

Investing in Africa: Local Impact - Navigating Synergies



Values



Respect

Honor local cultures



Co-Creation

Collaborate with locals



Immersion

Immerse in the market



2-Way Exchange

Share knowledge



Collaborative Approach



Partnership

Team up with local experts



Understanding Differences

Respect local nuances



Capacity Building

Empower local talents



Data-Driven Research



Data Collection
Gather market insight



Data Analysis
Extract actionable data



Continuous Research
Stay informed



Growth Strategy



Pilots

Start small, test, and refine



Scale Fast

Expand strategically



Iterative Approach

Learn from experience



Profitability Focus

Ensure sustainable growth



Key Takeaways



Synergistic Values

Respect, collaboration, and immersion create synergies for success



Data-Driven Synergy

Make informed decisions through continuous market research, enhancing synergies



Synergistic Growth

Pilot, iterate, and scale rapidly while keeping a sharp focus on profitability to maximize synergies





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About Celeste

E-mobility Champion

Celeste is the CEO & Co-founder of eWAKA Mobility Ltd. She is a seasoned legal expert with hands-on project management experience in finance and EV technology. She blends legal acumen, sustainability, and leadership to drive eWAKA's innovative approach to urban mobility.



About eWAKA Mobility Ltd.

eWAKA is driving sustainable mobility in Africa by leveraging technology to provide affordable, eco-friendly electric cargo bikes, creating jobs and clean transport solutions for all.





Thank You