Bio

Daniel Yu founded Wasoko (formerly Sokowatch) after witnessing pervasive product stock outs at small retail stores while living in Egypt. Prior to founding Wasoko, Daniel worked as a software developer and Chief Technical Officer for several early-stage start-ups in the US and attended the University of Chicago where he focused on International Studies and Linguistics. Through his work with Wasoko, Daniel has received international recognition as the winner of the Prince of Wales Young Entrepreneur Prize, designation by the White House as an Emerging Global Entrepreneur, and as one of Forbes 30 Under 30 Social Entrepreneurs. Daniel has worked in or travelled to 60+ countries and speaks Mandarin, Swahili, Portuguese, Spanish, Arabic, Cantonese, and French.

About Wasoko

- Wasoko is transforming informal and fragmented retail markets by improving inefficiencies in the supply chain
- Since its launch in 2016, Wasoko has amassed a huge network of over 50,000 informal retailers across six countries - Kenya, Tanzania, Rwanda, Uganda, Cote d'Ivoire and Senegal, grown company revenue over the past 12 months to over 500% and completed more than 2.5 million orders, delivering an unprecedented level of access to goods for local shop owners across Africa.
- Through Wasoko's platform, informal retailers are able to order products at any time via SMS or mobile app for free same-day delivery to their store. In addition, through leveraging historic purchasing data, it also evaluates retailers to provide them with access to Buy Now Pay Later financing and other financial services typically not available to informal businesses.
- Wasoko works with a range of local and multinational organisations to provide households and local shops with access to the food and goods they need
- It has also grown from a team of 10 in 2016 to now over 800 employees across 18 cities in East and West Africa.