



PROJECT SUMMARY

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| Ref No.: MRIC-SCA-P09 | Title: KonekTwa Online |
| Local Company: KonekTwa Limited | |
| Project Leader | |
| Mr Adarsh Gujadhur | KonekTwa Limited |
| Team Member | |
| Name | Organization |
| Mr Alexandre Yannick Hyacinthe | KonekTwa Limited |
| TECHNICAL ABSTRACT | |
| <p>KonekTwa Limited is an influencer marketing company that has been present since 2019 and has been disrupting the way digital marketing works in Mauritius. It empowers Mauritian content creators and Mauritian consumers by soliciting local content creators to provide authentic and organic visibility to local businesses. Today, KonekTwa faces a need to automate and improve its platform as more and more advertisers want to deploy local influencer marketing to reach local consumers. This implies the development of a Software as a Service (SaaS) platform that enables a significantly larger volume of advertisers to autonomously create and run influencer marketing campaigns that target their desired consumers in Mauritius. Implementing a Software as a Service (SaaS) platform will enable KonekTwa to: (i) Automate bespoke campaigns, (ii) Centralise & generate business intelligence reports representing multiple contributing factors such as market reach and consumer trends.</p> | |
| Key Words: Innovative Marketing, Automation, Local Economy, Social Impact, Emerging Sectors | |