

COPIA

EMPOWERING EVERYDAY AFRICANS THROUGH MOBILE COMMERCE



Headquartered in Ruiru, Kenya



Over 12,000 Agents



2 million+ Orders



€4,99

Average order value

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With the support of Goodwell and other investors, we are streamlining our logistical hub in Kenya and improving operational efficiency to support further expansion.

Tracey Turner, founder of Copia

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SECTOR: E-COMMERCE

FOUNDED IN 2010



FIRST INVESTMENT IN 2019

Copia is a consumer goods catalogue and delivery service for Base of the Pyramid consumers in the developing world.

The company leverages mobile technologies and a network of agents serving as distribution points to make a wide range of quality goods accessible to rural and peri-urban consumers.

The global economy is missing out on a massive, untapped, high growth market opportunity. There are 750M middle and low-income African consumers who spend \$680B per year. Formal retail and e-commerce cannot reach the vast majority of them but Copia's mobile commerce platform can. The advent of mobile technologies is the game changer. Copia was built to bring regular Africans quality goods at low prices, regardless of their income level, access to technology or location. In this way, mobile commerce becomes Africa's next big leapfrog solution.

Leveraging a network of digitally-enabled, locally based agents who operate as ordering and delivery points, Copia meets its consumers where they are – online or offline. Mobile money enables even the unbanked to transact. Their internally managed, tech-enabled logistics operation achieves best in class delivery costs despite poor road infrastructure and no addresses.

Copia transforms middle to low income Africans into empowered global consumers. Their customers live in areas where access to supermarkets and other formal retail is not available. Through Copia, their customers not only get what they need delivered, they learn about new products and become connected to the global economy.

Copia's current delivery region covers 22% of Kenya's rural population with expansion happening all the time. Their Agents are business people operating small retail outlets, hair salons, tailors and kiosk stores in the communities where we work.

Why we invested

Copia has a large and positive social impact. It provides rural consumers with a wide choice of products at affordable prices through a convenient business that they can trust to deliver quality and save them money. This e-commerce investment is a perfect match for our uMunthu fund, whose mission is to invest up to 50% of its funds in financial inclusions and 50% in other impact business that matter to low income households, either because of the amount they spend on these products or because of the time and effort involved in buying them. Copia does this, which makes it a unique investment opportunity.



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