

# ‘Tulipe’ The Payment Platform

“Standing On The Shoulders Of”  
“Giants”

Kenneth Ngetha

# The Problem

- “A lack of true online payment options is crippling African e-commerce: Kenya is no exception”
- “The inability to accept payments for products and services on equal footing with the rest of the world means that many viable business options are not available.”
  - Eric Hersman

# My Solution

- “What we need is a carrier and bank agnostic e-commerce platform for Africa”
  - Eric Hersman
- And its just that...
  - Carrier Independent
  - Bank Independent
  - For Kenya



# A Closer Look

- Carrier agnostic
  - Mpesa, SokoTele, Zpesa
  - Seamless interoperability
- Bank agnostic
  - Equity, Barclays, coop bank
  - Abstraction of details
- Generic services
  - E-commerce, billing, donations



# A Much Closer Look



On the shoulders of giants

# Business Model

- A piece of the cake for all
  - Financial Institutions
  - Merchants & Buyers
  - Mobile Network Operators
  - Government (The Tax Man)
  - Payment Service Provider (that's us)
- Revenues, Commissions, Transaction fees



# Current Status

- **Abstraction Layer.**
  - Part of the platform that interacts with the value stores.
  - Vital for interoperability & transparency.
- **User Interface Design.**
  - Pretty neat if you ask me...



On the shoulders of giants

# Projections

- Private Beta.
  - April 2009.
  - Build partnerships.



- Public Opening.
  - July 2009.
  - All aboard!



# The Possibilities

- Opening up of Kenya & East Africa to the mad benefits of e-commerce
  - Retail
  - Tourism
  - Social Security \*\*
  - Government
  - *Add your innovation here*

# Summary

- “We are like dwarfs standing upon the shoulders of giants, and so able to see more and see farther than the ancients.”
  - Bernard of Chartres.
  
- ‘Tulipe’ stands on the shoulders of Mpesa, Equity Bank and other giants.
  - Ngetha Mwangi.

# Finally

- About Me

- Kenneth Ngetha
- Strathmore University
- Guitarist, Poet,  
Programmer
- [ngetha@gmail.com](mailto:ngetha@gmail.com)
- 0735 910 206

