

*are you m-powered?*



Combine mobile reach with web  
power to grow your services

**esoko**

[www.esoko.com](http://www.esoko.com)

# How does it work?

## 100% revenue increase for groundnut farmer

Kujo Asumah is a smallholder farmer in Tamale in Northern Ghana. His producer cooperative (SEND) set him up to receive price alerts on groundnuts from all major Ghana markets. When he was offered GH¢320 for his crop, he already knew that he could get much more in Accra, 700km away, if only he could organize the transport himself. In this way he doubled his income to GH¢672. Kujo knows information is power and brings choice.



## Exporter shortens transaction chain, improves revenues, and secures procurement

George Boateng sources for voacanga from collectors for export. When he required a large quantity, he turned to ASNAPP, an Esoko client, to help. They sent out SMS messages to all the collectors, and he was able to shorten the transaction chain from 5 people to 3, from 61 days to 29, and was able to increase his stake in the export price from 21% to 42%.

## Increased revenue on yearly harvest for rural producers

As a participant in SEND's market information project in Northern Ghana, Jonathan Abudu was trained and set up to receive SMS price alerts. So when it came to selling his 1,200 yams, he knew the GH¢56 he was offered for 100 tubers by local traders was far below the Kumasi Market price. Arranging and paying for transport to Kumasi, Abudu gained an extra GH¢168.



*Esoko is a suite of powerful tools that you can use to reduce your communication costs, build relationships with suppliers and customers and track market indicators.*

*Our mission is to improve incomes by building healthier markets.*

# Reduce Costs and Improve Impact

## SMALL & LARGE BUSINESS

- Manage suppliers & customers through SMS messaging
- Track product, crop, inventory & activities in the field
- Set up direct SMS marketing to sell or procure goods
- Market your goods & services using global online sites
- Get the latest market data on prices, news & offers

## ASSOCIATIONS & GROUPS

- Create online profiles for members to advertise goods
- Broadcast extension messages via SMS
- Set up SMS polling to monitor field activities & impacts
- Distribute digital documents, audio & video
- Reinforce field training services
- Build activity histories for members to access credit

## RESEARCH & GOVERNMENT

- Re-energize extension officers & services
- Collect market data affordably & in real-time
- Distribute policy & marketing documents online
- Track inventory, volumes & forecast trends
- Compare historical data across markets
- Deliver regional market data to the public
- Standardize & harmonize all MIS services in country



Esoko is working with the following organizations:



# Market Live



International prices are updated online from markets and commodities around the world... Graphs show price trends



Just set up what commodity & market combination you're interested in, and Esoko will automatically notify you by SMS

# Prices, Offers & News

With Esoko's network of country partners throughout Africa and other international locations, our databases are updated constantly with live information from many markets. This includes price data submitted on over 60 global commodities from almost 500 markets. Powerful graphing tools allow you to compare prices across markets and determine trends. Offers to buy or sell are also uploaded via SMS or the web to our service. You can arrange to set up automatic SMS alerts that keep you informed of the very latest market news in real-time.

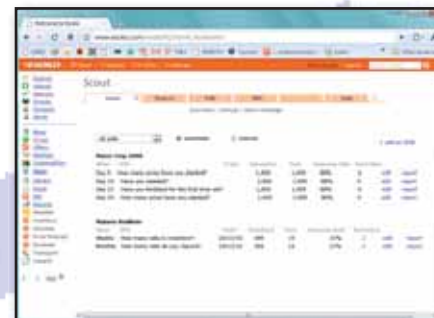


Users can submit prices or offers from any phone



Subscribers get alerts when Esoko finds a match

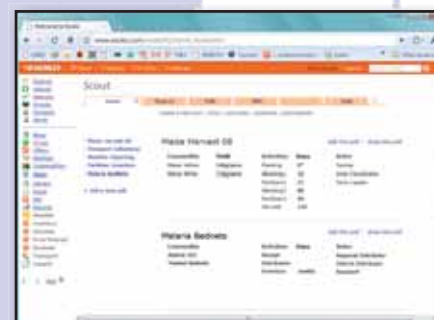
# Tracking & Polls



Automated SMSs poll participants for responses



Data from the field is presented on maps & reports



You can build any kind of poll you want - from tracking farm activities during a crop cycle to inventory polling at specific intervals and basic r&d questionnaires

# Scout

Instead of costly site visits or unmanageable and expensive phones surveys, you can manage your customer and supply base with automated polling. You can create any kind of poll, whether tracking crop activities among your farmers or supplies and inventory among your distributors. Participants receive automated polling messages, and their responses are saved in the database so that you can track and view activities on easy to use maps and detailed reports. You can even predict harvest yields by mapping planting and producer activities.



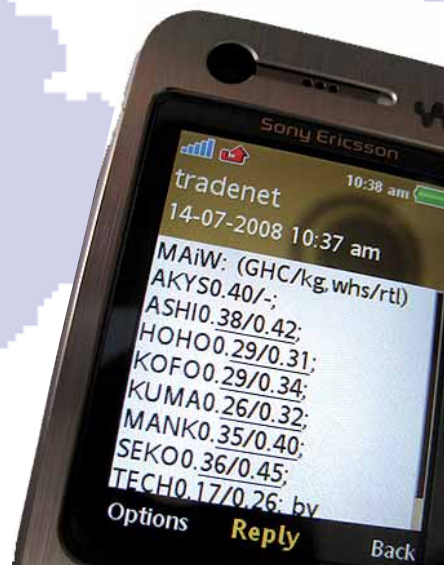
Multiple choice answers make it easy to use



Participants can be tracked and rewarded for submitting data



A series of pre-programmed polls and activities are loaded onto Java-enabled phones, so that participants in your program can easily respond to simple automated polling questions



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# Websites

Every group, business or individual on Esoko can automatically build a profile that markets their goods and services to a national, regional or global audience. They can even use our Mobile2Web utility to SMS time-sensitive information like offers to buy or sell directly onto their webpages and the Esoko platform. Businesses can use the Esoko marketplace to advertise goods and services. Associations can offer personalized websites to their larger traders as a way of generating additional revenues to cover SMS fees to producers.

# Global Marketing



Our unique mobile2web allows anyone to update their web profile on Esoko from their mobile phone. You can also post pictures of your goods & services and build a ranking/reputation based on past activities and user comments



Businesses, groups & associations can all create powerful web portals on Esoko to market their goods and services to a global audience. Every member listed can upgrade to get their own web profile. You can even have your personalized domain name and get a formal email address

# Direct Marketing



You can search on thousands of profiles to send out marketing or extension services at a fraction of the cost it would be to call or visit



Simple forms allow you to focus your publish messages to preferred contacts, groups you belong to, or special geographic focus



Procurement messages can be sent on behalf of large exporters



Extension messages can be sent on behalf of producer associations

# SMS Publish

You can use Esoko's mobile service to send out thousands of messages to your customers, suppliers and members at a fraction of the cost to call or visit them. Messages can include procurement, extension, legislative, weather, disease alerts and more. With a database of profiles in the agricultural sector, international distribution companies can target and advertise to previously inaccessible groups, reaching even the most remote smallholder.



Commercial advertising from equipment or input suppliers can provide revenue streams to the project



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# Frequently Asked Questions

## ***What kind of organizations should use Esoko?***

There are several ways in which you can partner with Esoko—as a small or medium sized trading company; as a small or large association; as a large exporter, buyer or distributor; or as a project or government agency rolling out Market Information Systems in your country.

## ***Can you provide training and support for us to get started?***

Esoko provides extensive training and support to help any organization launch our toolset. Our team of experts leads comprehensive training programs on use of the platform, marketing and deployment. With our extensive training materials and tip sheets available in multiple languages, we assure that participants will be well prepared to capitalize on the benefits Esoko brings. We can provide a combination of full length sessions followed by short refresher trainings to extend the skills and capacities of your trainers and staff. There is also a help desk available by telephone and by email to answer any questions or manage technical issues that may arise during GMT working hours.

## ***Can I keep my data private?***

Each business and association can decide for themselves if they would like to keep their data on prices, offers and member profiles private or if they would like to make it available to all other Esoko users. There are also options available to keep data private for certain periods of time, then releasing it for public use on an agreed upon date. Issues surrounding public and private data can be discussed between Esoko and interested parties.

## ***What equipment do I need?***

Esoko is a web and SMS based service. Once set up on Esoko, basic users can receive market data and update their profiles using only a mobile phone. To manage your association, business or project, you will need access to a computer and the Internet, while messages sent out to your customers, suppliers and members will be available via SMS.

## ***How much does Esoko cost?***

Individual traders and producers receive SMS alerts for free during the first three months of usage; after that, basic users are charged \$24 for an annual subscription. Small and medium enterprises and associations can access SMS usage and build personalized web profiles for a fee of \$250 per year, while large enterprises and associations pay \$1,200 per year for full Esoko functionality. Further customization of the platform and new features are available upon request. If you want to deploy Esoko in your country, please contact us for rates.

## ***What other market data do you have?***

Esoko has price information on over 60 commodities in 500 markets across Africa and has thousands of searchable contacts. There are also up-to-date offers to buy and sell consistently uploaded in real-time from those markets. In Ghana, there is an enumeration network in place that covers 30 major markets, supplying detailed price information, profiles of market participants, and offers to buy and sell that are all available to all Esoko users.

## **Interested to learn more?**

**Visit:** [www.esoko.com](http://www.esoko.com) **Email:** [info@esoko.com](mailto:info@esoko.com)

Country partners can find our services at [esokonetworks.com](http://esokonetworks.com)

Call us on +233 21 258803 and we'll arrange a demo.