Launch Plan Document

Business Development (BD) lead is responsible for the specific seller onboarded and is the owner of this process as described below.

1.Pre-Launch:

1.1Seller Documentation:

- Ensure all necessary seller documents are collected and logged into our system.

1.1.1 Sevi light seller: Not fully onboarded, just pay for buyers. The seller doesn't have access to the portal.

- Sevi light form
- CR12 and / KRA Pin (Number) (This is not Mandatory)
- Business registration- certificate of incorporation

1.1.2 Sevi sellers: Fully onboarded, buyers mapped to them: Documents required:

- KRA PIN
- CR12
- Certificate of incorporation
- Signed board resolution
- ID of the Directors
- Seller Profile

Sellers terms should be issued to the seller together with board resolution. No signature is needed for seller terms

2. Account opening

BDR helps nominated Admin (director or authorized person) to sign up to Sevi with a personal account
BDR creates a seller wallet based on KRA PIN and links the nominated person to the wallet as ADMIN. T

- **3. KYC review and verification** BDR sends documents to Compliance team; (***to check if all the documents have been sent and the authorized account operator is the primary host of Sevi application. In an event where the authorized account operator is not one of the directors, the compliance team Must validate whether the directors are aware of the implications of having a secondary person operate the save wallet as a primary membe***r)
- Once approved, Compliance sends the documents to customer support.
- Support uploads documents to CRM and creates ticket on Seller account verification for NL team (incl details: which credit config, deliver direct, tags: coke/milk)
- NL team verifies docs and sets credit configs.

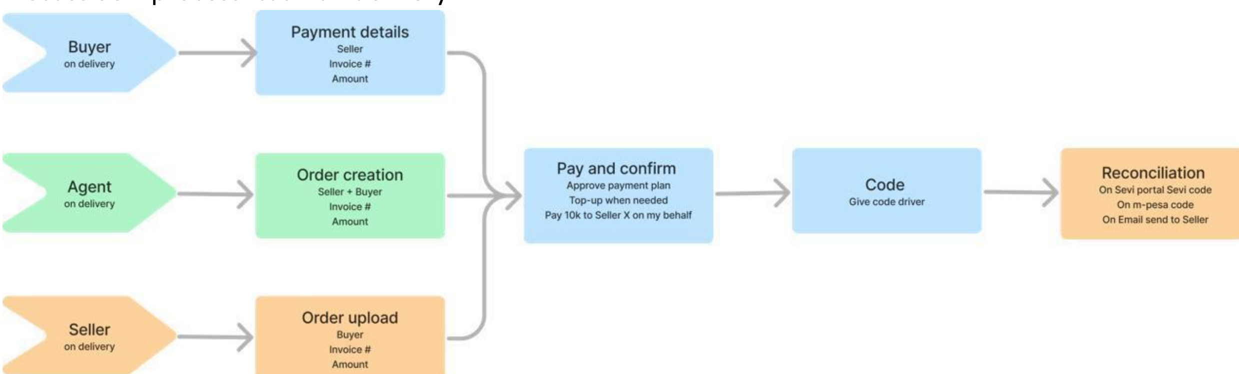
(SLA for the processes above is 2 working days)

- Support to notify the Verification team to verify the seller (***Sevi light sellers are not verified***)
  - SLA for sellers within Nairobi and regions where we have verifiers- 2 days
  - SLA for others regions- 4 days

4. Kick-off meeting with seller (Sevi: BD, regional key account manager, project lead. Seller: DMU, operations, finance)

Understand the seller processes (finance and operations)

Discuss Sevi process ‘cash on delivery’



Align Sevi process with Seller process (sign off the alignment with the principal)

- Understand the seller sales process and channels
- Discuss how our sales team can collaborate with seller team e.g. telesales, route planning and driving along
- Clear documentation of seller routes and define the seller universe to streamline targeting and outreach efforts. i.e. set up a tent at counter, merchandize, posters, folders
- Set Settlement account by the Admin and get approval for auto-settlement. Do a test payment.
- Set sales targets
  - buyers onboarded target for the first 2 months
  - volume target for the first 2 months
- Request sales data (either through excel template or integration). The data to be uploaded through the seller admin portal
- Training of finance and operations. Comprehensive training of seller finance team and operations/ dispatch. BDR responsibility
- Targets set for seller reps and short-term accelerator commissions/ rewards communicated (not seller rep commissions). Budgets for the same proposed and approved.
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5. Kick off meeting Sevi team (Formal Meeting BD team, Sales team, Customer Support, Project lead, HR, Training officer)- SLA within 48 hours. (meeting chair Regional Key Account Manager)

Discuss:

- sales strategy
- Resource planning. To boost sales from day 1
- Priority routes
- Set feasible launch date for Seller

6. Launch: (Sevi: Sevi reps, regional sales manager, project lead, verification, customer success and BDR.
Seller: Seller reps, sales manager, delivery team)

6.1 Training Seller reps

Conduct comprehensive training sessions with seller representatives on our product and the go-to-market strategy. Sales responsibility

- Set-up of WhatsApp chats for seller agents

6.2 Training Seller delivery team

- Conduct comprehensive training sessions with seller delivery team on our product and payment verification. Sales responsibility

7.0 Execution: One Month (Pre-Handover)

Onboarding Tracking: Implement rigorous daily tracking of seller onboarding progress to ensure timely execution.

- **Daily Progress Updates:** KAR to provide daily progress updates to BD and sales on progress for onboarding
- **Process Monitoring:** BD team to closely monitor the onboarding process throughout the first month
- **End of Month Review Meeting:** Schedule a review meeting at the end of the month with the seller team to assess progress. Based on successful launch and progress an official handover of the account to sales team for management, clearly communicated to the Seller. In case progress is behind on targets the hand-over is postponed and assessed again in a months' time.

The end