

STEPPING UP WITH ONLINE PRESENCE IN A POST – COVID WORLD, THE CASE OF RWANDA

Date: 11/03/2021

AGENDA

1. Introduction to RW ccTLD
2. Zamuka na Akadomo RW Campaign (Elevate your Business with RW)
3. Comments & Questions

Rwanda at a Glance



Located in the East Africa

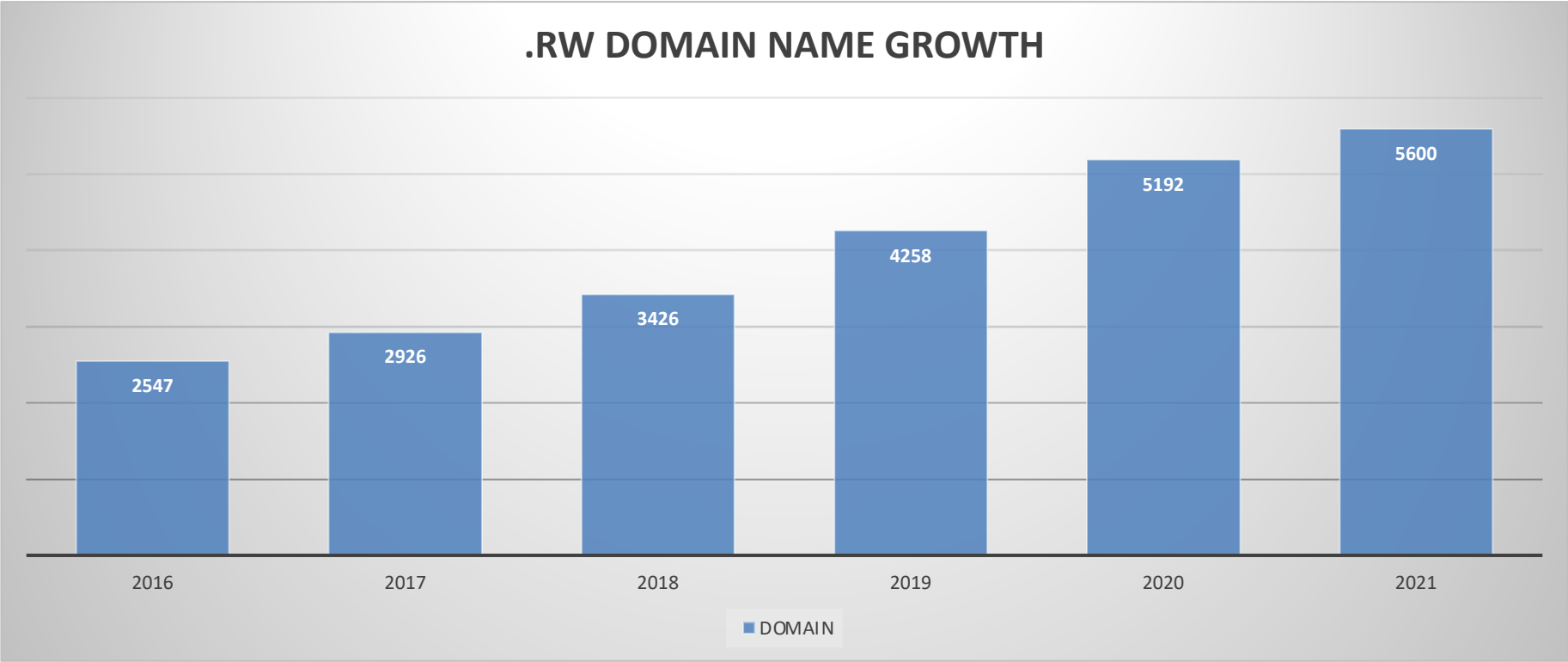
Population : 12M

More than 50,000 Registered businesses

INTRODUCTION TO .RW ccTLD

- ❖ RW Country Code Top Level Domain (.RW ccTLD) – The Rwandan Identity
- ❖ RW – Managed by RICTA (Rwanda Internet Community & Technology Alliance)
- ❖ RW ccTLD has an MoU with the Rwandan Regulator (RURA) – started operations in 2012
- ❖ RICTA manages the Internet Exchange point of Rwanda (RINEX) – Represent the interest of Rwandan Internet Community
- ❖ The RW Registry uses the 3R (Registry – Registrar - Registrant) model of operation for the management of RW name space.
- ❖ RW Registry has policies that guide its operations
- ❖ As of 11th March 2021, 42 Accredited Registrars (29 local & 13 International)
- ❖ Registrations of .RW domain names are done via Accredited Registrars
- ❖ All Registrars are EPP Compliant
- ❖ As of today we have 5600 active domain names

DOMAIN NAME TRENDS FOR THE LAST 5 YEARS



Digitizing Businesses in Rwanda

The Business Challenge

The Covid-19 Pandemic has been devastating for many businesses large and small in Rwanda. Supply chains have been disrupted, access to customers restricted and operations thrown into disarray. As a result, a lot of offline businesses have sustained losses, incurred fines, lost customers and revenues, downsized and some have even closed down.

This has seriously brought the need for digitization in business into clear focus as a means of mitigating against unforeseen challenges to Business Continuity.

❖ RICTA (The Registry of RW) and partners created an initiative for the Rwandan Community

Our Business Solution

In a bid to revive and regenerate struggling businesses, RICTA in partnership with a number of Registrars and Software Developers within the Community stepped in with a reinvigorating initiative that will help insulate businesses from the most adverse after-effects of the pandemic restrictions.

Objectives

- ❖ The Broad goal is to promote online presence for Businesses in Rwanda
- ❖ The Business Objective is to promote Rwanda's Digital Footprint
- ❖ The strategic objective is the adoption/uptake of RW domains

Elevate your Business with RW Campaign

Value proposition

To give business owners the digital tools to help them to transition into doing business online by selling, expanding and operating online. This will allow them to withstand shocks and volatility, maximize efficiency as well as become more profitable.

Zamuka na Akadomo RW (Elevate your Business with RW) Promotional Campaign

Campaign Duration - 1 YEAR

Expected outcomes - More than 1000 Businesses Digitized by December 2021

Partners Contribution

- ❖ Websites design and development
- ❖ Hosting and maintenance of websites
- ❖ Close follow-up with clients through out the year 2020



Our Promotional Product Offerings



- ❖ **The Fully sponsored Package** (1 year) – for startups, professional services, consultants, hospitality Businesses – the package includes website development + hosting, 10 customized email, etc.....
- ❖ **The Discounted Gold Package** – manufactures, wholesalers hardware dealers, handcrafts,... - This is discounted @50% - More customized with offline payment ,emails & social media Integration – flexibility of payments into 2 to 3 instalments.
- ❖ **The Discounted Platinum Package** – online resellers, restaurants,...This is discounted @50% - Fully E-commerce website with online payments, social media Integration – Flexibility of payment into 2 to 3 instalments.

Our Routes to Market



The banner features a man in a red hat and glasses holding a tablet, standing next to a laptop and a smartphone displaying website designs. The background shows a modern building and trees. The text includes the campaign name, a hashtag, a value proposition, and a limited-time offer.

Zamuka na AkadomoRW!
Elevate your business with our **Discounted Website Promotions!**
#zamukanaakadomoRW

INTRODUCING THE AKADOMORW DISCOUNTED WEBSITE
Early Bird Special
STARTING 20TH - 31ST JANUARY 2021

We're giving 100% Discount to 100 customers.
Be among the first 100 customers to **register** and get a **Fully Sponsored Website** for your business today.

*Terms & Conditions apply.

- ❖ We launched the ZamukanaAkadomoRW campaign with a 11-day teaser sale campaign to help businesses affected by the January Lockdown.
- ❖ Using the Front man and Mascot, “**The Business Docta**” our value proposition was that the **AkadomoRW Discounted Websites will allow business owners expand online and not let the lockdown slow business down.**
- ❖ We conducted a multi-channel campaign in Digital PR social media (Twitter, Facebook, Instagram, LinkedIn), bulk sms,...
- ❖ We embarked on Media Tour that has seen us reach an audience of 1 million in Kigali on different media Houses: RBA, Kiss FM, Royal FM and Igihe.
- ❖ The response has been overwhelming from a flood of customer inquiries to hundreds of signups.
- ❖ We reached over **960,000** Internet and mobile users in Kigali and saw an online engagement jump of over **164700%** with over **2,000+** website visits from promotions alone and hundreds of inquiries across all platforms in under a month.
- ❖ Over 100 customers were signed up signaling the popularity of our offering.

Our Routes to Market Continous...

- ❖ Engaged different corporates institutions for their endorsement – for instance the Ministry of ICT, Rwanda Development Board (RBD), Rwanda Revenue Authority(RRA)...
- ❖ Partnership with some Institutions to provide their customer base - this includes different chambers, associations,
- ❖ Engagement with community - Talk shows through webinars talking about the importance of being online. These webinars are being done in partnership with ICT Chamber across all sectors (Agri-business, Education,.....)
- ❖ Corporate Sales Pitches – door to door into malls, shopping centers, supermarkets and other congested areas within the City of Kigali.
- ❖ Created different materials educating the Community on the importance of being online.
- ❖ We are in discussion with a number of corporate organizations and hope to on-board new stakeholders and train plenty e-commerce customers throughout 2021
- ❖ We will soon embark on the Sustenance phase with a view to sustain the growth of the campaign with delightful testimonials.
- ❖ Onboarded more than 350 customers during these 2 months

Challenges & Way Forward ...

- ❖ Customer's fear – reluctance- resistance to adopt digital tools
- ❖ Customer's mindset to adopt technology
- ❖ Delay in providing Relevant contents for the website

Way Forward

- ❖ Continue educating community about the importance of being online
- ❖ Continue with awareness within the community by creating relevant contents
- ❖ Trainings & workshops
- ❖ Monthly reviews to fast track the project – adjust whenever possible

Thank you!
