

“Yene Guzo seeks to provide convenience, and make lives easier.”

Kalkidan – Kifiya

Employee at Kifiya, a financial technology company based in Addis Ababa, which seeks to use technological means to make financial transactions easier, and within reach for all. Enterprise Partners is working with Kifiya to develop initiatives specifically targeting those at the base of the economic pyramid within Ethiopia.



Kalkidan is the Business Lead at Kifiya Financial Technology PLC based in Addis Ababa, Ethiopia.

Kifiya is a technology company focused on providing easy, and accessible electronic payment options in the financial services sector. Kalkidan is the lead on one of the newer initiatives that Kifiya began in 2016, called Yene Guzo, or “my trip”.

Yene Guzo is an e-ticketing payment service platform, which allows customers to purchase bus tickets to journey across Ethiopia, weeks in advance of their travel. Kifiya, in collaboration with the Federal Transit Authority (FTA), launched this venture incorporating 21 public transport associations throughout the country to utilize the Yene Guzo e-ticketing payment platform. As a result, customers no longer have to wait in long lines at transport stations to purchase bus tickets. Instead, through Yene Guzo, individuals have the option to visit the 78 external point of sale agents or locations nearest them in order to purchase a bus ticket.

Kalkidan explained how Yene Guzo works. Along with the 78 external point of sale

agents throughout various parts of Addis Ababa, Kifiya also works with 118 agents working within the five bus terminals in the city. All that is required for each agent, is a smartphone, in which Kifiya will upload the Yene Guzo mobile application. Additionally, the device is connected to a POS device which will print out the ticket receipts for customers. Each receipt provides customers with their name, bus license plate number, bus site location, destination city, and date/time of departure.

Proving its success, Kalkidan indicated that there have been 403,694 transactions completed in the Yene Guzo app within the past three months. Furthermore, the Yene Guzo mobile application is integrated with a “wallet” application – which allows the agent to deposit cash into an account with the Commercial Bank of Ethiopia and have e-money transferred to their mobile device. This wallet system is seen as the first step in registering individuals that normally would not have accessed financial services, or those at the base of the pyramid.

With its current progress, Kifiya intends to continue expanding its reach toward increasing its number of agents and point of sales centers. These prove to be great steps toward facilitating greater access to financial services, and providing convenience for everyday Ethiopians.