

# **KADERE SELF HELP GROUP**

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## **To Whom It May Concern** **Call For Support**

### **RE: KADERE SELF HELP GROUP/ KD-RIDE.**

Taking cognizance that the missing link for us Drivers to be fully liberated, we opted to build our own Online Taxi Application for transfers as an income generating activity. We had long suffered in attempting to persuade the existing App companies to come to terms with our situation. We realized that no amount of persuasion would yield to us better fares or fair hearing within the industry. Players including some leadership in the online industry were not of help either. This resulted in the consultations that led to the development and creation of **KD-RIDE** that we have tested and are now ready to launch.

The Group thrives on building the Welfare of its members and business for economic empowerment. We are using the platform to generate revenues that will among other things grant vehicles to our members for mobility, provide proper psychiatric and medical care for our members, guarantee good education for our members and their children, guarantee proper housing and as a long term plan provide low cost housing within the cities of residence for our members, and cushion our members in many aspects of their social life.

We are handicapped as a start-up getting into the arena of big e-hailing app companies. As much as we are alive to infrastructural, technological and operational threats we lack financial muscle.

We would appreciate assistance in the following areas that directly affect us.

#### **1. Mobility (vehicles for our members)**

Our primary concern is the mobility of our members. Cars are the tools of trade in this industry. Most of our members do not own cars but acquire them on lease. It is our hope that we can get support to have our own cars to support the Driver members generate income with the ultimate goal for ownership. We are also keen, being environment sensitive, to acquire fully electric cars and LPG driven vehicles to run our business. In this way we wish to tap into the green energy gains as we conserve the environment. This will also earn us carbon credits. We call upon the players in the sector to consider piloting with us on this important venture.

#### **2. Technical Support**

We have chosen to embrace Technology to connect with the clients. KD-Ride is real-time, easy and straight forward as a business model making it low cost and with better usage experience. Technology carries its fair share of challenges. The safety of our KD-Ride cannot be taken for granted. We also need data security experts and a host of requirements to tackle the real problems faced in our scenario for a good product. Partnerships with data security firms and IT experts would be an ideal venture.

3. **Security/ Safety**

As an online business the safety of our clients and drivers come first. We CANNOT compromise on this. Therefore partnerships with IT security firms for purposes of monitoring our vehicles, and quick responses in emergencies and the incorporation of this is absolutely important to us. We have managed reasonable in-App measures to counter these but we cannot leave anything to chance in this error of eminent crime. We also wish to partner with organizations that provide Driver re-training on defensive driving, Road Safety and proper Transport Management systems.

4. **Financial**

Financial grants are welcome. Marketing is a big budget to any organization. It goes beyond branding and social media. We need to print and televise our presence for wider reach. We are yet to launch. We call upon the corporates providing welfare support and medical insurance to join us. We also reach out to our financial institutions, companies providing motor insurance, customer care related activities, fuel and gas stations, vehicle importers, motor spare part companies and garages who shall mutually benefit from our business in the future to play this important role and help fund our projects. Humanitarian organizations and environmentalists are also welcome to provide relevant support. We also require Financial Advisory assistance towards the prospective investments we plan for our members. We are keen to take in street families off the streets and grant them reunions with their families plus jobs to help them start on productive lives through the employment opportunities we will create.

5. **Leadership Training and Mentorship**

Our members require life skills for growth and development. These go hand in hand with secure investment and leadership skills. Institutions that provide such are equally welcome to grant us support.

6. **Downloading and Using the Application**

This is to the general public. The local driver has chosen to develop an e-hailing App so that the commissions earned can help improve lives of thousands of families. By getting 100% in fares charged directly and indirectly the drivers have capacity to grant the fairest of competitive rates. We urge all corporates to consider using KD-Ride, a Kenyan developed App for their office and staff movement/ transportation needs. The general public can also support us by giving us business. We are a group of experienced drivers and know the specific demands of the riders in equal measure. Partners who have cars are free to bring their cars to our platform. We shall guarantee disciplined and well trained drivers to take care of your cars. We shall assist you in downloading the requisite documents on our platform. To All Online Drivers please come on board because KD-Ride guarantees you steady earnings and future financial independence to a respectable career for yourself and your families.

To Kadere Self Help Group, **KD-RIDE** is just one of the Business Centers that shall pull our members out of their current situation. Currently enjoying a membership of over 2000 drivers and with an expected 35,000 members in total ultimately across the Country, we hope to tilt the scales in the market since the driver is the key player in this industry. The driver manages the cars, sustains the M.V running costs, markets the Apps, buys the airtime and data, drives around the clients yet takes home the very least after paying the leasehold, fuel, service and hefty commissions/ service fees to the e-hailing App companies and car owners. **KD-RIDE** is keen to build members' welfare through commissions raised. Through the Commissions/service fee, **KD-RIDE** shall take charge and have control of the industry and therefore the wellbeing of its members and the entire community.

Kadere Self Help Group, and by extension KD-RIDE, have a clear stand about our **Drivers' Insurance**. In as much as we engage various agencies to train our members on **Safety of the Driver and Road Users** in general including the need for **life insurance**, these have never been addressed in the past. Long hours of driving time and fatigue contribute heavily to disaster on the roads. We are alive to the realization that everyone needs a proper insurance plan within the confines of education, life and general Welfare. Motor Insurance cannot be brushed aside either.

Having been in the industry the Officials and Committees understand the **minimum wage** rule policies for all our staff and have effected them so far. Our fare regime is also fair and competitive that we do not have to keep drivers on the road for long. Ease of accessibility and **affordable fares** accompanied by **extraordinary service** are our strong points giving a better ride experience to ALL our clients. KD-RIDE offers a variety of **employment opportunities** to both members and the general public. Unlimited to the nature of our business engagements the Kadere SHG employs on all cadres and within the formation. The complimentary businesses in carwash, gas stations, IT and clerical jobs are some of the opportunities

We are an excellent mobile App **developed by the Kenyan driver** through their contributions in membership and acquisition of '**ownership units**' that we ultimately pay dividends against.

Tapping into the **green energy to balance the Climate change effects** we are at advanced deliberations with JAC Motors in provision of several units of **100% Electric vehicles** for our drivers. This project will be our first in a series of electric car acquisitions in line with the Government aspirations.

Being a start-up we are particularly keen on **safety of clients, unparalleled Customer Care, sane financial decisions and ventures and importantly the general welfare of the Online Drivers**, we humbly present to you our own **KD-RIDE** for in-depth positive scrutiny and immediate relevant unconditional financial support; especially with our Launch planned soon. We propose to partner with your good selves through our journeys both at KD-RIDE and as the Welfare Group that we are.

With **KD-RIDE** we shall take charge and have control of the industry and our lives.

Visit our website page at << <https://www.kdride.com/> >>

Thanking You.  
Yours faithfully,

Solomon O. Oliech  
**Chairman**