

# CONNECTING THE UNCONNECTED

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[www.brastorne.com](http://www.brastorne.com) | [www.magri.co.bw](http://www.magri.co.bw)



**BRASTORNE®**  
CONNECTING THE UNCONNECTED





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**We transform feature phones into affordable but robust devices that connect to the Internet, enabling individuals to gain life-altering access to markets, opportunities, and communities. Our technology has successfully connected over **5 million** individuals in five African countries to the incredible power of the Internet.**

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## The Brastorne Story

The exclusionary digital divide is leaving hundreds of millions of Africans without basic internet leading to increased and unnecessary social inequities, economic disparity, and hunger. In today's always-online digital world, access equates to opportunity, making the Internet a basic human right.

At Brastorne, we believe every African, regardless of where they live or their resources, should have access to information, markets, and community through easy and affordable internet access.

### **The challenges of making this dream a reality for rural African communities is immense:**

**Access is Unaffordable** - Even when Internet access is available, expensive data plans and costly smartphones mean it is often out of reach for many Africans.

**Lack of Infrastructure** - Much of rural Africa lacks the network coverage and infrastructure to support smartphone data requirements.

**Low Technological Literacy** - Rural economies, with their lower levels of technological literacy and skepticism, are slow to adapt to the digital world.

### **Brastorne Delivers Connectivity**

- Provides affordable Internet that gives people access to information, markets, and community.
- Is a low bandwidth solution that makes feature phones smart, bypassing the need for high-speed networks or expensive infrastructure.
- Brings digital inclusion to rural economies with an easy-to-use solution.





## Mission and Values

**Mission:** Brastorne is committed to connecting **760 million** Africans who lack meaningful access to today's digital world.

**Vision:** To connect the Unconnected to the world.

### Values

**Impact:** Our solutions and strategies are impact-driven

**Boldness:** We believe in Bold persistent experimentation

**Integrity:** Trust, transparency, and honesty

**Innovation:** We find creative and novel ways to impact people's lives

**Grit:** We remain persistent and determined despite challenges



# International Footprint

THE KEY :

-  Current Markets
-  Our Future Expansion Plans

☒ Botswana | ☒ DRC | ☒ Cameroon | ☒ Guinea | ☒ Zambia

Our future expansion plans to: [Madagascar](#), [Burkina Faso](#), [Mali](#), [Côte d'ivoire](#))





# Products Overview

## The Economics of Digital Inclusion

The majority of Africans (80%) cannot afford smartphones or data bundles and lack 3G/4G network coverage. For those who do have smartphones, Africa is the world’s most expensive region for data: 1GB of mobile data averages \$6.44, or a week’s salary for most of Africa’s poor. The cost of digital inclusion is simply too high under these circumstances.



**mAgri is a groundbreaking USSD mobile application that revolutionizes the way farmers connect and engage with the farming community. It empowers all farmers, including those in remote villages who are often underserved, by enabling them to effectively market their products and services nationwide. With mAgri, farmers have the opportunity to showcase their offerings, earning higher incomes and providing fresh produce to their local community.**

### How mAgri changes the lives of rural farmers:

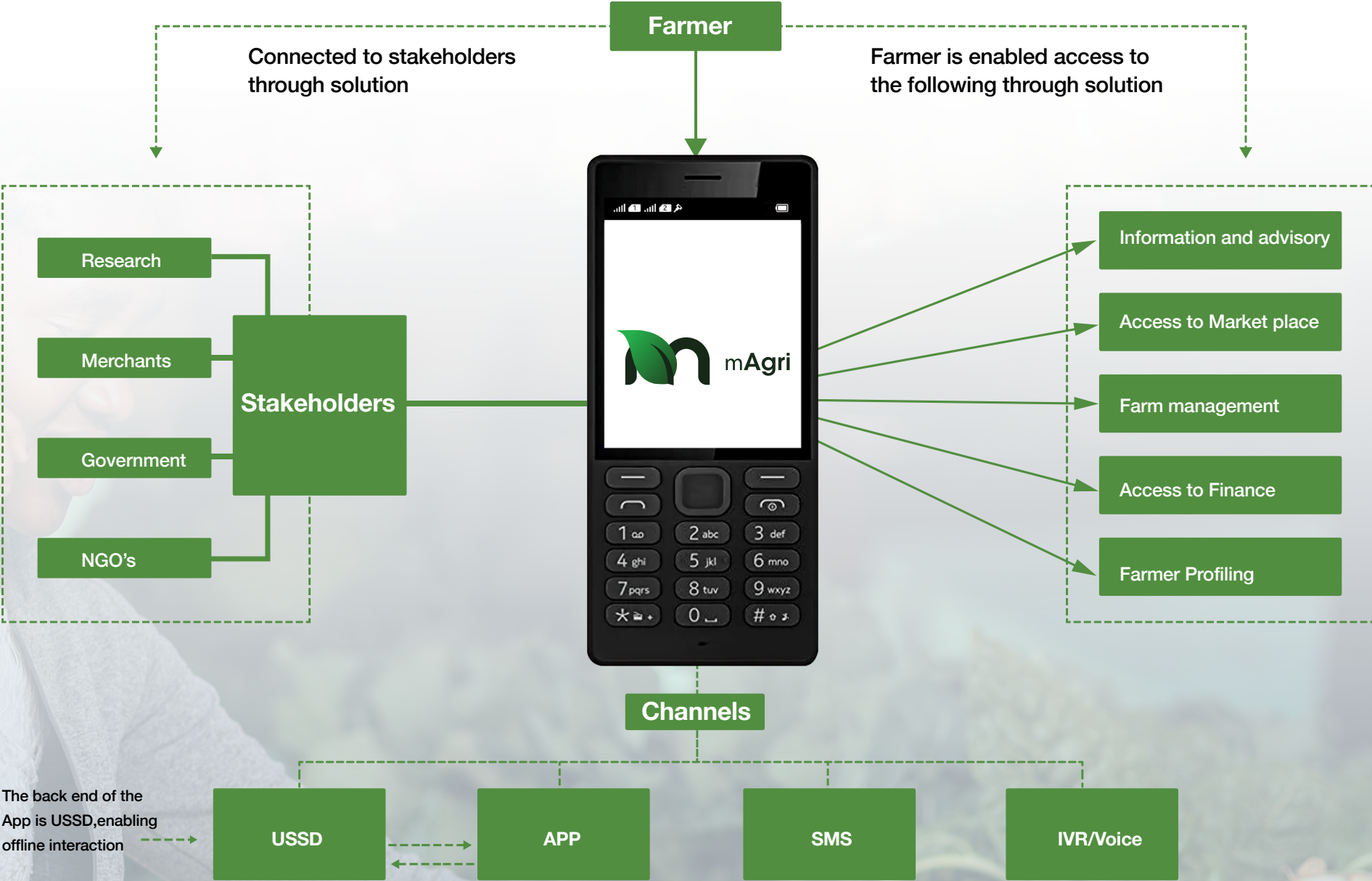
**Finding New Markets** - Rural farmers use mAgri to expand their operations far beyond their local area. Access to the internet allows them to find new unexplored markets for their products, increasing their revenue.

**Getting Weather Information** - Droughts, pest infestations, and storms present threats to the livelihoods of rural African farmers. mAgri gives farmers the accurate and timely weather information they need to protect their crops and livestock.

**Collaborating with Farmers** - The farming community relies on the collective knowledge of others, just like themselves, who also work the land for their livelihoods. mAgri gives farmers access to a much larger community of peers with which to collaborate.



# Our Multi Channel Solution







**Mpotsa provides comprehensive, highly relevant information on-demand for a wide range of topics leveraging the user-friendly technology of Voice/IVR. Mpotsa acts as a Google-like service where the rural poor can access valuable information either through one-time interactions with the contact center or through convenient subscription services.**

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### **How Mpotsa enriches lives:**

**Increased Employment Opportunities** - Job seekers use Mpotsa to find new opportunities and get important interview tips to help them land their next job.

**Critical Health Information** - Getting detailed health information can be difficult due to travel times to local clinics and financial constraints. Mpotsa users can get this information easily from their feature phones including nutritional tips, general preventative care, and guidance on pregnancy.

**Educational Information** - Mpotsa acts as an information hub, delivering educational content, local language translations, and local trivia to feature phone users that would normally rely on expensive, less accessible sources of information.





**Vuka harnesses the power of USSD technology to transform ordinary feature phones into internet-connected communication devices. With Vuka, individuals using feature phones can create profiles, add friends, form groups, engage in chats, send personal messages, participate in group discussions, and even broadcast messages. This inclusive platform connects users seamlessly, regardless of their device, enabling effortless and versatile communication.**

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### **How Vuka Builds Communities:**

**Group Chats** - Popular group chat communities form around key topics like employment, education, agriculture, women's participation in economic activities or age-related topics, providing a forum for users to connect about similar interests.

**One-On-One Messaging** - Direct messaging provides a private space for people to make meaningful connections.

**Broadcast Messages** - Allows a sender to simultaneously send a single message to multiple recipients, ensuring rapid and efficient communication with a broad audience.



# The SDGs We Use To Measure Success

There is a critical gap in access  
We aim to reach over 49 million lives in Africa by 2025. We measure our impact using the Sustainable Development Goals (SDGs) developed by the United Nations.



**No Poverty:** With access to timely information through our platforms and knowledge sharing from a mobile community, unconnected farmers are able to make informed decisions for improved yields and save costs to obtain information.



**Zero Hunger:** Our agricultural solutions like mAgri support and encourage small-scale farmers by empowering them with access to timely information and capacity building opportunities that help them with improving their yields.



**Reduced Inequalities:** It's why we exist. Our mission is to connect the unconnected throughout rural Africa, giving them equitable access to markets, information, and community. Our products and services are designed to bridge the digital divide imposed by the limited adoption of smartphones and the absence of network infrastructure.



**Gender Inequalities:** Women form over 60% of our users, and over 60% of our mobile stores are owned by women. Our platforms aim to empower women by giving them the opportunity to enhance their knowledge, have increased bargaining power and grow their business through access to market opportunities.







# Our Impact

Making a meaningful difference in the lives of the rural poor in Africa.

Our technology has successfully connected over **5 million** individuals in five African countries to the incredible power of the Internet. We transform feature phones into internet-ready digital portals for less than three cents a day, improving the lives of rural Africans.



**\$93.67**

Increase in farm yield value per \$1 invested in Brastorne



**60%**

Of our users are women



**12%**

net increase in income for female farmers



**77%**

Savings in communication and information access costs for the rural poor



**31%**

Female Farmers impacted in Botswana



**80%**

Of our users are youth



**60,000**

Mobile stores created on our platform



**7%**

Estimated net Increase in yields for farmers





# Brastorne Timeline



**PRODUCT SUCCESS**  
mAgri reaches **700,000+** total subscribers and over **250,000** monthly active users in **Botswana**

2018



**PRODUCT GROWTH**  
mAgri reaches over **1M+** users in **Botswana**

2021



**BUILDING PARTNERSHIPS**  
Brastorne becomes a **DRK Foundation** portfolio member

2021



**ACCELERATOR PROGRAM**  
Brastorne joins **Google** for start-ups program

2021



**ENDORSEMENT**  
Brastorne selected as one of the winners of **Ayute Africa Challenge**

2022



**PRODUCT EXPANSION**  
mAgri launches in **Guinea** & acquires **5K** users within 1st month of launch

2023



**PRODUCT GROWTH**  
mAgri reaches over **4M+** users in **Botswana, DRC, Guinea & Cameroon**

2024

2016

**PRODUCT LAUNCH**  
mAgri reaches **100,000** users in the first year in **Botswana**



2020

**ACCELERATOR PROGRAM**  
Brastorne joins and graduates from the **Stanford Seed Program** for the 2020 Cohort



2021

**PRODUCT EXPANSION**  
mAgri launches in the **Democratic Republic of Congo (DRC)** and acquires **700k** users



2021

**ENDORSEMENTS**  
Brastorne becomes a **MIT solver team** member



2022

**PRODUCT SCALE**  
mAgri accumulates **1.7 Million** users in **Botswana** and **Democratic Republic of Congo**



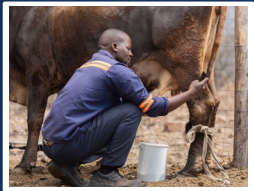
2023

**PRODUCT EXPANSION**  
mAgri launches in **Cameroon** & acquired **60K** users within 1st month of launch



2023

**PRODUCT SCALE**  
mAgri accumulates **3.8 Million** users in **Botswana, DRC, Guinea & Cameroon**





# Executive Team And Board Members

## Executive Team



Martin Stimela  
Chief Executive Officer



Naledi Magowe  
Chief Growth Officer



Hankusa Hakoola  
Chief Financial Officer

## Board Members



Louis Ferreira



Olubunmi Adeoye



Ralph Gilchrist



Laurie Fuller



## OUR AWARDS

- MIT Solver 2021
- Hewlett Packard (HP) Advancing Digital Equity 2021
- Google Black Founders Fund 2022
- Heifer International & MIT award for Innovation in Smallholder Agriculture Products prize 2022

## OUR PARTNERS :

