

5th German–African Economy Forum: African Start-ups

TinyDavid / SnooCode (Ghana)

Ghana



Origin	Ghana
Founders	Sesinam Dagadu
Members	Sesinam Dagadu Michael Nkrumah Fred Soglohu Crownie Eme, Judah
Certificates / Awards	2017 Coca Cola 'Next Big 6' Award Finalist 2017 Winner British Council Study UK Alumni Awards – Entrepreneurial Award 2016 Nominated for the Royal Academy of Engineering – Africa Prize for Engineering Innovation 2015 Recipient of the Vodafone Foundation Mobile for Good Grant 2014 Winner of the African Content Award for m-Inclusion and Empowerment 2014 Winner of the World Summit Award for Mobile Content
Products / Services	<ul style="list-style-type: none"> • SnooCODE (Alternative Navigation System) • FireFly (Automated Drone Surveys) • Transaction Authentication

Products

With the mobile application “SnooCode”, Ghanaians can answer the question ‘What is your address?’ with a GPS generated code. It is like a postal code, but much more accurate. The mobile application provides users with an alpha-numerical code pinpointed to within 7 metres of their home. This code can be shared with service providers, who are also connected to SnooCode, to verify a home address.

Start-up Story

My inspiration for the idea came during my time working as an intern for a bank in Accra, where we found it difficult to navigate the capital's hectic street system. We found that we were constantly lost and I thought there must be a better way.

Motivation

Coming from a military family has left me with a very Pan-African view of war, poverty and disease as well as the more positive things like hard-working people working to improve opportunities for themselves and for their children and how welcoming and beautiful Africa often is. I learned that just because a problem is big, it does not mean the solution has to be difficult, complex or expensive and I have always tried to find tiny solutions to big problems as these solutions tend to be more sustainable.

Objectives

1. Raise funds to expand our team.
2. Getting the governments in Africa to use SnooCode as the National addressing system.
3. Help private companies in all these countries make their last mile logistics more efficient e.g. food and product delivery, DHL, FedEx.
4. Open African markets to companies like Rakuten, Ali-Baba, and Amazon by making deliveries and delivery verification more resilient.
5. Develop strategic partnerships that will increase SnooCODE Red adoption across emergency services.

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