

credoks  
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Companies for **R**esponsible **D**evelopment,  
**O**rganization & **K**nowledge **S**haring



# The Pain and Pride of Being a Pioneer

Progressive Development of VAS  
Licensing from a private company's  
perspective

# CREDOKS in 2009

1. Ideas, Proposals, and a strong desire to participate in the Telecommunication sector

2. Relentless Effort to secure a VAS license and an Operating Agreement from the then ETC

3. Dependent on foreign technology consultancy



# From the “Directive May not allow it” to being part of Ethio Telecom’s roadmap

MCIT	Ethio Telecom
License/Permit Issuance 1. Business License required from Ministry of Trade	Revenue Share based Operating Agreement 1. Agreement for Enterprise VAS 2. Agreement for Residential VAS 3. Agreement for B2B Partnership 4. Agreement for Mobile Financial Services (Pending)
Certification and Attestation	Connectivity Bind 1. SMS 2. Voice 3. USSD
Tax Exemption for equipments 1. Investment License is a prerequisite	Support 1. Customer Care 2. Training

# CREDOKS in 2013

- One of about 14 VAS companies
- First company to market a co-branded VAS with Ethio Telecom
- A B2B Partner to Ethio Telecom
- Telecom Consultancy Portfolio (Beyond VAS)
- Range of value added services in partnership with Ethio Telecom
- Shortlisted for Ethio Telecom's Branding Mega Promotion Campaign
- First VAS company to export VAS outside Ethiopia (M-Health "HIV-Link")
- Full Technology Transfer (Development and Management)

# CREDOKS in 2013



# Challenges and Going Forward

2009	2013
License/Permit Issuance	Information gap among various stakeholders
Undefined Stakeholders	Marketing Services and Products
Operator not receptive to the idea of VAS	Lack of access to Capital

"Positions of responsibility and opportunity come to a few men and when they do tradition has usually marked out a way, a path well trodden by other men which it is fairly safe to follow. But seldom is it given a man or group of men to lay the foundations of great institutions, and while doing so, to blaze a path into which an established order shall compel other men to walk."

