



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

PAGE 4: C. ABOUT YOUR CASE STORY

Q4: Title of case story

Kopo Kopo empowers small businesses to shift from cash to digital payments

Q5: Case story focus

Infrastructure upgrading and the development of related services markets, including through support for investment climate reforms.

Q6: Case story abstract

In 2011, Kopo Kopo was among 25 finalists in the Pivot 25 (now Pivot East) mobile startup competition, and won the opportunity to incubate at mlab's East Africa iHub. At iHub, what began as a two-man team grew to 12 employees, and soon ballooned to staff of 50. Today, Kopo Kopo serves hundreds of businesses from salons to restaurants to office supply stores.

Q7: Who provided funding?

Multilateral organization

Q8: Project/Programme type

Single country

Q9: Your text case storyVIDEO LINK: <https://www.youtube.com/watch?list=PLIHgn35wIEWFP5UV75X1v4t2plaMOB0SJ&v=Mb4NSZhhhdPU>ARTICLE: <http://www.infodev.org/articles/success-story-ben-lyons-kopo-kopo>**Q10: Lessons learnt***Respondent skipped this question*