



## CHURA LIMITED

### One line pitch:

We are interlinking local mobile money payment ecosystems with international payment systems to allow Kenyans to transact globally.

### Market Analysis:

As per June 2016 Kenya has over 22 Million internet subscriptions and 26.3 million mobile money subscribers however, there lacks a way for this mobile money users to transact on international platforms because 1) These international platforms do not accept our local mobile money payments such as Mpesa 2) There is no link between the local mobile money and these international payment systems. The ecommerce volume rose to 40 Million USD in transactions in 2015. There is also a market for money remittance service which involves sending money from international platforms to local mobile money systems which was 1.54 Million USD in 2015.

### Value proposition:

We allow users to move funds from local mobile money ecosystem (such as Mpesa) to international payment systems (such as PayPal) instantly. Competitive advantage: 1) We have partnered with mobile money service providers in our country to achieve our goal 2) We are a very diverse team in terms of professional background and gender 3) We are a team of highly educated individuals.

### Business Model:

Our business is commission based. We charge a fee per transaction.

### IP and Regulatory situation:

We have a copyright for our service.



### COMPANY PROFILE

- **Website:**  
<https://www.chura.co.ke>
- **Field:**
- **Contact:**  
SITAWA Byron  
[byron@chura.co.ke](mailto:byron@chura.co.ke)
- **Location:**  
73830 00200  
N.A. NAIROBI  
Kenya
- **Founded in:** //04/2013
- **Employees:** 5
- **Financial information (€):**
  - **Company stage:**  
Scalability phase
  - **Capital raised to date:**  
N.A.
  - **Monthly burn rate:**  
N.A.
  - **Capital seeking and date:**  
400,000USD June 2017
- **Investors:**  
N.A.