGO

# Business overview

According to a study carried out in 2019 by the Bukavu general I hospital, boda-boda accidents account for 75% of traffic-related trauma cases. This suggests the need for a safer boda-boda experience, and that's exactly what a new start-up is trying to build its competitive advantage. Road accidents are the third leading cause of death in sub-Saharan Africa. In Bukavu, the capital of South Kivu, there are 10,000 motorcycle drivers, only 5% of whom currently wear helmets. More than 40% of the surgical budget of Bukavu General Hospital is devoted to the treatment of motorcycle accidents.

Launched in November 2019, motosec connects boda-boda owners, customers with drivers trained in road safety, customer service, motorcycle maintenance and first aid. Drivers also provide passengers with road-worthy helmets which, according to the World Health Organization, reduce the risk of death by 40% and serious injury by 70%.

It usually costs passengers the same amount to use a motosec motorcycle as any other boda-boda pained on the street. The owners then pay a subscription fee to be part of the service.

# Sales & Marketing Strategy

Motorcycle taxis, commonly known as boda-bodas, are one of the most used transportation services in Bukavu and many other city in DRCONGO. However, they are not safe and people generally do not trust drivers. Motosec is an initiative which aims to formalize this industry. It aims to improve the service providing equipment and training drivers to customer service, safe driving and motorcycle maintenance. Its ultimate objective is to generate a social impact, in particular the wearing of a helmet, but also to create a community around the service and, thus, to gain value and trust.

Motosec plans to restructure this informal industry by providing tested, reliable and safe transportation for everyone. Our motosec cycling community all receives extensive training to make them the safest and most professional cyclists on the streets.

They are:

- Trained in road safety, first aid, motorcycle maintenance and customer service.
- Equipped with hair nets and a spare helmet
- Identifiable and traceable with the code number written on the helmet and on the motorcycle.
- When cyclists join the motosec community, they notice a significant increase in their activity, which has an impact on themselves, their families and the community at large.

# Operations & Management

Motosec aims to create a commercially viable network of drivers for secure taxi motorcycles (motorcycles). Their main safety intervention is the use of helmets and driver training. The change in behavior is generated by financial incentives by which motosec drivers attract more customers and increase their income by 50%. This initiative can be applied to other cities in the DRC where road safety is not yet a public priority.

# Financial Information

Currently the daily income of a motorcycle taxi is 12000frc (6usd), which makes a payment of 60000frc (30usd) per week for 5 days. And the 6th day and 7th day is the remuneration of the driver, and the maintenance of the motorcycle

With motosec once the contract is signed with the owner of the motorcycle, we will find an already trained driver and we will equip him with a helmet and chasuble to make the difference with other motorcycles. The daily receipt payment will be made to us and at the end of the week, or month the owner will receive a check or a deposit into his bank account of the agreed amount each week or each month. And we will take care of the maintenance and monitoring of the motorcycle and the driver and we intervene in the event of problems occurring in road traffic and this during the term of the contract.

The biker will be equipped with a well-identified identification number on the helmet and on the motorcycle, and on the chasuble, which will make it possible to identify the biker in the event of bad behavior on the road.

And to allow traceability thereof in the event of delivery by the customer.

Thank you for participating the Best Shared  
Value Business Idea contest!

*Thank you for submitting this presentation by 10<sup>th</sup> of July by  
sending both to*

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