



About Us

Brastorne is a tech company that seeks to connect rural, unconnected feature phone users to the power of the internet without the need for data or wifi – using simple, low-tech mobile solutions like SMS, USSD, and VOICE.

The Challenge

Botswana is a land of promise and potential, yet there are significant challenges that impede its citizens' access to information. With more than 60% of people unable to afford mobile data and 34% lacking access to the internet altogether, people looking for educational and employment prospects lack adequate resources. Having limited access, they rely heavily on traditional sources like newspapers or word-of-mouth for information - both of which are extremely limiting. As a result, Botswana's development possibilities (vision 2036) remain severely unrealized due to insufficient levels of knowledge sharing.

The Solution: Mpotsa

Mpotsa is a two-way telephone-based question and answer platform that provides users with information on almost everything. Mpotsa's services can be scaled to meet a user's specific needs, whether it is once-off through the contact center or through an ongoing subscription service. Mpotsa has saved its rural poor users 85% on communication and information access.

Here are three key benefits of the Mpotsa service: Increased Access to Health Information, Increased Access to Job Opportunities, and Increased Access to Communication for Youth.

Three key benefits of Mpotsa service

Increased Access to Health Information, Increased Access to Job Opportunities, and Increased Access to Communication for Youth.

Outcome 1: Increased Access to Communications for Youth

\$658,400 Total projected savings in connectivity costs over 5 years for nearly 275,000 subscribers

The Impact of Mpotsa

Mpotsa is revolutionizing access to communication and information for youth who would otherwise remain unconnected. An estimated 60% of our subscribers would be unable to afford digital connectivity by other means. Mpotsa has stepped in to fill the gap, connecting a total of 25,231 youth in the country. The service offers invaluable tools that allow young people to connect with the world around them, furthering their health and growth opportunities, saving a total of \$60,554 in information access expenses.



Outcome 2: Increased Access to Health Information



Despite significant progress over the previous decade, the CDC reports that HIV/AIDS (32%), tuberculosis (6%), and malaria (7%) remain the most frequent diseases in Botswana. Despite the fact that Botswana has universal health coverage, a lack of health knowledge among its citizens remains a barrier to treatment. Mpotsa can grow the number of individuals seeking treatment at health clinics and ultimately increase the number of those that receive treatment by offering access to health information on mobile phones for a fraction of the cost of an alternative mobile cellular service.

HIV/AIDS

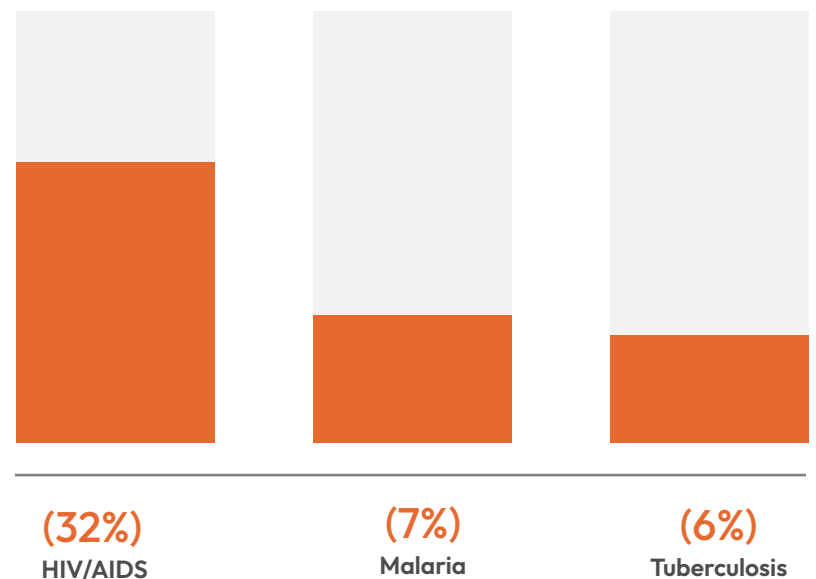
Mpotsa has been life-changing for those who need access to treatments but are unable to get them. Thanks to Mpotsa, over 382 people will receive treatment this year who might not have otherwise, increasing the value of that treatment by \$704,256. In the next five years, an astonishing 4,154 more people can take advantage of treatments through Mpotsa, with a total value reaching up to \$7.5 million. Mpotsa is an impactful tool in providing necessary care to those who would otherwise have little to no options.

Tuberculosis

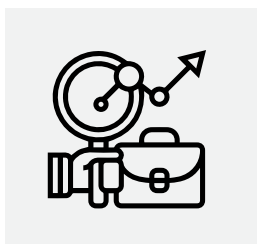
With increased access, more lives will be positively impacted. 72 more people will receive treatment at a value of \$248 that year alone! Over the next five years, even more individuals stand to benefit, with 1,095 receiving care valued at nearly \$3,800. Thanks to this initiative, those who are often disadvantaged due to a lack of knowledge or resources will have newfound tools for improving their health outcomes. By leveraging Mpotsa's platforms, we can make sure that everyone gets the care they deserve.

Malaria

Mpotsa dramatically increases access to treatments for malaria, and the impact of this effort can already be seen. In 2021 alone, 84 more people benefited from increased treatment value totaling \$687,633 – an impressive figure that only begins to tell the story. In the next 5 years, these figures are projected to swell to 909 more people receiving a total treatment value of over \$178,000. This remarkable result showcases not only Brastornes commitment to alleviating the spread of malaria, but also the tangible benefits such efforts can bring to individuals and communities around the world. With each new case averted, lives are saved, suffering is reduced, and meaningful progress is made in preventing one of the most deadly diseases in Botswana.



Outcome 3: Increased Access To Job Opportunities



Mpotsa has made a transformational contribution to the job market in Botswana by making employment opportunities more accessible than ever before. Through its innovative technology, Mpotsa has managed to reach an impressive 13,751 total subscribers and we can predict that nearly 60% of these users (7,989) will apply for positions using Mpotsa. Mpotsa is not only a cutting-edge system but also provides revolutionary results when it comes to people's access to jobs in Botswana.