



PAGE 3: B. ABOUT YOU

Q1: Respondent details

Name	Mutoni Karasanyi
Organization	World Bank Group
Email Address	kkarasanyi@worldbank.org
Phone Number	202-558-1228

Q2: Country or Customs territory

KENYA

Q3: Organization

NGO

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Q4: Title of case story

ShopSoko connects local Artisans to Global Markets

Q5: Case story focus

E-commerce development and efforts to bridge the "digital divide".

Q6: Case story abstract

Shop Soko is an e-commerce site that sells jewelry made by African artisans for a global market. The start-up received support and training through Nailab (funded by a World Bank Group project) and participated in infodev's Startup Camp in 2013.

Today, Shop Soko is considered one of Kenya's success stories and has become an "Etsy" for African jewelry. Their site has sold over 100k products, generating over \$800k in income to the over 1,300 artisans with whom they partner.

Q7: Who provided funding?

Multilateral organization

Q8: Project/Programme type

Single country, Multi-country

Q9: Your text case storyVIDEO LINK: <https://www.youtube.com/watch?v=e6Qt0SylZZc>ARTICLE: <http://www.infodev.org/highlights/mobile-startup-camp-alumna-makes-her-debut-world-bank>**Q10: Lessons learnt***Respondent skipped this question*