

Mobile Content Aggregation and Advertising Platform by Teleeza Africa Limited

Submitted in July 2020 for ITU Innovation Challenge

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Teleeza: Our Story

The Current Situation

The advent of digital migration in Africa particularly Kenya ushered in a period where the media landscape has been systematically fragmented resulting in a crowded marketplace for content producers. With over 300 media players across Television, Radio & Publications; consumer content connection has now been elevated to priority 1.

At the turn of the new Century new buzzwords such as Brand, Supply Chain Management, Logistics, Hypermarkets and market share emerged as drivers, bringing with them unimaginable changes in the business world.

In the now digital world propelled by the era of unprecedented content creativity & competing media houses, Teleeza Africa takes on the singular role of aggregation and dissemination of content.

Who are we?

We are Kenya's First Mobile Lockscreen Platform

Teleeza is the premier **FREE TO USE, OPT IN** mobile content aggregation and advertising platform. We are a mass market aggregation platform available to over 500 million smart phone users in Africa & 150million in East Africa

Initially launched on Android via the Google Playstore and later to roll out for IOS.

What Makes Teleeza Unique?

Research has informed us that the medium of the future is the smart phone. We also know that an average user unlocks their phone 60 to 150 times daily. Teleeza therefore creates an OMNIPRESENT & CONVENIENT way for users to engage with publishers' content as a result of using the phone's first screen, the Lockscreen.

To further enhance consumer experience, **users'** have the ability to customise their content feed based on their personal preferences. Machine learning (ML) and artificial intelligence (AI) also aids to improve users' experience.

In addition, we have created the Teleeza World, wherever you see the Teleeza log while in the app and you click on it, it leads you to an aggregation of social media apps, shopping deals, easy way to pay utilities, access to events, universities & colleges, celebrating the life of a loved one, access to tenders and auctions and as well as giving to charity.

We also reward users with Teleeza points for installing the app, inviting family and friends and they install the app, ad engagement, for each complete month while actively using Teleeza. A user can access their account/wallet directly from the Lockscreen. Teleeza points will be redeemable from time to time as advised.

Our philosophy throughout the Teleeza platform, is to ensure that we keep it **Simple, Innovative** and **Convenient** to all our stakeholders namely;

1. Users;
2. Publishers;
3. Advertisers;
4. Teleeza World Partners.

Why Teleeza

We are a CONSUMER LED Organisation

Teleeza Africa Limited was founded in February 2018. In the ensuing period, we have taken the Teleeza platform through the rigors of concept development and market testing using world class standards.

The **Lockscreen** technology is innovative and unique and will change the way audiences access content on smartphones including but not limited to news, current affairs, business etc. A user will no longer have to struggle trying to navigate the world wide web looking for relevant information. Instead the information is delivered, in a curated way, uniquely to a user's Lockscreen.

In addition, we have created the Teleeza World, together with strategic partners, wherever you see the Teleeza logo while in the app and you click on it, it leads you to an aggregation of social media apps, shopping deals, easy way to pay utilities, access to events, universities & colleges, celebrating the life of a loved one, access to tenders and auctions and as well as giving to charity.

Teleeza Founding Team

Kabutha Nduati

Kabutha is a seasoned commercial business professional with over 25 years' experience Sales, Marketing, Chain & General management from leading FMCG companies in East Africa, leading media houses in Kenya and has held senior positions in these organisations. Kabutha has been credited with formulating and executing visible business growth strategies across this Industries. He has held various Board positions both as a Director and a CEO in both FMCG and Media industries.

James Gachara Kiruri

James is a highly experienced and acclaimed accounting/finance and IT professional with the skills honed in top 5 international audit firms both locally and overseas. He is also a serial entrepreneur with a strong bias towards software and applications development honed over a period of 20 years. James has also been responsible for managing and growing business for leading bluechip global organisations across Africa and Europe.

Julian Macharia

Julian is an enthusiast for anything content, whether Radio, TV and Digital with close to 15 years' experience. He is responsible for driving Teleeza Africa's content strategy, publishers' partnerships as well as any other strategic partnerships. He has been instrumental and central in the establishment of the leading vernacular radio and TV stations in Kenya. He is also regularly invited to speak on content, particularly digital content, at various forums locally and overseas.

Eric Mungai

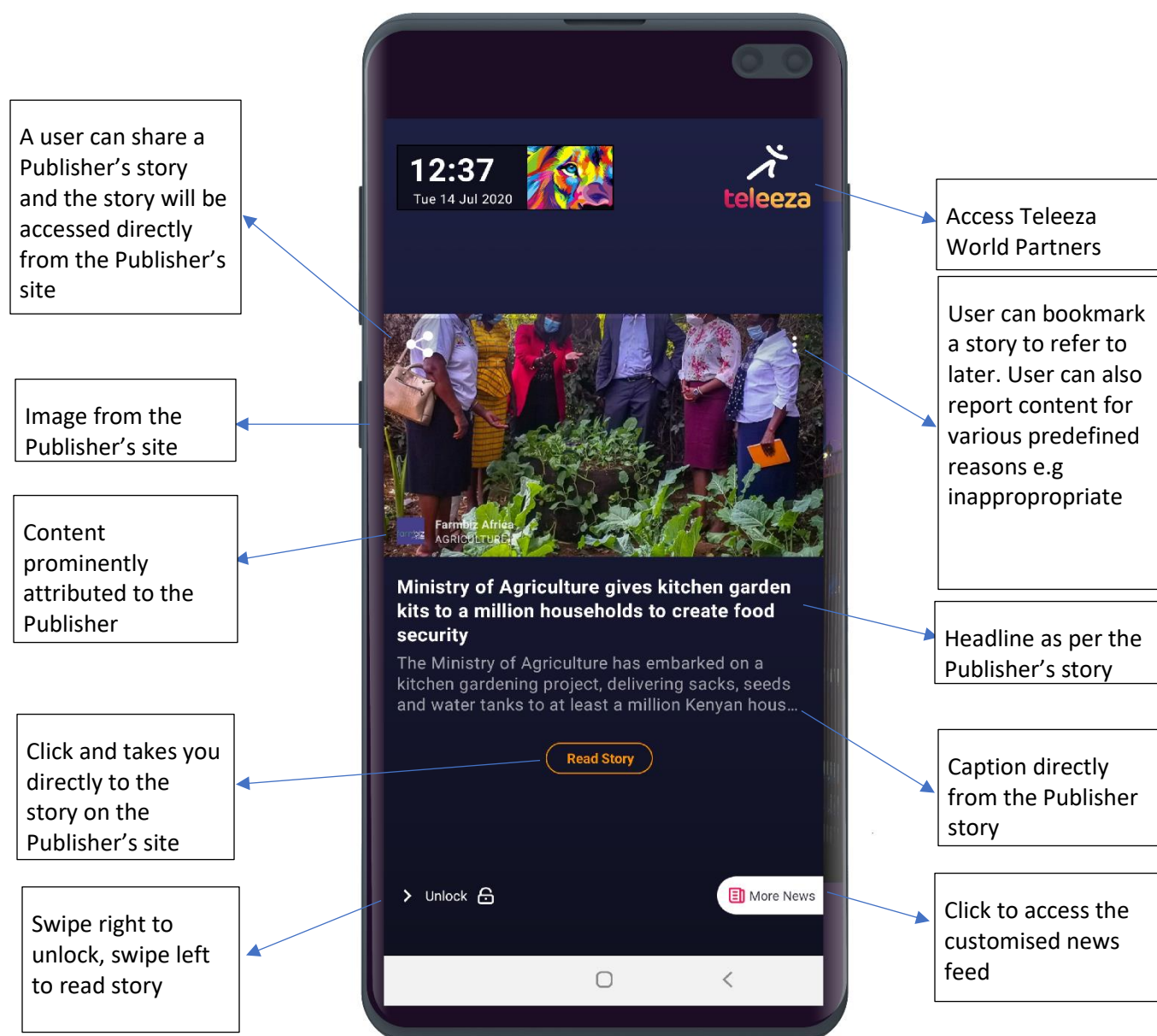
Eric is a highly qualified IT professional and leads the Teleeza Africa technical and development teams. He is an avid serial developer with over 10 years' experience with Android, Java, Python, HTML and all leading development languages. He is responsible for ensuring that all Teleeza Africa products are not only cutting edge but bleeding edge and deliver to the highest level of professionalism for the benefit of all the stakeholders; Users/Consumers, Publishers, Advertisers and Internal Clients. He has experience working on both the back-end applications and mobile apps.

Arnold Young

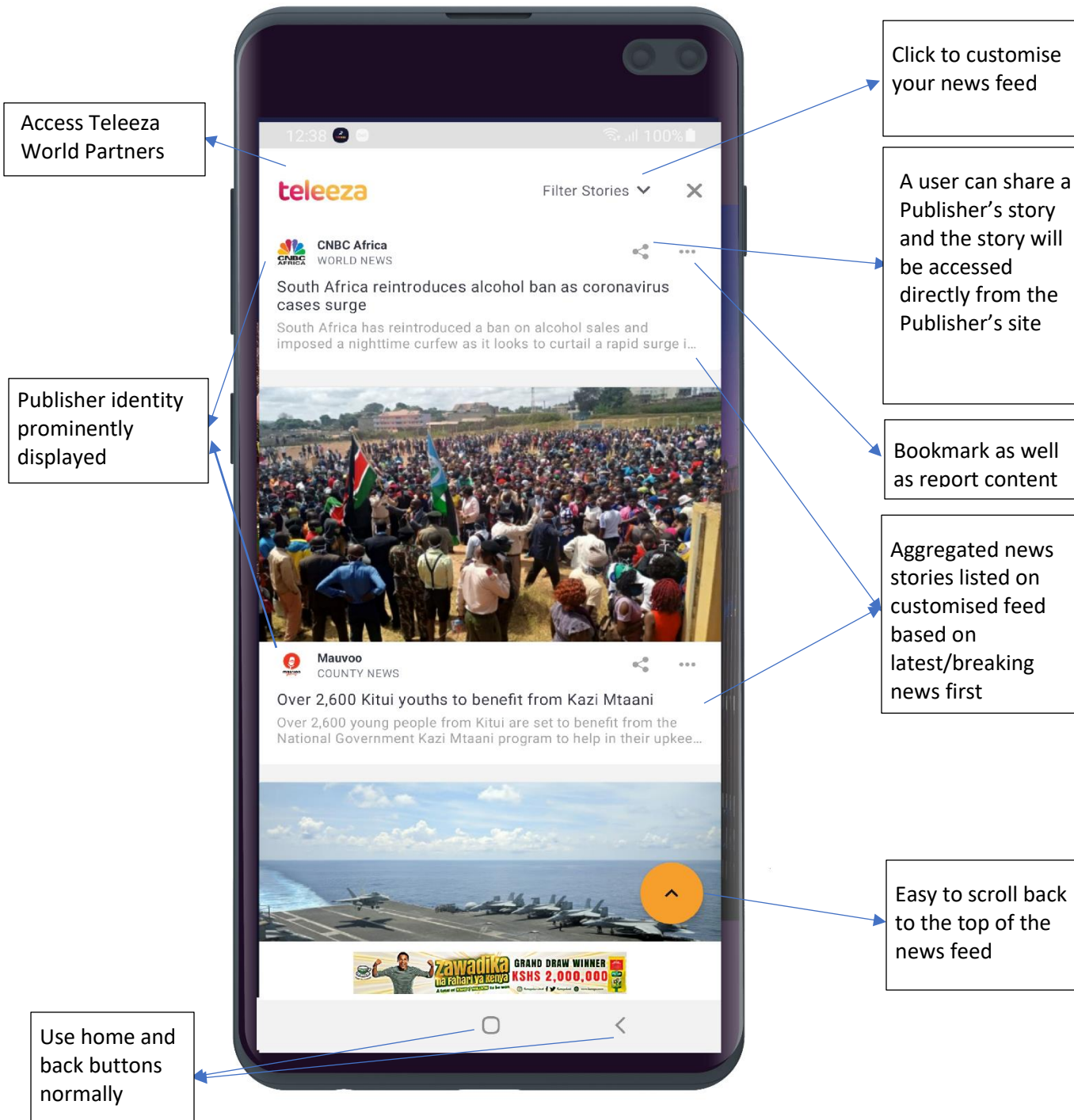
Arnold is a celebrated cutting-edge creative designer & has been the brains behind Teleeza's UI/UX design right from concept stage to market testing & entry. He is passionate about his field and has spent the last 12 plus years working & leading teams for top Creative houses within the Region. His relentless passion for design solutions , digital, marketing, building and growing brands has seen him sought after by blue chips both locally and internationally

Product Illustrations

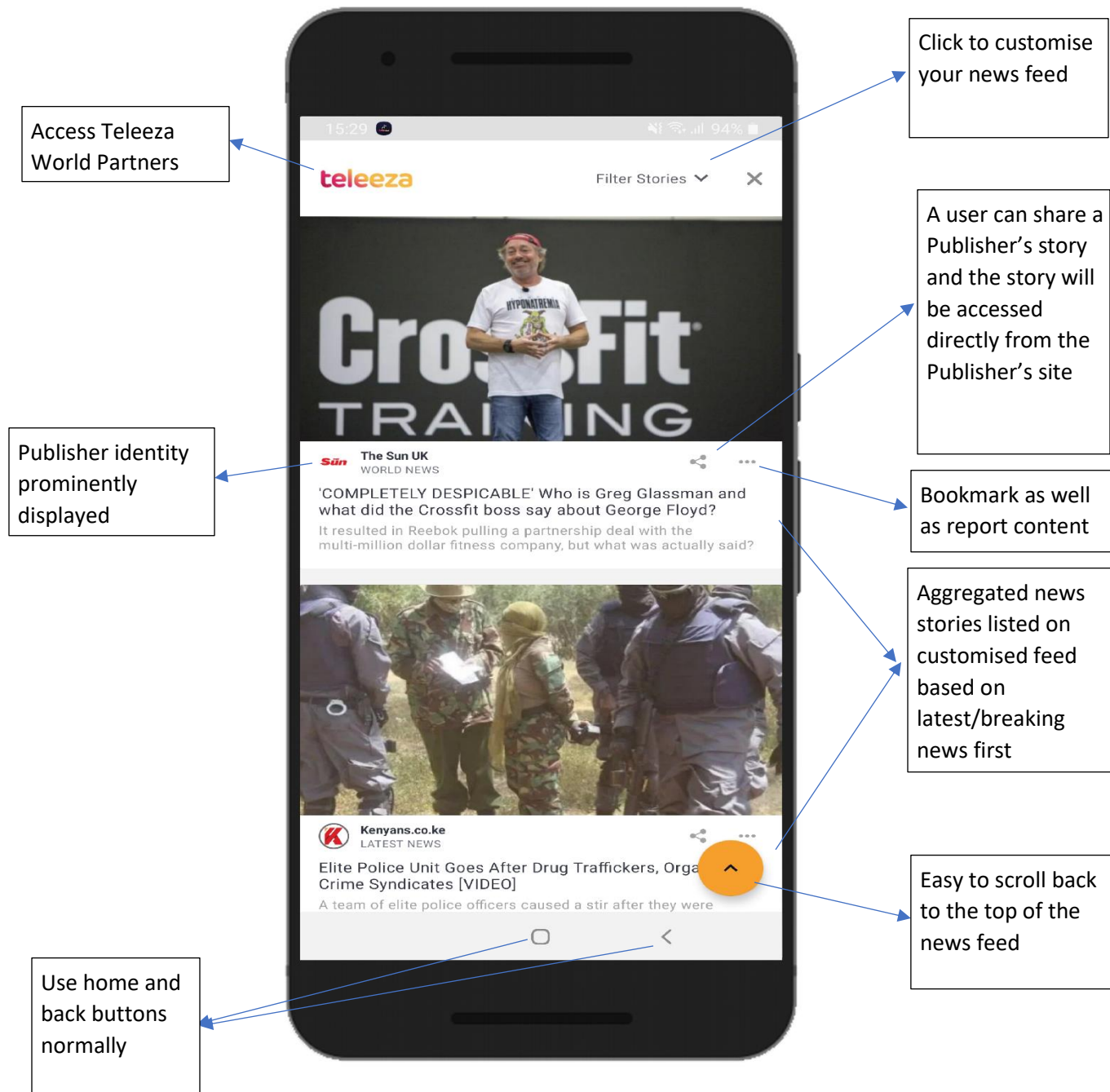
Teleeza Lockscreen: Swipe left or click on the Read Story button to read the story displayed on the Lockscreen, swipe right to unlock phone and access your normal home page/screensaver/security home



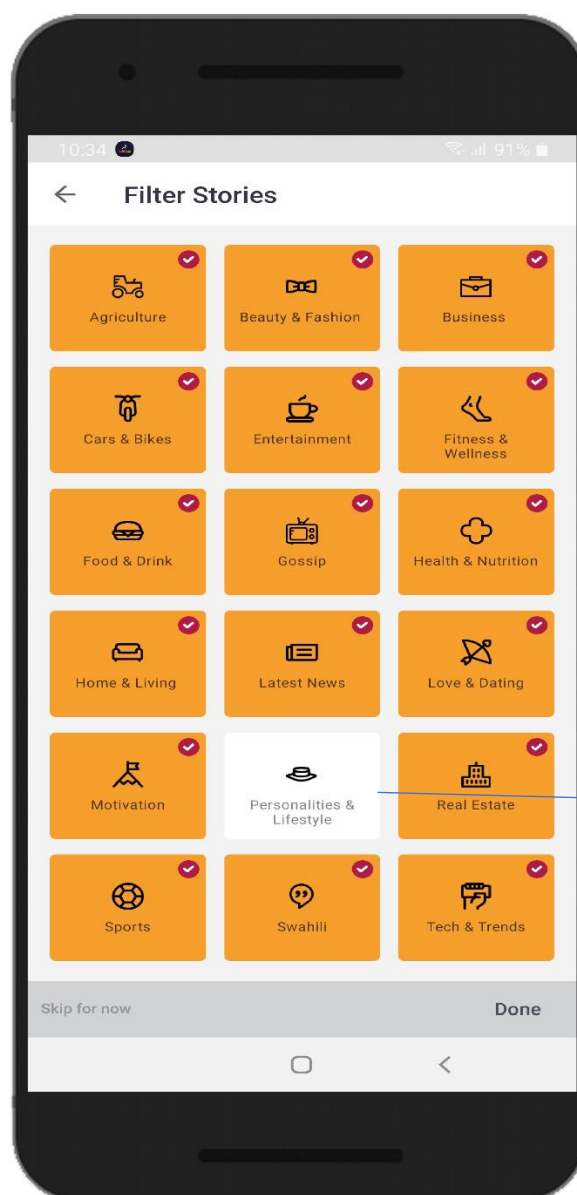
More News Listing/Customised News Feed: When you click on the More News button on the Lockscreen, it leads you to this page which has the aggregated content and the customised news feed.



More News Listing/Customised News Feed: When you click on the More News button on the Lockscreen, it leads you to this page which has the aggregated content and the customised news feed.



Unclick to Customise your News Feed: You can access the filter stories page either by clicking 'Filter Stories' on the more news page or by clicking 'Customise Content' on the Teleeza World partners page. The filter stories page has all categories pre-selected; a user then unclicks to customise their news feed. A minimum of THREE categories have to be selected. Latest news, world news and weather are set as default and is served to all users. However, a user needs to sign up to be able to customise their news feed.



User unclicks for categories that should not be loaded onto their customised news feed. Minimum of THREE to remain clicked for user to be able to save their customised feed

Teleeza World Partners: By clicking on the Teleeza logo anywhere in the application, it leads to Teleeza World Partner page as illustrated below where a user can access financial services, eCommerce platforms, contribute to charity etc.

