BEKN GLOBAL TECHNOLOGIES LTD.

EASY TRAVEL EAST AFRICA

30.05.2019, Nairobi

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1. Executive Summary

The following table intends to give a quick overview of your activities. Please also indicate the respective countries, e.g. "Total number of people reached: 1 K, 2 T, 1 U, 2 R, 1 B, 1 S".

Name of the Project	**Easy Travel East Africa**
Name of the Organization	**Bekn Global Technologies Ltd**
Organization is active since	**July 2017**
Number of People in the Organization	**5 permanent staff**
Project Duration	**6 months**
Any other Stakeholders involved?	**Transport Regulators across East Africa**
EAC Member States involved	**3; Kenya, Uganda, Rwanda**
Total Number of people reached	**9,500**
Benefit for people reached	**Enlightenment on cross border movement & job creation.**
Number of events organized	**4 events**
Number of people participated in events	**48 people**
Benefit for people participating in events	**Partnerships and networks built**
Number of beneficiaries (Number for each EAC Country) (Number of Youth) (Number of Women)	**Kenya 102, Uganda 25, Rwanda 31** **97 Youth** **41 women**
Concrete impact on beneficiaries	**Ease of cross border travel booking and customer service for travellers. Job creation across the region.**
Number of paying customers	**Average of 90 per week**
Frequency & amount of purchase	**Average of 11 per day @ KES 2500/=**
Number of jobs created	**5 fulltime jobs, 11 part-time jobs**
Sort of jobs & income	**Fulltime (KES 15,000 – 50,000 per month)** **Part-time (KES 5,000 to 13,000 per month)**
Further activities planned?	**Physical presence in each EAC member state & partnering with Immigration Departments for ease of cross border movement.** **Securing funding for modern private bus parks and boarding areas in the region.**
Financing secured for further operations?	**Applied for Trade & Transport Impact on 28th February 2019. Currently engaging private investors in Kenya, Uganda and Rwanda over expansion of the business.** **The company, through an established client base, offers ICT consultancy and service which caters for operation cost. So far the company has raised over KES 1,100,000 from the services, as of 30th May 2019 as per bank statements.**

2. Introduction and Background

This report follows funds disbursement for the implementation of an EAC transport project "Easy Travel East Africa" which seeks to ease bus reservations and customer service for cross border travellers across East Africa. It is a comprehensive coverage of the completed project activities as well as the work plan of both the first and second (final) quarter.

On 28th September 2018, Bekn G.T. received first round funds KES 2,991,300 (Kenya Shillings two million, nine hundred and ninety-one thousand, three hundred only) and on 27th March, 2019, a second disbursement of KES 1,994,200 (Kenya Shillings one million, nine hundred and ninety-four thousand, two hundred only) for implementation of this project. The project is currently involving 3 EAC Member States along the Northern Corridor; Kenya, Uganda and Rwanda. With bus travel being the most popular means of travel along this route, the project intents to bring order in the booking process as well as customer support to cross-border travelers. By easing movement of people and goods across the Northern Corridor and the rest of East Africa, the realizations of the EAC Common Market will be manifested to the people which will in turn encourage East African Integration. The project brings together stakeholders from the transport sector as well as regulators in the respective countries in order to harmonize travel and ensure compliance of set standards.

Currently the project activities are complete, with the first project phase majorly dedicated to the advance preparations of both the online booking platform, customer service channels together with marketing and promotions. The project has been launched successfully and for sustainability, stakeholder engagements are ongoing for the next phase of the project which will also focus on easing passenger immigration and building of physical infrastructure to support the cross border movement..

3. Objectives of the Project

There are three major objectives of this project:

i. To develop an online platform that will unify the bus travels in Kenya, Uganda & Rwanda
ii. Develop strategic partnerships and networks for Easy Travel East Africa
iii. To Market and Promote the Easy Travel East Africa Online Platform

4. Did you collaborate with any other organizations?

Bekn G. T. signed agreements with the following organizations during this project phase:

i. Fledge Africa Advisory (Kenya): Fund raising, streamlining of business processes and risk mitigation.

The organization has signed an MOU with Fledge Africa Advisory, a renown and established firm for development of business models, fund raising and investor pouching. Through the guidance of Fledge, the organization has developed strategic documents for both business processes as well as financial projections for the next two years. Optimization of the operation efficiency and tailored services are to be realized once the project commercializes. This will assist the organization in mitigating risks and performing better than expected in the service delivery.

ii. Pesapal Limited (Kenya, Uganda, Tanzania, Rwanda): Payment gateway for mobile money and cards

Pesapal Limited offer comprehensive payment solutions for businesses by enabling them to accept online and mobile payments. We have signed an agreement for use of their payment gateway in processing and receiving payments from the passengers. The Pesapal will also oversee settlement of the online payments directly to the company account and enable us to track different aspects of each transaction. This will also ease the settlement process with the different bus companies.

Our partnership with Pesapal is a tremendous step towards accountability as we look forward to a cashless transaction system. By integrating our application with over 10 payment options, we ensure that travellers have a variety to choose from based on their location and convenience. The integration has also enabled automatic ticket confirmation and payment processing, reducing the risks of piled up manual confirmations and payment errors.

iii. EAC Youth Ambassadors (Brian-Kenya, Judith-Uganda, Uwayo-Rwanda, Theodore-Burundi)

In a bid to reach more locals in each country, we have partnered with EAC Youth Ambassadors to assist us in engaging potential beneficiaries of our project. This has in turn minimised the chances of language barrier as well as increase our communication network. They are our official brand ambassadors in their respective countries.

iv. Power Governors Ltd: Transport safety experts and regulators

Since road carnage is a serious menace in the bus transport sector, we have culminated a partnership with the leading transport safety organization in Kenya, Power Governors, to offer advisory on speed limiters and other related safety concerns to the stakeholders on board. By this partnership, we look forward to building passenger confidence as well as conduct driver trainings on safe & comfortable driving for long-distance cross-border travels.

v. Kenya Community Based Tourism Organization: Tourism information and advisory

As part of our project entails boosting cross border tourism, we have sought an MOU with a remarkable organization that specializes in domestic and cross border tourism in Kenya. The organization aims to facilitate information sharing; delivering appropriate technical support and advisory services; mediating and lobbying their interests to government and other relevant institutions and thereby integrating community concerns into national and cross border tourism. The organization has been in existence for over 15years, offering advisory services to tourism parastatals of the EAC Member States and beyond.

vi. Safari Media

We have partnered with Safari Media, to generate video content as well as organize press conferences at subsidised rates in a bid to continuously market and promote the platform. The company also offers advisory service on event organization and logistics within the region.

5. Report of the Project Activities

The following activities have been undertaken in the first quarter of the project:

1. Customization of the current train ticketing system to suit bus travel. (Oct – Dec 2018)

With the online ticketing platform being the main backbone of the project, the organization has put more emphasis on having a customized bus travel application ready to ensure smooth operations during and after the project launch. In order to actualize this, the following modifications were done:

a) Updating of seat configurations for common shuttles and buses based on seating capacity
b) Incorporation of bus company logos for easier visual identity during booking
c) Customization of reports for specific buses and routes

2. System integration with third party applications. (Nov 2018 – Jan 2019)

In order to make use of existing digital infrastructure and platforms, the following integrations were made to the ticketing platform:

a) Mobile money payment integration across all EAC Member States
b) Integration with card payment for VISA and Mastercard
c) Integrating with mobile banking and bank USSD payments across the region
d) Automatic QR Code generation for faster verification by third party applications. This will assist in reducing risks of fake tickets as well as ensure faster on-boarding of travellers

3. System testing and simulation. (Dec 2018 to April 2019)

To ensure the platform is ready for operations, tests have been done to verify each modification and integration. The most critical tests were for payment integration and system security.

Simulation with real life passenger experience has been continuous since the start of the project to ensure system stability during mass travel seasons as well as system downtimes occasioned by third party applications.

4. Fund raising (Oct 2018 – May 2019)

Having signed an MOU with Fledge Africa Advisory, business models and financial projections have been developed in preparation for fund raising. With the guidance of our partner, we have developed the following documents:

a) a comprehensive business plan development
b) financial model and projections
c) master proposal document for investors
d) business valuation for investors

Through these documents, we have done continuous investor engagements and fundraising activities for sustainability of the project.

5. Developing and dissemination of promotional materials (Project brochures, banners, T-shirts, posters, fliers, website pop ups) (Nov 2018 – May 2019)

In order to brand our upcoming events and promote the project vigorously, we have procured marketing materials in advance. This is part of prior preparations to reduce last minute rush and chances of inconveniencing our marketing teams. The materials were distributed in the three countries involved in the project, to potential clients and beneficiaries.

6. Apply for operation permits and licenses (Oct 2018 – April 2019)

Operational permits were secured for compliance purposes. The permits ensure the company has legitimate commercial operations in the respective Member States.

3. Marketing and promotion

A project launch was conducted successfully, with communication interventions in place to push for awareness of the platform. The event was covered by all major media houses in Kenya and was published on local dailies as well as aired on TV. Marketing materials were also distributed to respective countries in the project though the brand ambassadors.

4. Partnerships and stakeholder engagements

Various stakeholders in the transport and related sectors were approached during the project. Realizations of the engagements have been well received as partnerships and MOU's have been signed, for perpetuation and expansion of the venture. Through the stakeholder engagements, sustainability practises have been put in place as assurance of continuous business keeps getting firm with each partnership established.

5. Acquisition of licences and permits

Various licenses and permits were obtained to ensure compliance to local authorities in respective Member States.

6. Outreach of the project (in Numbers)

During the project, over 20 stakeholders in the regional transport business were reached. In addition to them, were the potential users of the travel platform who were more than 3400 youth, of which 55% were men. The reach was across all the Kenya, Uganda and Rwanda, with Rwanda having the highest number of interested women in the service, standing at 69%. Among the beneficiaries interviewed in Rwanda, 3 out of 4 were ladies.

With the dissemination of marketing materials and publishing of the promotional videos, events were well attended by potential users of the service, despite a low turnout from stakeholders on initial events. The major event was the project launch in Nairobi which was attended by over 35 stakeholders and over 7 media houses. The outcome was a perfect sensitization on the platform that yielded partnerships and media airplay lasting for several days after the event. Most of the transport sector is dominated by men therefore most events witnessed low turnouts of women. The transport sector in the EAC northern corridor is largely dominated by Kenyan companies, most of which are based in Mombasa Kenya.

There is a growing number women, cross-border traders, who are interested in our secure service for their travel planning across the region. Through EAC organized events, we have reached over 1000 youth sensitized them on the project. 20 (twenty) youth from the conferences are currently being involved in our project since we have partnered with them through their respective EAC Youth Ambassadors to market and promote our platform.

7. Describe the Communication interventions

What have you conducted? Describe the output, outcomes and results achieved with pictures, media clips, videos, links etc.

i) We have developed promotional videos depicting different scenarios and setups so as to to sensitize communities about our platform. Below are links to uploaded videos.
   - https://www.youtube.com/watch?v=d8_zec3L0DM
   - https://www.youtube.com/watch?v=eGPvwOogobA

   More videos are available and will be submitted together with the final project video

ii) A press conference was conducted and was attended by major media houses. The proceedings of the conference together with keynote speakers were featured on the televised business news together with local dailies. Below are links to some of the online publications which are copies of the newspaper content:
   - https://www.nation.co.ke/news/Travel-firms-set-up-online-ticketing-system/1056-5149412-h9r2vl/index.html
   - http://www.mediamaxnetwork.co.ke/people-daily/travel-agent-launches-one-stop-platform-for-east-african-travellers-529783/
   - https://www.the-star.co.ke/business/2019-06-07-long-distance-travel-booking-made-easier/

iii) We have embarked on the course for marketing and promotion of Easy Travel East Africa. In this regard materials have been designed and produced in close consultation with the supplier. We have produced 10 nametags for identification of our marketing team, and distributed 1000 business cards, 2000 fliers, 3000 brochures, 7 banners, 1000 in vehicle stickers, 500 t-shirts, and 1000 branded water bottles.

iv) Easy Travel polo t-shirts are worn by our staff every Friday and field work days to promote the project. They are also complemented by business cards which we have issued to our staff for contact sharing purposes.

v) A team of 20 social media influencers has been set up advocate for the platform through pushing for trends and social media campaigns. The team comprises of EAC Youth Ambassadors from all the three countries involved in the project and beyond.

vi) We have engaged various stakeholders in order to establish partnerships. We are in the process of signing up contracts, which will define our engagement terms on financials and logistics for ticket booking. The presence of notable stakeholders is key in increasing the convincing power for passengers to adopt the online ticketing platform.

vii) Project progress meetings with the team are done every two weeks to ensure we are on the right track of the project. During the meetings, we prioritize the necessary activities based on the impact they have on the M & E. We also engage stakeholders in meetings at their convenience, and this has gone a long way in helping us advocate for our service.

8. Describe the M & E intervention implemented

Please describe the output, outcomes as well as results attained (include pics etc.)

Having received the funds to implement the project, we immediately kicked off various activities that resulted in the following outputs:

a) We set up online server space for deployment of our application. This also enabled us to test all the development stages for system performance and security.
b) The design customization of a functional platform for ticketing and customer care service is now complete. All the necessary integrations to make the platform more efficient have been made.
c) Strategic partnerships have been initiated and some signed. We have signed a contract with a payment service provider who is established in all the project countries and has enabled us to receive mobile money/card payments. Partnerships with bus companies are underway as we prepare service agreements with them. The critical part of the contract with bus companies has been the monetary engagement agreements.
d) Master proposal together with financial projections for the next two years. The documents are critical in investor pouching during fund raising as well as in setting the business targets in the organization.
e) Marketing and promotion materials have been produced and distributed. Advance preparation allowed us to maximize on the promotion time.

9. Achievements during the project implementation period

Outline and explain the achievements and showcase the success stories registered during the project time frame. See below the table for projects achievements registered during the project elaborated for specific activity.

- ***Half-day product launch and press conference***

As part of the most important events, a half day product launch was conducted at Weston Hotel Nairobi with presence of various notable players in the transport industry. Among them were the

Executive Director of Kenya Community Based Tourism and the former chairperson of Road Safety Association of Kenya who is also the current Managing Director of Power Governors Limited.

A press conference, attended by all major media houses in Kenya, was conducted successfully. The outcome was several days, Multilanguage airplay during major business news sessions and publication on cross border dailies. Some media houses went a step further to post the project details on their websites as follows:

https://www.nation.co.ke/news/Travel-firms-set-up-online-ticketing-system/1056-5149412-h9r2vl/index.html

http://www.mediamaxnetwork.co.ke/people-daily/travel-agent-launches-one-stop-platform-for-east-african-travellers-529783/

https://www.the-star.co.ke/business/2019-06-07-long-distance-travel-booking-made-easier/

- ***Customization of the current train ticketing system to suit bus travel.***

The train booking system has been successfully updated to suit bus travel. Seating configurations and dispatching process was configured to suit unlimited bus types.

- ***System integration with third party applications.***

The booking platform has been integrated with the most popular forms of mobile and card payment platforms in East Africa. Travellers will be able to pay for their travel remotely through cashless channels.

- ***System testing and simulation.***

Testing of the platform after every stage of integration has been done. Security tests too have been done, however; routine checks are always done to ensure the platform is secure and well-functioning.

- ***Developing and designing and disseminating promotional materials (project brochure, banners, T-shirts, posters, fliers, website pop ups)***

Promotion materials have been designed and produced. The materials were distributed during our various project activities, with some awarded to beneficiaries of the service.

- **Fundraising**

I February 2019, we applied for a funding round from Trade with Impact Organization, for further marketing and promotion of the platform as well as establishment of physical presence in each of the EAC Member States. We have also approched private investors who have interest in regional business and the transport sector, the negotiations are still ongoing.

10. To what extent do the outcomes of the project match the objectives of the original proposal?

Please further indicate to what extent (in %) you fulfilled every single objective of the original proposal and briefly elaborate on that.

The project is currently on the right track. Based on the expected outcomes in the project proposal, there is as high as 99% outcome match on completed activities. Breaking down the three major objectives gives a wider picture of this as elaborated below:

i. To develop an online platform that will unify the bus travels in Kenya, Uganda & Rwanda (100% done)

This objective has the highest match of outcomes (99%) since it is core to the success and commercialization of this project. We put more emphasis on it since a stable system will also attract more stakeholders and advocate for its own penetration to the passenger market. Therefore, it will increase chances of it being embraced by subscribers (travellers).

ii. Develop strategic partnerships and networks for Easy Travel East Africa (95% done)

We have signed an MOU with Fledge Africa Advisory, for development of business plans and fund raising for the venture. The documentation has been done already and we are applying organizing for fund raising rounds.

We have partnered with payment gateway, Pesapal, for multi-currency cashless revenue collections channels for the booking platform, across all the EAC Member States.

We have also partnered with Kenya Community Based Tourism, an organization that will help us with more insights on the regional tourism sector. Tourism is considered one of the major aspects of cross border movement.

Road safety partners were brought on board to partner with us in organizing joint events that will bring together transport industry stakeholders for trainings to increase their close engagements with us.

iii. To Market and Promote the Easy Travel East Africa Online Platform (99% done)

Promotional materials and videos were produced in advance, for sharing during our interactive project activities.

As part of our communication strategy, we have also partnered with EAC Youth Ambassadors in Kenya, Uganda, Rwanda and Burundi in forming an information network for easier reach to locals. Each Youth Ambassador has several youth under them so as to increase our reach in their respective countries. During our project phases, we also translated most phrases to local dialects for easier understanding of our potential beneficiaries in the respective Member States.

11. Project's lasting impact and sustainability

OUTPUTS: Detail all Planned and actual activities carried out during the reporting period and the actual outputs. Explain any deviation between the planned and actual activities and propose follow-up actions.				
Description of activities planned for the reporting period	**Output targets**		**Level of achievement (achieved/planned) in per cent**	**Explanation (s) / Performance / Remarks**
	Planned	**Achieved**		
1.1. Pre-project stakeholder meeting		✓	100%	Meetings with various stakeholders were conducted, leading to culmination of several partnerships.
1.2. Customization of the		✓	100%	Seat configurations and dispatch process have been successfully updated.

current train ticketing system to suit bus travel.				
1.3. System integration with third party applications.		✓	100% done	Payment gateways have been integrated for mobile money and cards. Notification service using SMS has been integrated.
1.4. System testing and simulation.		✓	100 % done	Testing is a continuous process that is done regularly to improve the booking platform. Currently the system is stable and secure.
2.1 Conducting meetings with relevant stakeholders.		✓	97%	Due to the informal set up of the transport sector, reaching out to stakeholders had to be restructured to suit their schedules, finally yielding some fruits.
2.2. Fund raising		✓	90%	Investor documentations for fund raising are ready. We are organizing pitching sessions with different potential investors. We have also applied for funding from Trade with

				Impact Organization and are currently awaiting their communication.
2.3.Establish and participate in relevant partners networking sessions/activities		✓	85%	Having expressed interest in the transport sector, we have caught attention of notable event organizer in the transport sector who wish to have us as part of their next events. We have also witnessed a good number of stakeholders attending our events.
2.4. Apply for operation permits and licenses		✓	100%	Operational licenses were secured for operations in Kenya, Uganda and Rwanda.
3.1. Develop and design promotional materials (Project brochure, banners, T-shirts, posters, fliers, website pop ups)		✓	100%	Materials were produced ahead of the project launch. Dissemination teams were positioned, having been organized in different countries, under EAC Youth Ambassadors. The materials were distributed to grass root levels for penetration into masses.

3.2. Conduct social media campaigns		✓	99%	Multilingual teams were set for location based social media promotions.
3.3. Conduct project launch (half-day project launch, press conference, road-show caravans, radio and tv talk shows)		✓	99%	Well attended, branded and media covered project launch as well as press conference were conducted. We managed to secure radio and TV talk-show slots, though later in the year due to their topic schedules.
3.4. Develop promotional video		✓	100%	Promotional videos were produced and aired through various online platforms. Currently they are on YouTube.

12. Describe the Lesson Learnt during the Implementation of the Project

There is great importance in fostering for regional integration. Ease of doing business in the EAC Common Market might attract more regional investors as well as give room for expansion of native EAC businesses. This is particularly important in the cases such as obtaining permits and licenses which are currently country based, resulting in duplicated and hefty payments.

Understanding the economic landscape of informal businesses in East Africa is one of the major keys to establishing sustainable businesses in the region. Since most transport services are informal; service procedures and passenger handling have contributed in making the sector more

disorderly. However, investing in the right infrastructure could bring more order and eventually improve the passenger experience. More emphasis is put of good roads whenever transport infrastructure is mentioned, which results in ignoring of essential infrastructure such as passenger shelters, boarding areas and secure bus stations. Waiting spaces are also limited and ample space for passengers travelling with carry-on baggage.

Immigration procedures are contributing to more passenger frustrations than poor bus service. This has been evident with the number of complaints we have received from passengers we have interacted with, prompting us to look forward to link our system with immigration systems in order to have pre-border clearance done in advance.

13. What are some of the Challenges encountered during the Project Implementation?

Please list the biggest challenge on top and sort the others in descending order.

Describe problems / obstacles that were encountered during the reporting period and what was done to overcome them.
1a. Obstacle: Delayed funds and activity timelines: Having received the initial funding at a halfway point into the initial project timeline, many activities of our project were affected. Slotting of the project activities into 6 months was a challenge since activities such are prolonged negotiations with stakeholders are time intensive. 1b. Solution: All of our activities had to be reschedules in order to match the redefined project timelines. However, activities involving physical interactions such as meeting stakeholders, were largely compromised due to the festive season. 2a. Obstacle: Difficulties in signing up stakeholders: Being a new service in the market of informal stakeholders, we have experienced several communication challenges with stakeholders who are mainly bus companies. 2b. Solution: We resolved to approach stakeholders with a working platform and after the December/January passenger rush. However, we are under negotiations with a good number of them. This has affected outcomes of our second major objective greatly. Each stakeholder had their own strategy, most of which are informal forcing us to postpone our launch to mid 2019 in order to make an entry in the market during a calm period. Despite the hustle, we were able to conduct a successful launch.

3a. Obstacle: Reaching locals from each country:
We experienced a challenge organizing for communications at grass-root levels in respective project countries and beyond due to language barriers.

3b. Solution:
We have partnered with EAC Youth ambassadors in Kenya, Uganda, Rwanda and Burundi to enable us reach massive audiences up to local level. This has also assisted in easing language barrier challenges.

14. What are the Recommendations for the Integration Process from the Project?

The following were the recommendations from the implementation and consideration for the project;

1. Harmonize trade rules: Multiple licensing conditions and systems hinder the uptake of new cross-border ventures as well as expansion of country based businesses. This should be addressed and unified systems be put in place to serve the region as one trading block.

2. Border Clearance: Immigration Officers in most EAC borders have been the biggest nightmare to cross-border travellers, more so passengers using road transport. These frustrations paint a picture of hostility to fellow EAC citizens which in turn affects cross-border trades. Clearance procedures should be reviewed and unified across all borders. Open borders will only be realised at grass-root levels once this issue is addressed.

3. Diplomatic Rows: During our travels accompanying passengers across the Uganda-Rwanda border, we realized that high tensions between the two sides had enormously affected cross border travel, there-by affecting cross border trade. The highest tension was at the Gatuna border, lasting for more than 3 months, all of which were inside our project phase. We therefore recommend quick and effective decision making to improve diplomatic ties within Member States, in order to foster regional integration.

15. Next Quarter Work Plan and Budget as per the agreement

Currently the first project phase is complete, with all activities executed as per the project budget.

16. Conclusion and Way Forward

The first phase of the project Easy Travel East Africa is currently complete, having ended on May 31st, 2019. We are working day and night to commercialize the platform to greater scales to ensure the project is sustainable and funding it's own activities fully. The first quarter has been challenged by several factors, majority of which we managed to overcome.

In order to commercialize the project and engage all the countries along the Northern Corridor, we are now focused on the Ugandan and Rwandan markets for involvement in events as well as job creation in the respective countries.

To conclude, we are in the process of drafting and fundraising for our next project phase which is coming up with immigration link and physical infrastructure to support cross border travel. We intent to be the first travel platform to have immigration pre-clearance for passengers to reduce the time and hustle at the recently launched one-stop border posts. This will ease movement of people and goods as well as incorporate highly filtered security pre-clearance for all cross border passengers.

As we realized, players in the transport sector have invested on buses only and have minimal supporting infrastructure to the service such as waiting lounges, clean lavatories, adequate human resource and even lack proper boarding areas. We hope to come up with physical infrastructure in the next two years, to support our online booking platform.

17. Pictures

Please included some pictures of different activities from your project with a brief description.



A moment with EAC Youth Ambassadors for Burundi, Kenya and Rwanda respectively.



At new Bekn offices in View Park Towers, Nairobi. On the fore ground is one of the laptops purchased for the project.



An after-work chat by Bekn staff



A typical Friday when staff wear Easy Travel branded polo tshirts





Produced business cards for contact sharing and marketing.



Our C.E.O interacting with EAC youth during the YouLead Summit in Arusha on 22nd November 2018



Taking part in a panel session moderated by IIDEA's Senior Advisor at YouLead Summit on 22nd November 2018



A light moment with the IIDEA family on 10th October at Kigali Rwanda



Joyce sharing our idea to a potential investor at the GIZ tent during the Youth Konnect Summit held at Kigali-Rwanda from 8th to 10th October 2018.





Some of the cross border buses we interacted with during seat mapping for the ticketing platform.



Bekn G.T. CEO, Nicodemus Barasa having a short interview with Citizen TV and K24 TV after the project launch





Some of the women brand ambassadors for the Easy Travel East Africa platform.



A keynote speech by the Executive Director of Kenya Community Based Tourism (KECOBAT), Taiko Lemaiyan – During the project launch



The former chairperson Road Safety Association and current CEO of Power Governors Lts (our road safety partner) delivering his speech during the project launch.



Rwanda brand ambassador for Easy Travel, Rene Uwayo, engaging with youth about the platform at a bus stop in Kigali - Rwanda



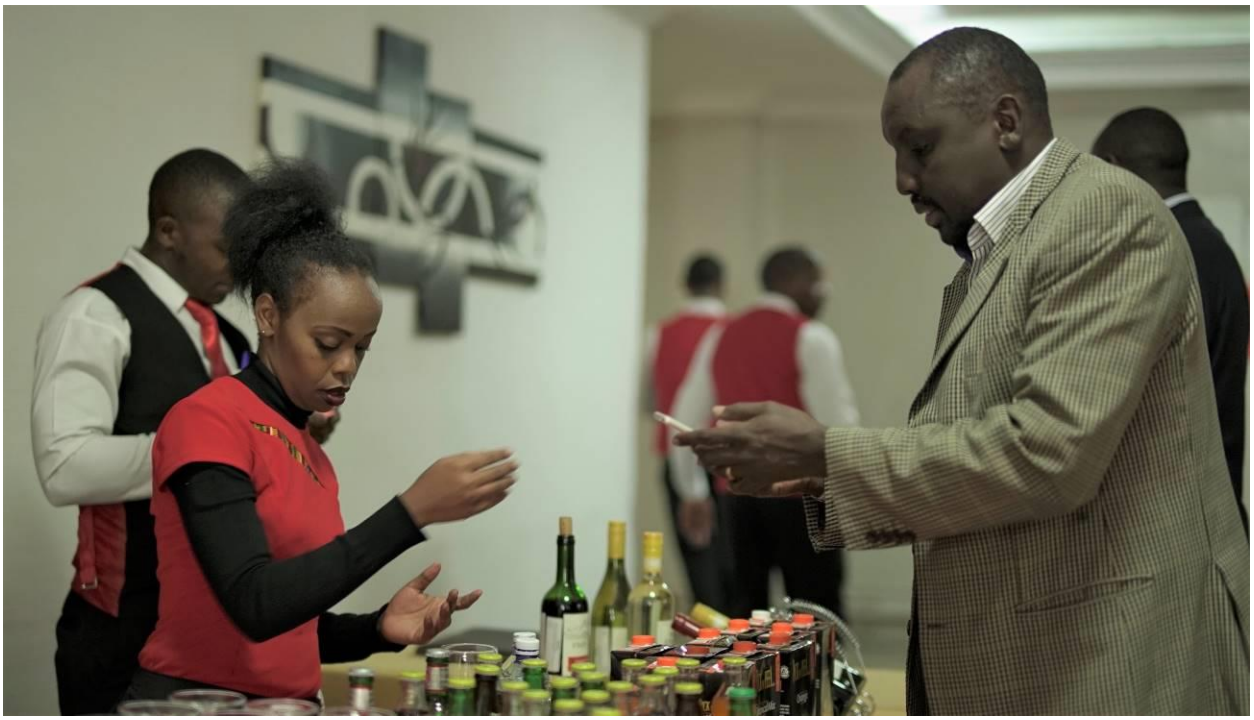
A promotion and advocacy for night cross-border travel in May, at Kigali - Rwanda



Some of the passenger harassment witnessed during the implementations phase, the snapshot is part of our project video. The online platform seeks to end such informal practises and fraud that are common in the region.



Launch time with confetti and some of the invited guests, at Weston Hotel, Nairobi.



Drinks and servings for guests during the project launch



Engaging tourism consultants, KECOBAT during the project launch break.



A group photo of youth who attended the project launch, with the project lead Nicodemus Barasa, after the project launch.



Some of the media personnel present during the project launch at Weston Hotel Nairobi.



Some of the transport stakeholders present during the project launch





Some of the televised news shots from the project launch and press conference.



Tuesday, June 11, 2019 | DAILY NATION

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The Boeing 737 MAX plane whose management dithered with making quick decisions.
FILE | NATION

Online ticketing platform to ease East Africa cross border travelling

BY COLLINS OMULO

A new online ticketing platform is set to make travelling across East Africa easier.

The online platform by Easy Travel East Africa will enable would-be visitors to plan ahead for their journey through access to real-time information on scheduled trips and compare pricing as well as reserve bookings.

Easy Travel East Africa project lead and Beken Global Technologies Chief Executive Officer Nicodemus Barasa said the platform will bring together regional bus operators, regulators, tour agencies and immigration agencies.

He said the first phase of the project will cover the Nairobi-Kampala-Kigali route, adding that they have already engaged six regional bus operators, including Modern Coast, Tahmeed, Dreamline, Mash Poa, Easy Coach and Riverside Shuttle on their plans.

"The platform is ready for use and is set to be fully rolled out in August 1 as soon as we complete the first partnership negotiations with the bus companies. Passengers will be able to start using it," said Mr Barasa during the launch of the project at Weston Hotel, Nairobi last week.

He said they will be offering the ticketing and customer support services on behalf of the bus companies partnering with them at a commission.

"A passenger only needs to visit our website and search for buses doing cross-border travels. They will then be able to book for their tickets online. They will get ticket details emailed and SMS confirmation sent to their phones. This is what they will later use to board the bus they had booked," he said.

The chief executive said they will also be offering border pre-clearance services for passengers using their platform where they will be sending the passengers' information to the immigration offices before their arrival at the crossing points.

"This is aimed at minimising the time they spend at the border doing clearance. The only thing they will do is declare their reason for the visit and also declare the goods they have in their possession," he said.

Mr Barasa said they intend to have partnered with 10 major regional bus companies and 20 tour companies and agencies to offer their services through the platform by the end of the year before looking into expanding it to other regions such as Tanzania, Burundi and South Sudan.

He said the next phase will be focused on the construction of infrastructure to support long distance bus travel by bringing together both the public and private sector to come up with modern facilities to support such transport.

"Currently most people have invested only in buses but they have not invested in the infrastructure like the boarding areas and waiting lounges," said Barasa.

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A newspaper article on the June 11th Daily Nation, highlighting the project.