



**THE  
RDM WAY**  
Company Profile



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Cocoa Farmers in Brouko Village, Daloa - Cote d'Ivoire.  
Contracted by Cargill and International Finance Corporation (IFC), we sensitized and enrolled cocoa farmers onto digital payments from July 2021 to August 2023.

Earning the farmers' trust required devising an on-ground strategy different from the one initially drawn, teamwork and persistence.

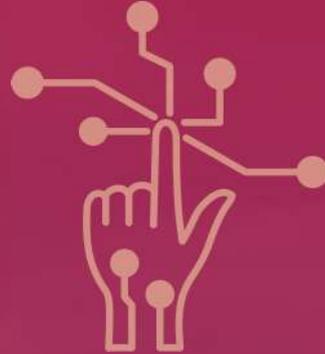
# OUR MANIFESTO

*Let's go to the villages...*

And so we have for decades now.  
We like our terrain rough,  
our people rag-tagged,  
and our conversations rich.  
We're driven by discovery.  
The thrill of uncovering new stories.  
The pursuit of purpose.  
We believe in God and the  
moving force of faith.

We believe Africa's true potential  
lies not in its cities, but its villages.  
That change starts with action  
fuelled by a pinch of passion.  
We believe in daring to do things  
bigger than ourselves.  
In giving our all and nothing less.  
In taking chances and  
having no regrets.  
In making our mark on history.

We believe in destiny and  
the power to shape our own fate.  
In giving just as much as taking.  
We're excited by big ideas and  
the small ones just the same.  
We believe in finding solutions,  
and where there's none,  
creating firsts.  
In getting work done and  
having fun while at it.  
We believe in villages.  
In dreams. In the collective.  
We believe in **MORE.**





About Us

## Who We Are

RDM Africa (Rural Digital Media) is a management consulting firm that leverages digital tools to deliver practical, forward-thinking solutions for businesses expanding into rural and peri-urban markets.

We achieve this through Human Resource Management, Digital Transformational Services, Business Strategy, Sales & Marketing Support, Below-the-Line Marketing and Activations, Field Force Management, Entity Quality Management, Business Process Outsourcing (BPO) for our clients.

With a keen focus on empowering people at the grassroots, we go to the villages and unlock the potential of last-mile markets.



## Philosophy

We challenge the stereotype of what is rural. With a keen focus on peri-urban and rural markets, we collaborate with businesses to unlock the vast potential of these often-overlooked regions across Africa.

We understand and address the unique needs of last-mile communities, easing access to products and services that resonate with their evolving needs and aspirations.

By creating digital rails that link rural and urban markets, we strengthen value chains, promoting sustainable growth across last-mile communities.



## Vision

A borderless Africa.



## Mission

We are on a mission to unlock the wealth of last-mile communities by creating digital rails that allow the pull and push of financial benefits from urban to rural markets and vice versa.



## Core Values



### Vehicle

We are a platform that drives reach into rural markets and communities, starting conversations of financial inclusion, development, and opening doors to opportunities.



### Road

A symbol of journey, destiny, and inclusion; we walk the co-creation journey with our clients, driven by a shared purpose.



### Speed

Our go-to-market agility and innovation are our strength, shaping the markets, industries, and communities we step into.



### Fuel

Our people, groomed for excellence — are creative, committed, and collaborative — keeping our propellers turning.





# The RDM Way

## Let's go to the villages

The breadth of our skills and knowledge allows us to provide a unique integrated approach to projects whatever their size, complexity, or geography.

## Our Superpowers



### Local Insight

We understand the end user from last-mile communities and possess reliable connections in rural markets



### Rich Experience

Our tactics are informed by a wealth of experiences in diverse cultural settings all over Africa



### Flexible Mindset

We let project needs guide our approach, and we are not afraid of doing the hard work.



### Solutions-Oriented

With our can-do attitude, we take every challenge as an opportunity to create permanent solutions to persistent problem.

## Tools of Transformation

Our model thrives on the firm foundation of creativity and forward-thinking, with people at the centre of it all. We harness fintech and field-tested strategy to lay digital rails that bring opportunity to the ambitious. These are the tools we sharpen daily to power real transformation at an individual level, business, and community at large.

### Beyond the Known, Into the Little Known

We bring rural markets into the fold of digital payments, taking financial tools where they're needed most. This eases financial access from city centres straight to village markets.

Our team's mission is simple: make digital finance as accessible as a handshake.

By partnering with forward-thinking companies and businesses, we bridge the gap to last-mile communities, opening doors to new income streams and thriving markets.



### Trained to Thrive

A tool is only as good as its user. We believe in equipping people with the necessary skills to grow personally and professionally. Through one-on-one training sessions and interactive support, we upskill and build capacity for both our workforce and our client's team.



### Guided by Insight, Remembered for Impact

Our numbers tell stories: of progress made, barriers broken, and markets unlocked. We lean into data not just to report outcomes, but to shape smarter strategies. If it doesn't lead to measurable, meaningful impact, we haven't done our job.



### Erasing Borders, Expanding Benefits

Our endgame? A borderless, digitally connected Africa, where opportunity is as accessible as the sun. By focusing on connectivity and digital literacy, we're laying the groundwork for an empowered continent, one village at a time.





Pay with MoMo  
Use MoMo app or \*165\*3#  
9 0 5 1 6 4  
FREE of charge  
MoMo

Use MoMo app or \*165\*3#  
9 0 5 1 6 4

COCK SHERRY  
500 ML  
250 ML  
OBUSHERA

Our Services



### **Business Strategy**

We work with businesses, government and NGOs, international development organisations, and not-for-profit organisations to craft data-backed, actionable business strategies and campaigns on behavioural change tailored to niche audiences across Africa. Are you venturing into new terrain, restructuring internally, or scaling existing operations?

We align your goals with market realities, internal capabilities, and future opportunities. From go-to-market roadmaps to digital adoption frameworks and financial modelling, we equip you with the strategic clarity to move with confidence and compete sustainably.



### **Digital Transformational Services**

We digitise what matters. Our digital transformation services empower companies and communities to shift from manual to modern, from fragmented to integrated, and from reactive to data driven. Our capabilities include:

- » **Digital product development:** Custom web, mobile, and USSD platforms for customer engagement, payments, or field operations.
- » **Enterprise system design:** Streamlined platforms for HR, finance, CRM, and inventory.
- » **Data strategy:** Tools and dashboards for real-time analytics, decision support, and business intelligence.
- » **Technology access for last-mile users:** We bring digital tools to underserved communities, ensuring inclusion and impact.



### **Agribusiness – Linking Farmers to Markets**

We empower farmers through hands-on trainings and strategic market linkages that increase productivity and income. Our programmes target key issues such as low mechanisation, post-harvest losses, and limited access to finance and extension services.

With our technical assistance, farmers increase yields, reduce post-harvest losses, and adopt sustainable agricultural practices. Our expertise spans value chains like dairy and honey, while improving access to finance, extension services, and agro-ecological inputs for long-term growth.



### Human Resource Management

Our HR services are designed to help you attract, develop, and retain top-tier talent. From outsourced HR management and recruitment to performance tracking and training frameworks, we build HR systems that are compliant, scalable, and aligned with your company culture.

We offer:

- » Role mapping and job description design
- » Recruitment process outsourcing (RPO)
- » Staff training and performance evaluations
- » Payroll, compliance, and contract management



### Sales & Marketing Support

Sales performance is a science we've perfected. We support companies to grow their sales pipelines, manage account lifecycles, and craft marketing strategies grounded in behavioural insight and market intelligence. Our solutions include:

- » Salesforce training and field team deployment
- » Go-to-market strategy development and execution
- » Retail and distributor engagement models
- » Channel support for FMCG, financial services, and telecom



### Below-the-Line Marketing and Activations

We connect brands with hard-to-reach audiences in meaningful, measurable ways. Our BTL capabilities include:

- » Rural and peri-urban brand activations
- » Product seeding and market penetration strategies
- » Event marketing and retail activations
- » Community engagement for trust-building and education



### Field Force Management

We provide full-spectrum field force management: from recruitment and training to performance tracking and compliance.

What we offer:

- » Territory mapping and team deployment
- » Field reporting systems (real-time dashboards, GPS tracking, audit trails)
- » Daily productivity tools and supervisor frameworks
- » Incentive programs based on performance metrics

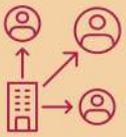


### Agent Quality Management

Our approach ensures every point-of-contact in your business — agent, merchant, outlet — meets your brand standards and operational KPIs.

We conduct:

- » Site assessments and outlet segmentation
- » Product placement and visibility audits
- » Compliance enforcement for POS and merchant activities
- » Quality assurance across customer journeys



### Business Process Outsourcing (BPO)

Our BPO services are built for companies that want to scale without overstressing internal capacity.

We specialise in:

- » Call centre and customer support management
- » Data entry and CRM support
- » Staff secondment for field operations or short-term projects
- » Managed services for HR, finance, and field marketing





# Projects



MoMo Pay merchant Acquisition & Quality Management Services - MTN Mobile Money Uganda Ltd.

Aug 2023 – May 2025



BTL Marketing, Merchant Acquisition & Quality Management, Equatorial States South Sudan

July 2023 – May 2025



Airtel Money Uganda, BTL Marketing (Kampala & Mid-West) and (Eastern Uganda and North)

March 2015 – December 2017



Community mobilization to achieve new electricity connections in Central and Western Regions of Uganda

April 2015 – May 2016



M-Kopa market feasibility study and sales support

August – November 2016



MTN MoMo BTL Marketing Activity in 2 Regions Khartoum & Central States Bahri City & Northeast States

June 2022 – May 2023



IFC/Cargill Cote d'Ivoire - Sensitization and Enrolment of Cooperatives and Farmers on digital payments.

July 2021 – August 2023



Vodacom M-Pesa Lesotho, Merchant Acquisition and BTL Marketing,

May 2017 – November 2020



M-Pesa Paga Facil aqui Merchant Acquisition and Management

December 2021 – November 2022



M-Pesa Mozambique, Customer Acquisition and Promoter Management Programme

June 2018 – June 2020



First City Monument Bank (FCMB) – BTL Marketing,

December 2016 – March 2017



Quickteller Agent Acquisition, Activation and Management and BTL Marketing

October 2025 - Ongoing



# *Client Testimonials*

This is a recommendation note in respect of Rural Digital Media Ltd (RDM) services to MTN Mobile Money (U) Limited from **May 2023 to April 2025**.

RDM was contracted to support our business with a wide scope of services ranging from merchant acquisition, merchant quality, trade branding, and opportunity identification in the payments space across the country.

During this period, they superbly supported our merchant quality acquisition leading to a 65% growth in revenues. RDM's dedication and professional approach to work was key to the above achievements.

I strongly recommend their services to any organization aiming to scale and structure their merchant/payments base from good to great.

**Alex Wekoye**  
**Chief Commercial Officer**  
**MTN Mobile Money (U) Ltd**



Rural Digital Media partnered with MTN FinTech South Sudan, with support from IFC, to recruit and manage 195 MoMo field staff across Central, Eastern, and Western Equatoria.

Their work strengthened customer acquisition, MoMo Pay merchant onboarding, quality management, and BTL marketing, significantly expanding our customer, agent, and merchant base while advancing financial inclusion.

RDM demonstrated professionalism, reliability, and strong execution throughout the engagement.

**Hussein Samanya,**  
**Head of Commercial Operations,**  
**MTN FinTech South Sudan**



Rural Digital Media delivered professional Below-the-Line marketing and customer acquisition support for MTN MoMo across Khartoum, Central States, Bahri City, and North East States.

Working closely with our team under IFC supervision, they showed strong field execution and adaptability, contributing meaningfully to MoMo adoption during a complex operating period.

We are confident in RDM's ability to deliver high-quality field marketing services.

**Iman Asim Ahmed,**  
**Head of FinTech Operations & Commercial,**  
**MTN Sudan FinTech**



We hereby confirm that Rural Digital Media is currently on a year contract providing merchant acquisition and management services to Vodafone M-Pesa Mozambique, a project financed by The World Bank Group | International Finance Corporation (IFC).

This contract started **January 2022 and is ongoing.**

We appreciate and strongly recommend the services offered by this firm.

**Gonesi Thabani**  
**M-Pesa Merchants Payment Manager, Vodafone M-Pesa**



This letter serves to recommend Rural Digital Media Ltd for the customer acquisition projects they have implemented on our behalf for the past two years,

**July 2018 – June 2020** across Mozambique;

That is;

- Below the line (BTL) Marketing.
- M-Pesa Women Forums Project in Maputo city, Maputo Province and Nampula.
- Revenue Share (RS) Promoter Management Programme, November 2019 – June 2020.

Overall the services provided by Rural Digital Media Ltd have enabled us grow our revenue through increased M-Pesa uptake and also increased the Vodafone GSM penetration. All the above mentioned projects were successfully accomplished.

**Dayse Madeira Correia, Head of Marketing M-Pesa,**  
**Vodafone M-Pesa, SA**



This is to confirm that Rural Digital Media Ltd have been carrying out the PHASE III – Merchant Acquisition and BTL Marketing activities for Vodacom Lesotho in partnership with International Finance Corporation (IFC) across all the 10 districts of Lesotho, **February – November 2020.**

I am confident in recommending Rural Digital Media for merchant and customer acquisition services.

**Mphunyetane Palesa, Executive Head:**  
**M-Pesa at Vodacom Lesotho (Pty) Ltd.**



Below the Line (BTL) Marketing for Airtel Money Uganda (Kampala & Mid-West) and also Eastern Uganda and North, **March 2015 – December 2016.**

During the implementation of the two-year IFC funded contract, Rural Digital Media undertook 3,116 quality BTL events around more than 7,500 Airtel money agents across Uganda. As result, our Airtel money subscriber base has steadily increased in the last two years from 2.5 million customers to 4.5 million customers.

I recommend without reservation the professional services offered by Rural Digital Media.

**Moris Seguya,**  
Ag. Director Airtel Money – Airtel Uganda



The purpose of this letter is to commend Rural Digital Media Limited for the professional below the line (BTL) marketing activities and accompanying logistics they recently provided to boost our sales across the peri urban and rural areas in Uganda, **August 1 – November 30, 2016.**

This project was successfully accomplished.

We therefore have no reservations to anyone wishing to engage the services of Rural Digital Media Limited.

**Monica Kasirye Kavuma,**  
Finance Manager | M-KOPA Uganda Ltd.





*Meet the Masterminds*



**Brian Rwehabura**  
Managing Director

He brings over seventeen years of professional experience in communications, with a strong focus on creative public relations and community mobilisation. From strategy and positioning to media relations, communications training, event planning, and creative marketing, he has worked across nearly every facet of the communications and marketing field.

He is a Certified Digital Finance Practitioner (CDFP) through the Digital Frontiers Institute (DFI), South Africa and Tufts University, Massachusetts (2020), and holds a Master's Degree in Business Administration (MBA) from the Eastern and Southern African Management Institute (ESAMI), awarded in 2008.

Brian has led and managed numerous World Bank/IFC-financed projects across Africa, including in Nigeria, Mozambique, Tanzania, Lesotho, Uganda, Côte d'Ivoire, Sudan, and South Sudan.



**Africano Byaruhanga**  
Manager -  
MIS & Data Analytics



**George Gumikiriza**  
Chief Storyteller



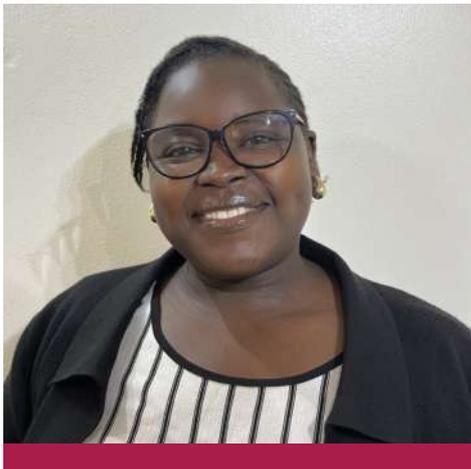
**Leonard Okech**  
Head of Merchant  
Acquisition



**James Ongu**  
Finance Manager



**Nevis Ninsiima**  
Finance Officer



**Dorothy Oyella**  
Office Concierge



**Gadaffi Obote**  
Data Analyst



**Martin Kubona**  
Data Analyst



**Jonathan Mwesigwa**  
Business Development Manager



# Our Tenets



**We are data-driven,  
not guesswork-reliant.**

Our insights don't come from assumptions, but from collected, cleaned, and analysed data.



**We are strategy-led,  
not shortcut-driven.**

Every decision is guided by thorough research, accurate data, and proven experience.



**We are field-focused,  
not desk-bound.**

We go where the problems are, solutions in hand, because that's where our work is.



**We are innovation-steered,  
not routine-rigid.**

Our approach is flexible. We adapt, innovate, and deliver every single time.



**We are people-first,  
not bureaucracy-bent.**

We believe real impact begins from the grassroots. When the individual is empowered, so will be the family, company, and community.



The stories we've uncovered.



The lives we've touched.



The people we've empowered.

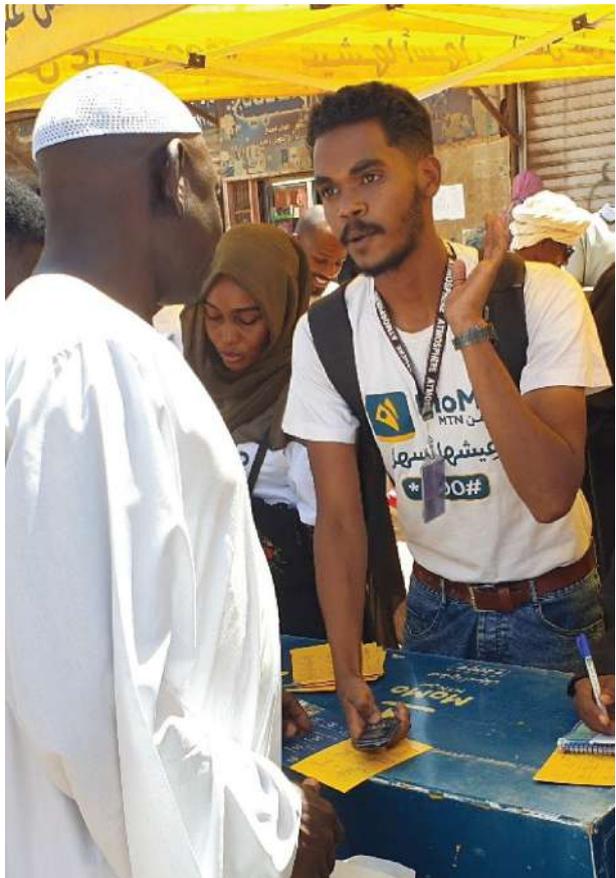




The villages we've transformed.



The opportunities we've created.



The journeys we've shaped.

# Let's go to the Villages

## Uganda Office

- 📍 Location: Plot 86, Lithuli Avenue,  
Bugolobi, Kampala - Uganda  
Address: P. O. Box 138207
- ☎ Contact: +256 393 100167  
+256 763 948599
- ✉ Email: [info@rdmafrica.co](mailto:info@rdmafrica.co)

## Mozambique Office

- 📍 Av.HO CHI Min No 185;  
Maputo Cidade - Mozambique
- ☎ +258 (84) 0207733
- ✉ [info@rdmafrica.co](mailto:info@rdmafrica.co)

## Lesotho Office

- 📍 GrindNation, Maseru  
Industrial Area
- ☎ +266 5192 1166
- ✉ [info@rdmafrica.co](mailto:info@rdmafrica.co)

## Côte d'Ivoire Office

- 📍 BP 1767 Abidjan 28, Côte d'Ivoire  
| Cocody Riviera Palmeraie Saint  
Viateur cité Kimi Bessikoi Villa N°1